

Hudson County

Vision ZERO

SAFETY ACTION PLAN



Acknowledgments

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**Adopted by the Hudson County Board of County Commissioners
 March 27, 2025**

Other Notable Recognition

The Hudson County Division of Planning and the Hudson TMA who assisted with the public outreach efforts; and

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Vision Zero is an ongoing effort. Additional project information and updates will be made available on the Hudson County Vision Zero website:

<https://www.hcnj.us/visionzero/>

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A Message from the County Executive



Craig Guy

Vision Zero Task Force Chair &
Hudson County Executive

First, I would like to thank our members of the Vision Zero Task Force. Upon being elected County Executive, I promised to establish this Task Force and I could not be prouder of the work that has been accomplished. Throughout the past year, this Task Force has accomplished a lot, whether it's discussing policy during the monthly meetings, hosting outreach efforts at Hudson County neighborhood events, establishing a demonstration project to test out safety implementation measures, or listening to the public through community meetings and surveys. I greatly appreciate all effort in making this Task Force a success.

I am deeply committed to making Hudson County roads safer for pedestrians, cyclists, and motorists. As Vision Zero Chair and County Executive, I have made it clear that all lives lost to traffic violence are unacceptable. And they are also preventable.

The County has the great responsibility of ensuring that it protects the lives of everyone on our streets, regardless of where they live, and provides them with the tools they need to safely use their chosen method of travel. Through a comprehensive, data-driven effort to better understand the root causes of collisions, to identify and address High Injury Networks where deaths and serious injuries are occurring in the highest numbers, the County has developed it's first Vision Zero Action Plan.

From building safer streets, encouraging modal shift to public and active modes of transit, education, speed reduction, enforcement strategies, and embedding the tenant of Vision Zero in everything the County does, the Plan lays out our commitment to eliminating deaths and serious injuries on Hudson County's roadways.

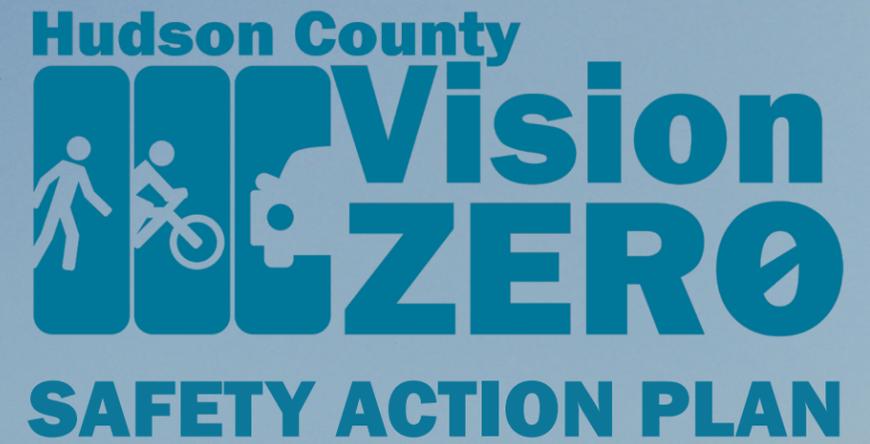
To achieve Vision Zero in our County takes monumental effort that we cannot do alone – we need you, the residents and visitors to Hudson County to work together. We will not accept traffic deaths as an inevitability on our roads any longer. Hudson County commits to achieving Vision Zero on county owned roads by 2034.

This Vision Zero Action Plan unites us all – the County, municipalities, and you, the people of Hudson County – around a common goal: Zero deaths and injuries by 2034.

Sincerely,

Craig Guy

Vision Zero Task Force Chair &
Hudson County Executive



Glossary of Terms

American Community Survey (ACS) – an ongoing survey of approximately 3.5 million households conducted by the US Census Bureau. The ACS provides information about the nation’s population, housing and workforce, and helps inform how federal funds are distributed.

Census Tract – small, statistical subdivision of a county containing 1,200 - 8,000 people. Boundaries to Census Tracts may be updated every 10 years.

Crash Rate – the frequency of crashes at given location over a period of time.

Countermeasure – a strategy or tool effective in reducing roadway fatalities and serious injuries.

Equity Priority Area – areas throughout Hudson County that had a higher composite equity score than the overall Hudson County score based on the NJTPA Equity Analysis Tool.

ePDO value – a weighted metric from the AASHTO Highway Safety Manual that quantifies crash severity for standardized analysis and prioritization.

Fatal Crash – a crash where one or more people is killed.

High Injury Network (HIN) – a collection of streets where a disproportionate number of severe and fatal crashes occur. The HIN is used to prioritize safety interventions and focus efforts on areas with higher rates of fatality or injury.

Hudson TMA – Hudson Transportation Management Association.

KAB Crash - a crash resulting in a fatal injury (“K”), an incapacitating/serious injury (“A”), or a non-incapacitating injury (“B”).

KSI Crash - a crash resulting in a fatality (killed) or serious injury.

Local Intersection – an intersection between local streets, typically with single lanes in each direction.

Local Street – a low traffic roadway, typically with a single lane in each direction and under the jurisdiction of a municipality.

Major Intersection – an intersection where the major street has multiple lanes in each direction.

Major Street – a high traffic roadway, typically with multiple lanes in each direction. County and State roadways are typically major streets.

Mixed Intersection – an intersection between local streets and major streets, such as County or State roadways.

NJDOT – New Jersey Department of Transportation.

NJTPA – North Jersey Transportation Planning Authority.

Safe Systems Approach – US DOT’s guiding paradigm to address roadway safety based on 5 elements: 1. Safer People; 2. Safer Roads; 3. Safer Vehicles; 4. Safer Speeds; 5. Post-Crash Care.

Serious Injury Crash – a crash that results in an incapacitating (life altering) injury.

Severe Crash – a general term encompassing both fatal and serious injury crashes.

Systemic Safety – an approach to safety involving widely implementing improvements based on high-risk roadway features correlated with specific severe crash types.

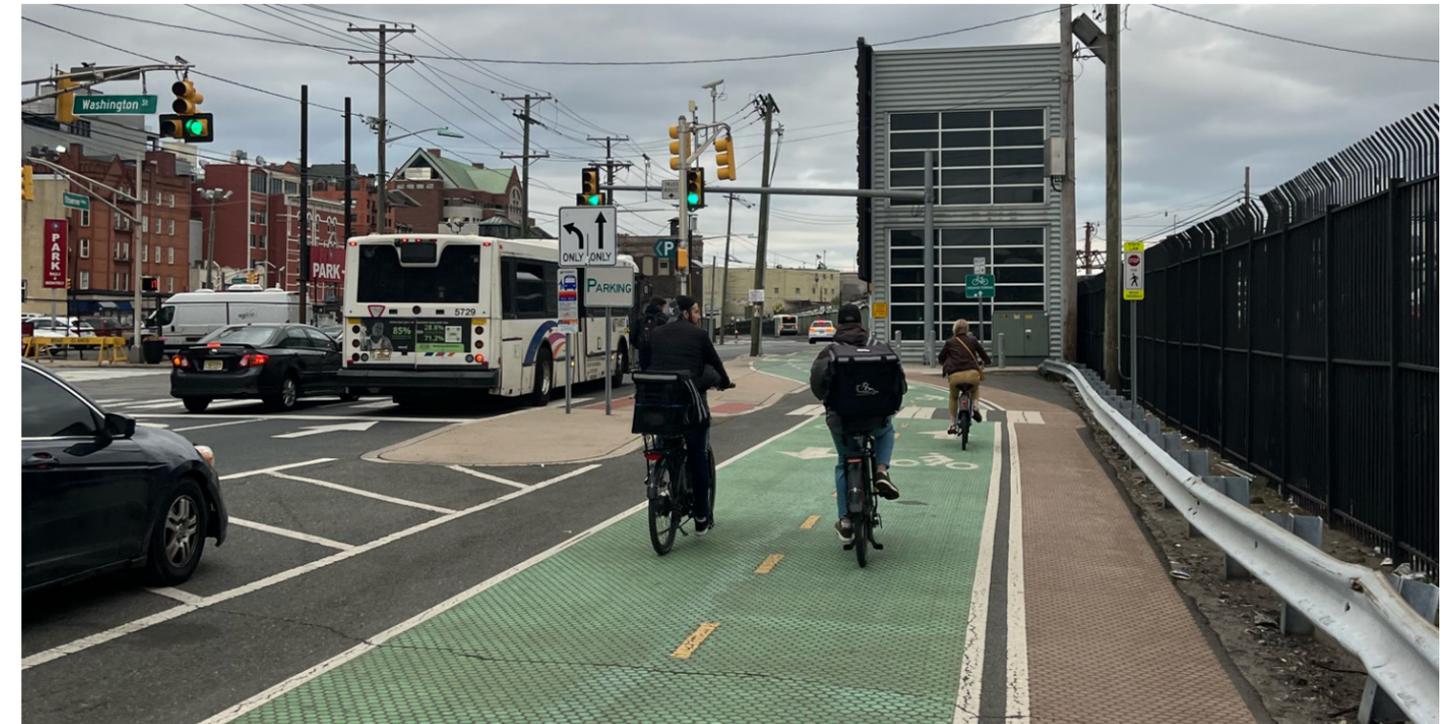
Vision Zero Action – actionable, specific, measurable, time-bound commitments by Hudson County and its partners to achieve Vision Zero.

Vision Zero Goal Year – the year Hudson County anticipates achieving zero traffic fatalities or severe injuries on County roads.

Vision Zero Initiative – a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, equitable mobility for all.

Vision Zero Strategy – targeted framework to align Actions with Hudson County’s Vision Zero Themes.

Vision Zero Theme – overarching goals driving the Hudson County Vision Zero Action Plan.



Executive Summary

Between 2017 and 2021, 79 people experienced a severe crash on county-owned roadways in Hudson County. **Any loss of life or life altering injury is one too many.**

Hudson County understands this core tenant of Vision Zero and has therefore launched a Vision Zero initiative, beginning with the development of the Vision Zero Safety Action Plan (“The Plan”). The Plan signifies the County’s commitment to urgently address the public health crisis of deaths and serious injuries on our roadways.

The Hudson County Executive’s Office issued an Executive Order in August 2023 announcing the creation of the Vision Zero Task Force. It outlined the role of the Task Force to advise on the Action Plan and noted that the County’s target year for zero deaths would be informed by and announced with the Action Plan.

The Vision Zero Task Force, comprised of county agencies, law enforcement, municipal stakeholders and advocates convened to oversee creation of the Plan. Robust public outreach was undertaken to ensure community feedback, concerns, and priorities were central to the Plan’s development. Utilizing a data driven approach including crash analysis, equity analysis and informed by community engagement, the Plan lays out a roadmap to eliminate traffic deaths and severe injuries on county roads by 2034. The resulting Plan prioritizes safety and allocation of resources, includes action initiatives, timelines for implementation, and performance measures to ensure accountability, and infuses all County actions with Vision Zero principles.

This Action Plan is just the beginning. Innovation and learning will be sought out, our methods will be evaluated, and our approaches will evolve.

Hudson County’s Vision Zero Action Plan is a data driven process, guided by four overarching themes:

- A. Change the Culture of Traffic Safety** by promoting shared responsibility and addressing the root causes of dangerous driving behavior.
- B. Design and Build Streets that are Safe for Everyone** by eliminating severe crash risks and delivering accessible networks for people of all ages and abilities walking, biking, and rolling.
- C. Partner and Collaborate** through the creation of multi-jurisdictional projects, policies, and laws and by sharing and growing best practices.
- D. Enhance Transit and Active Transportation** by advocating for, investing in, and encouraging transit and other safe, affordable, and sustainable transportation choices.

Under these themes, the Action Plan features 20 strategies and over 90 specific actions which cut across agency boundaries to better address the issues of traffic safety in Hudson County today.





Our Commitment to Vision Zero

Our Commitment

Everyone in Hudson County should be able to walk, bike, take public transit, and drive on streets that are safe, regardless of who they are or where they live within the county. In 2021, 31 people were killed in traffic crashes on county roads within Hudson County. Over half (16) of those killed were vulnerable road users (cyclists and pedestrians), despite being a much lower proportion of overall roadway users. The 2021 statistic of 31 fatalities represents an alarming trend of increasing roadway fatalities in the County. **This status quo is unacceptable.** The County must no longer regard traffic crashes as mere “accidents,” but rather as preventable incidents that can be systemically addressed.

Hudson County is committing to the goal of consistently having zero deaths or serious injuries as a result of traffic violence by 2034. This Vision Zero Action Plan is the foundation on which the County will end traffic deaths and severe injuries on our streets and details our approach to getting there together. The Plan is driven by data and guided by the lived experiences of people throughout the County. Throughout the process, we have heard from residents and stakeholders about the issues they see and experience on county roads, and the opportunities investment in safe streets can enable for our community. We have worked to ensure that diverse perspectives throughout our community are incorporated in this Plan, specifically focusing on engaging with those who are most impacted by traffic crashes.

0 DEATHS OR SERIOUS INJURIES ON COUNTY ROADS BY 2034

WHAT IS VISION ZERO AND THE SAFE SYSTEM APPROACH?

The Hudson County Safety Action Plan adopts the Vision Zero initiative: a goal of zero roadway fatalities or serious injuries. While traditional approaches focus on reducing crashes by placing responsibility on individuals to follow traffic rules, Vision Zero takes a more holistic stance, recognizing that humans inevitably make mistakes but these mistakes should not result in severe injuries or fatalities. This means creating forgiving roadway systems that reduce severe outcomes when crashes occur.

At the heart of Vision Zero is the Safe System Approach, created by the Federal Highway Administration (FHWA). This approach emphasizes shared responsibility among road users, urban planners, transportation engineers, and vehicle manufacturers. It prioritizes safer road designs, lower speed limits, and crash-resistant vehicles to work in concert, minimizing the likelihood of severe outcomes. Rather than waiting for incidents to happen, the Safe System Approach is proactive—identifying risks and addressing them before they cause harm.

Many cities and countries around the world, including New York City, San Francisco, and Sweden (where Vision Zero originated), have adopted this approach because they recognize the moral imperative to prevent traffic deaths. Within New Jersey and Hudson County, Jersey City became the first municipality to adopt the initiative in 2019. By prioritizing human life over speed and efficiency, these places are rethinking how urban spaces are designed and managed, aiming to create safer, more livable communities for everyone.

For Hudson County, adopting Vision Zero will mean committing to eliminating fatalities and serious injuries by implementing thoughtful, long-term changes that put people first. Vision Zero is about creating streets that protect everyone, from the most vulnerable pedestrians to drivers. Through collaboration, data-driven decision-making, and a firm commitment to safety, we can move toward a future where traffic deaths are no longer a part of our daily lives.



► Safe Systems Approach (Source: US DOT)

This Action Plan is only the beginning. It identifies initial steps that the County Executive’s Office, in partnership with the Sheriff and Prosecutor’s Offices, Hudson Transportation Management Association (Hudson TMA), the jurisdictions that make up Hudson County, and others will take to eliminate death and serious injury on our streets. This Plan complements the implementation of existing Vision Zero Action Plans in [Hoboken](#) and [Jersey City](#), as well as the [Meadowlands Action Plan for Safety](#), currently underway in the Meadowlands District (which includes portions of Hudson County).

This Vision Zero Action Plan, championed by the County Executive and Board of County Commissioners, is led by the Hudson County Division of Planning. Central to the Plan is the Vision Zero Task Force, established in August 2023 by the County Executive, consisting of key stakeholders from across the county (see [Appendix G. Vision Zero Task Force Executive Order](#)). This Task Force will oversee the implementation of the Plan, refine strategies as needed, and regularly report on progress, ensuring initiatives are continuously evaluated and enhanced for effectiveness.

FUNDAMENTAL PRINCIPALS OF VISION ZERO

Traffic Deaths and Serious Injuries are Unacceptable. A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.

Humans Make Mistakes. People will inevitably make mistakes and decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes, and avoid death and serious injuries when a crash occurs.

Humans Are Vulnerable. Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.

Responsibility is Shared. All stakeholders—including government at all levels, industry, non-profit/advocacy, researchers, and the general public—are vital to preventing fatalities and serious injuries on our roadways.

Safety is Proactive. Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.

Redundancy is Crucial. Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

(Source: US DOT)

COUNTY OF HUDSON



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COUNTY EXECUTIVE

August 31, 2023

George Zapata, Clerk
Board of Hudson County Commissioners
Administration Annex Building
567 Pavonia Avenue
Jersey City, New Jersey 07306

RE: Vision Zero Task Force
Executive Order No. TAD-105

Dear Mr. Zapata:

Pursuant to the authority vested in this office by [N.J.S.A. 40:41A-36](#) and 37, as well as Section 3.3. of the Hudson County Administrative Code kindly be advised of the following:

PREAMBLE

WHEREAS, it is important and crucial to the health and safety of the residents of Hudson County that plans and strategies be developed to help reduce and eventually eliminate traffic related injuries and fatalities in Hudson County; and

WHEREAS, there is a need to initiate a campaign to develop a “Vision Zero” plan for the County which will foster an environment in which the elimination of traffic related injuries and fatalities are a priority; and

WHEREAS, the County of Hudson seeks to improve the safety of county roads for everyone, including people who walk, bicycle, take transit, and drive; and

WHEREAS, in 2012, Hudson County adopted a Complete Streets resolution, which mandated that public streets be designed to safely accommodate travel by pedestrians and bicyclists as well as motorized vehicles; and



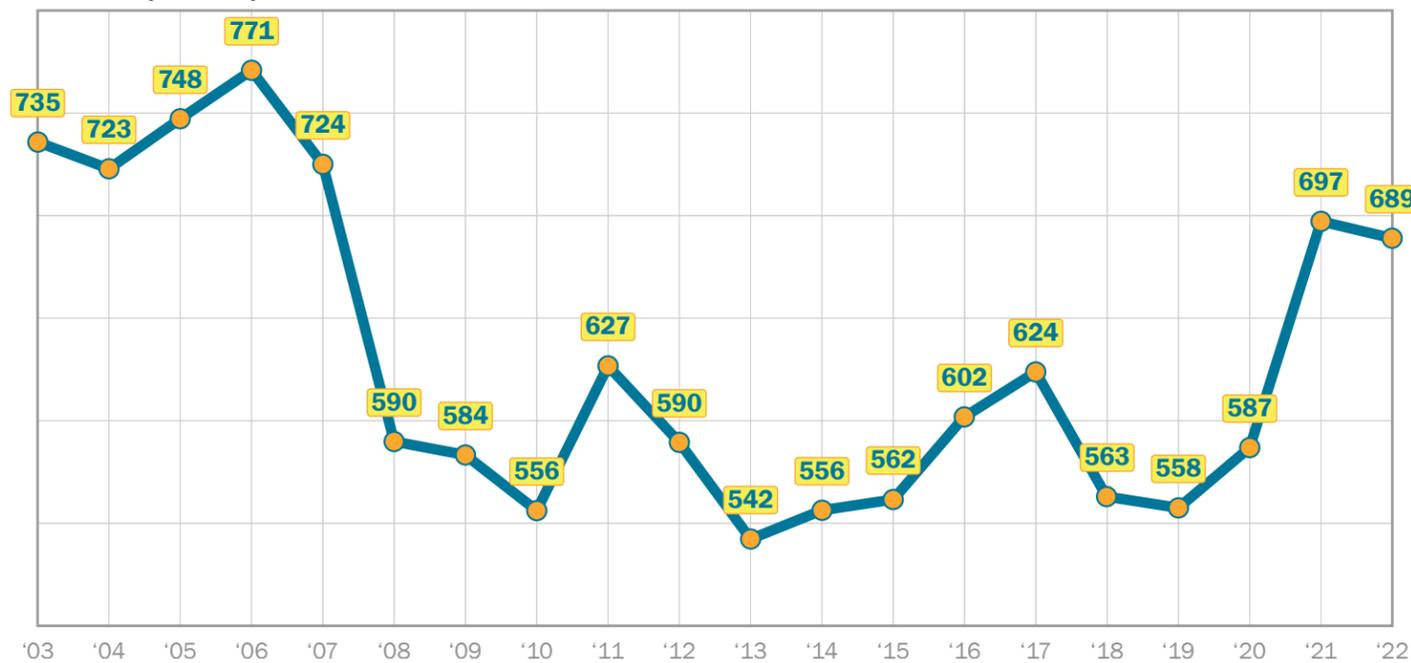
Our Call to Action

National and New Jersey Trends

Following 30 years of declining rates of fatalities nationwide, progress has stalled and there has been a rise in traffic fatalities over the last decade, with a particularly sharp increase from 2019 to 2022.¹ Despite setbacks during the COVID-19 pandemic, in 2022, there was a 1.7% reduction in fatalities nationwide, with 42,514 deaths compared to 43,230 in 2021.² The nationwide increase in traffic fatalities has most acutely impacted people walking. From 2009 to 2022, the number of pedestrians killed nearly doubled to more than 7,500 people.³ The national rise in pedestrian and cyclist deaths is particularly concerning, as non-motorist fatalities now make up a growing portion of overall traffic deaths.

