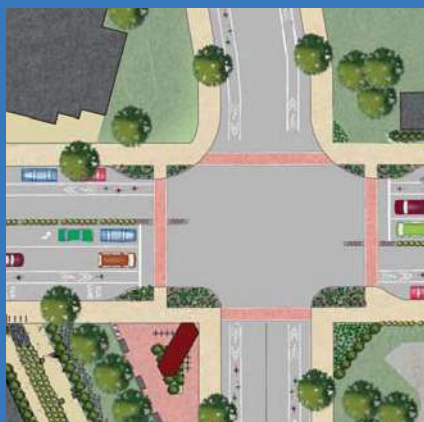


McGinley Square - Montgomery Corridor Mobility Project

Jersey City Housing Authority • City of Jersey City • Bergen Communities United

A LOCAL DEMONSTRATION PROJECT

SEPTEMBER 2014



Transportation Demand

*Mobility Needs & Service
Types*

*Pedestrian Access,
Disconnects/Gaps & Safety*





PROJECT PARTNERS

Jersey City Housing Authority



City of Jersey City



Bergen Communities United

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Port Authority of NY & NJ

St. Peter's University

The Beacon

West Bergen/Lincoln Park Neighborhood Coalition

Women Rising

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EXECUTIVE SUMMARY

The objective of McGinley Square - Montgomery Street Mobility Plan is to identify the needed transportation, pedestrian and bicycle access improvements to increase mobility and create a comprehensive transportation improvement plan to better position the area for implementation funding, including the CHOICE Neighborhood Implementation Grant. The project area is located along the Montgomery Street corridor with existing local bus service, access to the NJ Turnpike Hudson County Extension, and is located within a mile of the Journal Square Transportation Center. The Study Area encompasses the McGinley Square Montgomery Corridor (MSMC) CHOICE Neighborhood which received a \$250,000 Choice neighborhood planning grant from the US Department of Housing and Urban Development.

PROJECT GOALS

- Analyze demographics and identify expected transportation demand to be generated by new development plan
- Identify transit needs and service types to strengthen the current plan
- Identify the pedestrian gaps and safety issues to support a multimodal network
- Develop a mobility improvement plan with transportation recommendations and specific implementation action items



Project Site Area: Located along the Montgomery Street corridor with access to the NJ Turnpike within a mile of Journal Square.

TRANSIT IMPROVEMENTS

Though the area has extensive transit coverage and connectivity, improvements to signalization, road configuration, and parking enforcement can improve the frequency of service and travel time to key destinations. The plan looks to better integrate customer information/amenities between public and private carriers.

Some of the key recommendations include: improving bus stops and bus information, enforcing parking regulations at bus stops,



The Montgomery Street and Florence Street intersection was studied as a prototype for the full range of mobility recommendations in the plan.

improving conditions at the Journal Square Transportation Center, which has ripple effects to the Study Area, and making McGinley Square a better transit hub.

PEDESTRIAN IMPROVEMENTS AND TRAFFIC CALMING

Pedestrian activity in the study area is high and there is interest from the community to encourage more pedestrian activity to make it safer as the neighborhood continues to grow and revitalize. Traffic calming improvements to Montgomery Street can provide a better and safer east-west connection throughout the study area and the entire City. Some of the key recommendations include: basic sidewalk maintenance, upgraded crosswalks and signalization, improved streetscape, additional lighting, and traffic calming interventions, such as curb bumpouts, medians, and pedestrian shelter islands.

BICYCLE INTEGRATION

A number of proactive bicycle plans are currently being implemented including new bicycle lanes and sharrows and a bike share program. The MS-MC Mobility Plan seeks to build upon these efforts including: safe and secure bicycle parking with new racks, lockers, and storage areas, locations for bike share

hubs and kiosks, and better wayfinding for the larger regional bike trail network.

