



HUDSON COUNTY FERRY SERVICE EXPANSION STUDY

TECHNICAL MEMORANDUM #1



JUNE 30, 2021





First Place Photo Contest Winner (credit: Dana Greiman)

TECHNICAL MEMORANDUM

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INTRODUCTION

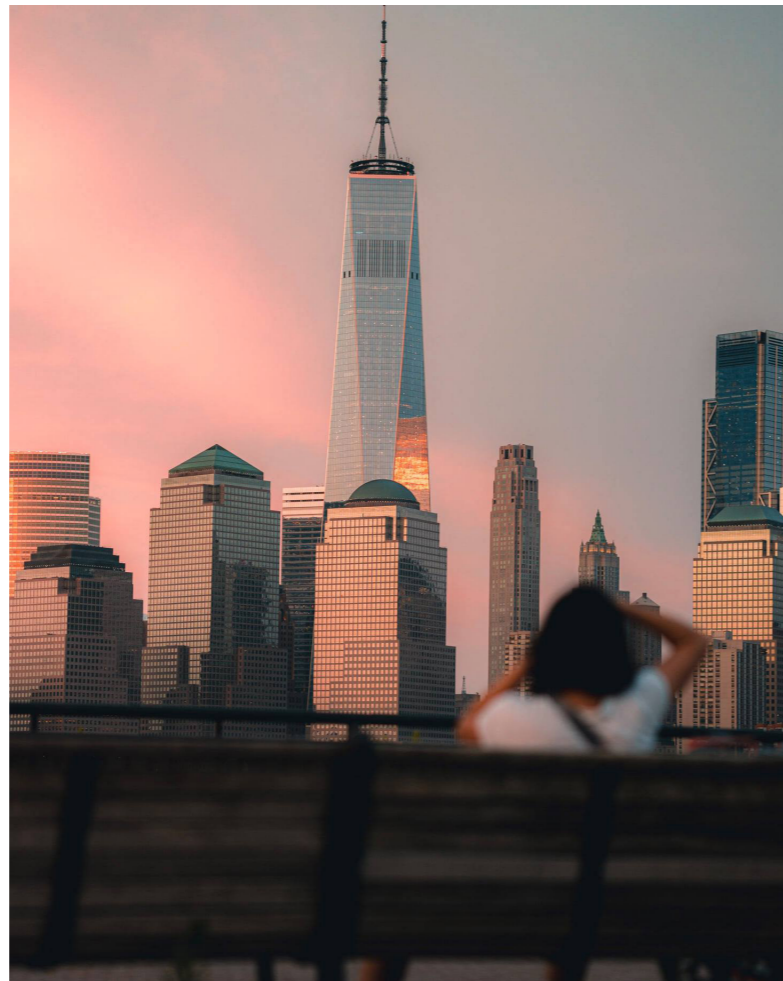
This Memorandum reports on the results of “Task 2A – Needs Assessment – Outreach and Partnerships” for the Hudson County Ferry Service Expansion Study (Study).

Hudson County (County), along with the Consultant Team, developed a series of public involvement strategies, outlined in a Public Outreach Plan, at the start of the Study. The goal of the public involvement strategies was to reach out to and engage interested agencies, organizations and members of the general public who would patronize or be impacted by expanded ferry service. Key stakeholders, including non-profits, community groups, and other organizations were also identified to assist with reaching a broad base of the public for input.

Due to the timeline of the Study, outreach efforts were not initiated prior to March 2020. Initially, a great deal of the community engagement was going to be in-person, targeting people “where they live” using pop-up tables at existing community events and community meetings throughout Hudson County. The unexpected public health emergency brought about by the COVID-19 global pandemic brought all in-person outreach to a halt and required that the Study team pivot to an all-virtual engagement framework

This report is organized into the following sections:

1. Public Outreach Plan
2. Environmental Justice Populations Data
3. Environmental Justice Outreach
4. COVID-19 Outreach Strategies
5. Public Outreach Process
6. Outreach Findings



Second Place Photo Contest Winner (credit: Marvin Matias)

PUBLIC OUTREACH PLAN

Before the start of the project, the County Project Manager developed a Public Outreach Plan. The purpose of the Public Outreach Plan (POP) was to serve as a guide for the public outreach task for the Hudson County Ferry Service Expansion Study. The POP established outreach strategies and methods and provided a reference throughout the Study process for the overall approach. Public outreach is a required task as specified by the North Jersey Transportation Planning Authority, and County Planning views public outreach as an essential part of the Study process, with an intention to go above and beyond the minimum requirements.

Although public outreach for the study was open to any stakeholders or members of the public around the county who wished to participate, the public outreach strategies were focused on engaging residents in each of the specific areas of focus for a potential ferry landing: the Bayfront Redevelopment Area of Jersey City, Bayonne’s Newark Bay waterfront, south Harrison, Hoboken, South Kearny, and West New York, for participation and feedback throughout the study. It was important to engage residents living in these areas because they would have the greatest access to and be the most impacted by any proposed ferry service. Within each of these areas, the Study team sought to work with partner agencies, including governments, private businesses, and community groups, to assist with engaging residents.

The POP can be found in **Appendix A**.

ENVIRONMENTAL JUSTICE AND TITLE VI DATA

According to the Federal Highway Administration, environmental justice is defined as “identifying and addressing disproportionately high and adverse effects of the agency’s programs, policies, and activities on minority populations and low-income populations to achieve an equitable distribution of benefits and burdens.”

The United States Department of Transportation Environmental Justice Strategy provides further guidance:

“Environmental justice’ is the fair treatment and meaningful involvement of all people, regardless of race, ethnicity, income, national origin, or educational level with respect to the development, implementation and enforcement of environmental laws, regulations and policies. For the purpose of this strategy, fair treatment means that no population, due to policy or economic disempowerment, is forced to bear a disproportionate burden of the negative human health and environmental impacts, including social and economic effects, resulting from transportation decisions, programs and policies made, implemented and enforced at the Federal, State, local or tribal level.”

Hudson County includes large numbers of environmental justice populations. These communities have been historically underrepresented in planning and other public projects and processes. Engaging environmental justice communities is critical to understanding Hudson County and providing an equal opportunity for participation, resulting in feedback which is more fully representative of the county’s diverse population.

The North Jersey Transportation Planning

Authority (NJTPA) has developed a Title VI and Environmental Justice Assessment Guide for Planning Studies (Equity Assessment Guide). As a recipient of federal funding, the NJTPA, as well as subrecipients of federal funding provided through the NJTPA, are required to comply with various civil rights statutes, executive orders, and regulations intended to ensure that planning processes include traditionally underserved populations. Beyond these requirements, the NJTPA is committed to equitable outcomes because it “reflects our values and mission to be a forum for shaping transportation investments that meet the needs of all residents, especially those traditionally underserved or most vulnerable.” The Equity Assessment Guide provides direction on identifying vulnerable and traditionally underserved populations and considering these populations throughout planning processes to determine their needs and how any concepts or recommendations developed may affect them.

The Equity Assessment Guide recommends using the most recent American Community Survey 5-year estimates at the census tract level to identify environmental justice populations throughout the study area. Following the Equity Assessment Guide, the County collected and processed data on minority populations, foreign born residents, low-income populations, people with limited English proficiency, young and old populations (under 5, 5 to 17, over 65), people with disabilities, sex, educational attainment, and zero vehicle households.

Through the Study process, six initial potential sites for ferry landings were identified, and later, a catchment area was developed for each site. The catchment area around each site is identified as

the primary market for riders for these potential ferry landing sites. The data on environmental justice populations was collected and aggregated for each catchment area, and for the catchment areas combined, which was then compared with Hudson County as a whole, the NJTPA region as a whole, and the state of New Jersey as a whole.

The review and comparison of the data within the study area and at the different geographic scales found several clusters of environmental justice populations within the catchment areas. For several key environmental justice factors, there were higher concentrations amongst residents of the catchment areas individually, and

as a whole, than in the comparison geographies, including minority populations, people born outside of the United States, people with limited English proficiency, less educational attainment, people living below the poverty level, people with disabilities, and households with no vehicles available.

The catchment areas are very diverse. There is a slightly higher percentage of Black or African American residents in the catchment areas than Hudson County, the NJTPA region, and New Jersey. The Harrison and Kearny catchment areas have the highest percentages of Black or African American residents. The catchment areas

Table 1: Study Area Demographics

	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some Other Race	Two or More Races	Hispanic or Latino Origin
Bayfront	18.4%	8.9%	0.6%	17.9%	0.0%	16.7%	3.1%	27.4%
Bayonne	62.7%	10.6%	0.3%	9.9%	0.3%	11.9%	4.2%	33.9%
Hoboken	65.1%	5.7%	0.4%	14.4%	0.0%	10.6%	3.9%	36.2%
Harrison	49.2%	13.3%	0.4%	5.7%	0.1%	23.5%	2.9%	54.6%
Kearny	57.9%	19.6%	0.1%	1.2%	0.0%	18.5%	2.7%	44.4%
West New York	65.1%	3.5%	0.4%	6.4%	0.1%	21.0%	3.6%	73.0%
All	54.8%	14.0%	0.4%	10.3%	0.1%	17.0%	3.5%	46.7%

Table 2: Regional Demographics

	White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Some Other Race	Two or More Races	Hispanic or Latino Origin
Catchment Areas	54.8%	14.0%	0.4%	10.3%	0.1%	17.0%	3.6%	46.7%
Hudson County	54.8%	12.1%	0.4%	15.2%	0.1%	13.7%	3.8%	43.1%
NJTPA Region	67.1%	12.5%	0.2%	10.7%	0.0%	6.9%	2.6%	22.1%
New Jersey	67.8%	13.5%	0.2%	9.5%	0.0%	6.3%	2.7%	20.2%

have a lower percentage of Asian residents than Hudson County as a whole, with a percentage roughly equivalent to that of the NJTPA region and New Jersey. However, it is worth noting that the Bayfront and Bayonne catchment areas have a large proportion of Asian residents. The proportion of residents in the catchment areas who identify as “Some other race” is higher than the proportion of Hudson County as a whole, which itself is more than twice the percentage of the NJTPA region and New Jersey. The percentage of Hispanic or Latino residents within the catchment areas is higher than the percentage in Hudson County as a whole, which is around twice the percentage of Hispanic or Latino residents in the NJTPA region and New Jersey. More than half of the residents of the Harrison catchment area are Hispanic or Latino, and the majority of residents of the West New York catchment area are Hispanic or Latino

Over 40% of the residents of the catchment areas were born outside of the United States, which is a much higher proportion than the NJTPA region and New Jersey at 25.8% and 22.4% respectively. In fact, in all of the catchment areas, at least 30% of the residents were not born in the United States. In the Harrison and Kearny catchment areas, the proportion is nearly half, and in the West New York catchment area it is over half.