In New Jersey, the situation mirrors national trends with a spike in fatalities in 2021, and modest reduction in 2022. According to the New Jersey State Police, the state reported 679 roadway fatalities in 2022, a slight decrease from the 697 deaths recorded in 2021.⁴

► New Jersey Roadway Fatalities - 20 Year Trend



¹ USDOT: The Roadway Safety Problem

² USDOT: Traffic Safety Stats, 2022 Data

³ IIHS: Fatality Facts 2022 Yearly snapshot

⁴ New Jersey State Police: Fatal Motor Vehicle Crash 2022

We have not been immune to these trends in Hudson County. Traffic-related fatalities and serious injuries remain a significant public health crisis, despite decades of efforts to improve road safety. **This trend and all loss of life as a result of traffic violence is unacceptable and avoidable.**

Crash Trends in Hudson County

Data is the driving force behind Vision Zero, helping jurisdictions better identify where crashes are happening, and the factors that lead to a higher risk of fatal and serious injury crashes. Hudson County analyzed crash data from New Jersey Division of Highway Traffic Safety (NJDOT) for the five-year period from 2017 to 2021, the most recent full-year data at the time this Plan was developed. **The study area includes all county roads, Tonelle Avenue/US 1&9 in North Bergen and local roads outside the jurisdictions of Hoboken, Jersey City, and the Meadowlands District, as those jurisdictions have their own Vision Zero Action Plans.** Based on stakeholder feedback as well as the severity and frequency on crashes on Tonelle Avenue/Route 1&9, the project team decided to include this road in the overall study area. However, the team chose not to consider recommendations for this road, but instead, they plan to work closely with the existing working group dedicated to the improvement of Tonelle Avenue, which is led by the Hudson County Prosecutor's Office and the NJDOT.

► Map 1: Severe & Fatal Crashes on Study Area Streets



Hudson County has seen a concerning upward trend in traffic-related incidents over the last five years. From 2017 to 2021, a total of 26,206 crashes were recorded across study area roads, with 221 of those resulting in a fatality or serious injury (KSI). Of those, 79 (or 36%) occurred on County roads, while 40 of the KSI crashes within the study area resulted in death. County roads are more frequently major roadways with multiple lanes carrying higher volumes, and **although County roads make up only 16% of Hudson County's total roadway network, they account for 36% of severe crashes.**

221
KSI CRASHES IN STUDY
AREA BETWEEN 2017
AND 2021

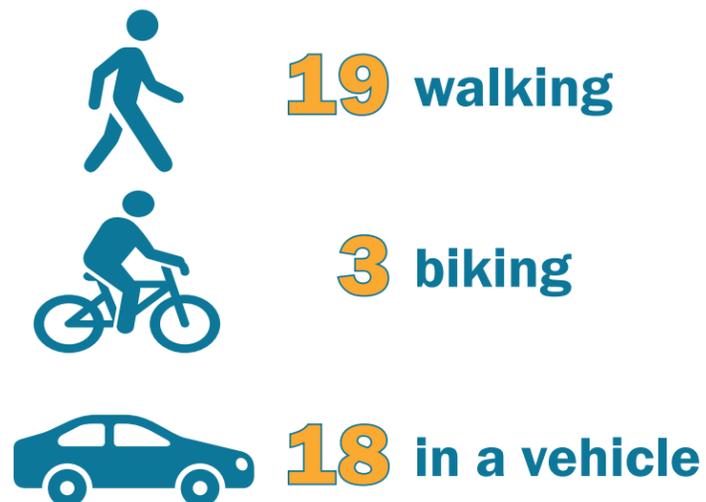
79
OR **36%** ON
COUNTY ROADWAYS

► Table: Traffic Crashes and KSI Crashes on Study Area and County Roads Between 2017 and 2021

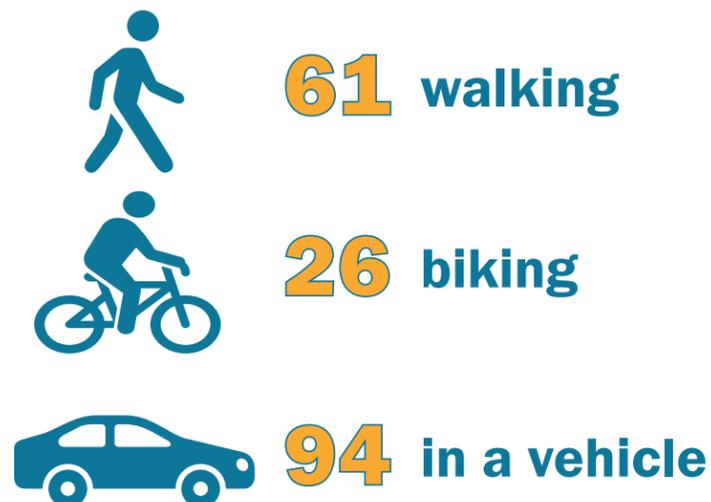
| YEAR | STUDY AREA ROADS | | COUNTY ROADS | |
|--------------|------------------|------------|--------------|-----------|
| | Crashes | KSI | Crashes | KSI |
| TOTAL | 26,206 | 221 | 8,109 | 79 |
| 2017 | 5,748 | 23 | 2,272 | 10 |
| 2018 | 3,704 | 20 | 1,587 | 11 |
| 2019 | 3,732 | 41 | 1,051 | 11 |
| 2020 | 5,751 | 54 | 1,355 | 16 |
| 2021 | 7,271 | 83 | 1,844 | 31 |

► Traffic Crashes on Study Area Roads Between 2017 and 2021

40 PEOPLE WERE KILLED



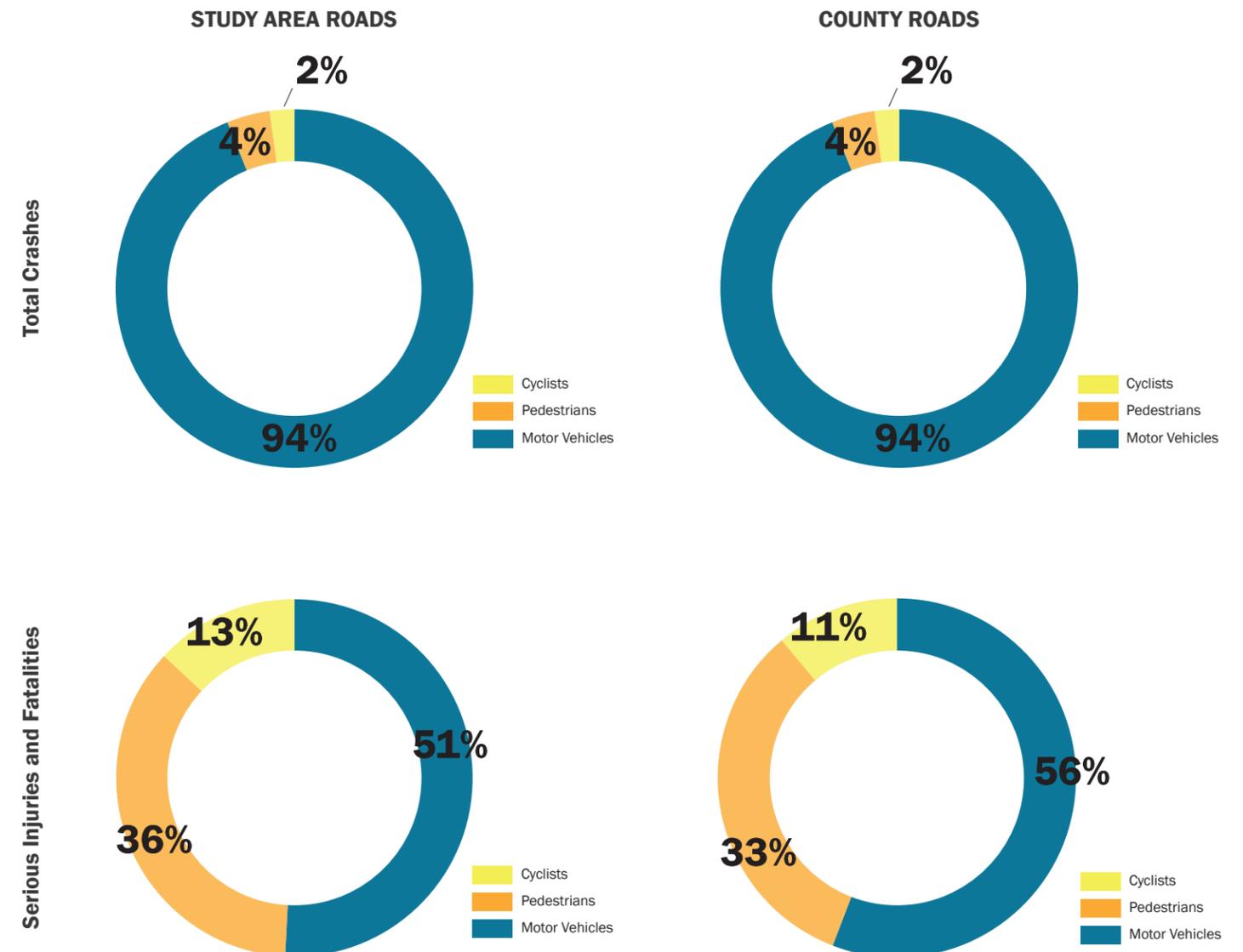
181 PEOPLE WERE SERIOUSLY INJURED



People walking, biking, or riding a motorcycle are considered “vulnerable roadway users” because crashes that involve these modes are more likely to be severe crashes. While most (94%) of crashes involve motor vehicles, crashes with pedestrians and cyclists—though just 4% and 2% of total incidents—account for nearly half of all serious injuries and fatalities. Within the study area, pedestrians and cyclists comprise 109 out of 221 serious injuries and fatalities.

A pedestrian is **14x** more likely and a cyclist is **8x** more likely to experience a serious injury or fatality than other types of crashes on County roads.

► Traffic Crashes Between 2017 and 2021 and KSI by Mode



Determining how to best address traffic safety issues in Hudson County requires an understanding of where and why crashes occur. By identifying systemic trends and recurring problems, we can develop targeted interventions to improve road safety.

WHERE

Two-thirds of crashes in Hudson County occur at intersections. While crashes at intersections are not inherently more severe, the higher frequency of these incidents leads to more serious injuries and fatalities. Different types of intersections show varying crash and severity rates.

Roadway types influence the frequency and severity of crashes. Tonnelle Avenue (US 1&9), despite covering only 1% of the study area's roadway mileage, accounts for 18% of all crashes and 27% of KSI incidents. In contrast, other state roads, which make up 5% of roadway mileage, show lower crash rates and severity. County roads also witness a large portion of crashes (39%) and KSI incidents (47%). Local streets, while covering 78% of roadway mileage, have comparatively lower crash and KSI rates.

The intersection crash rate and KSI rate help us understand how often crashes happen at intersections and how likely they are to result in severe injuries or fatalities (KSI). These rates are calculated by comparing the average number of crashes or KSI crashes at a specific type of intersection to the overall average for all intersections in the study area. A rate higher than 1.0 means crashes at that type of intersection occur more frequently than the study-wide average, indicating a higher relative risk.

► Hudson County Crash Rates per Intersection Type (Relative Frequency)

LOCAL ROADS

Local to Local



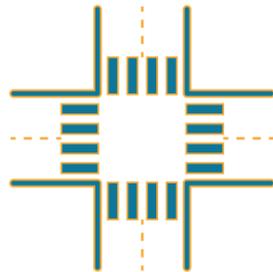
70% of all intersections

Crash Rate: 0.6
40% less likely

KSI Rate: 0.7
30% less likely

NON-LOCAL ROADS

County to County, County to State



3% of all intersections

Crash Rate: 1.5
50% more likely

KSI Rate: 1.5
50% more likely

MIXED ROADS

County to Local, State to Local



26% of all intersections

Crash Rate: 2.0
100% more likely

KSI Rate: 2.0
100% more likely

WHY

The data reveals three main behaviors contributing to severe crashes in Hudson County: distracted driving, driving under the influence of alcohol or drugs, and unsafe speeds.



◀ **Distracted driving is the most common cause of crashes overall, though it tends to result in less severe outcomes. In contrast, alcohol- and drug-related incidents make up a smaller portion of crashes but have a significantly higher severity, emphasizing the serious impact of substance impairment. Roads with speed limits of 30 mph or more experience fewer crashes, but those that do occur are generally more severe.**

The development of the Hudson County Vision Zero Action Plan involved a thorough examination of systemic factors influencing crash rates and severity. Alongside the factors detailed here, considerations such as speed limits, roadway types, behavioral patterns, and environmental conditions were analyzed to shape the Plan effectively (See [Appendix A. Crash Analysis Memorandum](#)).

The analysis highlights the complex interplay between location, road design, speed, and other contributing factors in shaping crash outcomes. **To foster safer transportation environments in Hudson County, it is crucial to implement interventions that address these systemic issues—such as improved traffic control, speed management, and targeted safety measures at high-risk locations like intersections.**



Equity and Vision Zero

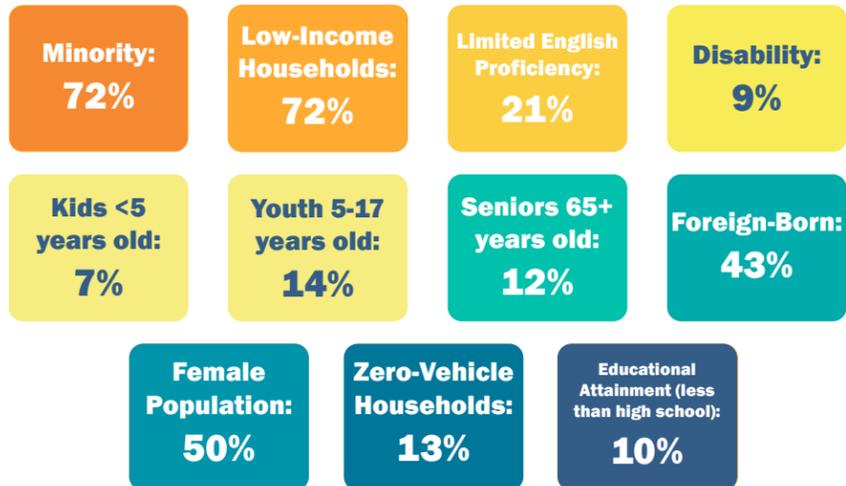
An equity analysis is key to a successful Vision Zero Action Plan. Prioritizing equity in planning acknowledges that all stakeholders have the right to a safe and healthy environment regardless of demographics or where they live. The Plan ensures that all stakeholders are actively involved in decision-making processes that impact their environment. Equity was a guiding principle throughout its development, influencing everything from community outreach efforts to the prioritization of the High-Injury Network (HIN) and focus corridors.

It is important to acknowledge that every community has a wide variety of stakeholder groups, each facing different barriers to safe travel and a variety of unique travel needs. Certain stakeholder groups have been traditionally underserved, have less access to resources, and typically experience more burdens. The equity analysis conducted for this Plan helped identify the locations of underserved populations, and helped prioritize recommendations based on that analysis. The equity analysis was conducted using the [NJTPA Equity Analysis Tool](#), which assesses census tracts based on the status of populations included in US Executive Order 12898 on Environmental Justice and in Title VI of the US Civil Rights Act. The latest equity dataset is based on the ACS 2017-2021 5-year estimates. There are 11 factors through which populations are assessed in this tool based on their respective share of each factor.

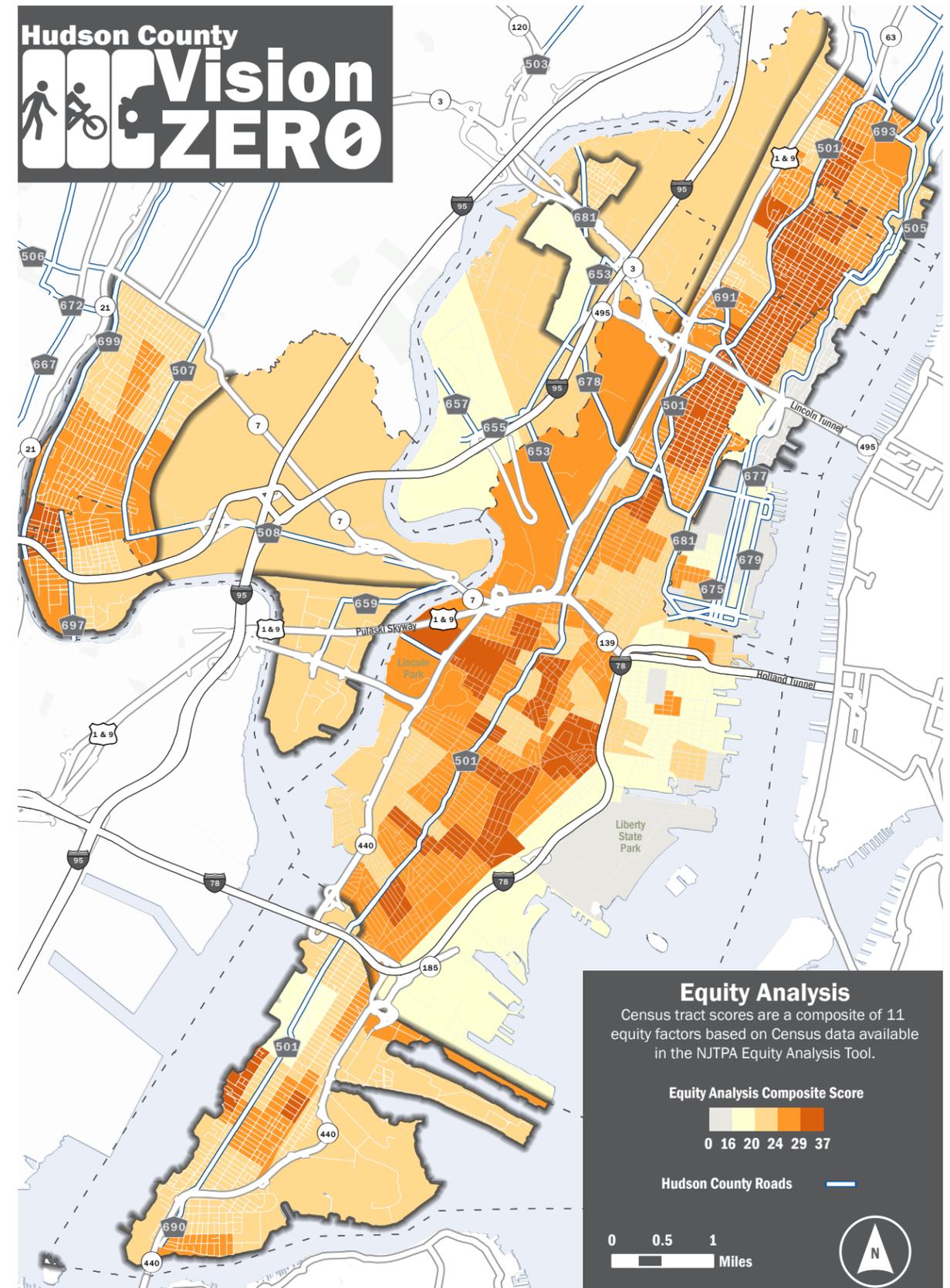
EQUITY FACTORS

- Minority** - People who are NOT White Alone (Non-Hispanic or Latino).
- Low-Income Households** - Households where the household income is less than or equal to twice the federal poverty level.
- Limited English Proficiency** - People who speak a language other than English and speak English less than very well.
- Disability** - Any person who indicated having one or more physical or mental disabilities.
- Kids, Youth, Seniors** - Persons under 5 years old, between 5 - 17, and 65 years old and older.
- Foreign-Born** - People who have indicated that they were not born in the United States.
- Female Population** - Anyone who selected to be identified as female in the ACS.
- Zero-Vehicle Households** - Households who have indicated that they do not have a car.
- Educational Attainment** - Persons (25 years+) that have less than a high school diploma.

► NJTPA Equity Tool Factors: Hudson County Data



► Map 2: Composite Equity Score



The equity analysis reviewed all the factors available for Hudson County individually and as a composite of all factors. The NJTPA Equity Analysis Tool assigns an equity score for each factor, and the composite score is the sum of all scores for all factors for each census tract. The NJTPA Equity Analysis Tool also includes scores for counties, with Hudson County scoring an overall score of 24. In Hudson County, 106 out of 183 census tracts have scores above 24, making them **equity priority areas**.

Overall, there are three areas within the County with a higher concentration of underserved populations as shown on *Map 2: Composite Equity Score*. These areas include most of Union City and West New York, with some areas of Guttenberg and North Bergen in the northern part of the county, some portions of central and southern Jersey City, and areas in East Newark, Harrison and parts of Kearny along the Passaic River. For more information on the equity analysis, see [Appendix B: Equity Analysis](#).

The areas identified with a higher concentration of underserved populations were then prioritized while identifying the focus corridors (see [Focus Corridors](#)) for transportation investment. The composite equity scores were combined with crash data to further refine the high-injury network and prioritize locations for additional analysis and project development.

EQUITY AND CRASHES

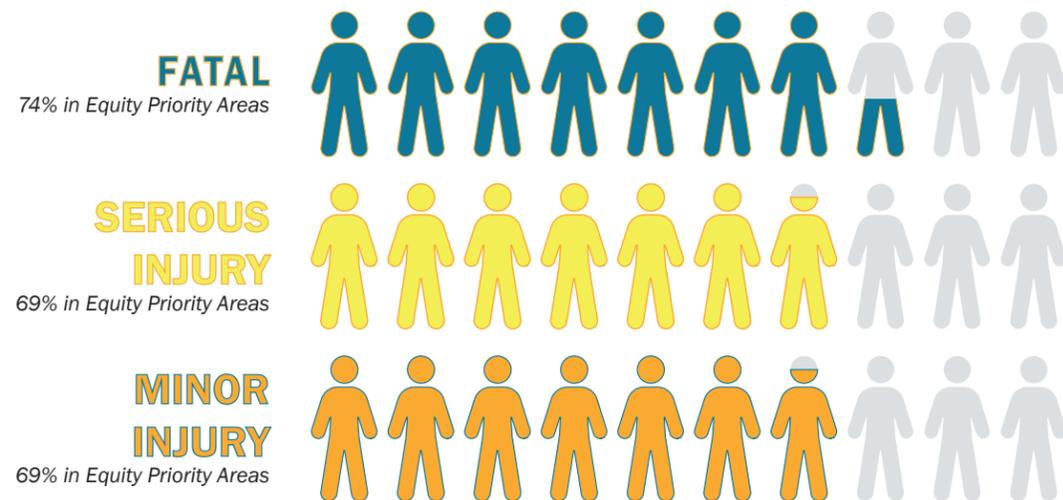
A detailed analysis was conducted on the distribution of fatal and severe injury crashes within the equity priority areas. Between 2017 and 2021, these areas accounted for a disproportionately high share of crashes compared to their population share. Of the total, 1,203 crashes (69%) resulted in fatalities or severe or minor injuries, categorized as KAB crashes. This includes:

- 74% of fatal crashes (K)
- 69% of severe injury crashes (A)
- 69% of minor injury crashes (B)

Note that the census tracts' borders are drawn along roads, meaning many crashes lie on the borders of the equity focus areas. While 15% of all KAB crashes occurred along the boundary of the equity priority areas, crashes are still overrepresented in these areas. Without considering boundary crashes, equity priority areas still account for 53% of all KAB crashes, whereas other areas only account for 31% of all KAB crashes or 46% if including crashes along their boundaries with equity focus areas.