STREETScape & URBAN DESIGN

The plan also makes recommendations to improve the streetscapes in the study area. Some improvements to the public realm and the adjacent buildings and properties will contribute to a more attractive and safer walking, biking, and transit experience. The design concepts include: signage inventory and standards, a greenway extension for Academy Street, accessory dwelling plan for “Eyes on the Street” security, and improved “Stoop-Scapes” and green infrastructure.

IMPLEMENTATION

In order to implement the improvements in the MS-MC Mobility Plan, the local partners and stakeholder groups will need to take a series of short and long-term actions. A Planning and Implementation Agenda is included to indicate these actions developed during the evolution of this and other planning initiatives over the last several years. The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Hudson County and the State of New Jersey.

PLANNING IMPLEMENTATION AGENDA SUMMARY TABLE

	Short Term 3-6 Months	Medium Term 6-18 Months	Long Term 18-36 Months
Traffic Calming and Pedestrian Safety Improvements			
Convert Complete Streets policy into City Ordinance	●		
Sidewalk Maintenance	●		
Upgraded Crosswalks and Pedestrian Signalization		●	
Conduct Safety Studies at High Crash Locations		●	
Transit Experience Improvements			
Relocate bus stops to improve operations and customer experience		●	
Improve signage for bus service at Journal Square Transportation Center	●		
Coordinated fare collection, bus information and technologies			●
Better enforcement of bus stop regulations	●		
Traffic signal priority technology at select locations to improve reliability and operations			●
Bus shelter program		●	
Integrate with car share programs		●	
Bicycle Improvements			
Implement City's Bike Plan - add lanes and sharrows	●		
Bike racks, lockers and storage		●	
Bike share program		●	
Better wayfinding to regional trails and greenways		●	
Streetscape Design and Urban Design Improvements			
Wayfinding signage improvements	●		
Install pedestrian-scale lighting & street furniture		●	
Road diet/traffic calming for Montgomery (Beacon to Brunswick)			●
Academy Street Extension Greenway			●
Accessory dwelling unit plan - "Eyes on the Street"			●
"Stoop-Scape" plan for Lower Montgomery		●	

The full Planning Implementation

Agenda with detailed steps, potential funding and partners can be found in Appendix A

TOGETHER NORTH JERSEY

TOGETHER NORTH JERSEY is an unprecedented planning initiative for the 13-county North Jersey Transportation Planning Authority region of New Jersey.

In November 2011, the U.S. Department of Housing and Urban Development (HUD) awarded TOGETHER NORTH JERSEY (aka North Jersey Sustainable Communities Consortium) a \$5 million Sustainable Communities Regional Planning Grant. The grant is matched with an additional \$5 million in leveraged funds from project partners. Grant funds have been used to implement the Local Demonstration Project (LDP) Program, develop a Regional Plan for Sustainable Development (RPSD) for the 13-county planning region, and provide technical assistance and offer education opportunities that build the capacity of jurisdictions, organizations and the public to advance sustainability projects and initiatives.

The plan is both “place-based” and “issue-based” and uses sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency. The outcome of plan implementation will be a more sustainable future for the region that invests in existing communities where housing, jobs, educational, cultural and recreational opportunities are made more easily accessible.

Through open forums TOGETHER NORTH JERSEY and its members have created a comprehensive and balanced plan that invests in the region’s existing communities where housing, jobs, educational, cultural and recreational opportunities are made more easily accessible to most residents without having to drive to them.

ACKNOWLEDGEMENTS

- 13 County Governments in the NJTPA Region
- Edward J. Bloustein School for Planning and Public Policy at Rutgers University
- North Jersey Transportation Planning Authority {NJTPA}
- NJ TRANSIT
- NJ Office of Planning Advocacy (NJOPA)
- Housing and Community Development Network of New Jersey (HCDN- NJ)
- Sustainability Institute/Sustainable Jersey at The College of New Jersey
- NJ Future
- Building One New Jersey
- PlanSmart NJ
- Regional Plan Association (RPA)



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ABOUT THE LOCAL DEMONSTRATION PROJECT PROGRAM

The Local Demonstration Project (LDP) Program seeks to advance specific projects, initiatives, and other investments for local communities to address short-term, implementable projects which are consistent with the RPSD goals and program outcomes.