In the catchment areas, 60.5% of the population over 5 years old speaks a language other than English. This is roughly equivalent to the percentage in Hudson County as a whole at 59.0%, and much higher than the NJTPA region and New Jersey at 35.2% and 31.3% respectively. In the Harrison and West New York catchment areas, the proportion is over two thirds. Although a third of these populations speak English “very well,” 26.5% of the population over 5 years old in the catchment areas speak English “less than very well.” The proportion of the population over

5 years old in the catchment areas that speaks English “less than very well” is a little higher than the proportion in Hudson County as a whole, and much higher than the proportions in the NJTPA region and New Jersey at 13.5% and 12.1% respectively. The proportion of the population over 5 years old in the Harrison and West New York catchment areas that speak English “less than very well” is over one third.

The percentage of the population over 25 years old in the catchment areas with less than a high school education is over 18%, which is much higher than the percentage in the NJTPA region and New Jersey as a whole at just over 10%. The percentage of the population over 25 years old with less than a high school degree is over 20% in the Harrison, Kearny, and West New York catchment areas. While the percentage of the population 25 years old and over with a high school degree or equivalency in the catchment areas is similar to the percentage in the NJTPA region and New Jersey as a whole, the percentage of the population 25 years old and over in the catchment areas with some college or an Associate’s degree, a Bachelor’s degree, or a graduate or professional degree is less.

The percentage of the population in the catchment areas over 15 years old who make less than \$25,000 a year is higher than the percentage in Hudson County, the NJTPA region, and New Jersey as a whole. The Bayfront, Harrison, and West New York all have much higher percentages of residents over 15 years old making less than \$25,000 a year than average. These same catchment areas all have less people making over \$75,000 a year than the other areas. The catchment areas have a smaller percentage of people making over \$50,000 a year than the NJTPA region and New Jersey as a whole.

The catchment areas have a slightly higher

percentage of people below the poverty level than Hudson County as a whole, and a significantly higher percentage than the NJTPA region and New Jersey. The Bayfront, Harrison, and Kearny catchment areas all have over 20% residents below the poverty level, higher than the catchment areas as a whole at 16.7%, and Hudson County (15.3%), the NJTPA region (9.8%) and New Jersey (10.0%).

The percentage of residents of the catchment areas with a disability is slightly higher than the percentage within Hudson County as a whole, and about the same as in New Jersey overall. The Bayfront, Harrison, and Kearny catchment areas have a higher than average percentage of residents with a disability.

In all of the catchment areas except for Bayonne, around one third of all households have no vehicle

available. This is around the same as the Hudson County average. However, this is much higher than the percentage of households in the NJTPA region (12.4%) and New Jersey overall (11.5%).

Through assessing environmental justice populations within the study area, the Study team developed a better understanding of the people that might use or be impacted by any proposed transportation service. The identification of environmental justice populations within the study area informed the public outreach process. Public outreach strategies were selected for the purpose of engaging members of the population with environmental justice factors.

The full Environmental Justice Data Assessment can be found in **Appendix B**.

Table 3: Study Area Population for Whom Poverty Status is Determined

	Below 100 percent of the Poverty Level	100 to 149 percent of the Poverty Level	At or Above 150 percent of the Poverty Level
Bayfront	20.0%	10.1%	69.9%
Bayonne	13.5%	10.2%	76.3%
Hoboken	12.4%	7.9%	79.7%
Harrison	21.2%	11.5%	67.4%
Kearny	26.7%	11.6%	61.7%
West New York	16.4%	9.2%	74.4%
All	16.7%	9.6%	73.7%

Table 4: Regional Population for Whom Poverty Status is Determined

	Below 100 percent of the Poverty Level	100 to 149 percent of the Poverty Level	At or Above 150 percent of the Poverty Level
Catchment Areas	16.7%	9.6%	73.7%
Hudson County	15.3%	8.9%	75.9%
NJTPA Region	9.8%	6.3%	83.9%
New Jersey	10.0%	6.4%	83.6%

ENVIRONMENTAL JUSTICE AND LEP OUTREACH

Environmental Justice Outreach

A key component of the POP was ensuring effective outreach to environmental justice (EJ) populations. It was the intent of the Study team to learn about the transportation needs of residents around the county, present a clear introduction to the study, and provide anyone who wanted to share their feedback and ideas an opportunity to do so. To help achieve this goal, the Study team intended to host pop-up events at various pre-existing community events and meetings within identified EJ population corridors, effectively bringing the meeting to the community. Due to COVID-19 event restrictions, the Study team had to revert to a completely virtual meeting format. By networking with various local government officials, and community advocacy groups such as Black in Bayonne and the Hudson County Latino Foundation, along with various faith-based organizations, the Study team was able to promote virtual outreach activities to traditionally underserved populations, both increasing public meetings attendance and participation in the Study's online public survey. A stakeholder list can be found in **Appendix C**.

Limit English Proficiency Outreach

According to 2018 American Community Survey data from the United States Census Bureau, it is estimated that 42 percent of the total population of Hudson County is foreign born, and 59 percent of the total population over 5 years old in Hudson County speaks a language other than English. Due to this composition of Hudson County's residents, it was essential that the team provide information and materials in languages other than English. To

this end, the various collateral materials such as meeting flyers, postcards and fact sheets were provided in Spanish, and the online public survey was provided in Spanish, Tagalog, and Arabic.

The screenshot shows a web browser window displaying the survey titled "HUDSON COUNTY FERRY SERVICE EXPANSION STUDY". The survey includes the following questions:

1. What is your current commute time? (If your commuting time is reduced or if you are not commuting due to COVID-19, please answer based on your pre-COVID commute.) *
 - 0 - 15 min
 - 15 min - 30 min
 - 30 min - 45 min
 - 45 min - 1 hour
 - 1 hour - 1.5 hours
 - 1.5 hours - 2 hours
 - Over 2 hours
2. What is the zip code where you work? (If you are not commuting due to COVID-19, please answer based on your pre-COVID commute and where you expect to return.) *
3. Does your commute and/or essential travel typically require crossing a river, whether by bus, car, train, ferry, or other mode? (select all that apply) *
 - No
 - Hackensack River (example: Kearny to Jersey City)
 - Hudson River (example: Hoboken to Manhattan)
 - Passaic River (example: Newark to Harrison)
 - East River (example: Manhattan to Queens)
 - Other (if other please explain)
4. Do you ever travel by ferry for work or leisure? If so, how often? *
 - Daily
 - More than once a week
 - Once a week
 - Once a month
 - Several times a year
 - I don't ride ferries
5. What is the primary purpose of your ferry trips? *
 - Commute/work travel
 - Routine essentials (shopping, medical care)
 - Leisure travel (beach, parks, entertainment)
 - Occasional fun alternative to other travel modes for necessary travel
 - I don't ride ferries
6. What is the main reason that discourages you from riding a ferry or from riding a ferry more often? *
 - Long travel time
 - Inconvenient schedule/long wait times
 - Cost of fare
 - Lack of connections to existing travel options
 - Ferries located too far from me
 - Lack of parking at ferry
 - Other (if other please explain)
7. What is the most important factor for you when deciding whether or not to ride a ferry? *
 - Cost
 - Length of travel time
 - Convenience
 - Reliability
 - Comfort/amenities
 - Other (if other please explain)
8. If a ferry service was located on the nearest waterfront to where you live or work, would you be interested in taking it for some of your weekly essential trips? If not, why not? *
 - Yes
 - No (please explain)
9. If a ferry service was located on the nearest waterfront to where you live or work, how would you get to the ferry using transportation options currently available to you? *
 - Walk
 - Bike
 - Drive a car
 - Take rideshare (example: Uber, Lyft)
 - Take a bus
 - Take a train
 - It would be difficult for me to get to the ferry
10. Of the following locations being studied by Hudson County, where would you be most interested in having new or additional ferry service? *
 - Harrison
 - South Kearny
 - Bayfront (west side Jersey City)
 - West Bayonne (Newark Bay side)
 - Hoboken
 - West New York
11. Other than the locations listed in the previous question, where would you most like to see a ferry terminal with service in Hudson County? *
12. What are some places you would like to be able to reach by taking a ferry? *

COVID-19 OUTREACH STRATEGIES

With the temporary closure of many businesses and local events and concern over high-contact activities, pop-up engagement activities were not appropriate during Study duration. In its place, the project team worked to provide substitutes that complied with precautions issued by the state and local government. While relying on virtual engagement, the project team also employed outreach tools that were smartphone-friendly and/or did not require internet access, to support additional engagement with lower-income community members.

Virtual Meetings

For the entire duration of the Study, all meetings were conducted virtually using Zoom. Because engaging virtually had become the norm due to the global pandemic by the time these meetings were underway, there was not an extensive learning curve for attendees to participate. In each meeting presentation, a slide was provided that gave an overview of the Zoom platform and ways to engage, submit comments and provide feedback, either by using the chat function, verbally speaking, or a combination of both.