The over-representation is likely driven by major roads like JFK Boulevard (CR 501) and Tonnelle Avenue (US 1&9), which run primarily through the equity focus areas.

► Equity Priority Area Crashes by Severity



High-Injury Network

A high-injury network (HIN) consists of roadway segments where there is a higher concentration of severe crashes than the rest of the segments within a set geographic area. The development of a HIN is a data-driven process that identifies high-crash locations to prioritize for further analysis and investment in support of Vision Zero goals. As a key component of a Vision Zero Action Plan, the HIN helps pinpoint focus areas for targeted safety improvements. For the Hudson County Vision Zero Action Plan, the initial HIN was further refined using equity data, task force input, and other considerations to create the final HIN.

HIGH-INJURY NETWORK DEVELOPMENT

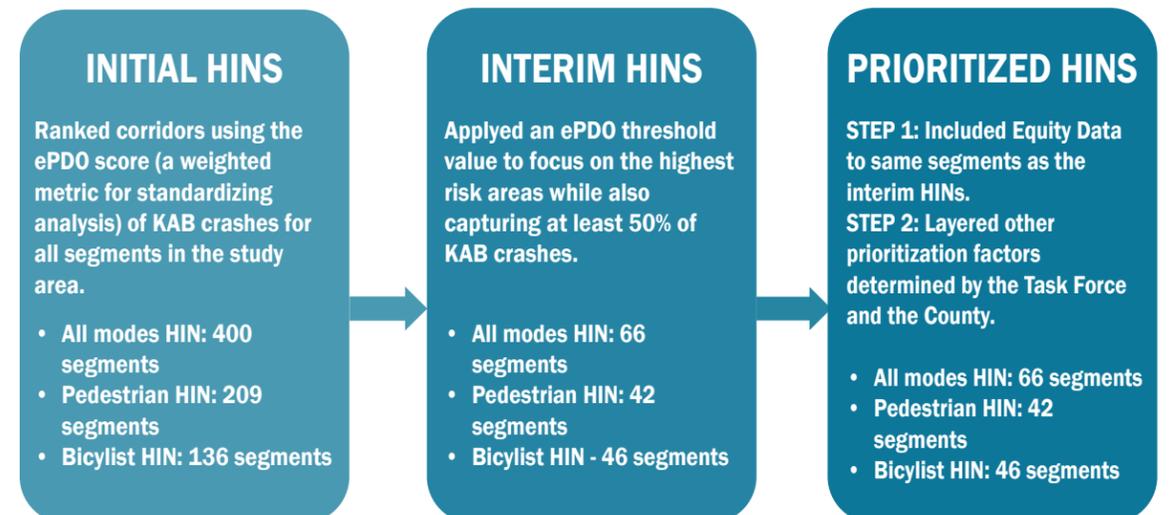
In line with the crash analysis, the project team utilized crash data from NJDHTS's Numetric tool covering the latest five years (2017-2021) to develop the HIN. Consistent with the overall Plan, the HIN analysis focuses on the study area, including all county roads, Tonnelle Avenue/US 1&9 in North Bergen, and local roads outside Hoboken, Jersey City, and the Meadowlands District to avoid duplicating existing Vision Zero initiatives.

The crash analysis in Hudson County and the development of the high-injury networks played a key role in shaping a comprehensive Vision Zero Action Plan. First, a set of HINs was developed, including all fatal, severe, and minor injury crashes, to assess risks for various types of roadway users, including those using active transportation. These three HINs were: an All Modes HIN, covering crashes involving all roadway users; a Pedestrian HIN, focusing on crashes involving pedestrians; and a Bicycle HIN, addressing crashes with cyclists. Second, each HIN was refined into an interim version that captured at least 50% of KAB crashes and over 50% of KSI crashes.

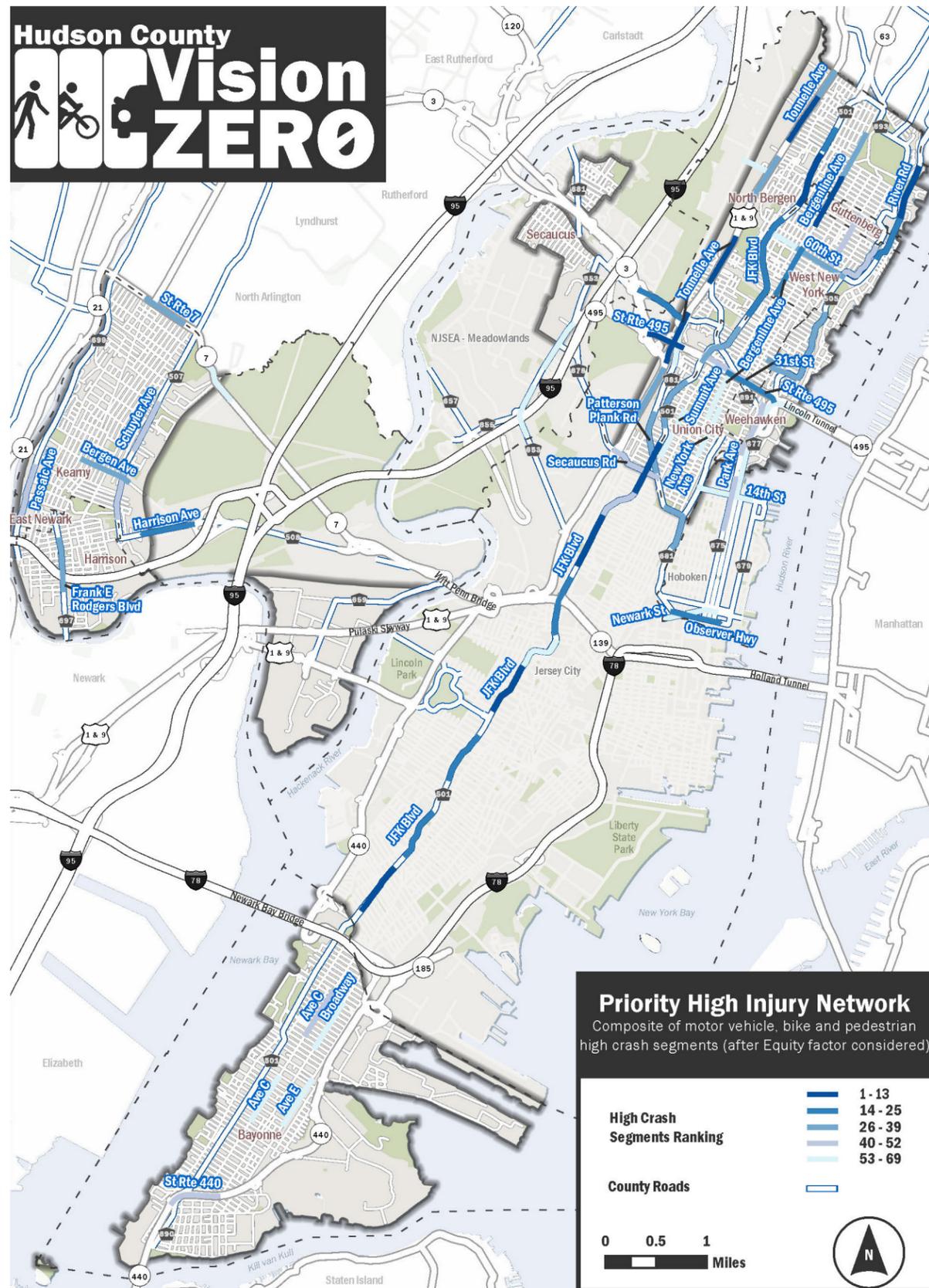
The final Priority HINs for each mode were developed by combining Equity Analysis data with the interim HINs (See Maps 3-5). Using this methodology, the areas with the highest concern in both crash frequency and equity are elevated to the highest priority, allowing those with the capacity to implement improvements to best identify where to begin.

For more detail on the high-injury network development methodology, see [Appendix C: High Injury Network Development](#).

► HIN Prioritization Methodology



► Map 3: Priority High-Injury Network: ALL MODES



Priority All Modes HIN: TOP 10

- Tonnelle Avenue / US 1 & 9
- JFK Boulevard East
- JFK Boulevard
- 31st Street
- Bergenline Avenue
- New York Avenue
- 60th Street
- Summit Avenue
- NJ 495
- Passaic Avenue

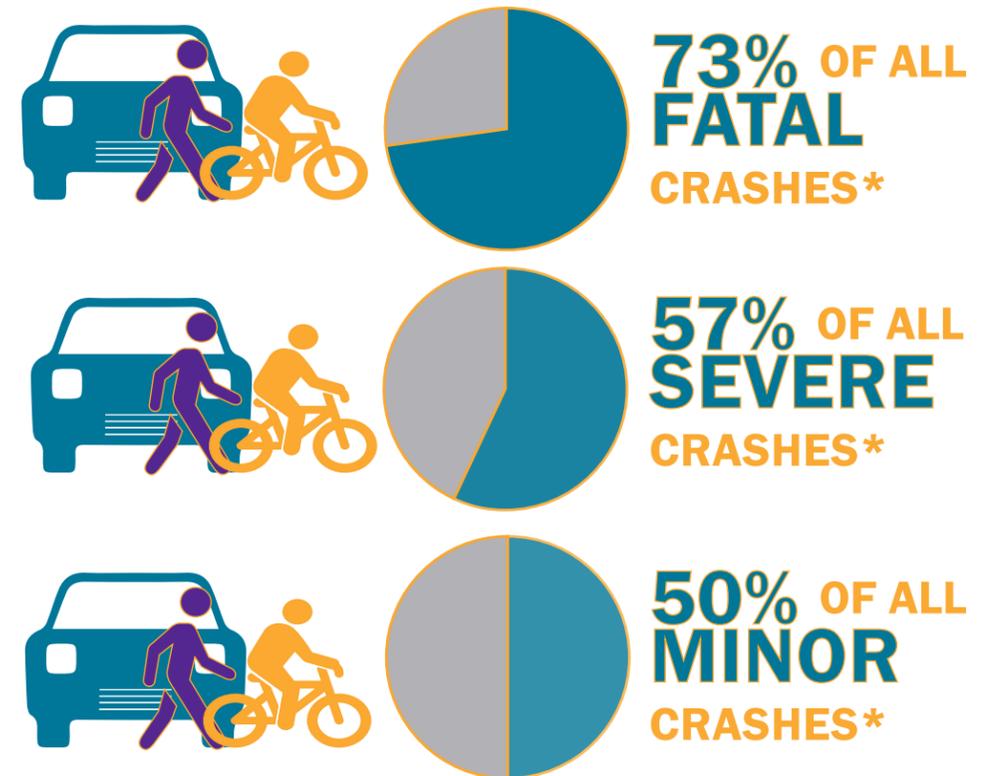
LOCAL (26%)

COUNTY (56%)

STATE 18%

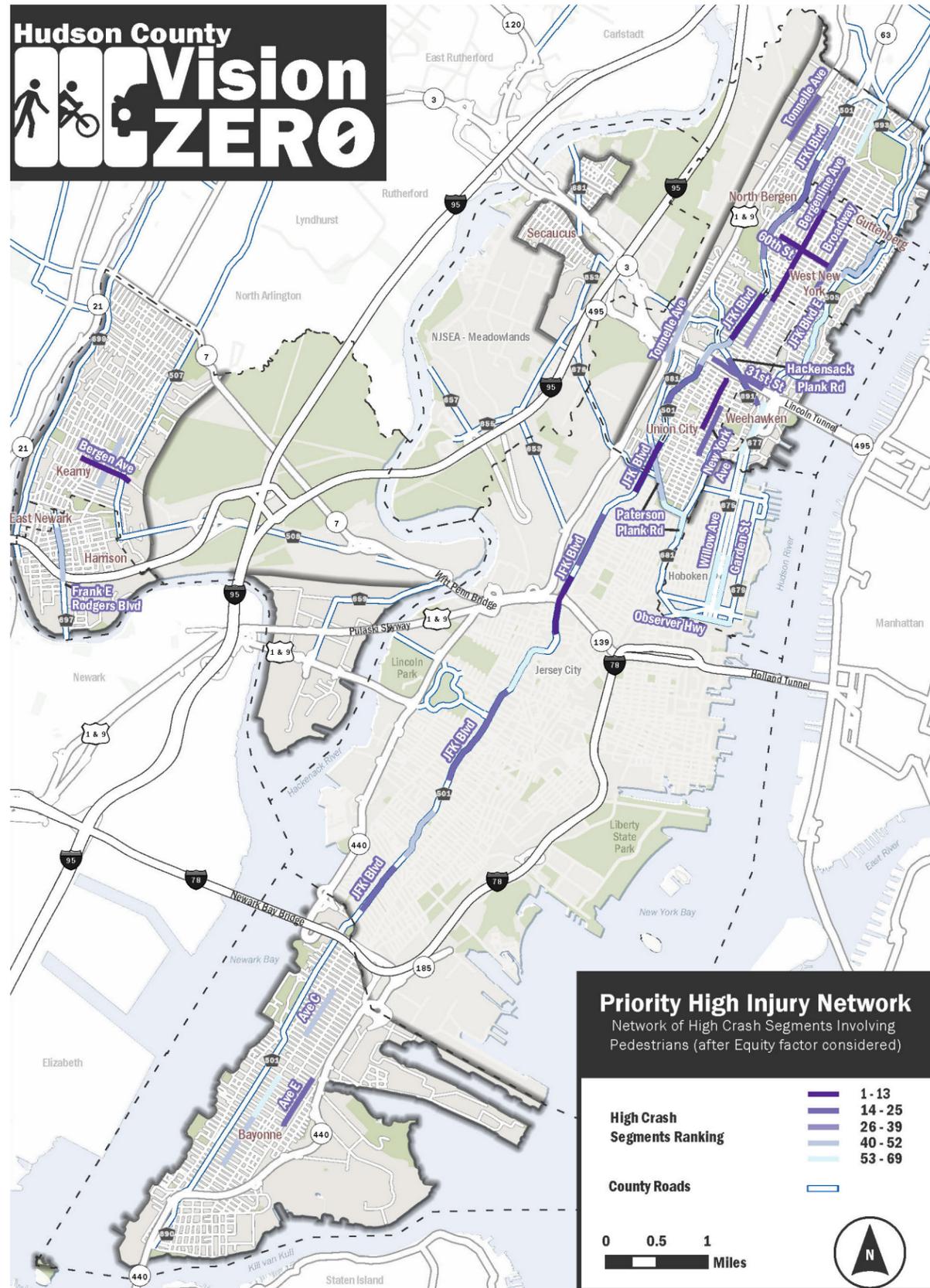


PRIORITY ALL MODES HIN TOTAL MILES = 33 MILES
5% OF ALL ROADS IN THE COUNTY



*Of all crashes on the Initial HIN within the study area

► Map 4: Priority High-Injury Network: PEDESTRIAN



Priority Pedestrian HIN: TOP 10

- JFK Boulevard
- Bergen Avenue
- 60th Street
- 32nd Street
- Bergenline Avenue
- Tonnelle Avenue / US 1 & 9
- Broadway
- New York Avenue
- Avenue E
- 31st Street

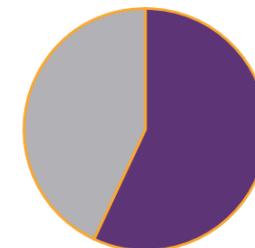
LOCAL (40%)

COUNTY (55%)

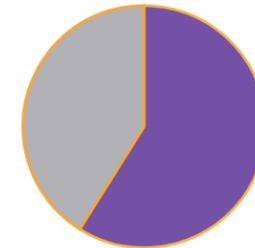
STATE (5%)



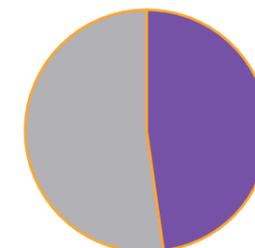
PRIORITY PEDESTRIAN HIN TOTAL MILES = 21 MILES
3% OF ALL ROADS IN THE COUNTY



57% OF ALL FATAL CRASHES*



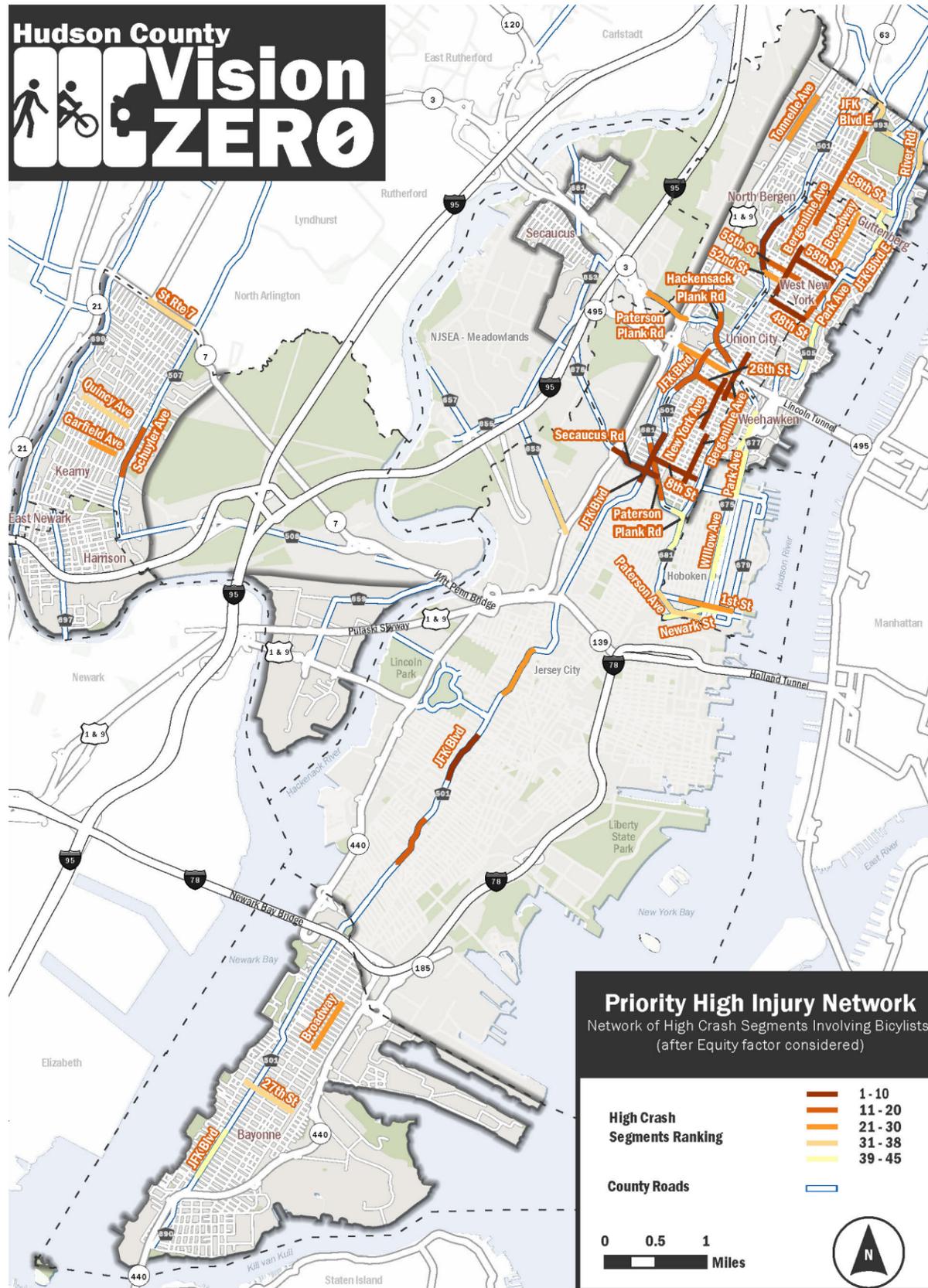
59% OF ALL SEVERE CRASHES*



48% OF ALL MINOR CRASHES*

*Of all crashes on the Initial HIN within the study area

► Map 5: Priority High-Injury Network: BICYCLIST



Priority Bicyclist HIN: TOP 10

- JFK Boulevard
- New York Avenue
- Bergenline Avenue
- Secaucus Road
- 8th Street
- Observer Highway
- 48th Street
- 58th Street
- Park Avenue
- 26th Street

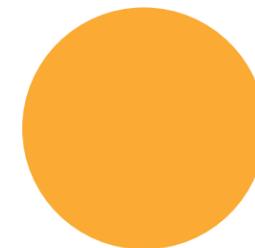
LOCAL (46%)

COUNTY (50%)

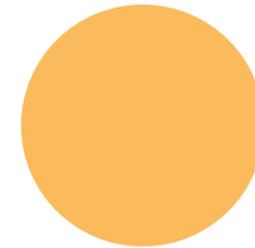
STATE (4%)



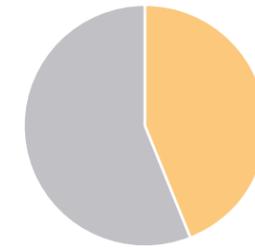
PRIORITY BICYCLIST HIN TOTAL MILES = 23 MILES
3% OF ALL ROADS IN THE COUNTY



100% OF ALL FATAL CRASHES*



100% OF ALL SEVERE CRASHES*



44% OF ALL MINOR CRASHES*

*Of all crashes on the Initial HIN within the study area



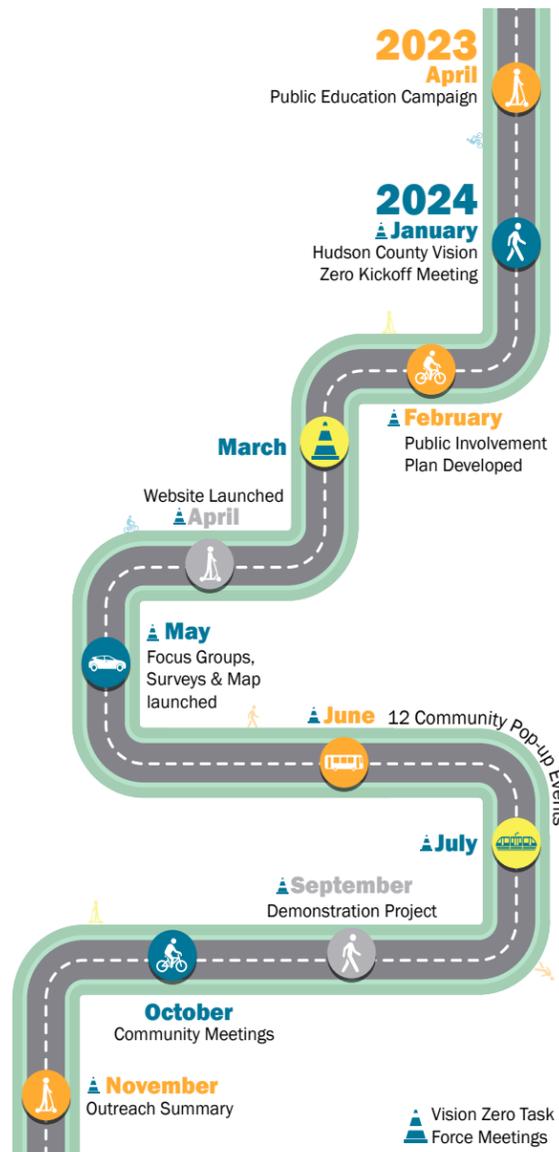
Our Community

A Community Driven Plan

Education regarding Hudson County Vision Zero began in Spring 2023 and included a campaign to inform community leaders, advocacy groups, local officials, organizations, and residents about the County's USDOT Safe Streets for All grant and the Action Plan. Outreach included one-on-one meetings and tabling events. In early 2024, Hudson County established a Vision Zero Task Force (VZTF) to help guide plan development through a ten-month process that included extensive community outreach.