The LDP Program provides technical assistance for strategic planning studies focused on designated areas or corridors associated with established or anticipated transit services and/or facilities. Eligible LDP projects will be sponsored by municipalities, counties, non-governmental organizations, community development corporations, and other interested organizations.

These demonstration projects help to identify partnering opportunities, milestones, and potential funding sources and serve as a model for future initiatives.

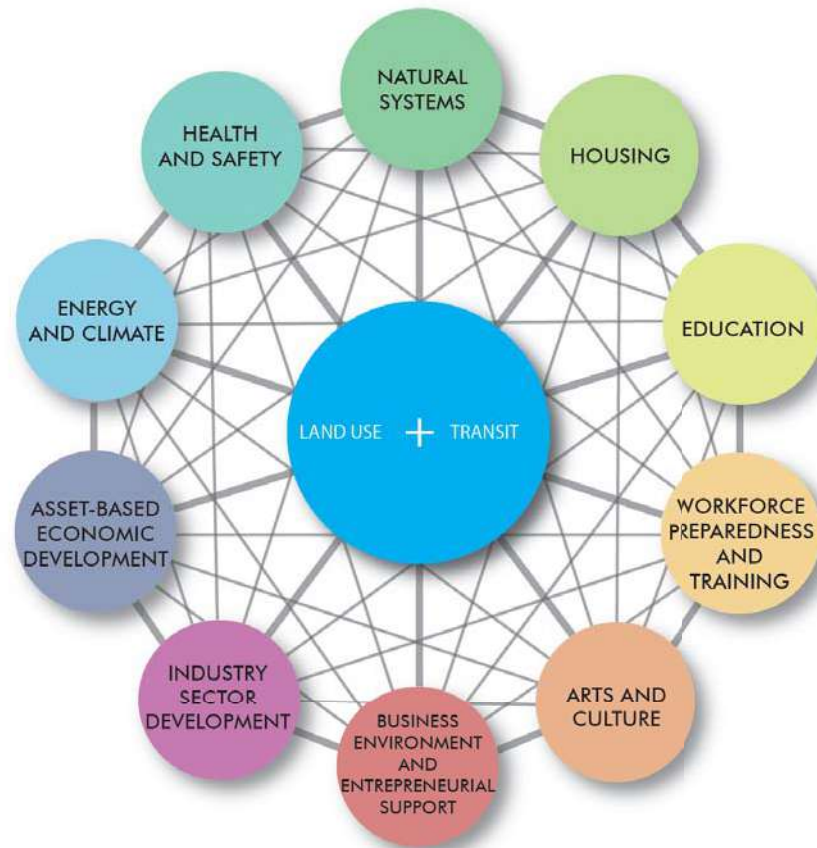
Please visit togethemothjersey.com to learn more

12 KEY ISSUES

The range of issues faced by the communities within the Region in positioning themselves for a more sustainable future is broad. The Local Demonstration Project program as a whole will attempt to engage all of the major policy issues that

have been identified in recent years, as seen in the adjacent diagram.

Each project of the LDP program will address Land Use and Transportation at its core and will identify several primary issues as the project's focus.



PHASE 1: WHERE ARE WE NOW? WHERE ARE WE HEADED?