Material Handouts

During the warmer months of the Study, County Planning and Census staff were able to hand out physical materials, including fact sheets and postcards, at Census outreach events where people would be walking by outdoors and/or engaging with staff in socially distanced, outdoor settings. Materials were available and distributed during events at Communipaw Avenue and Pine Street in Jersey City from 5 PM to 9 PM on Friday, September 25, in front of the Post Office on Bergenline Avenue and 55th Street in West New

York from 11 AM to 2 PM on Saturday, September 26, and at Kopcinski Park on Broadway at 19th Street in Bayonne from 11 AM to 2 PM on Sunday, September 27.

Non-Computer Based Outreach

The team initially considered sending survey text questions to residents that they could respond to via mobile phone. However, the team lacked a sufficient phone number database or means to procure more phone numbers to distribute text surveys. However, the team did create meeting environments that did not rely solely on computer access and were smartphone friendly. Public meetings used Eventbrite to register, and the Zoom platform to host the meetings. Both applications are free, do not require a computer, and are easily accessible using a smartphone.

Strategy Assessment and Shifts

The Project Team made efforts to reach and include different populations to reflect the demographic composition of Hudson County's population, but it was a challenge with the pandemic and online-only outreach. Throughout the course of the project, the Study team continually reassessed and adjusted the outreach strategies as necessary to incorporate any new ideas or changes based on new insights, experience, and evolving circumstances. Several metrics were tracked and reviewed to inform the effectiveness and validity of the public outreach efforts, including the number and location of meeting attendees, comments received, amount of social media interactions, and the number of votes in the photo contest. In particular, the project survey contained several optional demographic questions on the

survey respondents; this information is described in more detail in the section on the survey further on in this document. Shifts in strategies and the engagement of different community stakeholder partners had a measurable impact on the volume and composition of public interaction with and participation in the project.

Overall Outreach Findings

During the course of the project, through the public outreach efforts, the Study generated significant public interest. The study produced some interest from news media. To the knowledge of the Study team, a total of 9 news articles about the study were released.

Beyond comments on preferences for ferries, the locations of the concept ferry sites, and the concept ferry route connections, the public provided interesting and valuable information about their general transportation preferences and challenges, which are a great source of insightful qualitative information that can inform future transportation planning around Hudson County. Participants shared information on their travel preferences, habits, experiences, ideas for future routes and connections, and the need for improvements in specific areas.

The Study team also learned some information about the effectiveness of different outreach strategies and methods which resulted in the highest levels of participation. For example, information from the survey on the devices used to complete the questionnaire revealed a general preference for mobile phones over desktop computers and tablets.



PUBLIC OUTREACH PROCESS

The Study outreach process employed the following strategies, materials, and methods:

- Branding
- Technical Advisory Committee
- Round Table Discussions
- Harbor Safety, Navigation, and Operations Steering Committee Meeting
- Other Partnerships/Stakeholders
- Public Meetings
- Study Website
- Photo Contest
- Online Survey
- Social Media
- Email Messaging
- Study Newsletters
- Collateral Materials

Branding

To provide a clear visual appearance and messaging that the public could easily associate with the Study, County Planning created branding guidelines to be used on all outreach materials and study documents. The graphics included a study logo image, a color palette and color usage



instructions, font use instructions, and font sizing and spacing instructions. The branding guidelines provided to the Study team and were applied to all materials. The branding guidelines document can be found in **Appendix D**.

Technical Advisory Committee

A Technical Advisory Committee (TAC) was developed, with County Planning identifying prospective TAC members, scheduling, and hosting the meetings on Zoom. TAC membership included officials and other representatives from Hudson County municipalities. A list of identified TAC members can be found in **Appendix E**.

The TAC served as an important resource, reviewing work products, and providing overall guidance for the Study. TAC members shared insight and best practices on transportation, maritime navigation, regional planning, upcoming infrastructure projects, and potential constraints for the Study team to be aware of. Representatives from municipalities or entities within the project area were able to share their knowledge of the potential ferry landing sites and the community who would potentially use a ferry service. TAC members were asked to consider and reflect

on ferries in the larger context of an expansion of our transportation network which serves the needs of the region. The TAC members were also asked for their thoughts and experience with ways to better engage the community through public outreach.

In addition to TAC participation, the Study team consulted and coordinated with the municipalities

where ferry terminals will be proposed, as well as transportation agencies and agencies with an interest in maritime traffic in the harbor and waterways. Local knowledge from municipal governments and transit agencies was accessible through TAC meetings and individual outreach discussions hosted by County Planning. The project team obtained transportation data and statistics from affiliated transit agencies, which were crucial to the Study's quantitative component.

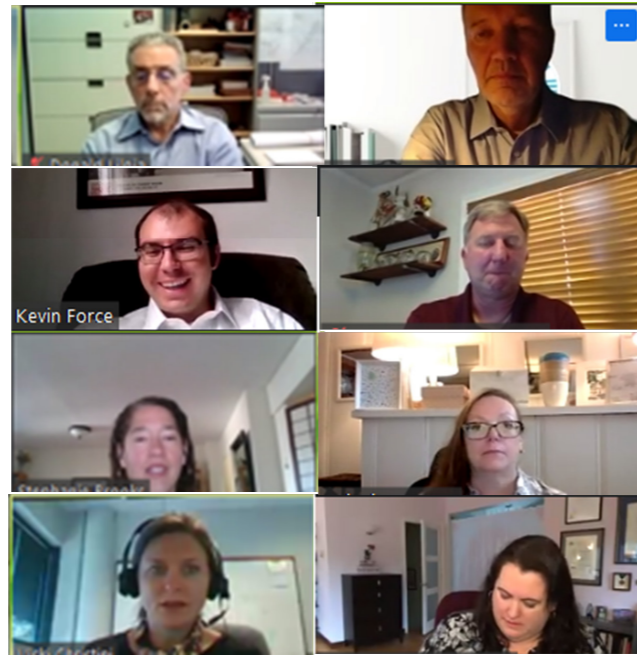
Three virtual TAC meetings were held using Zoom, with County Planning and the consultant team facilitating discussion and compiling and maintaining discussion summaries. These meetings took place as follows:

- July 23, 2020
- November 19, 2020
- March 30, 2021

All TAC meeting presentations and summaries can be found in **Appendix F**.

Round Table Discussions

The Study team conducted a series of virtual Round Table discussions to engage partners and gain insight and guidance into planning and implementing ferry service. The Study team identified regional and national ferry operators, agencies, and planning organizations with experience implementing and operating ferry service to engage them about financial, technical, and operational information. The Study team also initiated discussions with regional governments and agencies interested in initiating ferry service to share best practices and to develop potential collaboration opportunities. County Planning and the consultant team identified and invited interested participants, facilitated discussion, and compiled and maintained discussion summaries. Three Round Table discussions were held via Zoom with:



- September 22, 2020: Regional governments with ferry service in the planning or development stage, including Bayonne (Hudson County), Carteret (Middlesex County), Edgewater (Bergen County), Highlands (Monmouth County), and Monmouth County.
- September 23, 2020: Private ferry service operators within the region, including NY Waterway, and Statue Cruises, and Hornblower Cruises & Events.
- September 24, 2020: National Transportation Organizations, Metropolitan Planning Organizations with ferry service within their planning area, and national ferry operators.

All Round Table meeting presentations, summaries and a list of Round Table participants can be found in **Appendix G**.

Harbor Safety, Navigation, and Operations Steering Committee Meeting

The New York/New Jersey Harbor Safety, Navigation, and Operations Committee (Harbor Ops) is comprised of a major portion of the operational waterway stakeholders: United

States Coast Guard, United States Army Corps of Engineers, U.S. Customs and Border Protection, Port Authority of New York/New Jersey, pilots, ship operators, tug/barge operators, National Oceanic and Atmospheric Administration, small passenger vessel operators, first responders, and others. The Study team presented to the Steering Committee on August 19, 2020. Presenting to this Committee provided invaluable feedback, concerns, and recommendations for our study and input on potential ferry routes. The main concern raised during this meeting is the feasibility of navigating through the Kill Van Kull and its impacts to a commuter ferry service which strives to provide reliable service.

The Hudson County Project Manager presented to the Passenger Vessel Subcommittee of the New York/New Jersey Harbor Safety, Navigation, and Operations Committee on October 21, 2020.

The Harbor Ops Steering Committee meeting presentation, minutes and a list of participants can be found in **Appendix H**.

Other Partnerships/Stakeholders

Hudson County staff had several phone calls or meetings with additional stakeholders outside of the TAC and Round Table discussions, to learn about experiences and best practices of planning and implementing ferry terminals and service, coordination and consideration for major regional infrastructure and projects, and for additional community outreach. These additional meetings and phone calls accommodated specific stakeholders who were unable to attend other meetings or were held to individually discuss specific topics in more detail. These discussions were greatly valuable in gaining additional information and insight to inform the study.

Hudson County staff had a meeting with Ahmed Ismail, Manager of Ferry Programs, Duncan

Kisia, Assistant Director of Planning and Regional Development, and Mary K. Murphy, Director of Planning and Regional Development, for the Port Authority of New York and New Jersey, on December 3, 2020 to discuss concerns are primarily related to the safety, operation and navigation of waterways adjacent to port facilities. The Port Authority mentioned the potential challenges of operating ferry service, which relies on predictable travel times and reliable/scheduled trips, in a shared waterway. Interaction between ferries and ocean going cargo ships, working vessels, such as tug boats and barges, and recreational vessels can cause delays, as most of these other vessels typically travel at slower speeds than passenger ferries but have the right of way. There may also be speed restrictions in certain waterways for these vessels.