The public outreach strategy included a multi-pronged approach to facilitate participation from public officials, residents, and other stakeholders through both traditional and non-traditional methods. A mix of qualitative and quantitative input from the community was combined to inform a comprehensive Vision Zero Action Plan aimed at eliminating all deaths and severe injuries on its roadways and ensure that safe, comfortable transportation is a right for everyone who moves to and through the County.

Engagement Timeline



TASK FORCE MEMBERS

COUNTY ORGANIZATIONS

- Francesca Giarratana, County Executive Designee
- Florence Holmes, County Executive Community Liaison
- William O’Dea, County Commissioner
- Anthony L. Romano, County Commissioner
- Byron Nicholas, County Planning & Business Opportunity
- Kevin Force, County Planning & Business Opportunity
- Thomas Malavasi, County Engineer
- Jose M. Sieira, Department of Roads and Public Property
- Andrew Conti, County Sheriff’s Office
- Laura J. Wadleigh, County Law Department
- Sgt. Joseph Bisone, Prosecutor’s Office
- Christina Butieb-Bianco, Regional Health Commission
- Luis Delgado, Hudson TMA

TASK FORCE MEMBERS

AGENCIES

- Elise Bremer-Nei, New Jersey Department of Transportation
- Megan Massey, NJ Transit
- Lois Goldman, North Jersey Transportation Planning Authority
- Nadereh Moini, New Jersey Sports & Exposition Authority

MUNICIPALITIES

- Hon. James Davis, Mayor of Bayonne
- Hon. Dina Grillo, Mayor of East Newark
- Hon. Wayne Zitt, Mayor of Guttenberg
- Hon. James Fife, Mayor of Harrison
- Hon. Ravinder Bhalla, Mayor of Hoboken
- Hon. Steven Fulop, Mayor of Jersey City
- Hon. Carol Jean Doyle, Mayor of Kearny
- Hon. Nicholas Sacco, Mayor of North Bergen
- Hon. Michael Gonnelli, Mayor of Secaucus
- Hon. Brian Stack, Mayor of Union City
- Hon. Richard Turner, Mayor of Weehawken
- Hon. Albio Sires, Mayor of West New York

ADVOCACY GROUPS

- Tayla Schwartz, Hudson County Complete Streets
- Pamela O’Donnell, Catch You Later Foundation
- Debra Kagan, NJ Bike Walk Coalition

GATHERING FEEDBACK

Ultimately, more than 2,100 stakeholders actively engaged with Hudson County in shaping the Vision Zero Action Plan. They contributed by responding to an online survey and interactive map, as well as by participating in focus groups, public meetings, a demonstration project, and pop-up events held throughout the County. These efforts brought together stakeholders from diverse backgrounds, who shared their concerns and suggestions for creating safer, more comfortable streets across the County.

Public Engagement Numbers



MAKING OUTREACH ACCESSIBLE

The public involvement plan employed a wide range of outreach methods to provide multiple opportunities for engagement. These include a project website, online survey and mapping exercise, social media campaign, and strategic partnerships with stakeholders with a vested interest in improving transportation safety decisions.

Specific efforts were made to reach equity priority communities, including:

1. Setting up pop-up engagement kiosks in all 12 municipalities, including seven identified as equity areas, to connect directly with residents and gather feedback.
2. Translation of public outreach materials into Spanish, Hindi, Arabic, Chinese, and Portuguese to ensure inclusivity.
3. Distributing promotional flyers, bookmarks, and other outreach materials through strategic partners in equity areas.
4. Providing incentives to encourage broader participation at every community involvement activity.
5. Having bilingual facilitators at most community involvement events.



► Pop-up engagement Event at Kearny

Equity priority communities are areas identified through quantitative analysis of census data and other relevant metrics. For this Plan, equity priority areas are those in Hudson County that had a higher equity score than the overall Hudson County score per the NJTPA Equity Analysis Tool, which considers factors such as income levels, age demographics, the proportion of residents with Limited English Proficiency (LEP), households without access to a vehicle, and other socioeconomic and demographic characteristics.

WEBSITE, SOCIAL MEDIA & PROMOTIONAL MATERIALS

The community feedback process began with the launch of a multi-lingual website where stakeholders could find information about the Plan's purpose, project updates, resources, and ways to get involved. Social media content and communications sharekits for strategic partners, and promotional bookmarks were also developed to amplify the reach of events, surveys and opportunities to provide feedback to the County.



► Social Media & Promotional Materials

VIRTUAL FOCUS GROUPS

Five virtual focus groups were held with strategic stakeholders who were either actively engaged in or had vested interest in Hudson County transportation safety decisions. The purpose of these focus groups was to gather feedback on the experiences and needs of various transportation mode users—pedestrians, bicyclists, motorists, and transit riders. The focus groups explored participants' experiences with current transportation conditions in Hudson County, identifying what is working well and should be maintained, as well as areas for improvement to enhance street safety.

The focus groups engaged diverse stakeholders, including representatives from educational institutions, crossing guards, social service providers, and advocacy organizations, ensuring participation from across the County.

PUBLIC MEETINGS

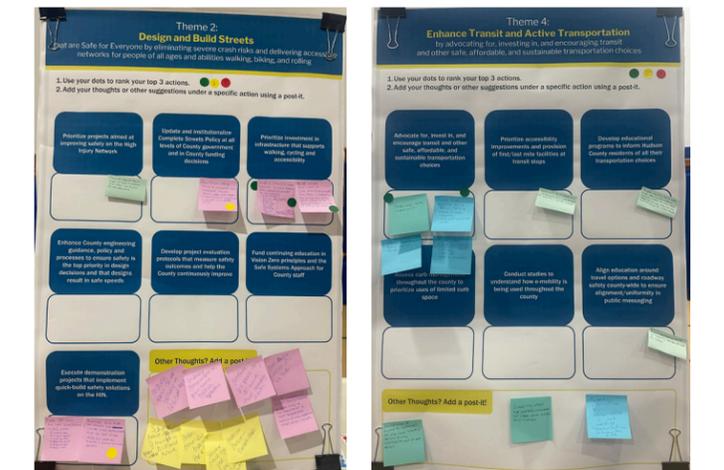
One virtual and three in-person public meetings were held in October 2024 to present Plan recommendations and gather community feedback on proposed actions across four safety themes:

- A. Change the Culture of Traffic Safety
- B. Design and Build Streets
- C. Partner and Collaborate
- D. Enhance Transit and Active Transportation

Community members expressed strong support for Theme D, and were particularly interested in coordination and partnership with transportation authorities, conducting additional studies, and expanding public transportation options to promote safe, affordable, and sustainable transportation choices.



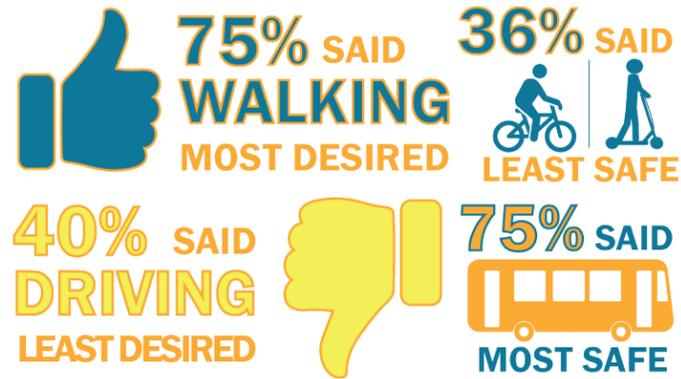
► Key Takeaways from Virtual Focus Groups



► Public Meeting Materials

POP-UP ENGAGEMENT

Pop-up engagement activities facilitated connections between the Hudson County Vision Zero project team and the community. Thirteen pop-up events were held across the County. The pop-up events featured activities for passersby to share their travel mode preferences and safety concerns. The project team engaged with participants, explaining the project's benefits, encouraging them to participate in activities, and soliciting feedback on their transportation and safety concerns.



► Key Takeaways from Pop-Up Events

► Pop-up Engagement Schedule

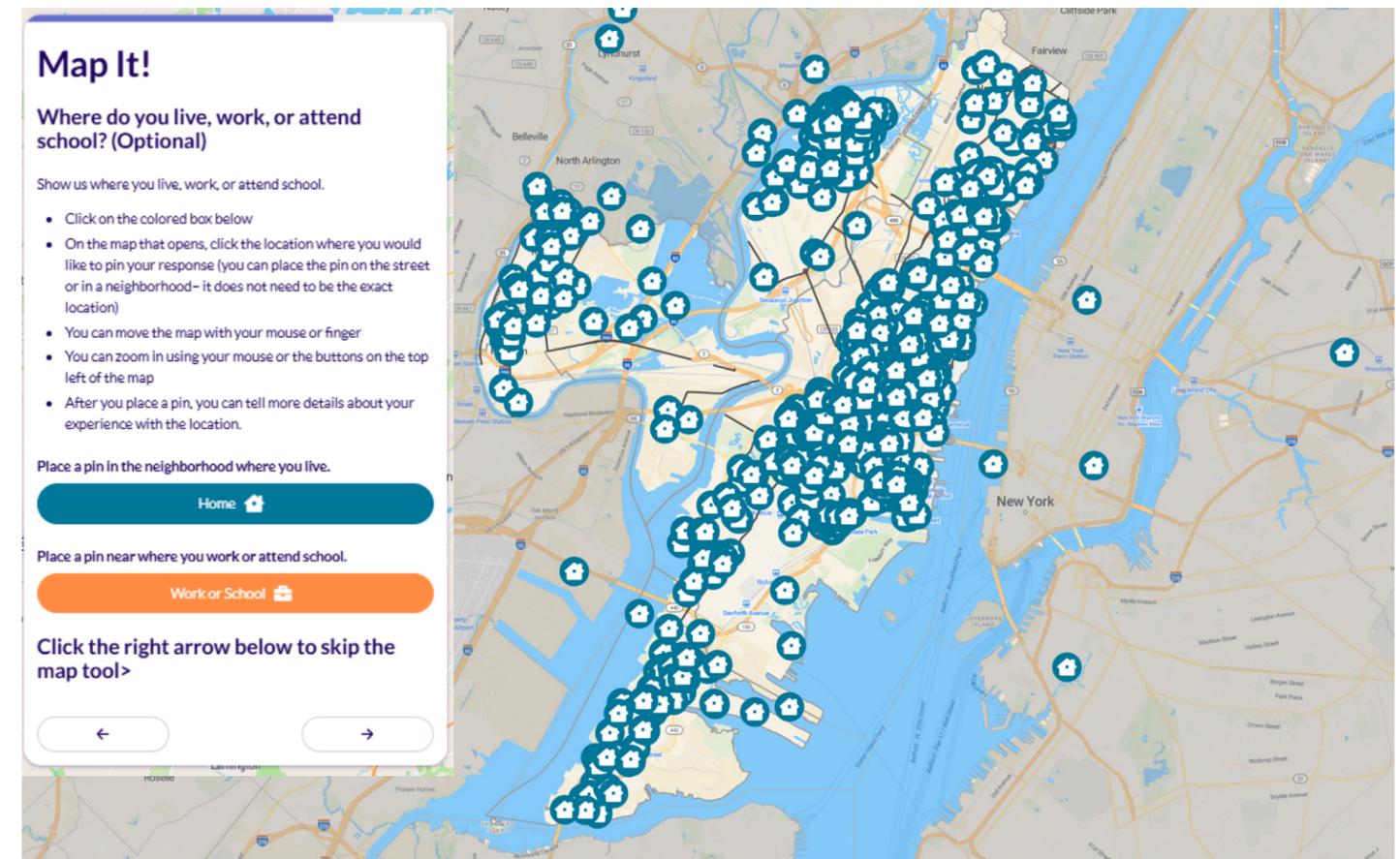


SURVEY & MAP TOOL

The public outreach process featured an online survey and an interactive map to collect insights into the current and future transportation demand, desired street and/or safety improvements, and anticipated transportation priorities in Hudson County. The survey collected information about participants' current travel habits, their preferred modes of travel for the future, and their perceived safety while using these modes. An interactive mapping component allowed participants to pinpoint location-specific concerns and other site-specific opportunities. The survey included optional demographics questions and was available in six languages: English, Spanish, Hindi, Arabic, Chinese, and Portuguese. To encourage broader participation, respondents were offered an opportunity to enter a raffle to win one of four \$25 Visa gift cards. Ultimately, the online survey and map yielded 1,720 validated responses.

MAP IT!

Participants were asked to place a pin near their home, and 96 percent of respondents who placed a home pin indicated they live in Hudson County. The distribution of home pins demonstrates that we received feedback on transportation challenges, opportunities, and safety concerns from residents throughout the entire County.



► Screenshots of Survey/Map Tool

What We Heard

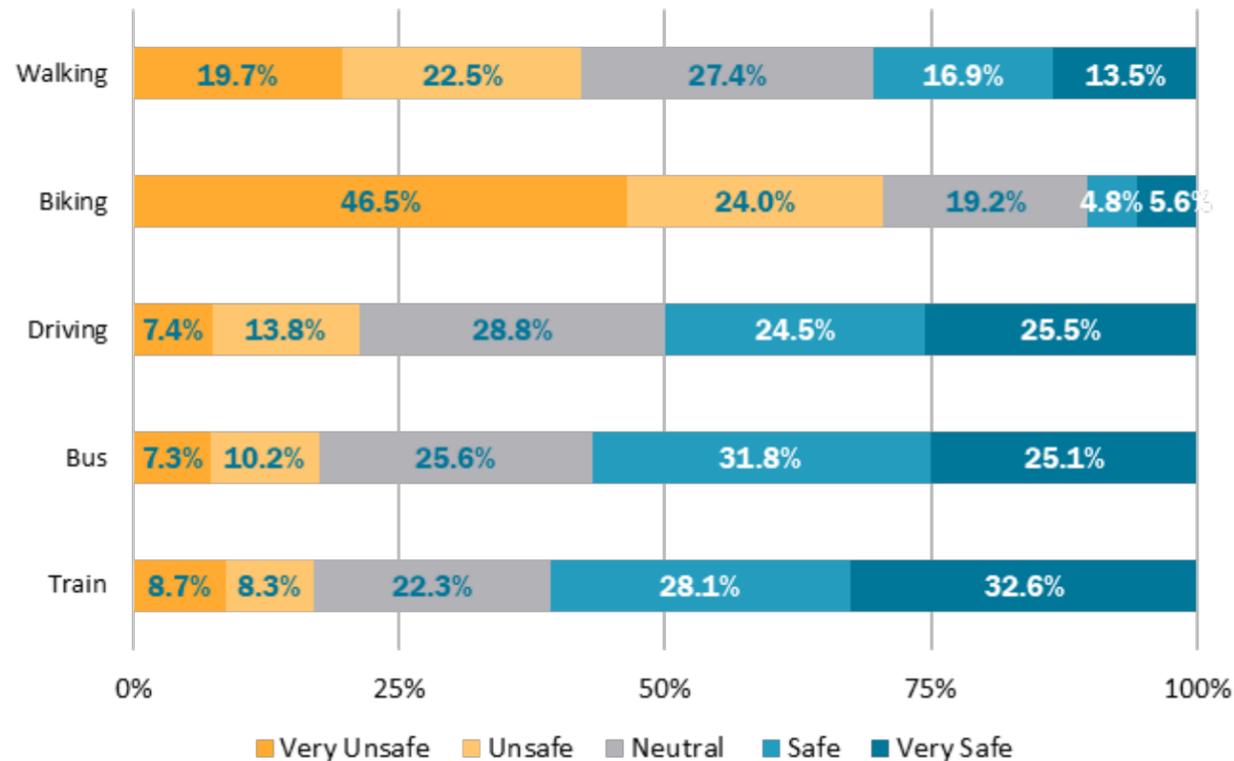
The feedback and input collected from the various methods of community outreach informed the Action Plan Themes, Strategies and Actions. The summary and outreach highlights presented in this document are drawn from the comprehensive analysis of public outreach results, as detailed in [Appendix D: Engagement Summary](#).



PERCEPTION OF SAFETY ACROSS DIFFERENT TRAVEL MODES IN HUDSON COUNTY

The responses from both online and in-person outreach events were combined to gauge the perceptions of safety across different travel modes in Hudson County. Over two-thirds (70%) of respondents perceived biking as unsafe, following by walking as the second most unsafe travel mode. In contrast, respondents across all outreach activities considered trains, buses, and cars the safest travel modes, with more than 50% of participants identifying trains to be the safest travel mode.

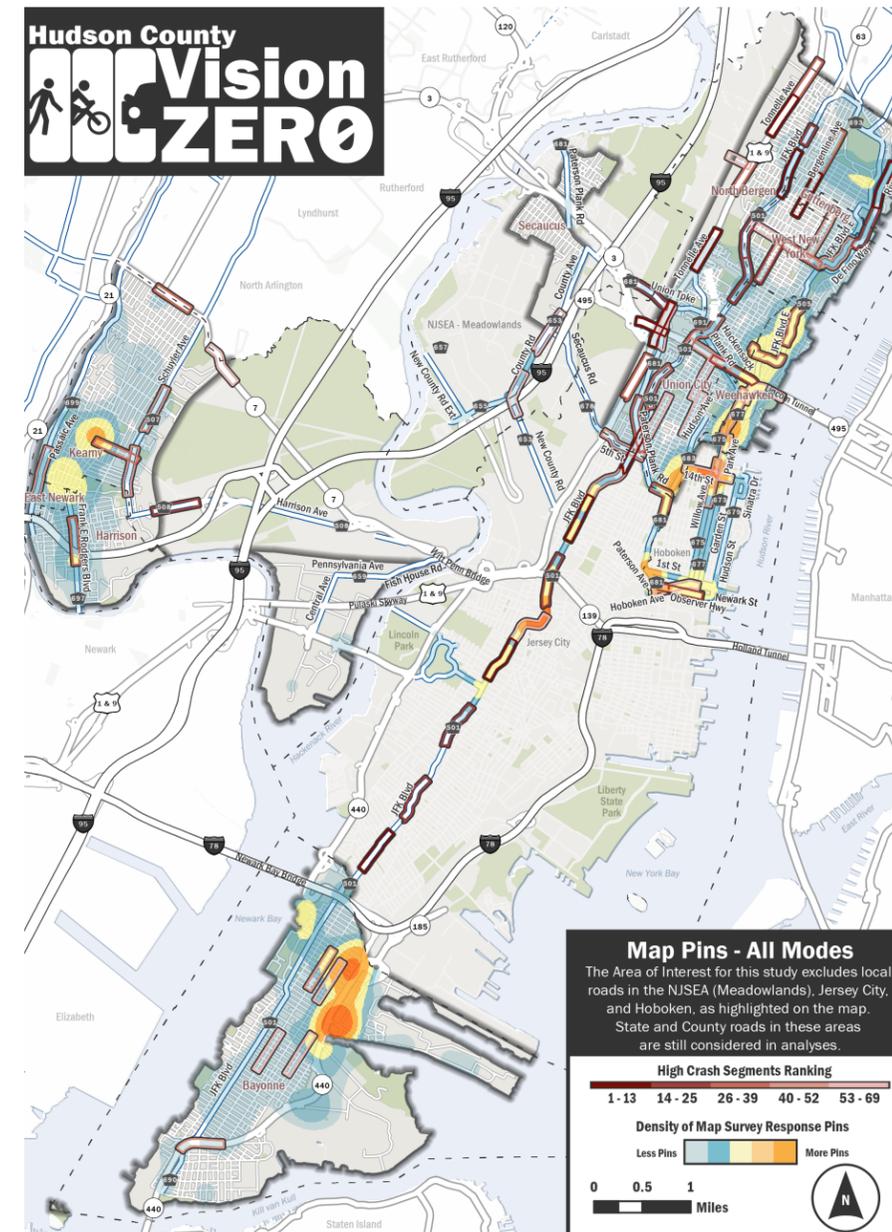
HOW SAFE DO YOU FEEL?
(ONLINE SURVEY, POP-UP, AND DEMO RESPONSES COMBINED)



MAPPING AND SURVEY RESULTS

As part of the survey's mapping exercise, participants placed 1,729 map pins highlighting location-specific concerns related to various transportation modes within the study area. The majority of these pins were concentrated along County roads, including John F. Kennedy Boulevard (between Communipaw Avenue and Bleecker Street), Paterson Avenue, and the 14th Street Viaduct in Hoboken; Park Avenue and John F. Kennedy East in Weehawken; Avenue E in Bayonne; Kearny Avenue in Kearny; and Frank E. Rodgers Boulevard in Harrison.