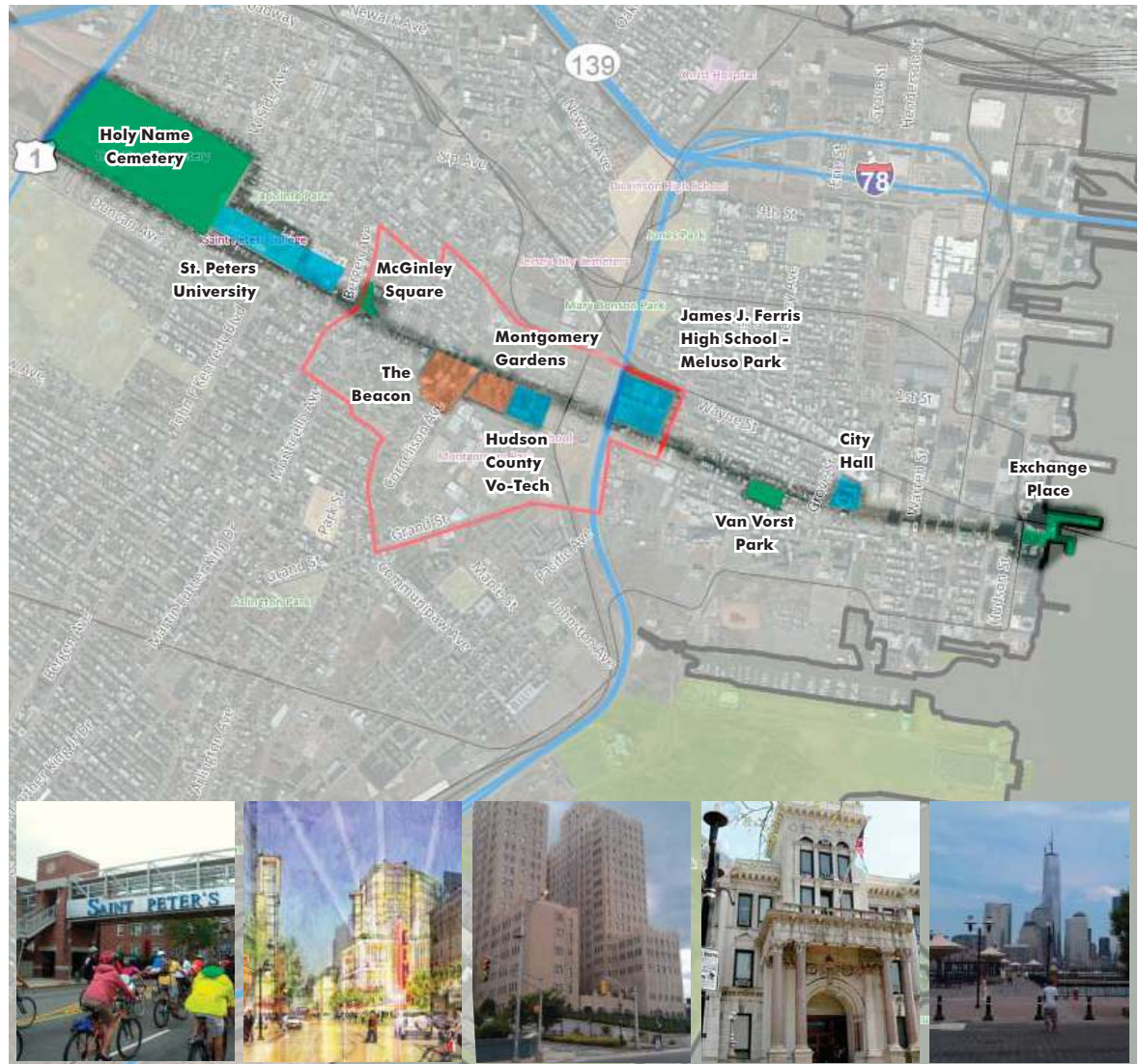
INTRODUCTION

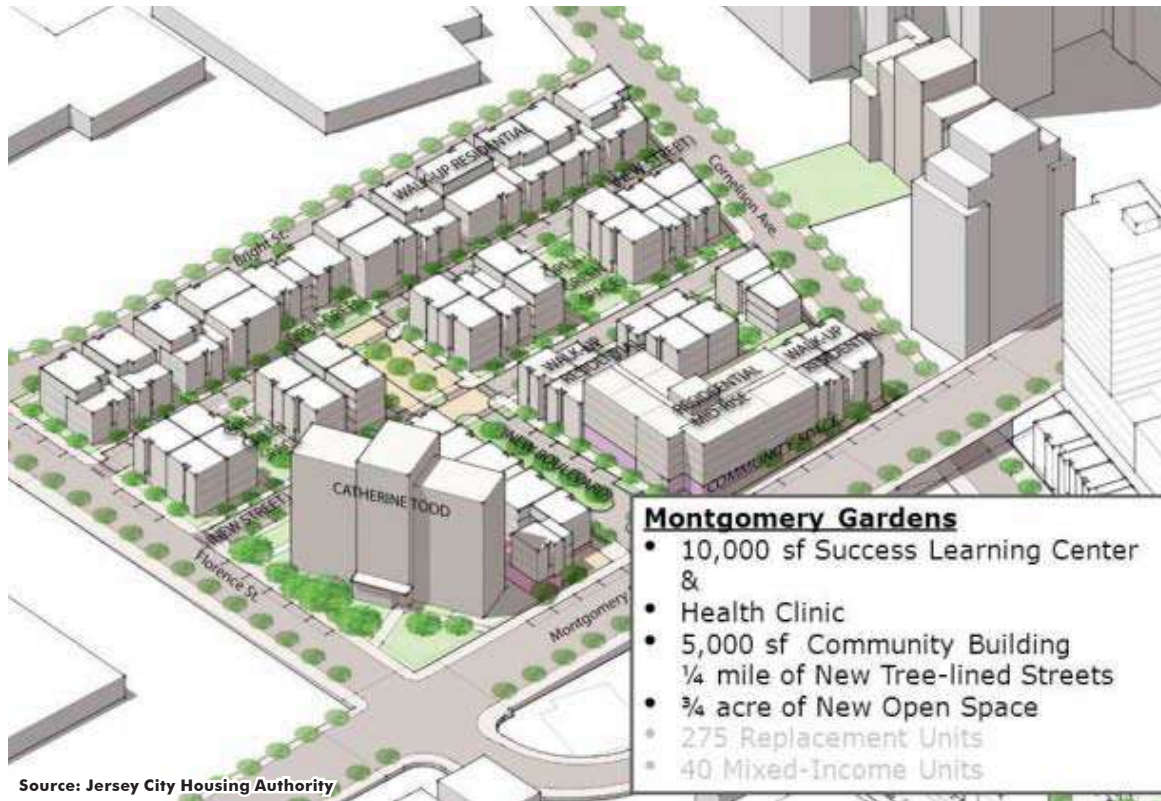
This project is a Local Demonstration Project (LDP), part of a larger regional planning initiative, crafting the Regional Plan for Sustainable Development, which Together North Jersey has launched pursuant to HUD's Sustainable Communities program. The project is being sponsored by the Jersey City Housing Authority and the City of Jersey City.

The Montgomery Street Corridor

Montgomery Street is a key east-west corridor across Jersey City linking neighborhoods to Downtown and the Waterfront areas. Many major civic uses, educational institutions, and key redevelopment parcels are located along this spine. Some of these Jersey City landmarks include:

- **Exchange Place**
- **City Hall**
- **Van Vorst Park**
- **James J. Ferris High School - Meluso Park**
- **Hudson County Vo-Tech**
- **Montgomery Gardens**
- **The Beacon**
- **McGinley Square**
- **St. Peter's University**
- **Holy Name Cemetery**





Source: Jersey City Housing Authority

The MSMC CHOICE Neighborhood Plan

The McGinley Square–Montgomery Corridor is a neighborhood with wide-ranging ethnic and economic diversity. With both highway and transit access to the New York metro job market, and expanding housing / retail markets driven by the renaissance of urban living in the City and the vital student life of St. Peter's University, the MS-MC CHOICE Transformation Plan will provide access to educational choices, a support network for economic advancement and healthy living, fresh foods, and a new community center in an integrated 887-unit mixed-income, mixed-use neighborhood.