The Port Authority also highlighted the importance of Port Elizabeth/Newark and the economic investment which has gone into maintaining and expanding vessel traffic to the port. The Port of New York and New Jersey (PONYNJ) currently handles 7.2 million (Twenty-foot Equivalent Unit (TEU)) containers, which is forecast to grow to 12 to 17 million TEUs by 2050. Around 80 to 90% of those containers travel through the Kill Van Kull, with 75-85% of the containers on vessels which travel through Newark Bay and are bound for Port Newark or Elizabeth Port Authority Marine Terminal. Forecasting growth out to 2050, the facility's share of total TEUs expected to be maintained, and with this growth, the PONYNJ anticipates larger container vessels to call at the facilities, thus increasing the safety, operational and navigation challenges in the adjacent waterways. In order to accommodate this forecast container volume growth and the anticipated larger container vessels, the PANYNJ and US Army Corps of Engineers have made several recent investments, valued at over \$3

billion, including the Bayonne Bridge Navigational Clearance project and the NY & NJ Harbor Deepening project.

The Hudson County Project Manager and Planning Intern met on Zoom with Christopher Watson, City Planning Officer, and Brendan Latimer, Associate Transportation Planner from Newark, on September 28, 2020. Mr. Watson and Mr. Latimer expressed their interest in implementing ferry service for Newark which would connect with sites in Hudson County and the northern New Jersey region, provided a bit of background on previous discussions regarding ferries for Newark, and shared potential sites for ferry landings in Newark.

The Hudson County Project Manager had a call with Glenn Skarzynski, the Business Administrator of South Amboy, on September 23, 2020. Mr. Skarzynski shared South Amboy's experience with waterfront redevelopment planned around a potential future ferry terminal, assessing ridership potential, and considerations for access including on-site parking and a bus connection.

The County Project Manager gave a presentation on the study to the Bayfront Advisory Board on January 28, 2021. The Advisory Board comprises two Jersey City Council Members and several community members and stakeholders who work with the City of Jersey City to provide feedback on the development and implementation of the Bayfront Redevelopment Plan and to advocate for community issues in the surrounding neighborhood. There was some debate amongst the Board members as to the destinations that ferries from the redevelopment area should serve, with some feeling that Manhattan was the key market, while others thought that connections to Bayonne and Harrison/Newark were valuable. The Board also shared updates and answered questions regarding the Bayfront Redevelopment for inclusion in the study.

Virtual Public Meetings

To provide a direct experience between members of the Study team and the public, and to allow communities engage without in-person contact, County Planning hosted five virtual meetings via

Zoom, targeting either Hudson County at large or communities within a potential ferry location.

Each meeting consisted of a PowerPoint presentation by County Planning using interactive preference polling via the Zoom function, followed by a facilitated discussion. To ensure meeting security and prohibit "zoom-bombing", all meetings required pre-registration using the free Eventbrite event platform. Participants received registration emails, reminder emails, and follow-up emails via the Eventbrite website. Hudson County Planning created a flyer to advertise the meetings. The flyer and Eventbrite registration linked were shared with the TAC members, and stakeholders around the county and in each focus area, including local elected officials, municipal staff, community organizations, and private businesses. All of the meetings were added to the events calendar on the study website, and an event was created on the study Facebook page. Several social media posts were made to announce and promote each meeting.

All of the presentations included brief Zoom usage instructions, Study team introductions, background information on ferries and the genesis of the study, a summary of progress, an overview of initial study findings, and a summary of upcoming

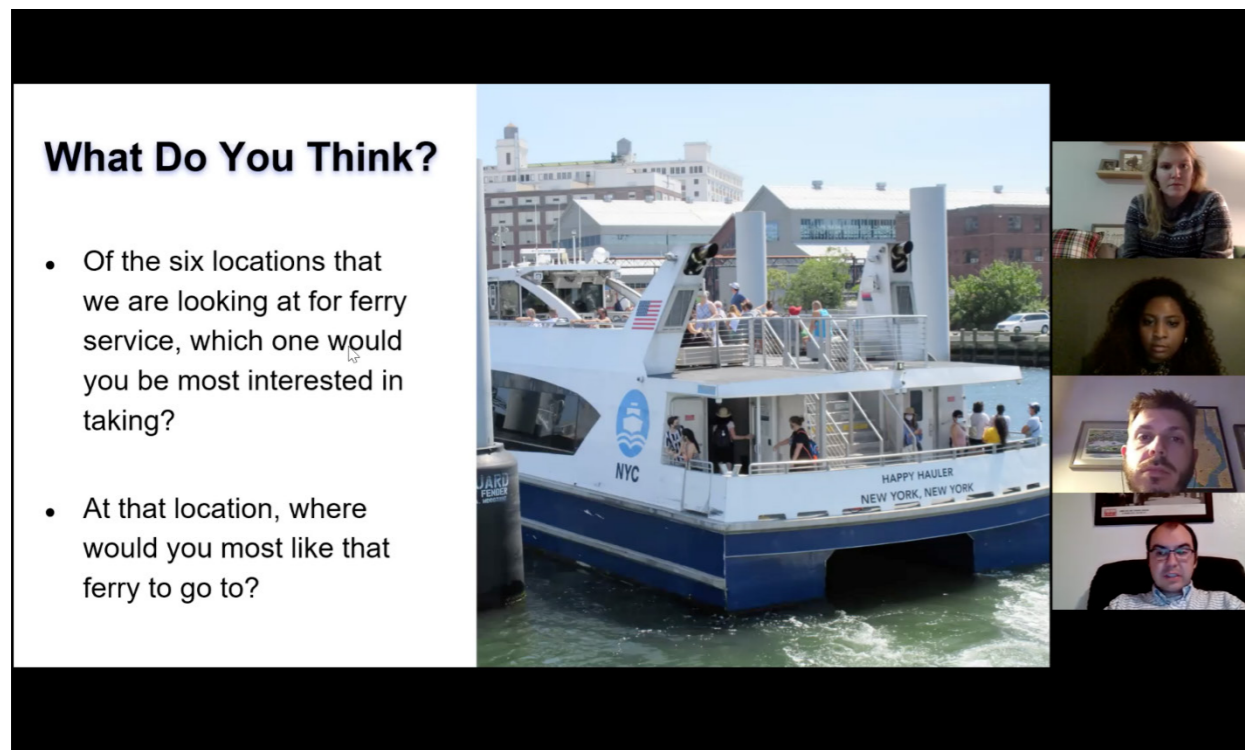
milestones and next steps. Each meeting also included an open public discussion and question and answer portion. Several discussion question prompts were presented to help stimulate ideas and discussions, but the discussion portions of the meetings were open to any questions or thoughts from attendees.

During the presentation portion of the meeting, attendees were muted to prevent background noise and to manage the discussion. During the discussion portion of the meeting, attendees were encouraged to comment via the Zoom chat function and were allowed to unmute themselves to provide verbal feedback. All meetings were recorded, and the consultant team facilitated discussion and compiled and maintained discussion summaries.

Meeting dates and target audience was as follows:

- October 21, 2020: County-wide audience
- November 22, 2020: County-wide audience
- January 14, 2021: Jersey City focus
- February 4, 2021: Kearny Point focus
- March 4, 2021: Bayonne focus

All public meeting presentations and summaries can be found in **Appendix I**.



Study Website

With guidance from County Planning, the Hudson County Office of Digital Information created a branded hudcoferrystudy.com website at the start of the Study which served as a central clearinghouse for public information and outreach for the Study. The website briefly summarized background information on the Study, served as a hosting platform for project updates and study materials, and provided opportunities to contact the project team directly. The website provided a gateway to public interaction and engagement with the project, with several question prompts to encourage ideas and feedback, a function which allowed visitors to enter their email address to sign up to receive the Study newsletter, links to the social media accounts for the Study, a photo gallery, an event calendar which listed virtual meetings and other outreach events, a listing of the latest project updates, recordings of the virtual meetings, and a collection of media articles on the study. The website also hosted the survey.

One of the website question prompts with a comment box was “Where would you like to see ferry service?” A total of 57 responses were received. Responses included Bayonne, Brooklyn, Edgewater, Harrison, Jersey City’s west side, Newark, North Hudson County (Guttenberg, North Bergen, West New York) and Staten Island.

A full list of comments submitted through the comment boxes on the website can be found in **Appendix J**.

Photo Contest

As a fun way to raise interest and encourage participation in the Study, County Planning hosted a photo contest, with members of the public encouraged to upload photos of

ferries and Hudson County’s waterfronts. The contest was promoted on the Study website, social media, and via email. The public submitted photos to County Planning, which were then be posted [in a gallery on the project Facebook page for viewing](#).

The contest began in the summer of 2020, and a voting period began November 18, 2020. A total of 41 photos were submitted. During the voting period, members of the public added “likes” to their favorite photo in the gallery. The first round of voting, from November 18 to December 31, narrowed down the photos to the top 8 finalists. There was a total of 468 votes on the photos in the first round. In the final round, from January 3 to January 15, the three photos receiving the highest number of likes were declared first, second, and third-place winners. The final round generated a total of 1,079 votes, with the winning photo receiving 680 votes.

Photo contest winners were credited for their photo, with the winning photos used by the Division County Planning in study materials and documents with photo credit included.

Online Survey

The online survey served as one of the primary



methods utilized to gain feedback from the public. It allowed the Study team to ask direct questions and gauge interest and opinions on specific topics, which helped to inform Study direction and content. The survey was built using a form by web design staff from the Hudson County Office of Digital Information and hosted on the Study website. County Planning developed the survey questions with consultant input, and made it accessible on the Study website, with options to participate in English, Spanish, Tagalog, and Arabic. The survey also asked optional demographic questions, including zip code, gender, race/ethnicity, approximate age, and approximate income level, to assist the Study team with metrics and tracking to ensure that different populations are participating.