► Analysis of the map results revealed recurring concerns shared by many participants for each transportation mode



AMONG WALKERS

- CYCLISTS BEHAVIOR & ENFORCEMENT ISSUES
- MOTORISTS DON'T STOP AT STOP SIGNS / LIGHTS

AMONG CYCLISTS

- MORE BIKE/SCOOTER INFRASTRUCTURE
- DOUBLE PARKED VEHICLES

AMONG TRANSIT USERS

- IMPROVE TRANSIT INFRASTRUCTURE
- IMPROVE TRANSIT SERVICE

AMONG DRIVERS

- POOR ROAD CONDITIONS
- ROUGH ROAD
- POOR LIGHTING

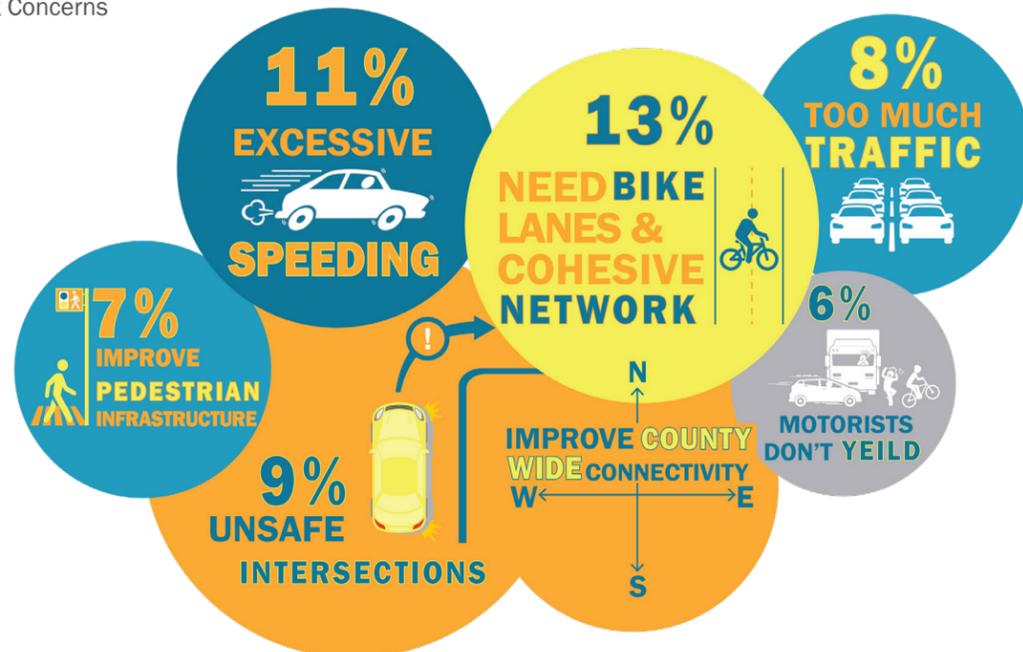
► Map 6: Pins of Key Concerns and Opportunities Across the Study Area

MOST FREQUENTLY NOTED CONCERNS

More than 2,100 stakeholders shared their safety concerns, experiences, and insights related to pedestrian, bicycle, vehicle, and transit safety and connectivity challenges and opportunities. The most frequently noted concerns and ideas included:

- Need for protected bike lanes, with a particular emphasis on establishing more East-West connections and creating a comprehensive bike network throughout the County.
- Behavior and enforcement issues with vehicles including, excessive speeding by vehicles, fear of traffic and being hit by a vehicle, vehicles not yielding to pedestrians and cyclists, all creating unsafe conditions for active transportation in the County.
- There is a need to improve intersection and turning safety by improving street design, adding more traffic signals and stop signs, enhancing hard-to-navigate intersections with better signage, and making left turns safer.
- Desire to improve pedestrian infrastructure by maintaining sidewalks, installing pedestrian beacons, enhancing accessibility at crosswalks, and reducing long crossing distances.

► Most Frequent Concerns



OTHER CONCERNS INCLUDE:

- Cyclists often use sidewalks due to inadequate infrastructure and do not comply with traffic rules and regulations, leading to conflicts with pedestrians and creating unsafe conditions for all road users.
- Vehicles double-park or park illegally in bike lanes, causing inconvenience and posing safety hazards for all vulnerable road users.
- Insufficient lighting and poor maintenance of pedestrian infrastructure, affecting individual's perception of personal safety and increasing concerns about crime.
- There is a demand for more frequent transit services, including expanded bus service on weekends and micro-transit options throughout the County.
- Participants expressed a need for more bike and scooter infrastructure, including racks, lockers, and parking spaces.
- There is a desire for additional street trees, furniture, and other street-scape amenities, as well as more green and public spaces.



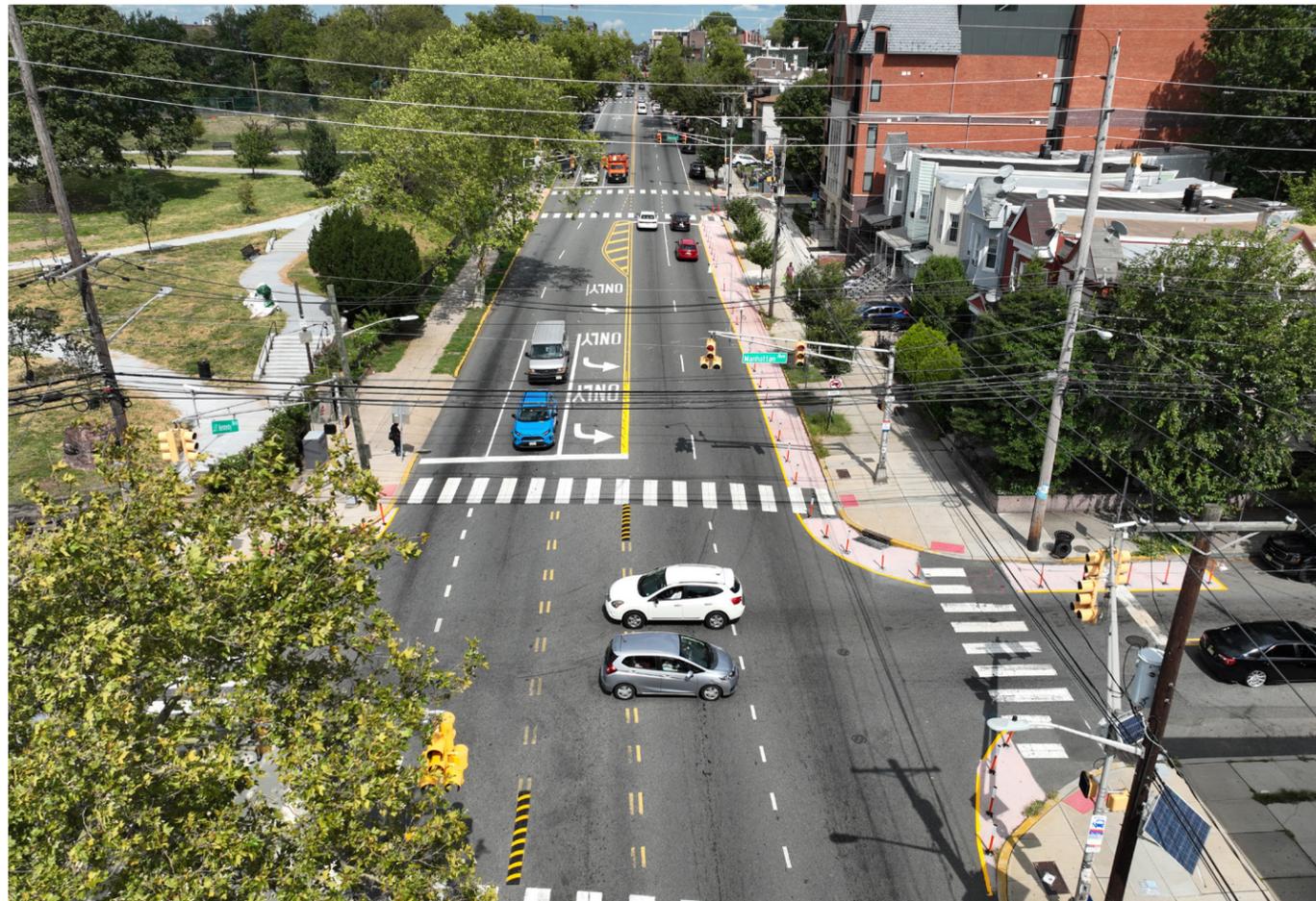
Demonstration Project

On September 7, 2024, the Vision Zero Action Plan project team installed a demonstration of traffic calming elements at the intersection of John F. Kennedy Boulevard and Manhattan Avenue. The demonstration remained in place through September 21, 2024. The measures aimed to improve safety and accessibility for active transportation users, including temporary curb extensions, a hardened centerline, and signal adjustments to create an all-pedestrian phase. The demonstration project featured activity boards for passersby to learn about the project and share their safety concerns related to various transportation modes on Hudson County streets.

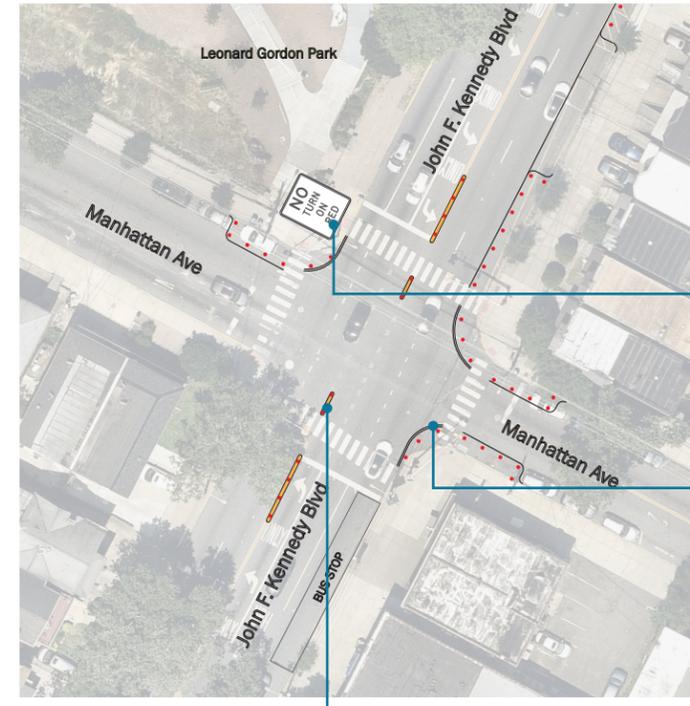


► Image of the Demonstration Project & Engagement Activities

To further expand outreach, laminated flyers with survey links and an audio tour describing the Plan's purpose and the safety elements of the demonstration were also posted around the area.



► Image of Traffic Safety Elements Implemented in the Demonstration Project



ALL-PEDESTRIAN PHASE
A signal timing strategy that allows pedestrians to cross all intersections simultaneously, with no vehicle movement.

TURN RESTRICTIONS
During this duration of the demonstration project, signs were installed prohibiting Right-On-Red.

BUMP-OUTS/CURB EXTENSIONS
An extension of the sidewalk at the intersection that narrows roadways, shortens crossings, and improves safety and walkability.

CENTERLINE HARDENING
A barrier installed on the double yellow line to prevent lane crossing, reducing head-on collisions and calming turns. The demo also included a short section in front of the crosswalk.

RESULTS

While the pilot was short-term, the team gained valuable insight into how these tools can help increase traffic safety within Hudson County. To assist this effort, traffic cameras captured both before and after data at the pilot site location. The cameras captured full 24-hour footage of the location before and after treatments. The adjacent park was closed throughout the pilot, which likely affected pedestrian traffic.

During the demonstration project:

0 CRASHES OCCURED AT THE INTERSECTION

11% MORE VEHICLES FULLY ENTERED THE INTERSECTION BEFORE TURNING

50% FEWER VEHICLES TURNED BEFORE THE CROSSWALK

8% FEWER NORTHBOUND AND

44% FEWER VEHICLES TURNED WITHIN THE CROSSWALK

75% FEWER SOUTHBOUND VEHICLES CAME DANGEROUSLY CLOSE TO THE CURB DURING TURNS

Ongoing Projects

For over the past decade, Hudson County has successfully leveraged federal programs, particularly the Local Safety Program through the NJTPA, to design and implement various safety enhancements on County roads. The projects outlined below, which are at different stages of the design process, have anticipated completion dates ranging from Winter 2024 to Fall 2033.

These initiatives address approximately 47% of the County's High Injury Network (HIN), and the County considered the major impact these completed projects will have in determining our target Vision Zero date of 2034. The County will continue to prioritize the HIN for Local Safety Program applications as we implement our Vision Zero Action Plan.

| PROJECT EXTENT | MUNICIPALITY | PROJECT STAGE | TARGETED DATE OF COMPLETION | PROJECT NOTES |
|--|--|-------------------------|-----------------------------|---|
| John F Kennedy Boulevard (CR 501) Communipaw Avenue to Sip Avenue | Jersey City | Completed | Winter 2024 | Replacing traffic signal heads, backplates, image detection, signal timing optimization, pedestrian countdown signals, curb extensions, crosswalk, striping and sign upgrades. |
| John F Kennedy Boulevard (CR 501) Bond Street to Bergen Avenue | Jersey City | Final Design | Fall 2027 | Replacing traffic signal heads, backplates, image detection, signal timing optimization, pedestrian countdown signals, curb extensions, crosswalk, striping and sign upgrades. |
| John F Kennedy Boulevard (CR 501) Clinton Avenue to West 63rd Street | Jersey City | Final Design | Fall 2028 | Upgraded signals (to meet MUTCD and ADA standards), new crosswalks, curb extensions at various intersections throughout corridor near schools and highly pedestrianized intersections, extended bus stops. |
| Frank E. Rodgers Boulevard (CR 697) Harrison Avenue to Cape May Street | Harrison | Preliminary Engineering | Spring 2029 | New traffic signal, bump outs, adaptive signals, new sidewalk ramps, leading pedestrian intervals, retro-reflective border backplates, concrete median barrier (where feasible), potential center left turn lane. |
| John F Kennedy Boulevard (CR 501) 43rd Street to 59th Street | North Bergen and Union City | Preliminary Engineering | Spring 2029 | Curb extensions, new crosswalks, lighting improvements, new pedestrian signals, vehicle detection technology, reflective backplates. |
| Secaucus Road (CR 678) Paterson Plank Road (CR 681) to Route US 1&9 / Tonelle Avenue | Secaucus, Jersey City and North Bergen | Preliminary Engineering | Spring 2029 | New traffic signal, bump outs, adaptive signals, curb extensions, new curb ramps, retroreflective backplates, signal timing optimization. |
| Paterson Plank Road (CR 681) Park Plaza Drive to West Side Avenue | Secaucus | Preliminary Engineering | Spring 2029 | New traffic signal, bump outs, adaptive signals, curb extensions, new curb ramps, retroreflective backplates, signal timing optimization. |

| PROJECT EXTENT | MUNICIPALITY | PROJECT STAGE | TARGETED DATE OF COMPLETION | PROJECT NOTES |
|--|---|-------------------------|-----------------------------|--|
| Intersection of JFK Boulevard and Oxford Avenue and JFK Boulevard and Linden Avenue | Jersey City | Preliminary Engineering | Fall 2030 | Two new traffic signals, curb extensions and crosswalks, new pedestrian signals. |
| Park Avenue (CR 677) & JFK Boulevard East (CR 505, CR 693, CR 501) 14th Street (Hoboken) to Wall Street (North Bergen) | Hoboken, Weehawken, West New York, Guttenberg, North Bergen | Preliminary Engineering | Fall 2030 | Curb extensions, new crosswalks, curb ramps, reduced lane widths with edge lines, speed feedback signs, traffic signal upgrades (reflective backplates). |
| Paterson Plank Road (CR 681) Manhattan Avenue to Harrison Street | Jersey City and Hoboken | Preliminary Engineering | Spring 2032 | Potential shared path/bike lane, bump outs, new traffic signal, new crosswalks, new curb ramps, new road median. |
| John F Kennedy Boulevard (CR 501) Pavonia Avenue to St Pauls Avenue | Jersey City | Preliminary Engineering | Fall 2033 | Pedestrian refuge islands, lane reduction, new ADA-accessible ramps, curb extensions, new traffic signals, new crosswalk. |
| John F Kennedy Boulevard (CR 501) Route 139 to Secaucus Road/5th Street | Jersey City | Preliminary Engineering | Fall 2033 | ADA-accessible ramp upgrades, curb extensions, bus stop enhancements, potential bike lane, new traffic signals. |
| John F Kennedy Boulevard East (CR 693) Main Drive to Palisades Avenue | North Bergen | Preliminary Engineering | Fall 2033 | ADA-accessible ramp upgrades, curb extensions, new traffic signals with retro-reflective border backplates, new crosswalks, sidewalk improvements. |

► JFK Boulevard and Duncan Avenue, Jersey City (CR 501)





Our Action Plan

Our Action Plan Goals

Hudson County’s Vision Zero Action Plan is a commitment to the residents of Hudson County to prioritize people. It is our commitment to focus the County’s resources on proven strategies to eliminate fatal and serious injuries as a result of traffic crashes. Historically, street design across the nation has primarily focused on prioritizing vehicle movement; this is an opportunity for us to rethink that approach, focusing less on faster travel and focusing more on safe mobility for all roadway users.

The County is committed to the goal of consistently having zero death or serious injuries on its streets by 2034. To achieve this goal, the County has developed a framework to transform how business is done and to weave Vision Zero into all County decisions and operations arranged around four themes:

- A. Change the Culture of Traffic Safety** by promoting shared responsibility and addressing the root causes of dangerous driving behavior.
- B. Design and Build Streets that are Safe for Everyone** by eliminating severe crash risks and delivering accessible networks for people of all ages and abilities walking, biking, and rolling.
- C. Partner and Collaborate** through the creation of multi-jurisdictional projects, policies, and laws and by sharing and growing best practices.
- D. Enhance Transit and Active Transportation** by advocating for, investing in, and encouraging transit and other safe, affordable, and sustainable transportation choices.

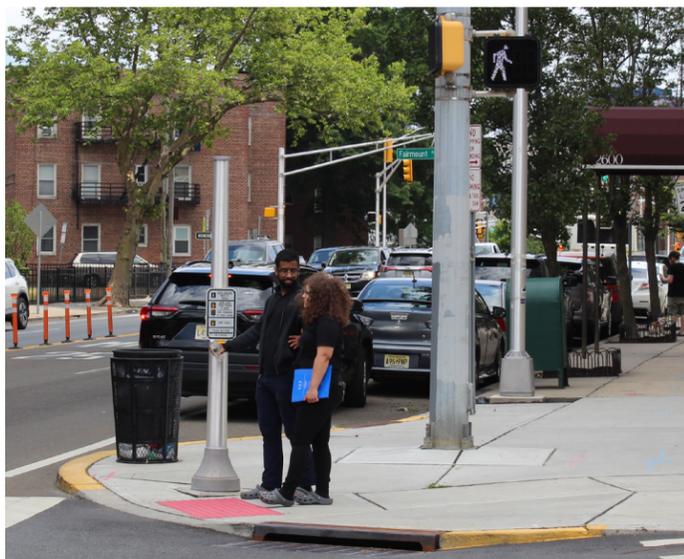
Under these themes, the Action Plan features 20 strategies and over 90 specific actions which cut across agency and jurisdictional boundaries to better address the issues of traffic safety in Hudson County today, and which are included in the following pages.

At the time of this Plan’s publication, the County has not engaged in-depth with listed responsible parties outside the Task Force. As implementation begins, the County and Task Force will collaborate with these organizations to assess their resources and refine Actions based on their feedback.

THEMES
We have structured our Strategies and Actions around four key themes, or goals, that cross traditional agency and jurisdictional boundaries, focusing on the core goal of eliminating fatal and serious crashes.

STRATEGIES
Strategies for each Theme are the catalyst for progress toward reaching Vision Zero. Strategies provide the broad strokes under which specific Actions can be aligned.

ACTIONS
We have developed a series of Actions that are specific, measurable, actionable, relevant, and time-bound. Each action is assigned to a lead agency or organization, with clearly identified supporting partners. Additionally, each action includes an ambitious time-frame (a target year for initiation or completion) and a performance measure to evaluate progress or achievement.