This LEED-ND certifiable plan is a walkable neighborhood of compact, mixed-use development organized around an acre of new parkland and tree-lined streets including:

- **20,000 sf Pre-K School**
- **120,000 sf K-12 METS Charter School**
- **Full-service 35,000 sf supermarket**
- **McGinley Square retail center anchored by a cinema, Class A office, 150-room hotel, student housing and parking**
- **10,000 sf Success Learning Center providing access to supportive services and a community center**



Source: Jersey City Housing Authority



Source: Jersey City Housing Authority

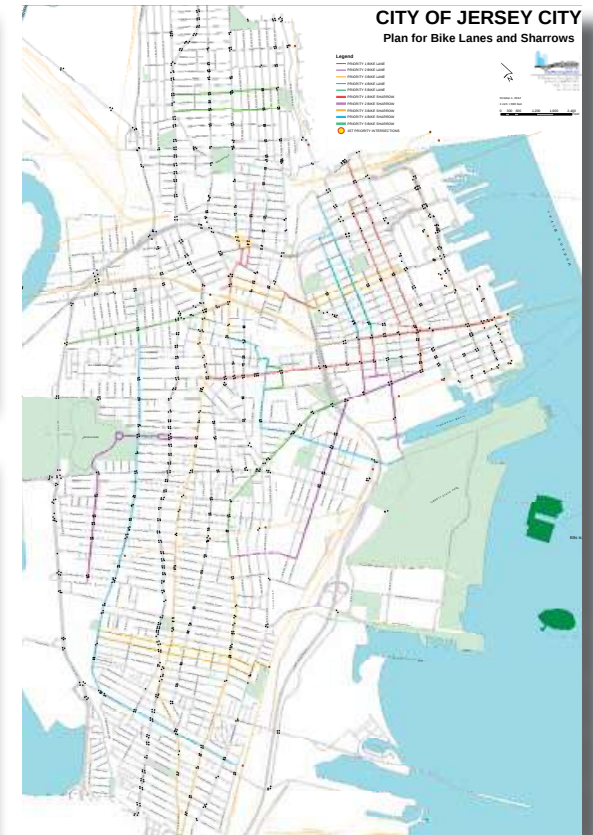
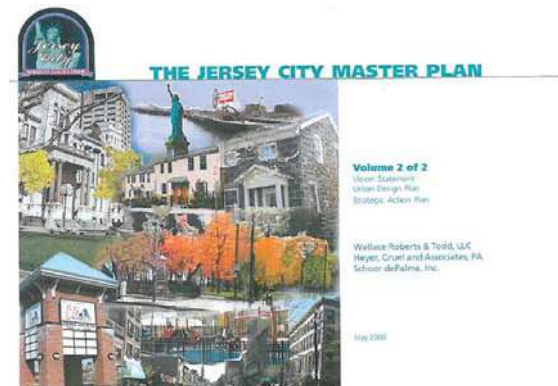
BUILDING ON EXISTING PLANS AND STUDIES

The MS-MC Mobility project is a highly focused “strategic plan” and not a broad-based comprehensive plan. This plan recognizes that a significant amount of prior planning efforts have already been completed and therefore, there is not a need to start with a “blank slate”, but rather to build upon past planning efforts as a foundation for this plan. However, the broad range of past planning efforts also requires working with stakeholders to establish key priorities and create a focus for this plan that will generate specific outcomes that can be implemented.

While the MS-MC Mobility project is locally-driven plan, it is coordinated within the framework of the Regional Plan for Sustainable Development being prepared by Together North Jersey.

The following list of documents were reviewed as part of the background baseline for Connecting Community Corridors:

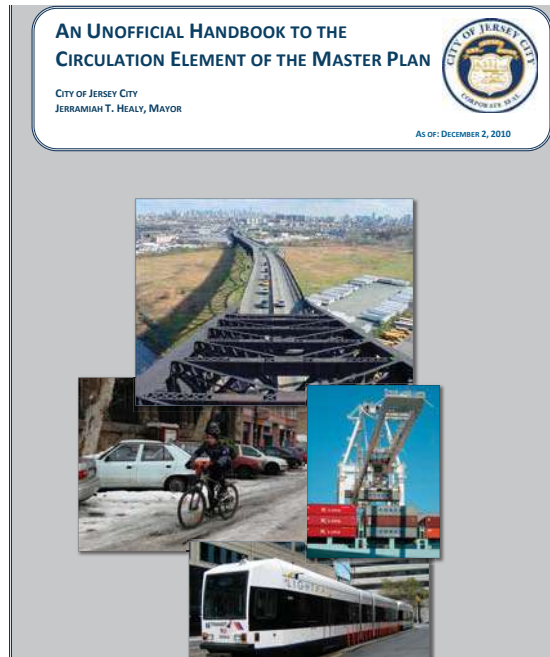
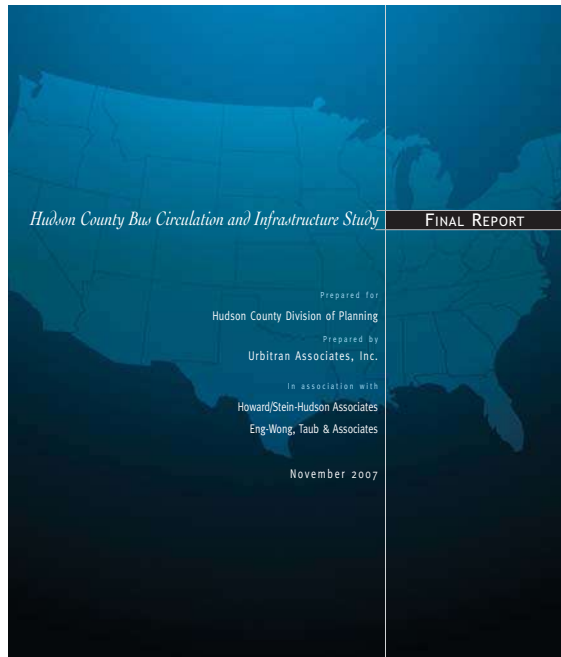
- MS-MC Choice Neighborhood Plan (2012)
- The Neighborhood Plan, Bergen Communities United (2005)
- The Jersey City Master Plan (2000)
- McGinley Square East Redevelopment Plan (2011)
- Hudson County Bus Circulation and Infrastructure Study (2007)





List of documents reviewed continued:

- Jersey City Regional Waterfront Access and Downtown Circulation Study (2007)
- An Unofficial Handbook to the Circulation Elements of the Master Plan (2010)
- Hudson County Jitney Study (2011)
- Morris Canal Greenway Plan (2013)
- Accident Data for the Study Area
- Report of the Jersey City for Bike Lanes and Sharrows (2012)
- City of Jersey City Plan for Bike Lanes and Sharrows (2012)
- Jersey City Local Bus Study and Appendices (2009)
- 13 Month Median Weekday Ridership on NJ Transit Study Area Bus Routes
- Bus Route Descriptions for NJ Transit Study Area Bus Routes
- Hudson Bergen Light Rail Survey Results (2008)
- Rutgers Center for Advanced Infrastructure and Transportation Road Safety Audit Program -- John F. Kennedy Boulevard West (2013)
- NJTPA Walkable Community Workshop McGinley Square -- Jersey City (2011)
- Sustainability Communities Building Blocks Walkability Audit for Bergen Communities United -- Next Steps Memorandum (2012)