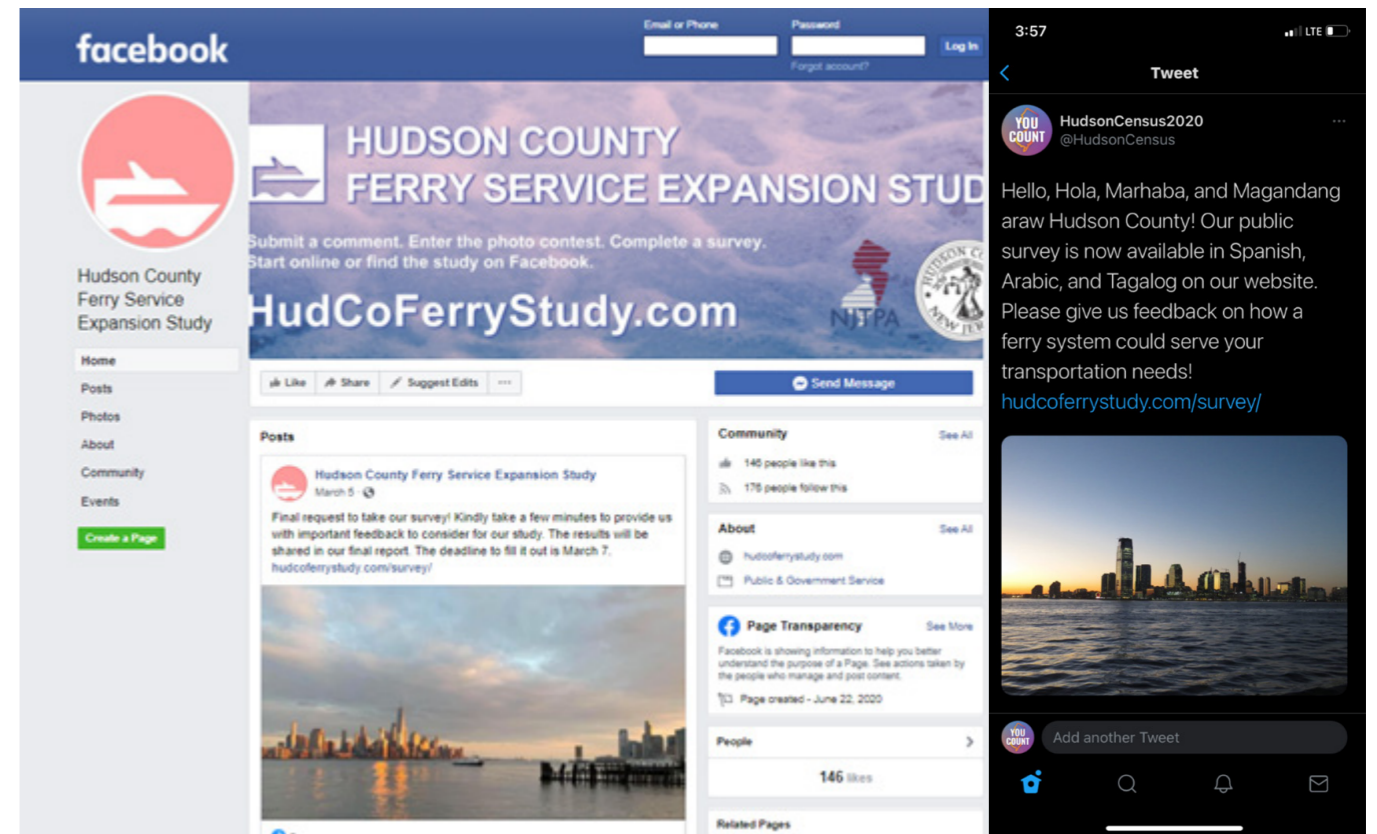
County Planning staff collected and compiled the study results, and developed interim summaries of responses. At the start of the survey response collection, the demographic trends were not fully reflective of the county’s population. Respondents were less diverse, and much more affluent, than

general population of Hudson County. However, the Project Team recognized this early on, and made efforts to reach out to community groups and organizations to partner on engagement, to reach out to more diverse populations and distribute the survey. The results did have a positive measurable impact; as more responses came in, the proportion of responses from minority populations increased.

The survey was launched on September 3, 2020 and closed on March 8, 2021. Additional survey findings are noted further on in this document.

Social Media

The Study utilized social media for a targeted, effective method to reach members of the public through virtual content. To maximize reach and utilize different features, multiple social media platforms were used. At the beginning of the Study, County Planning created a [unique Facebook page](#) to serve as the base platform. At the close of the public outreach, the Facebook page had 147 likes and 177 followers. County Planning then utilized



the existing "Hudson Census 2020" [Twitter](#) and [Instagram](#) accounts upon the completion of the 2020 Census outreach efforts. These pages already had an existing following.

County Planning maintained a regular schedule of social media posts to maintain activity on the platforms. Posts were intended to be fun to encourage interaction and participation, and many used graphics and photos. The pages for other municipalities, agencies, community groups, and organizations were tagged in posts. Several posts were re-shared by other accounts. County Planning also asked different stakeholders to make a post about the study on their social media accounts, including the Hudson County accounts, the Hudson County Office of Cultural Affairs and Tourism, Hudson Transportation Management Association (TMA), and the City of Jersey City.

Email Messaging

Email messaging was used as a simple and direct method to send information. County Planning created a study specific Gmail account to use for email messaging, and to share with the public as a contact email address for outreach questions and comments. Numerous rounds of email messages were sent out informing people about Study updates and upcoming events. Throughout the course of the Study, email addresses of interested stakeholders and members of the public were collected through several methods:

- Sign-in information was obtained from all Eventbrite public meeting registration
- Members of the public had the opportunity to opt-in to an email list via the project website
- Emails were obtained from all photo contest entrants

For community members who registered for a public meeting via Eventbrite but were unable

to attend, County Planning sent out emails to all registered attendees informing them of the various ways provide input on the Study, including links to the project website and the online survey.

A full list of public comments submitted through the study email address can be found in **Appendix K.**

Study Newsletters

Three newsletters were developed and distributed through email several times throughout the course of the Study:

- Summer 2020
- Fall 2020
- Winter 2021

Each newsletter included a summary of study progress, updates, and events, and was presented in an easy to read, visually appealing format using the branding guidelines. The newsletter was sent to anyone who signed up with their email address on the study website. A total of 106 people signed up for the newsletters. All newsletters can be found in **Appendix L.**



A final study newsletter will be developed and distributed at the conclusion of the study to provide a summary of significant findings and to publicize the release of the final study report.

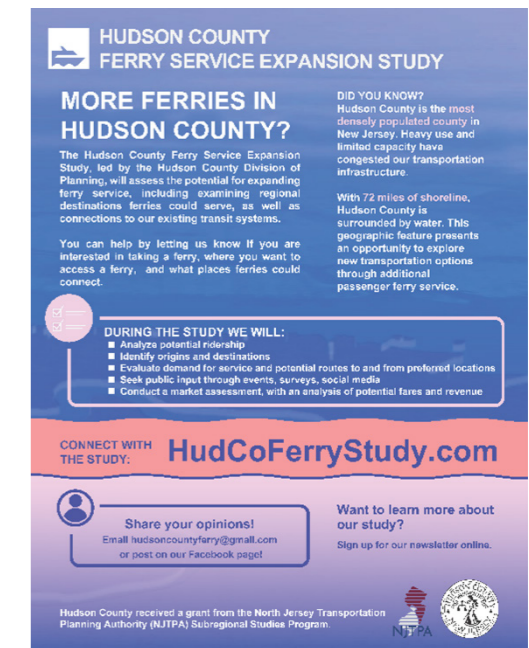
Collateral Materials

Hudson County Planning created several materials which helped introduce the Study, all following the branding guidelines. All materials were available digitally in a format that could be easily distributed and posted to different platforms, such as Adobe PDF or a photo JPG or PNG format, and were also available and distributed in physical print form.

Materials included:

- Study Fact Sheet with a concise, easy to understand writeup of the Study purpose and expected outcomes, encouraging public input, including contact information and link to the study website.
- Study Postcard with a smaller, more concise format, including one or two lines of basic introductory information, study website link and contact information.
- Event flyers to advertise each of the public meetings, using concise, easy to follow information announcing the purpose of the meeting, how to participate, and including the Eventbrite registration link
- Various PowerPoint presentations developed for stakeholder and public meetings, which included real-time preference polling interactive activities

All collateral materials are found in **Appendix M.**

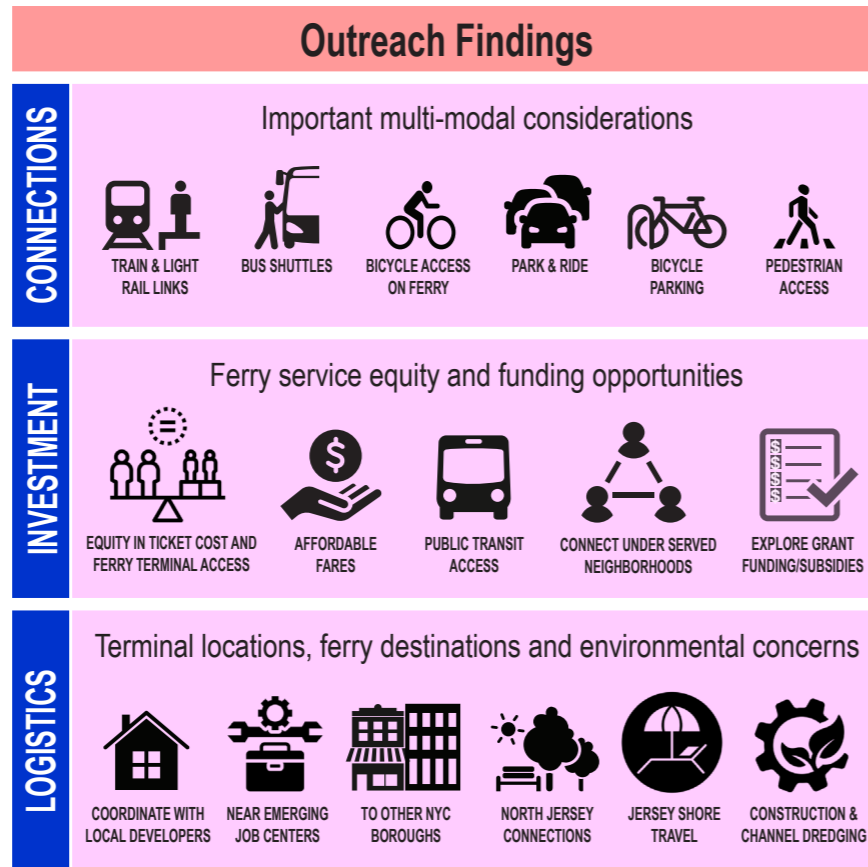


OUTREACH FINDINGS

The Hudson County Ferry Study Team found common feedback themes throughout all engagement types, from Round Table and TAC meetings to meetings with the Hudson County public. This report provides a high-level review of these common topics and drills down into specific findings for each outreach category.