FRAMEWORK DEVELOPMENT

The Hudson County Vision Zero Action Plan is based on four themes that create a comprehensive, yet directed approach to achieve Hudson County’s Vision Zero goal. The themes integrate Safe System principles, crash analysis findings, and the direction and feedback of engaged community members, stakeholders, and municipal and County staff. Multiple implementation-oriented strategies are nested under the themes, each accomplished through a set of short-, medium-, and long-term actions. These strategies and actions are our road map to reach our Vision Zero goal. They advance ongoing safety projects and programs in the County, address identified gaps, barriers, and opportunities, and draw inspiration from effective ideas implemented and proposed by other communities with Vision Zero goals.

The strategies and actions in our Plan are informed by a comprehensive assessment of existing plans, policies, and best practices and were tailored to the four plan themes through significant discussion (see [Appendix E: Literature Review](#)). This process enabled us to be forward-looking while phasing in our actions so that we can incrementally grow our collective capabilities as our Vision Zero effort matures.

We started by summarizing existing plans and policies through interviews, surveys and workshops at county and municipal levels. We focused on assessing the policies of Hudson County government through a review of internal policies and staff interviews. Staff from multiple County departments, including Planning, the Prosecutor’s Office, Sheriff’s Office, and Roads and Public Properties contributed. A survey of common municipal safety practices and policies through the Vision Zero Task Force rounded out our fact-finding activities, resulting in the identification of policy and practice gaps, barriers, and opportunities.

The strategies and actions couple known opportunities with inspiration from best practices in Vision Zero. This combination of internal and external ideas formed the basis for prioritization and refinement. Throughout the process, the Vision Zero Task Force advised us the priorities and needs necessary to achieve Vision Zero in Hudson County. Finally, we identified those responsible for implementing the actions found in the Plan to ensure that we were focused on the right actions and setting ambitious but achievable targets.



Theme A. Change the Culture of Traffic Safety by promoting shared responsibility and addressing the root causes of dangerous driving behaviors.

Vision Zero is based on the idea that no one should die or be seriously injured in traffic crashes and rejects the notion that traffic fatalities are an inevitable part of a modern transportation system. This approach to roadway safety represents a significant cultural shift away from thinking of crashes as unavoidable “accidents” to incidents that are in within the control of the individuals, agencies and organizations that manage and use the roadway.

People are at the center of Vision Zero. All Hudson County residents deserve safe streets. In partnership with community leaders, local organizations, and elected officials, the County is working to ensure that all residents and visitors feel part of a culture that prioritizes traffic safety in Hudson County.

Changing the Culture of Traffic Safety shifts the responsibility for fatal and serious injury traffic crashes away from the victims of those crashes onto the unsafe system that allows for them to happen. It holds people and government organizations accountable for their role in creating a safe system for all. It also prioritizes the role of safety over the convenience and speed of driving and normalizes transit use and active transportation modes such as walking and biking.

By establishing a new culture of traffic safety, Hudson County recognizes that traffic crashes are one of the top causes of death in the United States, and while traffic violence should be taken seriously, it should also be tackled justly. People living in communities of concern often face compounding issues of employment, housing, and economic security and marginalized communities face a disproportionate rate of traffic violations. This Plan recognizes the intersectionality and equity concerns of these complex issues and seeks to provide a framework that is just and inclusive to all.

Vision Zero is not just a government initiative, it is an effort to change the conversation. Vision Zero aims to eliminate crashes resulting in death or serious injury the way other once seemingly insurmountable public health challenges, such as smoking have been substantially reduced. By working across jurisdictions and with the public to increase awareness, Hudson County can help inspire a culture of traffic safety.



Key Strategies for Changing the Culture of Traffic Safety:

- **Strategy 1: Incorporate Vision Zero into recurring County plans, practices, and operations to sustain momentum and increase awareness across departments and agencies.** The first step in changing the culture is to enshrine Vision Zero language and policies into the County practices and future plans. This requires communication, coordination, and acceptance across all departments and agencies that traffic fatalities and serious injuries are preventable, and adoption of this framework into standard operations.
- **Strategy 2: Concentrate education, outreach, and enforcement efforts on mitigating the behaviors most likely to contribute to severe crashes.** Traditional traffic safety campaigns often are generic and place the blame on the victim by focusing on reflective clothing, protective helmets, and defensive behavior rather than addressing safety issues such as speed, distracted driving, and large vehicles. Hudson County, along with municipal stakeholders, will create a creative and data-driven campaign that challenges the status quo, moves the needle in changing behavior in Hudson County and directs enforcement effort to where it will have the greatest impact.

- **Strategy 3: Conduct countywide Vision Zero communications and marketing campaigns to increase public awareness of high-risk behaviors and consequences.** Similar to the education and outreach strategy, the County will establish communications and marketing campaigns to educate the public on risky traffic behaviors and the reasons why the County is prioritizing safer street design and safety policy. The purpose of this is to improve communication and trust with the public so that there is a mutual understanding of how Vision Zero works and how it benefits residents of Hudson County.
- **Strategy 4: Lead by example by modeling exceptional safe driving and best-in-class fleet safety standards.** The County will model safe driving and update their fleet safety standards by using the smallest vehicles fit-for-duty as well as provide drivers with a safety training prior to driving as part of their job responsibilities. By modeling safe traffic standards, County drivers will improve roadway safety directly, and the County will continue to show the public the importance and feasibility of getting to zero traffic deaths.
- **Strategy 5: Continue to research the root causes and contributing local factors of unsafe streets and dangerous driving behaviors and identify potential interventions and proven strategies.** The County will continue to stay up-to-date on interventions, safe vehicle technology, and design to adapt their actions, approaches, and policy as research evolves.

“CRASH, NOT ACCIDENT”

Vision Zero rejects the idea that traffic crashes are inevitable. Vision Zero tells us that traffic deaths are preventable and can be reduced with the correct designs, programs, and policies in place to create a safer system for all roadway users. Changing how we communicate about traffic incidents can help realign the culture around traffic safety.

Theme A. Change the Culture of Traffic Safety

STRATEGY 1: INCORPORATE VISION ZERO INTO RECURRING COUNTY PLANS, PRACTICES, AND OPERATIONS TO SUSTAIN MOMENTUM AND INCREASE AWARENESS ACROSS DEPARTMENTS AND AGENCIES.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|---------------|---|
| A.1.1. Adopt the Vision Zero goal year and Action Plan. | County Executive's Office, Department of Planning and Business Opportunity, Office of Data Analytics, Office of Digital Information | 2025 | Distribute a Press release announcing goal year and Action Plan adoption by target year. |
| A.1.2. Include Vision Zero updates and progress reporting as part of standing agenda for Public Resources and County Commissioner Meetings. | County Executive's Office | 2025, ongoing | Adopt Vision Zero as standing agenda item for Public Resources and County Commissioner Meetings beginning in target year. |
| A.1.3. Incorporate the Vision Zero goal and Safe Systems approach into future Hudson County Comprehensive Plans and Re-exam reports. | Division of Planning | 2025 | Complete Comprehensive Plan with Vision Zero as a principle or pillar beginning in target year. |
| A.1.4. Align Open Space plans with Vision Zero design principles to create safe connections. | Division of Planning | 2025, ongoing | Ensure completed plans include Vision Zero section, discussion, or analysis beginning in target year. |
| A.1.5. Align County Park plans with Vision Zero design principles to create safe connections. | Department of Parks | 2025, ongoing | Incorporate Vision Zero and/or multimodal infrastructure elements into at least one park each year beginning in target year. |
| A.1.6. Incorporate multi-modal infrastructure in County Parks during new project development and through regular maintenance such as repaving. | Department of Parks, Department of Planning & Business Opportunity | 2025, ongoing | Incorporate multimodal elements into new park projects and repaving projects starting in target year. |
| A.1.7. Integrate Vision Zero into Hudson County's Comprehensive Economic Development Strategy (CEDS) to prioritize investment in transportation infrastructure aimed to stimulate local economics. | Division of Planning | 2025 | Include Vision Zero as a principle or pillar into the CEDS by target year. |
| A.1.8. Explore feasibility of off-street multi-use paths to address cycling and pedestrian network gaps throughout the County. | Department of Parks, Department of Planning & Business Opportunity | 2027, ongoing | Conduct a Network gap analysis and subsequent feasibility study conducted to identify where off-street multi-use paths would address cycling and pedestrian connectivity gaps beginning in target year. |

STRATEGY 1: INCORPORATE VISION ZERO INTO RECURRING COUNTY PLANS, PRACTICES, AND OPERATIONS TO SUSTAIN MOMENTUM AND INCREASE AWARENESS ACROSS DEPARTMENTS AND AGENCIES (CONTINUED).

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|------------|--|
| A.1.9. Expand the Traffic Safety Unit within the Sheriff's Office and increase overall traffic enforcement staffing with the support of the appropriate budget allocation. | Sheriff's Office | 2027 | Add four additional Traffic Safety Unit officers by target year. |
| A.1.10. Incorporate Vision Zero principles into scoring criteria for Hudson County Open Space Trust Fund. | Division of Planning, County Executive's Office, County Commissioners | 2025 | Adopt revised grant guidelines by target year. |

STRATEGY 2: CONCENTRATE EDUCATION, OUTREACH, AND ENFORCEMENT EFFORTS ON MITIGATING THE BEHAVIORS MOST LIKELY TO CONTRIBUTE TO SEVERE CRASHES.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|---------------------|--|
| A.2.1. Collaborate with municipalities to implement Vision Zero campaigns and promote events which include Vision Zero branding and Safe System Approach information. | Division of Planning, Sheriff's Office, County Communications Team, Hudson TMA, FHWA NJ Division | 2025, 2027, ongoing | Hold at least four local Vision Zero events or campaigns annually by 2025. Hold a at least 12 local Vision Zero events or campaigns annually beginning in 2027. |
| A.2.2. Provide ongoing updates to Task Force on recent crashes to inform Plan implementation decisions. | Prosecutors Office (Fatal Crash Unit), Division of Planning, Sheriff's Office | 2026, ongoing | Include timely preliminary fatal crash data in Quarterly Vision Zero Task Force reports starting in target year. |
| A.2.3. Share data with partners to identify patterns of crashes and high-risk behaviors and to assess the performance of safety projects implemented as part of Vision Zero. | Sheriff's Office, Division of Planning, Prosecutors Office (Fatal Crash Unit) | 2025, ongoing | Conduct project evaluation for all projects entering design starting in 2025. |
| A.2.4. Conduct high-visibility enforcement campaigns focused on high-risk driver behaviors at high-crash locations. | Division of Planning, Sheriff's Office, Prosecutors Office | 2027, 2028, ongoing | Initiate two campaigns beginning in 2027, and four per year beginning in 2028. |
| A.2.5. Engage with communities in advance of project implementation. | County Executive's Office, Division of Planning, Division of Engineering, Municipalities | 2026, 2028 | Develop a Vision Zero project community engagement strategy beginning in 2026 and adopt and publish the strategy by 2028. |

STRATEGY 2: CONCENTRATE EDUCATION, OUTREACH, AND ENFORCEMENT EFFORTS ON MITIGATING THE BEHAVIORS MOST LIKELY TO CONTRIBUTE TO SEVERE CRASHES (CONTINUED).

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|------------|---|
| A.2.6. Increase enforcement of parking infractions that impact public safety and lead to higher risk of crashes. | Municipal Parking Authorities, County Executive's Office, Sheriff's Office | 2025, 2027 | Initiate one enforcement campaign per quarter, engaging the municipal parking authorities beginning in 2025 and create the infraction strategy by 2027. |

STRATEGY 3: CONDUCT COUNTYWIDE VISION ZERO COMMUNICATIONS AND MARKETING CAMPAIGNS TO INCREASE PUBLIC AWARENESS OF HIGH-RISK BEHAVIORS AND CONSEQUENCES.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|--|---------------------|--|
| A.3.1. Update the County's style guide, internal, and public-facing documents, to reflect Vision Zero language- starting with replacing "accidents" with "crashes." | County Communications Office | 2025, 2026 | Adopt an updated County communications and media advisory guide by 2025. Review and revise all public-facing Hudson County and Sheriff's office forms and documents by 2026. |
| A.3.2. Institute behavior change campaign using Vision Zero branding in the media and at public events. | Hudson TMA, Division of Planning | 2026, 2027, ongoing | Develop campaign materials by 2026. Have at least two campaigns focused on a dangerous driving behavior starting in 2027, continuing annually. |
| A.3.3. Develop social media and public relations strategies that describe the benefits of new street design elements. | County Communications Office, Hudson TMA, NJTPA, Advocates | 2026, 2027, ongoing | Create at least one public service announcement (PSA) video in 2026; two PSA videos in 2027; and three PSA videos in 2028. |
| A.3.4. Develop a communications strategy informed by latest research to increase empathy and improve perceptions of people who walk, use assistive devices, and bike. | County Communications Office, Hudson TMA, NJTPA, Advocates | 2026, 2028 | Conduct literature review of latest research by 2026; development of communication materials for a strategy launch by 2028. |
| A.3.5. Integrate Vision Zero branding and language into public health and traffic safety training, messaging, and resources. | County Communications Office, Risk Management Office, Hudson Regional Health Commission | 2025 | Adopt standard Vision Zero Hudson County branding by target year. |
| A.3.6. Initiate Street Smart messaging focused on Countywide HIN. | Hudson TMA, NJTPA, Division of Planning, County Communications Office | 2026, ongoing | Target Street Smart messaging on at least one HIN corridor starting in 2026, expanding in subsequent years. |

STRATEGY 4: LEAD BY EXAMPLE BY MODELING EXCEPTIONAL SAFE DRIVING AND BEST-IN-CLASS FLEET SAFETY STANDARDS.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|---------------------|--|
| A.4.1. Explore vehicle purchasing standards to use the smallest vehicles fit-for-duty. | Division of Purchasing, Operational Divisions | 2028 | Publish Capital inventory report by target year. |
| A.4.2. Conduct a standard and heavy-duty fleet transition plan for County fleet vehicles to meet new purchasing standards. | Hudson County Improvement Authority, Division of Planning | 2028 | Complete a fleet transition plan by target year. |
| A.4.3. Launch specialized driver safety training County fleet drivers or for-hire drivers regulated by the County. | Division of Personnel | 2026, 2028, ongoing | 25% of County employees complete updated training by 2026, 75% by 2027, 100% by 2028. |
| A.4.4. Create a public driver safety report card and develop safe driver retraining programs for County employees. | Division of Personnel | 2028, ongoing | Adopt a safe driver report card and published annual report of aggregated safety ratings beginning in target year. |
| A.4.5. Implement safety technology in county fleet such as crash prevention, speed limiters and driver monitoring. | Division of Purchasing, Operational Divisions | 2029 | Complete market place scan and technology recommendation report by target year. |

STRATEGY 5: CONTINUE TO RESEARCH THE ROOT CAUSES AND CONTRIBUTING LOCAL FACTORS OF UNSAFE STREETS AND DANGEROUS DRIVING BEHAVIORS AND IDENTIFY POTENTIAL INTERVENTIONS AND PROVEN STRATEGIES.

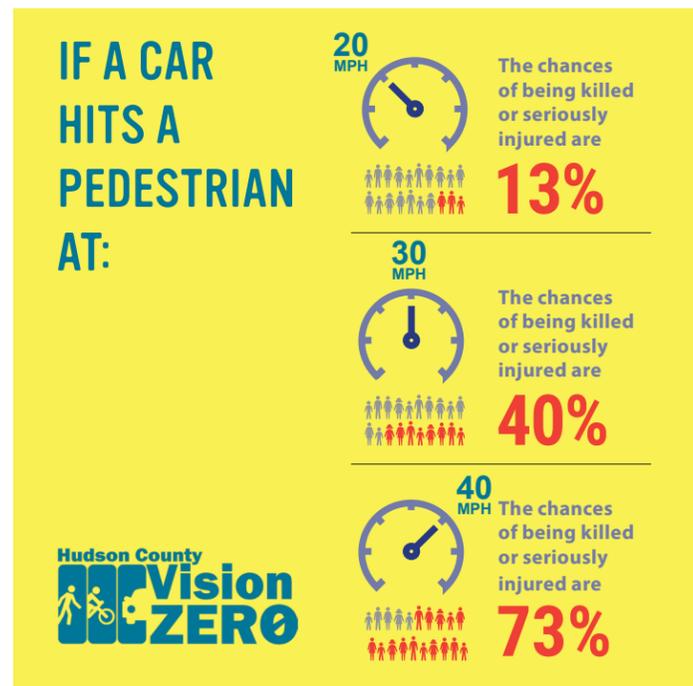
| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|---------------------|---|
| A.5.1. Launch a multidisciplinary "Rapid Response Team" that will investigate the circumstances of killed or seriously injured crashes if they occur. | County Executive's Office, Prosecutors Office, Division of Engineering, Vision Zero Task Force | 2025, 2026, ongoing | Develop organizational structure by 2025; Pilot one Rapid Response Team investigation in 2025; Fund and establish team in 2026. |
| A.5.2. Advocate for safe vehicle technology and design requirements at the State and Federal level. | County Executive's Office, Advocacy Groups | 2029 | Adopt a County position paper on safe vehicle technology and design requirements by target year. |
| A.5.3. Focus resources and educate community leaders and organizations representing those most disproportionately impacted by deaths and serious injuries. | County Executive's Office | 2027 | Establish an Equity Advisory Committee by target year. |

Theme B. Design and Build Streets that are Safe for Everyone by eliminating severe crash risks and delivering accessible networks for people of all ages and abilities walking, biking, and rolling.

Safe street design is critical to eliminating fatal and serious injury crashes in Hudson County. Speed management is an essential part of Vision Zero and is also an important aspect of designing safe streets. Physical infrastructure changes are necessary to reduce vehicle speeds, which are a leading cause of traffic crashes. Higher speeds not only increase the risk of a crash, but also increase the risk of a serious injury or death, regardless of mode. Speeding is most fatal for pedestrians and cyclists, whose risk of dying, if struck by a vehicle increases with vehicle speed.

Safe street design provides solutions to dangerous driving and creates self-enforcing speeds on roadways which help prevent over policing. In addition to speed reduction, safer street design may also protect vulnerable road users through physical separation and encourage non-vehicle travel by creating a safer condition for people to walk, bike, and take transit. High-quality, safe design can lead to public space and access improvements for pedestrians, cyclists, motorists, freight and emergency vehicles, by clarifying where and how various users should interact, eliminating confusion at intersections, and creating more orderly curbs.

Designing and Building Streets that are Safe for Everyone requires many stakeholders and agencies to ensure that the planning, construction, maintenance, and operation of County streets supports safe and multimodal street design. While Hudson County has authority over county roads, improving street design must be undertaken across jurisdictions; this priority will only be accomplished with the support of municipal engineering and planning departments.



Key Strategies for Designing and Building Streets that are Safe for Everyone:

- Strategy 1: Focus improvements on the HIN to address corridors and intersections with the highest frequency of deaths and serious injuries with all due urgency.** The HIN is a valuable tool for prioritizing the County’s investment in designing safer streets and getting the greatest return on investment. HIN segments are also primary focus areas for safety and accessibility improvements, such as better crosswalks and access to transit stops.
- Strategy 2: Update and institutionalize the County’s Complete Streets policy across long-term planning, project development, operational practices, and maintenance programs.** Establishing an updated Countywide Complete Streets policy will help enshrine safe street policy in future plans and projects and ensure that all municipalities and jurisdictions are on the same page when it comes to safe street design.
- Strategy 3: Mitigate conflicts and risks for the County’s most vulnerable users: people walking, biking, and using assistive devices** Vulnerable road users are at higher risk of severe injury or death when involved in a crash. The County will prioritize infrastructure and safety countermeasures with these users in mind. Using the HIN, the County will further prioritize locations with higher risk to vulnerable road users for safety improvements. The County will establish processes for adding bike infrastructure, safe school and community zones, and formalize pedestrian infrastructure in all future County projects.

- Strategy 4: Integrate Vision Zero and the Safe System Approach into County design policies and guidance to more consistently and proactively mitigate severe crash risk.** Updated design guidance and policies will standardize safe street design and mobility considerations for all future projects in Hudson County. Design guidance that incorporates Vision Zero and the Safe Systems Approach and evolves with best practices will help address crash severity in Hudson County, and reflect the priorities and values of the County.
- Strategy 5: Continuously improve safety, increase efficacy of County investments in projects and programs, and advance practitioner and community knowledge of designs that prevent deaths and serious injuries.** The County will work to establish performance measures for all county projects and programs to make sure safety is an integral aspect of every project and ensure transparency and accountability in our progress towards Vision Zero. Where applicable, these measures will be shared publicly with stakeholders.