Overarching Themes

- Multimodal connections
- Ticketing
 - » Regional
 - » Multimodal
 - » Cross-platform payment
- Frequent service
- Equity
 - » Affordability (high cost of ferries is deterrent)
 - » Public transportation options to and from ferry
 - » Focus on areas underserved by transit
- Municipal/agency subsidies if possible
- Ferry access
 - » Bus shuttles
 - » Bicycle access (e.g. Citibike)
 - » Park & Ride
 - » Pedestrian access
- Situate ferry terminals near emerging job centers
- Coordinate with real estate developers in emerging development/job centers
- Large enough vessels to accommodate



- future capacity
- Environmental considerations
 - » Dredging in narrow channels
 - » Ferry vessel emissions
- Recreational access
 - » Jersey Shore
 - » Atlantic City
- Ferry service to other parts of New York City besides Manhattan

Roundtable Meetings

Roundtable Discussion #1: Regional Governments

Meeting Date: September 22, 2020

Meeting Time: 2:30 PM – 3:30 PM

Governments represented:

- Borough of Carteret
- Monmouth County
- Borough of Edgewater
- City of Bayonne
- City of Jersey City
- Town of Kearny
- Borough of Highlands

Poll question - Ferry benefits

- Reduced demand on existing systems and infrastructure
- New connections
- Additional transportation options

Takeaways

- Station capacity can impact ridership
 - » Ensure capacity of station and access meets the needs of the target ridership
- Large parking areas
- Station access
- Reliable local buses
- High cost of ferries: deterrent
- Borough of Carteret would be open to potential partnerships
- Desirable area with many job centers
- Monmouth and Bergen counties would be open to an intra-New Jersey service
- Potential interest in Hoboken connection
- Funding
- Use capital improvement project funding

Roundtable Discussion #2: Private Operators

Meeting Date: September 23, 2020

Meeting Time: 2:30 PM – 3:30 PM

Private operators represented:

- Hornblower Companies
- New York City Ferry
- Statue Cruises/National Park Service Ferry
- Statue Cruises/Liberty Landing Ferry
- New York Waterways

Poll question - What makes a good ferry route

- Connection to multimodal services
- Frequent service
- Large walking community

Takeaways

- Cross-ticketing
 - » Positive impact on ridership, especially environmental justice populations
 - » Difficult to implement, especially in NY/NJ region
- Consider regional services
- Single ride
- Multimodal connections are key
- Landing considerations
 - » Upland staging
 - » Passenger waiting areas
 - » Refueling
 - » Overnight berths

Roundtable Discussion #3: National Transportation Organizations

Meeting Date: September 24, 2020

Meeting Time: 2:30 PM – 3:30 PM

National transportation organizations represented:

- Hillsborough Metropolitan Planning Organization (Tampa, FL)
- Washington State Ferries
- Baltimore City Department of Transportation (Maryland)
- Massachusetts Department of Transportation

- Water Emergency Transportation Authority (San Francisco, CA)

Poll question - What makes a good ferry route

- Frequent service
- Connection to multimodal services
- Direct route
- Large walking community
- Park & Ride (note: responses from auto-centric areas, not important to Hudson County)

Takeaways

- Staggered ticket fares; higher cost for tourists and weekenders to help subsidize commuters
- Look at tourist options
- Sell a particular location: Red Bull fans? Beer garden?
- Subsidy considerations
- Potential subsidy from bridge tolls
- Operating subsidy from state and local municipalities
- Consider commute times: does ferry save (perceived) commute time?
- Consider economics of the route
- Vessels: ensure enough passenger capacity to last 25 years

TAC Meetings

TAC #1

July 23, 2020 | 11:00 AM – 12:30 PM

Takeaways

- Cross-platform payment, especially in terms of equity issues
- Look at Park & Ride opportunities
- Consider environmental and EJ impacts when building terminals
- Include bicycle access and parking on

- ferries
- Ecological considerations on shallow water areas
- Track cell phone usage: where future commuters are going
- Social distancing: larger boats allow for more room between passengers

Key areas of note

- Jersey City: ferry service on Hackensack River
- American Dream Mall, East Rutherford
- Kearny: redevelopment project on Passaic Avenue at Belgrove Drive (1,000+ units)

Identified constraints

- Clearance of swing bridges: Clay Street and Jackson Street bridges in Harrison
- Clearance of Portal Bridge, Bergen and Main Line Rail bridges near American Dream Mall
- Channels have been filling with sediment over the years; need to be mindful of potential need to dredge and consider dredging costs
- Lower 17 miles of Passaic River are a superfund site; any dredging will stir up PCBs

TAC #2

November 19, 2020 | 2:30 PM – 3:30 PM

Poll: top elements that make a good ferry route

- Frequent service
- Multimodal connections

Takeaways

- Support for intra-county focus and suggestion to include nearby counties
- Access to Newark job centers, also ensuring more equitable access for low-income commuters

- Port Elizabeth passenger ferries has some challenges re: coordinating with larger Port Authority vessels, particularly through the Kill Van Kull
- Support for aligning with bike/bike share programs
- Initial disappointment in not focusing on routes to New York, however agreed that this study is not the platform to increase service as operators are private

TAC #3

March 30, 2021 | 3:00 PM – 4:30 PM

Takeaways

- Members were disappointed in ridership forecast results, but hopeful that future development will result in additional ridership numbers that mitigate need for subsidy
- Affordable ferry service still extremely important
- Study has been successful in drumming up interest in ferry service for Hudson County; important to build on this interest moving forward.
- Overall maritime improvements could help drive down costs of eventual ferry infrastructure
- TAC members looking forward to receiving the draft report and providing feedback, particularly data about how number of potential riders needed to justify no-subsidy service.
- Need to be careful about how we present the findings to the public, avoid negative terminology like “service not feasible”, instead present the data in terms of future possibilities. Recommendation to present the study results positively and highlight what the report provides and how it serves

the region to promote future implementation

Public Meetings

Public Meeting #1: County-wide focus

October 21, 2020 | 6:00 – 7:00 PM

5 attendees

Takeaways

- Small group, but comments expressed similar comments to those heard thus far from round tables and TAC members
- Bring developers to the table; reach out to individual developers and property owners
- Inter-Hudson County service is a positive, particularly Bayonne -> Jersey City; Bayonne -> Edgewater
- Explore more environmentally friendly ferry technologies to mitigate impacts of additional ferries
- Interest in summer travel along Hudson to Jersey Shore/Monmouth County.
- Multi-modal connections important: work with NJ Transit regarding bus routes; access to waterfront

Public Meeting #2: County-wide focus

November 17, 2020 | 6:00 – 7:00 PM

11 attendees (including one press reporter)

Poll: top deciding factors in using ferry service (in order of importance)

1. Getting to the waterfront
2. Ferry going where I want it to go
3. Availability/schedule
4. Connections to other transit modes

Takeaways

- Cost is a big concern; need to make ferry service affordable
- Ferry access to east side of Manhattan

- Location preferences for Bayonne west side, Bayfront
- Access to waterfront important; particularly via public transit (buses specifically)
- Branding of the service and more effective signage; making it easier to get to the waterfront
- Bicycle access connection via programs like Citibike and others

Public Meeting #3: Jersey City focus

January 14, 2021 | 6:00 – 7:00 PM

57 attendees (including two elected officials and one press reporter)

Poll: top deciding factors in using ferry service (in order of importance)

1. Ferry going where I want it to go
2. Availability/schedule
3. Connections to other transit modes
4. Getting to the waterfront

Poll: top elements that make a good ferry route

1. Frequent service
2. Pedestrian access
3. Park & Ride
4. Direct route (no stops)
5. Multiple stops

Takeaways

- Desire to bring back Port Liberte ferry service
- Price will be a deciding factor
- Private service is unaffordable, ferries should be subsidized
- Requests for weekend service
- Ferry service travel to Atlantic City (possibly part of the shore trips)
- Potentially using casino funds to pay for the service
- Connect with Newark/Elizabeth/airport

- Public transportation to and from the ferry very important
- Equity issues; reach the underserved
- Supportive of ferry on the west side of Jersey City
- Not well connected via bus and PATH
- Connecting bike service and affordable bike rates
- Work with other bike/ped agencies
- Service to other New York City boroughs besides Manhattan (Brooklyn, Queens, Staten Island)

Public Meeting #4: Kearny Point focus

February 4, 2021 | 6:00 – 7:00 PM

15 attendees

Poll: top deciding factors in using ferry service (in order of importance)

1. Ferry going where I want it to go
2. Availability/schedule
3. Getting to the waterfront
4. Connections to other transit modes

Poll: top elements that make a good ferry route

1. Connections to other transit modes
2. Frequent service
3. Pedestrian access
4. Park & Ride

Takeaways

- Upcoming development in Kearny Point is significant
- Ferry service would make it easier to get to Kearny Point; currently limited accessibility via transit
- Ferry service key for jobs access as more jobs and development come to Kearny Point
- Reverse commuting from NYC, due to new film company coming to Kearny Point
- Interest in connecting the Hudson/Bergen

Light Rail

- Big interest in additional ferry service in Bayonne

Public Meeting #4: Bayonne focus

March 4, 2021 | 6:00 – 7:00 PM

56 attendees (including five city officials and one press reporter)

Poll: top deciding factors in using ferry service (in order of importance)

1. Ferry going where I want it to go
2. Availability/schedule
3. Connections to other transit modes
4. Getting to the waterfront

Poll: top elements that make a good ferry route

1. Frequent service
2. Connections to other transit modes
3. Pedestrian access
4. Direct route (no stops)

Takeaways

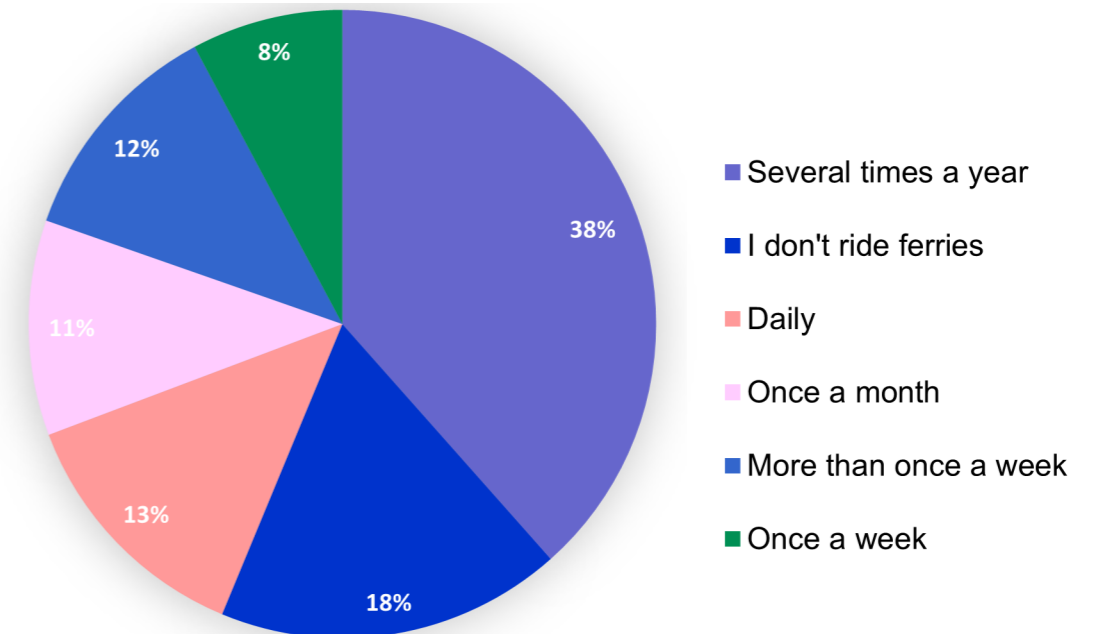
- Pedestrian access very important
- City Park at 16th St. is potential area; underserved by exiting transportation

- Bicycle access (Citibike racks)
- Interest in resuscitating the Port Liberte ferry
- Recreational use important (Jersey Shore, etc.)
- Shortening commute is important
- Equity in affordability and access, particularly in underserved areas
- Interest in going to other New York City Boroughs besides Manhattan
- Ferry shuttle service, especially since many in Bayonne do not drive

Public Survey

The Hudson County Ferry Study Public survey was launched on September 3, 2020 and closed on March 8, 2021. A total of 1,038 responses were received. One response was received for the survey in Spanish, and another in Tagalog. A large share of participants either currently use ferries as part of their daily commute or have used ferries before and are supportive of service expansion. Final survey results in PDF format and an excel document of all responses can be found in **Appendix N**.

Do you ever travel by Ferry for work or leisure? If so, how often?



Takeaways

- Average commute times are between 30 minutes to one hour
- Top commute destination zip codes
 - » 10001 (midtown Manhattan)
 - » 10019 (Manhattan theater district)
 - » 07302 (Jersey City)
- Top river crossing for commute or daily essential travel is Hudson River (738). 31 respondents crossed Hackensack River, 26 crossed Hackensack River and Hudson River, 22 cross Passaic River and Hackensack River, 14 cross Passaic River.
- Respondents ride ferries for commuting, occasional leisure travel, fun alternative to other travel modes.
- Main reasons for not taking ferries are ferry location (too far) and cost (too expensive), lack of connections to other transportation modes
- The most important factors for whether respondents would choose to ride a ferry-

- 44% convenience, 30% cost, 15% length of travel time
- Most participants would prefer to be able to walk to the ferry (55%) or bike (14%). 16% of respondents would like to take a car-market for on-site parking/park and rides.
- **92%** of respondents would take a ferry for some essential weekly trips if it was located on the nearest waterfront to home or work
- Bayfront (west side Jersey City) was the most popular potential terminal location, with West Bayonne and Hoboken a close second
- Most participants were between ages 30-49
- Almost evenly divided between male/female
- Optional questions (not statistically accurate)
 - » Income levels over \$75,000.
 - » Majority of respondents white, non-Hispanic. 14% Asian, 7% Black or African American. 13% Hispanic (of any race).
 - » Main zip codes of respondents: 07302 (north Jersey City) and 07305 (south Jersey City)

- Preferred New York destinations
 - » Other locations in Manhattan besides midtown
 - » Other boroughs aside from Manhattan
 - » Long Island beaches
 - » Hudson Valley towns
- Preferred Hudson County destinations
 - » Jersey City locations, particularly west side areas
 - » Red Bulls Arena
 - » Secaucus Meadowlands & Transit Center
 - » Kearny Point
 - » Bayonne
 - » Port Imperial
- Preferred New Jersey destinations
 - » Newark & Elizabeth
 - » Monmouth County
 - » American Dream Mall/Meadowlands Sports Complex
 - » Jersey Shore

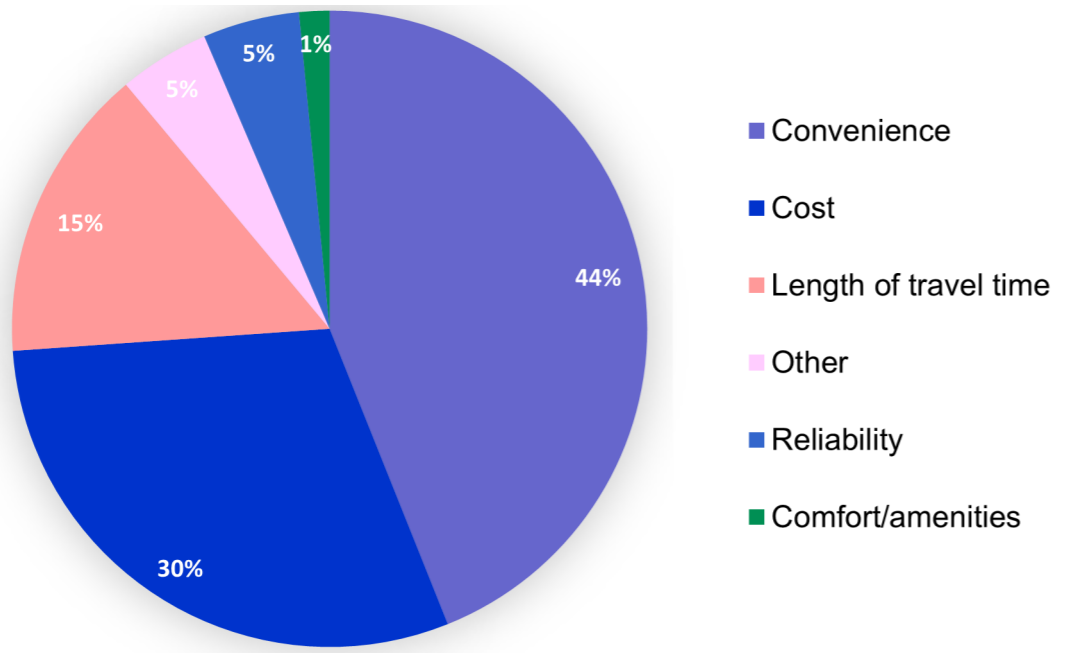
» Bergen County

Select Noteworthy Comments

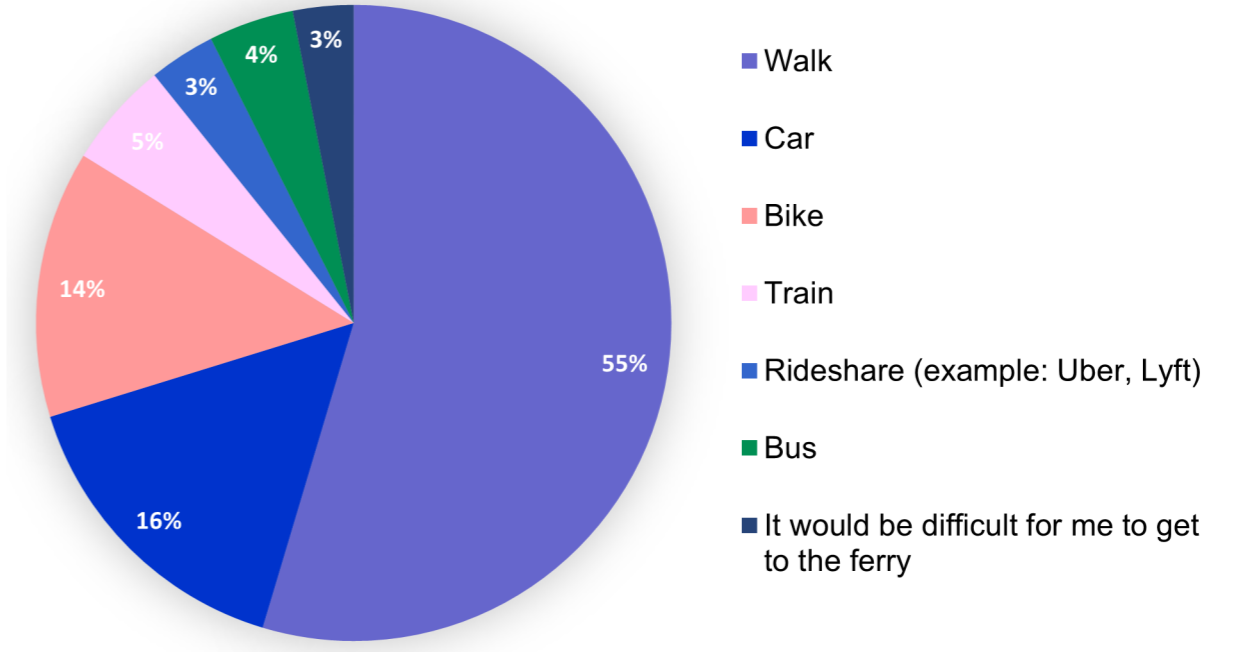
Cost

- "Cost of fare; too expensive. If it were like the one that connect Staten Island with Manhattan or Brooklyn to Manhattan and the price is same as any MTA train it will be affordable for all of us that need to come to work to NY. I know that they are building one at Peninsula in Bayonne but I heard will be \$13 each trip that is out of my pocket. It is unreachable"
- "I was a monthly ferry pass holder for many years but had to give it up because of the cost"
- "Too much money compared to PATH"
- "I'd love to take the ferry from JC to 39th everyday but it is too expensive"
- "The price is WAY too high, it's OBSCENE"
- "Too expensive for regular commute"

What is the most important factor for you when deciding whether or not to ride the ferry?