Theme B. Design and Build

STRATEGY 1: FOCUS IMPROVEMENTS ON THE HIN TO ADDRESS CORRIDORS AND INTERSECTIONS WITH THE HIGHEST FREQUENCY OF DEATHS AND SERIOUS INJURIES WITH ALL DUE URGENCY.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|--|---------------|--|
| B.1.1. Execute Walkability Audits on the HIN. | Division of Planning, Division of Engineering | 2025, ongoing | Complete at least one Walkability Audit per year, beginning in target year. |
| B.1.2. Execute demonstration and quick-build projects that implement safety solutions on the HIN. | Division of Engineering, Division of Planning, Municipalities | 2026, ongoing | Complete at least one demonstration or quick build project per year beginning in target year. |
| B.1.3 Update traffic signal timing policy to improve walkability. | Division of Engineering, Division of Planning | 2026 | Evaluate at least five County-owned intersections for leading pedestrian intervals (LPI) by target year. |

STRATEGY 2: UPDATE AND INSTITUTIONALIZE THE COUNTY'S COMPLETE STREETS POLICY ACROSS LONG-TERM PLANNING, PROJECT DEVELOPMENT, OPERATIONAL PRACTICES, AND MAINTENANCE PROGRAMS.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|--|---------------|--|
| B.2.1. Apply Complete Streets design guide checklist to county roadway projects. | Division of Planning, Division of Engineering | 2025 | Update the Complete Streets checklist for all County projects by target year. |
| B.2.2. Create a Capital Improvement Plan which integrates Vision Zero into project prioritization. | Division of Engineering, Division of Planning | 2027 | Adopt a performance-based CIP with HIN included in rating criteria by target year. |
| B.2.3. Incorporate safety analysis checklist to evaluate roadway for safety and mobility improvements before implementing resurfacing projects. | Division of Engineering, Division of Planning | 2027 | Apply the process for safety improvements in seasonal resurfacing schedule using the Hudson County Vision Zero toolbox by target year. |
| B.2.4. Continue to utilize NJTPA's road-safety audit program to develop recommendations for the HIN corridor and intersections. | Division of Engineering, Department of Planning & Business Opportunity, Division of Engineering | 2027, ongoing | Complete at least two road safety audits on the HIN annually beginning in target year. |

STRATEGY 3: MITIGATE CONFLICTS AND RISKS FOR THE COUNTY'S MOST VULNERABLE USERS: PEOPLE WALKING, BIKING, AND USING ASSISTIVE DEVICES.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|---------------------|--|
| B.3.1. Plan for and expand the network of protected bike lanes and greenways that are physically separated from vehicle traffic. | Department of Planning & Business Opportunity, Division of Engineering, Municipalities | 2027 | Complete a protected bikeways network plan for County-owned roads which enhances and connects with municipal bike lanes by target year. |
| B.3.2. Formalize process for installation of pedestrian infrastructure. | Division of Engineering, Division of Planning | 2027 | Adopt a pedestrian infrastructure matrix by target year. |
| B.3.3. Improve street lighting, especially along the HIN and in areas with high concentrations of pedestrians and bicyclists. | Department of Roads and Public Property, Division of Planning, Division of Engineering | 2025, 2026 | Complete a study of lighting conditions and needs on the HIN by 2025; Install additional lighting infrastructure by 2026. |
| B.3.4. Designate and enhance school zones with reduced speed limits, improved signage, and dedicated drop-off/pick-up areas. | Vision Zero Task Force, Division of Planning, Division of Engineering, Municipalities | 2026, 2027, ongoing | Launch school zone program by 2026. Designate and deploy enhancements at least 2 school zones annually starting in 2027. |
| B.3.5. Designate and enhance Community facility zones which include major community facility such as libraries, recreational centers and parks with reduced speed limits, improved signage and dedicated drop-off/pick-up areas. | Vision Zero Task Force, Division of Planning, Division of Engineering, Department of Parks, Municipalities | 2027, 2028, ongoing | Define Community Facility Zones by 2027. Designate and deploy enhancements at least 2 Community Facility Zones per year beginning in 2028. |



STRATEGY 4: INTEGRATE VISION ZERO AND THE SAFE SYSTEM APPROACH INTO COUNTY DESIGN POLICIES AND GUIDANCE TO MORE CONSISTENTLY AND PROACTIVELY MITIGATE SEVERE CRASH RISK.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|--|---------------|---|
| B.4.1. Maintain and update existing Hudson County Safety Countermeasure Toolkit. | Vision Zero Task Force, Department of Planning & Business Opportunity, Division of Engineering | 2026, ongoing | Publish the Safety Countermeasure Toolkit and update as needed beginning in target year. |
| B.4.2 Promote speed reduction through design and county engineering projects. | Division of Engineering, Department of Planning & Business Opportunity | Ongoing | Continue to complete projects incorporating traffic calming and speed reduction measures. |
| B.4.3. Incorporate Vision Zero into Land Development Regulations and Planning Board review process. | Department of Planning & Business Opportunity | 2025, 2026 | Initiate a collaborative regulatory revision process starting in 2025. Adopt updated regulations by 2026. |
| B.4.4. Simplify internal County approval process to make changes to Hudson County right-of-way to facilitate safety improvements. | Department of Planning & Business Opportunity, Law Department, Department of Roads | 2026 | Identify regulatory and legal barriers and challenges by target year. |



STRATEGY 5: CONTINUOUSLY IMPROVE SAFETY, INCREASE EFFICACY OF COUNTY INVESTMENTS IN PROJECTS AND PROGRAMS, AND ADVANCE PRACTITIONER AND COMMUNITY KNOWLEDGE OF DESIGNS THAT PREVENT DEATHS AND SERIOUS INJURIES.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|---|------------|---|
| B.4.4. Simplify internal County approval process to make changes to Hudson County right-of-way to facilitate safety improvements. | Department of Planning & Business Opportunity, Law Department, Department of Roads | 2026 | Identify regulatory and legal barriers and challenges by target year. |
| B.5.1. Implement safety-focused performance measures into all county projects and programs. | Division of Planning, Division of Engineering | 2026, 2027 | Develop and adopt appropriate, program-specific safety performance measures for projects by 2026; Include in at least two projects by 2027. |
| B.5.2. Collect and analyze data on traffic incidents, speeds, and road user behavior to identify problem areas. | Division of Planning, Prosecutor's Office | 2026 | Publish an annual Vision Zero report with a section on hot-spots and add to CIP list beginning in target year. |
| B.5.3. Pilot advanced technology for crash mitigation. | Department of Planning & Business Opportunity, Division of Engineering | 2029 | Publish report on crash mitigation technologies by target year. Initiate a pilot project of one select technology by target year. |
| B.5.4. Fund continuing staff training and education of the Safe System Approach and latest safety best practices. | Department of Planning & Business Opportunity, County Administration, Division of Engineering, | 2026 | Adopt a budget with a Vision Zero training line item by target year. |

Theme C. Partner and Collaborate through the creation of multi-jurisdictional projects, policies, and laws and by sharing and growing best practices.

The success of traffic safety programs rely upon the coordination of multiple stakeholders to manage the behavior of roadway users through design, policy, and legislation. This Plan seeks to ensure that the policies, laws, and enforcement initiatives are all implemented equitably and supported by jurisdictions and communities throughout the County.

Best practices are shared through stakeholder collaboration and by various entities working together towards a common goal. The Vision Zero Task Force is prepared to work together with the municipalities, the Hudson County Engineering and Planning departments, NJTPA, the Office of the Attorney General, the Hudson County Public Health Department, the Sheriff's Office, as well as other stakeholders to successfully establish safe streets policies and projects in the County.



Key Strategies for Partnering and Collaborating:

- **Strategy 1: Align Vision Zero Actions and share best practices through the Vision Zero Task Force.** The Vision Zero Task Force will communicate with all involved stakeholders to not only share best practices, but to coordinate policies and actions to ensure they align with the overall goals of the County Vision Zero Safety Action Plan.
- **Strategy 2: Engage municipal, community, and other external stakeholders and partners early and often to increase buy-in and realize transformative changes.** The County will convene regular meetings and conversations to make sure all stakeholders feel heard and consulted, and that there is clarity and consistency on the toolbox of proven safety countermeasures.
- **Strategy 3: Collaborate on a county-wide grant strategy to secure and manage competitive grant funds for multi-jurisdictional and high-priority safety projects.** The County will work together with stakeholders to establish a grant application pipeline to make sure funding for Vision Zero projects is always available.
- **Strategy 4: Improve crash data collection and analysis methods to shape future Vision Zero actions and take a proactive approach to safety.** There are several ways the County has identified to improve the ability to track and respond to trends and to measure progress towards achieving Vision Zero. These include, standardizing timelines for updating and reporting consistency across municipal crash data sources, as well as incorporating detailed crash data reports into the Vision Zero Task Force Annual report.
- **Strategy 5: Implement region- and Countywide policies and ordinances to address high-risk driving behaviors on a system-wide level.** Street design guidelines and policies are consistently changing, therefore a standardized, region-wide approach to defining street design policy will establish consistency across the County, provide guidance for municipal partners, and minimize confusion for roadway users.



Theme C. Partner and Collaborate

STRATEGY 1: ALIGN VISION ZERO ACTIONS AND SHARE BEST PRACTICES THROUGH THE VISION ZERO TASK FORCE.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|---|---------------|---|
| C.1.1. Continue to convene the Hudson County Vision Zero Task Force to implement, monitor, and update the Action Plan. | County Executive's Office | 2025, ongoing | Conduct at least four meetings (quarterly cadence) per year beginning in target year. |
| C.1.2. Publish an annual Hudson County Vision Zero report. | Vision Zero Task Force | 2026, ongoing | Publish the Hudson County Vision Zero Annual Update report beginning in target year. |
| C.1.3. Establish ad hoc Working Groups for high priority topics such as e-mobility and enforcement of traffic safety issues. | Vision Zero Task Force | June 2025 | Establish at least two working groups on e-mobility and enforcement of traffic safety to meet quarterly by target date. |
| C.1.4. Convene annual Vision Zero Summit inclusive of the Hudson County Vision Zero Task Force, and broader community organizations and leadership. | County Executive's Office, Department of Planning & Business Opportunity | 2026, ongoing | Conduct an Annual Vision Zero Summit every year beginning in target year. |

STRATEGY 2: ENGAGE MUNICIPAL, COMMUNITY, AND OTHER EXTERNAL STAKEHOLDERS AND PARTNERS EARLY AND OFTEN TO INCREASE BUY-IN AND REALIZE TRANSFORMATIVE CHANGES.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|--|------------|---|
| C.2.1. Adopt a Memorandum of Understanding (MOU) committing to daylighting intersections where statutory no-parking tow-zone rules are in effect. | Municipalities, Division of Planning, Division of Engineering, Law Department | 2028 | Adoption of the MOU by 100% of County jurisdictions by target year. |
| C.2.2. Adopt a Memorandum of Understanding (MOU) recognizing a toolbox of proven safety countermeasures. | Municipalities, Division of Planning, Division of Engineering, Law Department, Municipalities | 2028 | Adoption of the MOU by 100% of County jurisdictions by target year. |
| C.2.3. Integrate Vision Zero principles and projects into the regional long-range plan | NJTPA | 2025 | Include Vision Zero principles and projects in the next regional long-range plan by target year. |
| C.2.4. Build culture of communication between all levels of governments to improve project identification, scoping, buy-in and development. | Division of Engineering, Division of Planning, Municipalities, NJTPA, NJDOT | 2026 | Conduct a workshop (in conjunction with a task force meeting) which results in advancing two projects by multi-agency collaboration by target year. |
| C.2.5. Engage public early in project conception for all safety related improvements. | Division of Planning, Division of Engineering, NJTPA | 2025 | Hold three public meetings, workshops, or forums during project conception by target year. |

STRATEGY 2: ENGAGE MUNICIPAL, COMMUNITY, AND OTHER EXTERNAL STAKEHOLDERS AND PARTNERS EARLY AND OFTEN TO INCREASE BUY-IN AND REALIZE TRANSFORMATIVE CHANGES (CONTINUED).

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|---------------|--|
| C.2.6. Execute HIN corridor visioning studies. | Division of Engineering, Division of Planning | 2026, ongoing | Complete two HIN corridor visioning studies per year beginning target year. |
| C.2.7. Formalize Vision Zero community engagement into the Hudson County Public Engagement Plan | Division of Planning | 2025 | Include Vision Zero engagement in the Hudson County Public Engagement Plan by target year. |
| C.2.8. Engage with emergency response services to understand operational needs and develop a process for Emergency Medical Services (EMS) project input. | Division of Planning, Municipal EMS | 2026, 2028 | Engage the emergency services beginning in 2026; Adopt the process in 2028. |

STRATEGY 3: COLLABORATE ON A COUNTY-WIDE GRANT STRATEGY TO SECURE AND MANAGE COMPETITIVE GRANT FUNDS FOR MULTI-JURISDICTIONAL AND HIGH-PRIORITY SAFETY PROJECTS.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|---------------|---|
| C.3.1. Develop a funding plan for the High Injury Network. | Division of Planning, Division of Engineering, County Executive's Office, Vision Zero Task Force | 2025 | Complete a comprehensive HIN funding plan, covering at least 25% of HIN projects, by target year. |
| C.3.2. Expand efforts to identify opportunities to complete joint grant application between the county and municipalities and assist in grant administration for municipalities or partners. | Division of Planning, Division of Engineering, County Executive's Office, Vision Zero Task Force | 2025, ongoing | Submit one joint grant application submitted annually beginning target year. |
| C.3.3. Adopt standard operating procedure (SOP) for county and municipal project prioritization for county led safety projects with an emphasis on equity areas. | Division of Engineering, Division of Planning | 2026 | Complete the SOP for project prioritization by target year. |
| C.3.4. Identify roadway safety grant opportunities and regularly disseminate information to all municipalities and partners. | NJTPA, Division of Planning | 2025, ongoing | Disseminate quarterly information to municipalities and partners beginning target year. |

STRATEGY 4: IMPROVE CRASH DATA COLLECTION AND ANALYSIS METHODS TO SHAPE FUTURE VISION ZERO ACTIONS AND TAKE A PROACTIVE APPROACH TO SAFETY.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|---|---------------|--|
| C.4.1. Standardize timelines for updating and reporting consistency across municipal crash data sources. | NJ Division of Traffic Safety, State Police, Municipalities | 2029 | Complete a standardized timeline for crash data updates by target year. Confirm 100% of municipalities adhere to the standardized timelines by target year. |
| C.4.2. Create exploratory committee linking hospital and first responder data with Numetric and other, future crash data sources. | NJ Office of the Attorney General, Hudson County Department of Health, Office of Digital Information | 2028 | Form the exploratory committee by target year. |
| C.4.3. Incorporate detailed crash data report into Vision Zero Task Force Annual report. | Division of Planning, Prosecutors Office | 2025, ongoing | Publish annual report with 10 key metrics annually beginning in target year. |

STRATEGY 5: IMPLEMENT REGION- AND COUNTYWIDE POLICIES AND ORDINANCES TO ADDRESS HIGH-RISK DRIVING BEHAVIORS ON A SYSTEM-WIDE LEVEL.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|---------------------|---|
| C.5.1. Adopt a standard protocol for implementing “No Turn on Red” at select intersections throughout the county. | Division of Engineering, Vision Zero Task Force | 2027 | Complete the ‘No Turn on Red’ protocol by target year. |
| C.5.2. Identify opportunities to affect dangerous driving behaviors through non-criminal means. | Vision Zero Task Force, NJDOT, Prosecutors Office | 2029 | Publish a white paper that identifies non-criminal interventions or programs by target year. |
| C.5.3. Adopt a standard protocol for installation of centerline hardening. | Division of Engineering, Division of Planning | 2025, 2026 | Complete of the centerline hardening protocol and criteria by 2025; Adopt criteria by 2026. |
| C.5.4. Adopt a standard protocol for determining when left turns should be banned near driveways, developments, and intersections. | Division of Engineering, Division of Planning | 2025, 2027, ongoing | Complete the left-turn protocol by 2025 for driveways and 2027 for roadways. 10 locations evaluated for potential left-turn bans annually beginning in target years. |
| C.5.5. Support and Advocate for adoption of state laws related to traffic safety, such as the state Vision Zero bill. | Office of the County Executive | 2025, ongoing | Conduct two advocacy efforts conducted annually (e.g., meetings with legislators, public campaigns) per year beginning target year. |

STRATEGY 5: IMPLEMENT REGION- AND COUNTYWIDE POLICIES AND ORDINANCES TO ADDRESS HIGH-RISK DRIVING BEHAVIORS ON A SYSTEM-WIDE LEVEL (CONTINUED).

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|---------------|---|
| C.5.6. Support compliance with new state traffic safety laws through education and signage. | Division of Engineering, Department of Planning & Business Opportunity, Hudson TMA | 2027, ongoing | Launch one educational campaign related to new traffic safety laws per year beginning in target year. |
| C.5.7. Develop a state legislative agenda to allow the County greater flexibility in promoting roadway safety. | County Executive’s Office, Sheriff’s Office, Prosecutor’s Office, County Executive’s Office | 2028 | Publish the agenda within the annual Vision Zero report of target year. |



Theme D. Enhance Transit and Active Transportation by advocating for, investing in, and encouraging transit and other safe, affordable, and sustainable transportation choices.

Safe systems provide a range of viable, safe travel options including convenient access to transit. Studies show that traffic fatalities rates tend to decline as public transit travel increases due to less exposure to risk. According to the American Public Transportation Association (APTA), traveling by public transportation is ten times safer per mile than traveling by car.¹ Improved transit service and infrastructure and upgraded first and last miles connections for cyclists and pedestrians will allow residents of Hudson County to safely travel the way they choose.

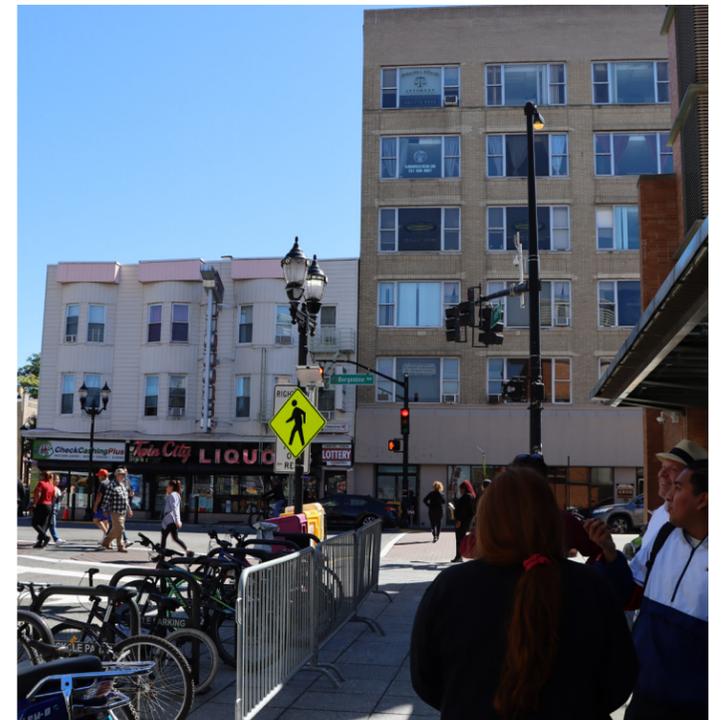
To encourage residents to take transit, it needs to be reliable and efficient, and safe infrastructure needs to be present to encourage people to get out of their vehicle. This requires priority and investment. In addition to improved transit service, separated facilities can be incorporated to provide designated spaces for different types of roadway users - people driving, people taking transit, people walking or rolling, and people bicycling. In turn, these separated spaces can help slow vehicle speeds and reduce the likelihood of crash conflicts between different users.



1 [APTA: The Hidden Traffic Safety Solution, Public Transportation](#)

Key Strategies for Enhancing Transit and Active Transportation:

- **Strategy 1: Advocate and secure sufficient and sustainable transit funding so that everyone has access to safe and affordable mobility.** In order to ensure funding gets prioritized for transit, biking and pedestrian infrastructure, Hudson County is committed to advocating for resources and making sure these modes get prioritized when funding is being allocated.
- **Strategy 2: Create safe, accessible, and convenient year-round first- and last-mile connections to transit.** Hudson County is committed to promoting transit, biking, and walking by improving transit stops, ensuring ADA compliance, and enhancing signage and wayfinding at transit stops and throughout neighborhoods to connect routes to transit for all modes.
- **Strategy 3: Empower people with the information and tools to use all available modes of travel.** In order to encourage non-vehicle travel, the County will continue to support education campaigns, learn-to-bike classes, as well as provide resources for accessing transit and safe bike routes.
- **Strategy 4: Balance curbside needs for all users to leverage the full potential of the right-of-way while prioritizing safety.** With many competing curb uses, the County is committed to analyzing the priorities of the curb to make sure safety and access are a priority.
- **Strategy 5: Understand the needs, potential, and impacts of emerging modes of travel, like e-mobility and other small vehicles, and safety integrate them into the menu of travel options.** With the rise in e-mobility devices, Hudson County will conduct an assessment to see how these devices are being used across the County. This assessment will help inform future policies and protocols to ensure the safety of all street users.