If a ferry service was located on the nearest waterfront to where you live or work, how would you get to the ferry using transportation options currently available to you?



- "PATH is cheaper"
- "High cost discourage regular usage"
- "Only if it's affordable"
- "Not unless the cost were more comparable to path train"
- "Our ferry was reduced to rush hour only and doubled in price"

Location

- "My essential trips don't involve crossing a river"
- "I need a ferry that goes from Jersey City waterfront to South Kearny and Other: it should exist"
- "Ferries do not always take me to the destination easiest. Midtown pier is inconvenient location on Manhattan Side- not close to key subway lines, far walk, etc. Would like a stop between Brookfield and Midtown"
- "They don't go to Brooklyn and cost"
- "From where I live, it's fairly simple to catch a bus to the path train. I honestly don't know what bus to catch to what ferry and in-route to work is not the time to experiment if I mess up. There needs to be more signage, alerts etc. that can swiftly flow people onto a bus to catch a ferry confidently, smoothly and quickly. Unless your destination starts and ends at the ferry terminal you are paying for additional transportation to get to and from the ferry. It's much cost prohibitive. None of the location options in previous question are actually helpful to me. Christopher Street/West Side Highway would be awesome."
- "I'd like to see multiple NYC points offered from locations not only the Hudson"
- "Harrison - this would be a viable option since the only other option is to take the PATH Train. Having a ferry from Bayfront to

- Harrison would extend the "reach" of people coming/going to/from Newark Airport/Newark Penn."
- "Other areas in NJ, not just NJ to Manhattan. I live in Jersey City and would love to be able to get to Harrison, for example, on the ferry. Or perhaps beach areas like Asbury Park."
- "Anywhere on the west side of Jersey City with options to go to Manhattan, Brooklyn, and Asbury Park"
- "Bayonne to Brooklyn! That would be service that would completely enliven Bayonne and make it a much more desirable place to live due to the ease of access to the ferry terminals on Brooklyn."
- "Direct service to Brooklyn/Queens would be a great alternative to cars/trains, particularly on weekends. The trip by car/mass transit takes in excess of an hour, but could be less than 30 minutes with direct ferry service."
- "Lincoln Park, JC is a better option. Bayfront is too far south"
- "I think the East Side of Jersey City is pretty well covered."
- "I would only take during good weather and into New York city, there are not many other destinations"
- "I already live and work next to a PATH station. But I would like to take the ferry to more leisure destinations"
- "I work on the East Side"
- "As a Heights resident the closest ferry will always be Hoboken. That combined with the cost being much more than the bus decreases my chances of taking the ferry."
- "I live too far from the waterfront"
- "Ferries don't run along Hudson (only across)"

Reliability

- "The idea that it would hit capacity and wouldn't be able to get on."
- "Not enough service! It's too limited"
- "Unreliable schedule, ferries don't show up etc."
- "Frequency/how often they come is important"
- "Reliability"

Convenience

- "Lack of connection to existing travel options; it's a long walk to the ferry and then I'm on the far west side"
- "Too many seat changes. Get in car, drive to ferry, get on ferry, get off ferry, walk to subway, get on subway, get off subway, walk to work."
- "Destinations and schedule"
- "It's too expensive. I can take the Path. It's cheaper and trains run way more frequently."
- "Do not anticipate that a ferry trip from Newark Bay to Manhattan via the Kill Van Kull would be a time worthy means of traveling into NYC."
- "Wait time"
- "Inconvenient schedule, cost of fare, lack of connections"
- "Once in Manhattan it takes too long to get to my office from the ferry docks."
- "Too many travel legs... walk / bike to ferry / to train / to another train etc."
- "Availability of weekend service"
- "I don't take the ferry due to the super limited access and the lack of connections to of transfers to other mode of transportations. I would to locations for work or leisure to place like Newark, Brooklyn and queens with more verity."
- "Lack of connections to existing travel

options"

- "How late they run"
- "It costs more than path and only goes to pier so you still need to take another mode of transport after"

Environmental

- "They are huge consumers of fossil fuels and very inefficient ways to move people. I choose to not support a bad way to move people. They contribute to climate change. Ferries burn an enormous amount of fuel to move a relatively few people. It is better to invest in other forms of transportation."

Support

- "I use it all the time"
- "Not discouraged by any factors from taking the ferry"
- "Easy access to otherwise less easily accessible locations (i.e. Jersey City to Brooklyn, Queens, and Upper Manhattan which would normally take over an hour with several subway transfers)"
- "Could reduce the number of transportation modes I take in my commute"
- "Ferry rides are super fun!"
- "I take it every day"
- "I'd take it ALL The TIME"

COVID-19

- "Safety (COVID-19); ferries offer fresh, circulating air"
- "Adhering to COVID-19 safety guidelines. Outdoor option"

Other

- "I live up by Lincoln Park so I end up taking an uber to the ferry as cheaper than paying to park. But I do also drive there and park at a nearby garage and only do that when driving from somewhere else because I

have an event in NYC that night. Then I uber home if the event ends after ferries stop... and also I can drink at the event...normally (Prior to COVID) I worked from home for a company whose HQ were in Mahwah so 1x a week I drove to Mahwah but most of the time I was in NYC on appointments for sales...so I would PATH or Ferry....if I was in Mahwah and there was an industry event that evening I would drive my colleagues back to Jersey City with me and we'd park at the ferry and then all go over that way...like at Christmas parties etc...or evening industry networking events..."

- "Can't think of any location that would be the best option, and frankly I can't imagine any Newark Bay or West Hudson Ferry generating sufficient passenger volume."
- "I like the idea of a summer ferry from Lincoln Park West and expanded services from Exchange Place and Liberty Island, Ellis Island, Liberty State Park, and Exchange Place"
- "weather, only nice days"
- Cost of parking
- "Waste of money. They are not economical why would they even consider a new ferry service??"
- "The exact answer would be "maybe". The fair cost is still expensive comparing to Path trains. My travel is usually from Grove street to 14th street. If there was a route to around Chelsea piers I'd probably consider it but not as a replacement"
- "Connectivity from Journal Square hub and cost related (create better connectivity and one fare system)"
- "I live in Journal Square so I would need to take PATH to the ferry and would incur multiple fares just to get to NYC"

- "Paulus Hook to midtown Route was cancelled due to COVID. Please bring it back, I am still commuting everyday!"
- "Does not allow dogs. If dogs were allowed (non service animals) I would ride the ferry."
- "Still slower, more expensive and lacks the easy transfers that the PATH offers. Ferries are and have always been the inferior commuting option in the NYC-Hudson county metro."
- "still pretty far from where i live compared to the PATH"
- "The train is cheaper and has more stops"
- "Maybe but I would rather have safe bike route like Essex Hudson Greenway"
- "Weather"
- "This is a tough question. Due to COVID, the Ferry is the safest form of public transport across the Hudson. But in a pre and post COVID world the cost of the ferry is WAY too high to justify the ride. It is priced for the elite to daily commute"
- "No ferry service in my area. When I lived in Brooklyn I would take the ferry all of the time."
- "When I was commuting I took the Hudson ferry every morning but would have taken more frequently with later hours. I'd also love better/more ferry access to other points in NJ especially if they connect to other transit options"
- "Travel time and reliability for commuting, but it's also more comfortable than path"
- "I want a ferry from jersey city or Hoboken to Asbury park!! Weekday commuter and weekend beach goers. Car traffic is a nightmare. Trains are slow (2 plus hours with transfers)"
- "All I need is car"

General Comments

Additional survey comments were in line with feedback heard in public and stakeholder meetings, including concerns about ferry cost, ensuring affordability and equity, improving waterfront access, alternative ferry destinations besides midtown Manhattan, frequent and reliable service, and the importance of multimodal connections.



CONCLUSION

The inclusive public outreach process for the Study provided insightful feedback on ferries and transportation to inform the Study process and content, as well as future studies and planning. Some residents relied on ferries for their daily commutes and recreational travel, highlighted their convenience, comfort, reliability, and pleasant ride, and were greatly affected by disruptions, including service reductions and fare increases, to ferry service in their neighborhood. Others expressed numerous concerns, chiefly expensive fares, lack of access to neighborhoods away from the waterfront, the need for too many additional connecting transfers to other modes to complete their trip, the general expensive of ferries comparative to other transportation modes, and environmental concerns with ferry emissions. In general, across the board, residents were interested in new transit services and new connections to additional destinations, both in neighborhoods which currently lack transit service, and those that are currently well served with multiple options. These benefits and concerns are mentioned and considered in the study, and future planning for ferry service will strive to address these concerns.