Theme D. Enhance Transit & Active Transportation

STRATEGY 1: ADVOCATE AND SECURE SUFFICIENT AND SUSTAINABLE TRANSIT FUNDING SO THAT EVERYONE HAS ACCESS TO SAFE AND AFFORDABLE MOBILITY.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|---------------|---|
| D.1.1. Advocate for sustainable funding sources for transit and first/last mile connections throughout the County. | County Executive's Office | 2026, ongoing | Conduct a review of best practices around transit funding, identify measures appropriate for New Jersey, and add them to the county legislative agenda, beginning in target year. |
| D.1.2. Assess the feasibility of expanding micromobility systems such as Citi Bike. | County Executive's Office, Division of Planning | 2027 | Complete an equity study to identify up to 3 priority zones where Citi Bike could be expanded by target year. |

STRATEGY 2: CREATE SAFE, ACCESSIBLE, AND CONVENIENT YEAR-ROUND FIRST- AND LAST-MILE CONNECTIONS TO TRANSIT.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|------------|--|
| D.2.1. Implement ADA recommendations at transit stops and along the first and last mile connections. Prioritize ADA upgrades in project funding for transit stops on county roads. | Division of Engineering, Division of Planning, Office of Inclusion and Accessibility, Municipalities, PANYNJ, NJ TRANSIT | 2027 | Allocate funding for ADA upgrades in at least two transit stop area improvement projects by target year. |
| D.2.2. Provide more options for bike/scooter parking at transit stations and placing shared micromobility parking near transit stops. | PANYNJ, NJ TRANSIT, Division of Planning, Municipalities | 2027 | Audit at least two transit stations/transfer points by target year. |
| D.2.3. Improve way-finding around transit stations for all-modes. | PANYNJ, NJ TRANSIT, Division of Planning, Municipalities | 2027 | Adopt a standardized way-finding approach to add improved signage to transit stations, and develop plan to add improved signage for up to two transit stations by target year. |
| D.2.4. Perform transit station and major transit transfer point audits to identify safety, accessibility, and connectivity issues. | NJ TRANSIT, PANYNJ, County Executive's Office | 2027 | Audit at least two transit stations/transfer points by target year. |
| D.2.5. Conduct a feasibility study for a countywide Mobility Hub pilot. | Department of Planning & Business Opportunity, NJ TRANSIT, PANYNJ, Municipalities, Citi Bike | 2029 | Complete the Mobility Hub Feasibility study by target year. |

STRATEGY 3: EMPOWER PEOPLE WITH THE INFORMATION AND TOOLS TO USE ALL AVAILABLE MODES OF TRAVEL.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|---------------|--|
| D.3.1. Align education around travel options and roadway safety county-wide to ensure alignment/uniformity in public messaging. | Hudson TMA, County Executive's Office, County Communications Office, Municipalities | 2026 | Adopt a uniform communications plan to distribute to the municipalities by target year. |
| D.3.2. Expand Adult Smart Cycling courses and identify opportunities to bring courses to new audiences. | NJ Bike and Walk, Hudson TMA | 2026 | Adopt an annual schedule and marketing strategy for a minimum two courses per year program by target year. |
| D.3.3. Promote and expand Bike to Work Week, Car Free Week, Parking Day programming leading by example with County employee participation. | Hudson TMA, County's Communications Team | 2025 | Adopt a marketing plan for publicizing these campaign weeks, and establish an incentive for getting employees to participate by target year. |
| D.3.4. Launch and Host "Open Streets" Program throughout the County. | County Communications Office, Department of Planning and Business Opportunity | 2025 | Host at least two Open Streets events by target year. |
| D.3.5. Create community ambassador programs to educate residents of Hudson County about Vision Zero and travel options within Hudson County. | Vision Zero Task Force, Hudson TMA | 2026 | Hire at least three ambassadors in Hudson County to educate and market Vision Zero and travel options in the county by target year. |
| D.3.6. Develop an in-school roadway safety education and learn to cycle programs. | Hudson TMA | 2027 | Develop a curriculum to be used in schools on roadway safety and cycling by target year. |
| D.3.7. Continue publishing and expand web map of countywide transit options. | Office of Digital Information, Hudson TMA, Department of Planning & Business Opportunity | 2025, ongoing | Update current web map once every sixth months to make sure it stays up to date, beginning in target year. |

STRATEGY 4: BALANCE CURBSIDE NEEDS FOR ALL USERS TO LEVERAGE THE FULL POTENTIAL OF THE RIGHT-OF-WAY WHILE PRIORITIZING SAFETY.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|---|------------|---|
| D.4.1. Conduct a curb management assessment and prioritize uses. | Division of Engineering, Department of Planning and Business Opportunity | 2026 | Complete the curb management assessment by target year. |

STRATEGY 4: EMPOWER PEOPLE WITH THE INFORMATION AND TOOLS TO USE ALL AVAILABLE MODES OF TRAVEL (CONTINUED).

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|--|--|------------|---|
| D.4.2. Assess municipal policies related to curb management to increase consistency. | Division of Planning , Division of Engineering, Municipalities, Law Enforcement | 2028 | Complete a review of municipal policies on curb management and propose a county-wide policy for municipalities review by target year. |
| D.4.3. Create loading zone typologies for implementation on County roads (i.e. passenger pick-up/drop-off, commercial, neighborhood freight loading). | Division of Planning , Division of Engineering | 2026 | Complete the loading zone typologies by target year. |

STRATEGY 5: UNDERSTAND THE NEEDS, POTENTIAL, AND IMPACTS OF EMERGING MODES OF TRAVEL, LIKE E-MOBILITY AND OTHER SMALL VEHICLES, AND SAFETY INTEGRATE THEM INTO THE MENU OF TRAVEL OPTIONS.

| ACTIONS | RESPONSIBILITY | TIME-FRAME | PERFORMANCE MEASURE |
|---|--|------------|---|
| D.5.1. Conduct a user assessment study to understand how e-mobility is being used throughout the County. | Department of Planning & Business Opportunity , Vision Zero Task Force, Hudson TMA | 2026 | Complete the user study by target year. |
| D.5.2. Develop an acceptable use policy for e-mobility devices in County parks. | Department of Parks , Division of Planning, Law Department, Vision Zero Task Force | 2027 | Adopt a county-wide policy by target year. |
| D.5.3. Review, consider and if appropriate adopt NJ State E-Mobility Device Guide (Bicycle and Pedestrian Resource Center/Voorhes Transportation Center) to reduce road conflicts and ensure proper documentation of incidents involving such devices. | Law Department, Sheriff's Office, Prosecutor's Office, Municipal Law Enforcement, Division of Planning, NJDOT SHSP Working Group, Bicycle and Pedestrian Resource Center, Voorhees Transportation Center | 2027 | Conduct the review and adopt a policy by target year. |

Reporting and Accountability

Critical to achieving sustained, systemic success with Vision Zero is ongoing evaluation and learning. Ongoing evaluation of programs and projects can provide insights, not just on progress, but to help the County identify new strategies and adjust programs and tactics. Transparent reporting on progress of the strategies and actions detailed above, and accompanying performance measures will build trust and partnership with the residents of Hudson County, elected officials, and among the various jurisdictions that make up the County. It will also serve to act as a feedback loop between implementation and future design and investment choices.

The Plan's Actions will be listed on the Vision Zero website based on their stated performance year and periodically reviewed internally. The Task Force may also adjust Actions based on pressing issues or circumstances that arise throughout the year.

The **performance measures** will be evaluated and reported on an annual basis, as new crash data becomes available and included in an annual report detailing Hudson County's progress toward Vision Zero. Please refer to the [Hudson County Vision Zero website](#) for the most updated information.





Tools and Countermeasures

Countermeasures Toolkit

Countermeasures, or engineering solutions that can be implemented to correct a crash problem or mitigate the likelihood of a crash occurring, play a critical role in influencing roadway behavior and addressing systemic and specific safety challenges. The countermeasures detailed in this abbreviated toolkit tailored for Hudson County describe some of the tools available to address roadway safety. These tools have been applied to recommendations for identified focus corridors throughout Hudson County on the High Injury Network ([Appendix C: High Injury Network](#)).

The toolkit includes countermeasure descriptions, safety benefits, applicable location types, the purpose of the countermeasure, and a high-level cost scale. All countermeasures must comply with accepted regulatory standards, including those set by FHWA, NJDOT, MUTCD, and others.

This toolkit is not an exhaustive list. Hudson County can draw from a wider array of traffic safety solutions and update them as needed. Additional tools include, but are not limited to:

- Asphalt Art
- Automated Enforcement
- Bike Boulevard
- Directional Conversion/One-way Conversion
- High-Visibility Enforcement
- Protected Intersections
- Raised Median
- Pedestrian Hybrid Beacon/Rectangular Rapid Flashing Beacon
- Road Diet
- Rumble Strip
- Turn Movement Restrictions
- Granite Blocks/Barriers

Protected Left-Turn Phasing

Signalization/Stop Control Improvement

Major + Local Intersections



Protected left turn phasing (lagging) ensures intersection safety by allowing left-turning vehicles in a left turn lane to proceed only after oncoming traffic has cleared, reducing the risk of collisions.



Centerline/Edgeline/Parking Lane Striping

Traffic Calming/Speed Reduction

Major + Local Street Segments



Centerline, edgeline, and parking lane striping are painted markings that separate lanes or define roadway boundaries, enhancing traffic organization and safety by guiding drivers.



Leading Pedestrian Interval

Signalization/Stop Control Improvement

Major + Local Intersections



This signal timing strategy gives pedestrians a head start at intersections by activating the walk signal before the green light, improving visibility and reducing conflicts with turning vehicles.



Speed Humps/Speed Cushions

Vertical Deflection + Traffic Calming/Speed Reduction

Local Street Segments



Speed humps slow vehicles with a wider, gentler design, enhancing safety in neighborhoods and school zones. Speed cushions allow buses and emergency vehicles to pass easily.



Center Refuge Islands

Horizontal Deflection + Road Reconfiguration

Major + Local Intersections



Raised or flush islands with vertical elements within the center of a road to reduce the crossing distance for pedestrians, providing a safe haven midway through the crossing.



High Visibility Crosswalks

Traffic Calming/Speed Reduction

Major + Local Intersections



Marked crossings with bold designs, bright colors, and signage improve visibility, enhance safety, reduce collision risks, and support better access and mobility.



Pedestrian Warning Signage

Traffic Calming/Speed Reduction

Major + Local Intersections



In-street pedestrian crossing signs, often with markings, beacons, improve visibility and encourage yielding, enhancing safety at unsignalized or mid-block crossings, and high-activity areas.



Intersection Daylighting

Program/Policy + Road Reconfiguration

Major + Local Intersections



Daylighting intersections removes parking within 20–25 feet of the intersection to enhance visibility for drivers, cyclists, and pedestrians.



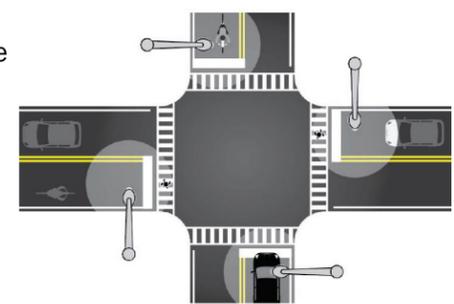
Lighting

Program/Policy

Major Intersections + Major Street Segments



Lighting illuminates roadways to enhance visibility, aiding in safe navigation for drivers and pedestrians alike.



Centerline Hardening

Horizontal Deflection + Traffic Calming/Speed Reduction

Major + Local Intersections and Major Street Segments



A hardened centerline barrier prevents vehicles from crossing into opposing lanes, reducing head-on collisions, calming turns, and improving safety, especially when extended in front of pedestrian crosswalks.



Protected Bike Lanes

Horizontal Deflection + Road Reconfiguration + Traffic Calming/Speed Reduction

Major + Local Street Segments



Protected bike lanes are designated lanes for cyclists. These lanes are separated from traffic by barriers like curbs, bollards, planters, or grade, improving cyclist safety and promoting cycling.



Left or Right Turn Traffic Calming

Horizontal Deflection + Traffic Calming/Speed Reduction

Major + Local Intersections



Turn traffic calming slows vehicles by narrowing turning radii, promoting slower, safer turns and preventing lane crossing. These can be made of durable materials like concrete, plastic, or raised markers.



Curb Extensions/Bump Outs

Horizontal Deflection + Placemaking + Road Reconfiguration + Traffic Calming/Speed Reduction

Major + Local Intersections and Local Street Segments



Curb extensions, or bump-outs, narrow roadways, shorten crossings, and improve safety and walkability. At bus stops, they also enhance safety and reduce bus dwell times.



Speed Radar/Feedback Functions

Traffic Calming/Speed Reduction

Major + Local Street Segments



Speed radar signs monitor speeds and provide real-time feedback, alerting drivers with flashing lights or messages if they exceed the limit.



Raised Crosswalk or Intersection

Vertical Deflection + Road Reconfiguration + Traffic Calming/Speed Reduction

Major + Local Intersections



A raised crossing or intersection elevates the pavement to increase pedestrian visibility, slow vehicles, and improve safety. It encourages drivers to yield and promotes walkability at intersections and mid-block crossings.



Pedestrian Scramble

Signalization/Stop Control Improvement

Major + Local Intersections



This signal timing strategy stops vehicle traffic simultaneously in all directions, allowing pedestrians to cross the intersection in any direction, including diagonally, for a set period of time.



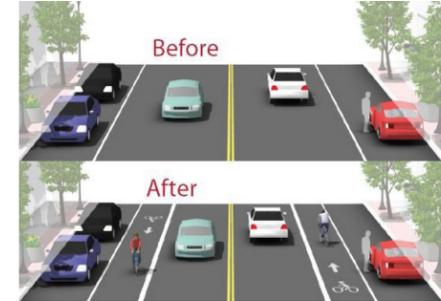
Lane Narrowing

Road Reconfiguration + Traffic Calming/Speed Reduction

Major + Local Street Segments



Narrowing traffic lanes promotes safer speeds and discourages aggressive driving through restriping, flush medians, or vertical features like bollards and planters.



Speed Limit Signage

Program/Policy + Traffic Calming/Speed Reduction

Major + Local Street Segments



Displays the maximum allowable speed for vehicles on a roadway segment, typically with signs like "Speed Limit" posted at regular intervals. These signs help regulate traffic speeds to enhance safety.



Chicanes

Horizontal Deflection + Road Reconfiguration

Local Street Segments



A chicane is a traffic calming feature with alternating curves or obstacles designed to slow vehicles. Chicanes are commonly used in urban and residential areas to prevent speeding.



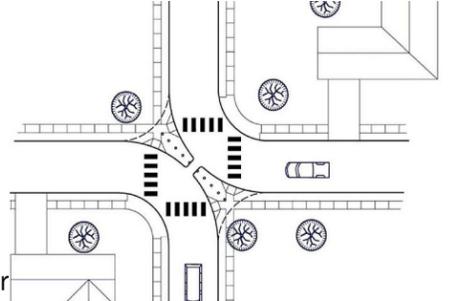
Diagonal Diverter

Horizontal Deflection + Routing Restriction

Major + Local Intersections



A diagonal diverter is a traffic calming measure that uses diagonal barriers at intersections to redirect traffic, discouraging through-traffic and prioritizing walking or cycling.



Neighborhood/Mini Roundabout

Horizontal Deflection + Road Reconfiguration + Placemaking + Traffic Calming/Speed Reduction

Major + Local Intersections



Also known as a traffic circle, mini roundabouts direct vehicles to flow continuously around a central island, often with mountable curbs for access. They enhance safety by slowing vehicles and minimizing conflict points.



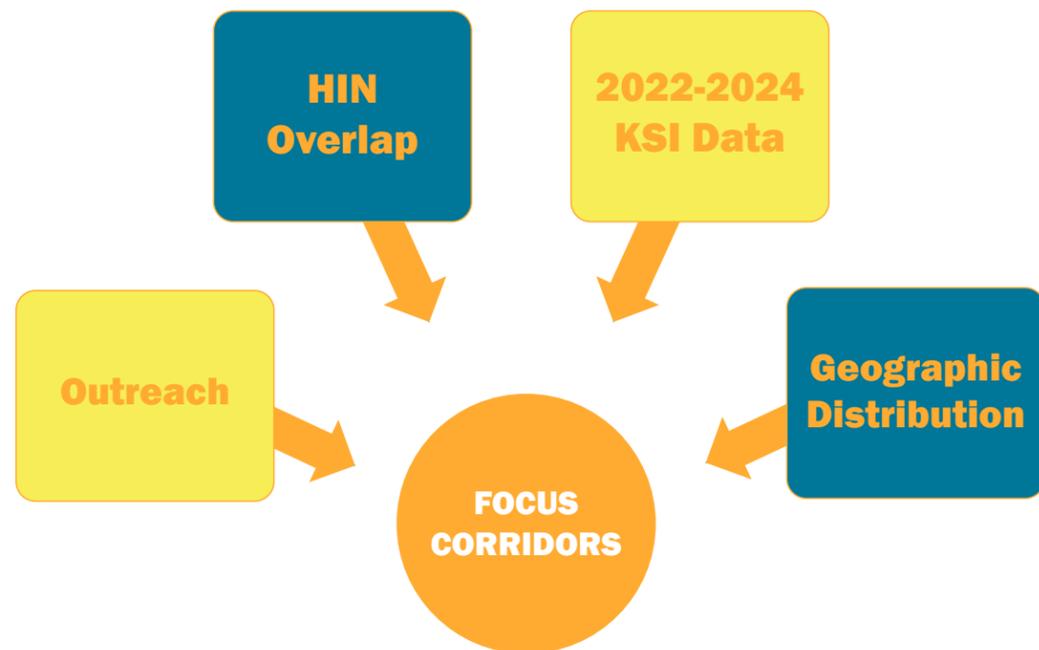
Focus Corridors

Once the final High Injury Network (HIN) was established, the team developed a set of criteria to identify focus corridors. These priority corridors were selected for further analysis and matched with proposed safety countermeasures from the [Countermeasures Toolkit](#). The goal of this effort is to lay the groundwork for practical traffic safety solutions at these priority locations, ensuring efficient resource allocation and effective intervention strategies.

The following additional criteria were utilized to identify the focus corridors:

- **Outreach Identification:** Segments along roads identified through the outreach process were prioritized.
- **HIN Overlap:** Any segments that overlapped with one or more HINs (All Modes, Pedestrian, and Bicycle) were prioritized.
- **New KSI:** The crash data from 2022-2024 was not available during the initial HIN development due to incomplete reporting. Any segments that had severe or fatal crashes in 2022, 2023 or 2024 were prioritized.

► Focus Corridors Criteria



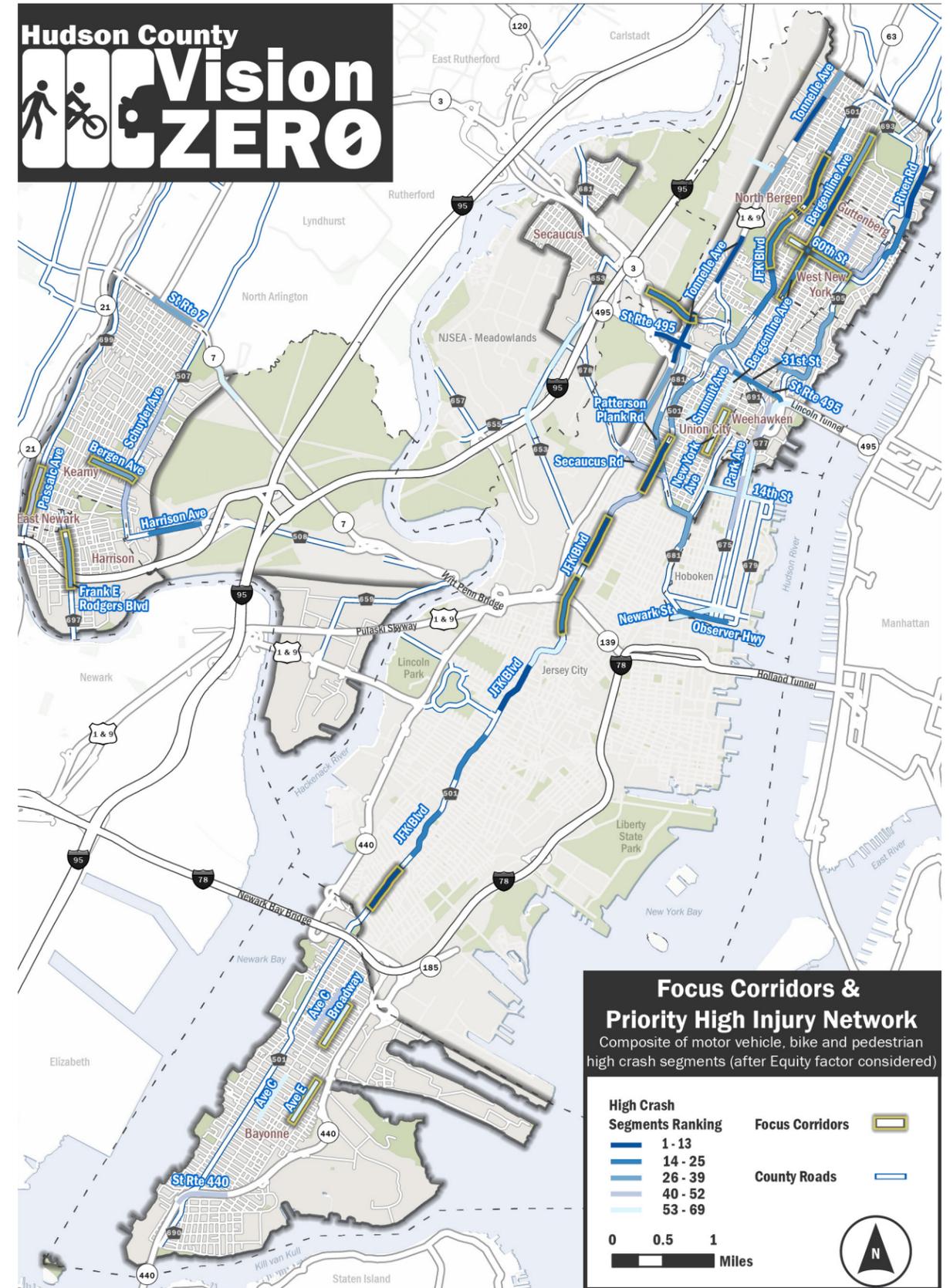
All three criteria were applied to the three Priority HINs to identify focus corridors for each. Priority HIN Segments which met all three criteria, and some that met two of three but had significant crashes, were added to a list of focus corridors for each HIN.

The fourth criteria, which was applied after this process, was to ensure the focus corridors were geographically distributed in Hudson County. Some roadways in the core of the county see more traffic and more crashes, but as a county-wide effort it is important to ensure all municipalities are represented if possible.

After including all segments meeting all the criteria and including at least one segment from each municipality in Hudson County, a final list of 19 corridors was created.

The profiles of the 19 focus corridors are included in [Appendix F: Focus Corridors](#) of this Plan.

► Map 7: Focus Corridors & Priority High-Injury Network





Conclusion and Next Steps

Moving Forward Toward Zero

Achieving the ambitious goal of Vision Zero to eliminate fatal and serious injuries in Hudson County by 2034 is a serious challenge for the County, the jurisdictions that make it up, and every resident of Hudson County. Meeting that challenge will yield enormous benefits to health, the economy and livability of the County.

We are committed to:

- A. Change the Culture of Traffic Safety** by promoting shared responsibility and addressing the root causes of dangerous driving behavior.
- B. Design and Build Streets that are Safe for Everyone** by eliminating severe crash risks and delivering accessible networks for people of all ages and abilities walking, biking, and rolling.
- C. Partner and Collaborate** through the creation of multi-jurisdictional projects, policies, and laws and by sharing and growing best practices.
- D. Enhance Transit and Active Transportation** by advocating for, investing in, and encouraging transit and other safe, affordable, and sustainable transportation choices.

Together, we can eliminate fatal and serious crashes in Hudson County by 2034.