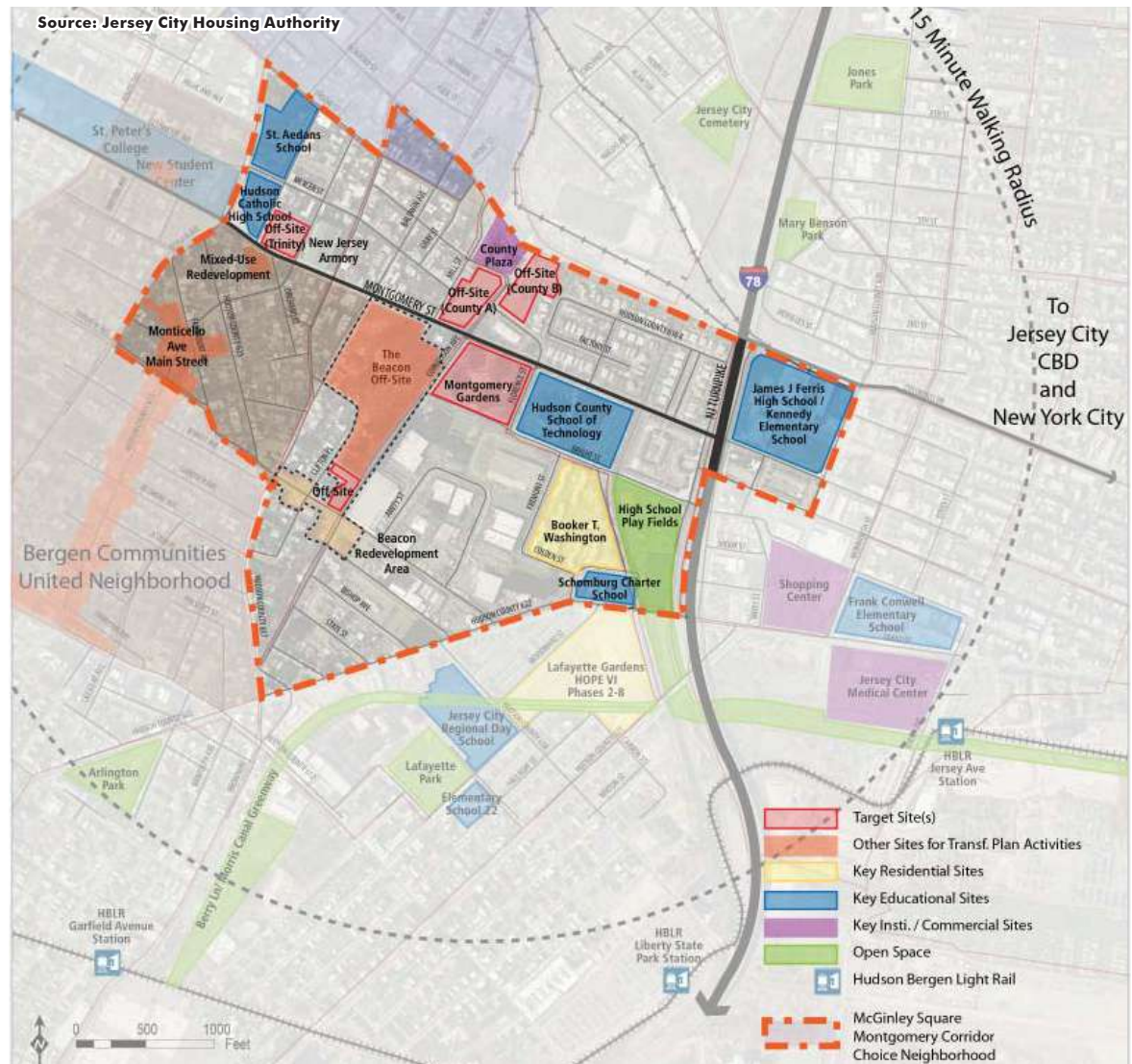
PROPOSED STUDY AREA

The project area is located along the Montgomery Street corridor with access to the NJ Turnpike within a mile of Journal Square. The study area encompasses the McGinley Square Montgomery Corridor (MSMC) CHOICE Neighborhood which received a Choice neighborhood planning grant from the US Department of Housing and Urban Development.

PROJECT GOALS

The project goals are as follows:

- Analyze existing and projected Study Area demographics and identify specific transportation demand
- Prepare a transportation infrastructure and service gap analysis to identify opportunities to build upon existing transportation and expand mobility choice and access
- Identify the pedestrian access, disconnects/ gaps and safety issues to recommend physical improvements for Montgomery Street and key cross connections
- Develop a mobility improvement plan and identify specific implementation action items





WALK AND TALK TOURS

Advisory committee members from the community led the Project Team on a “Walk & Talk” tour for of the Study Area. This allowed the Project Team to walk, observe and photograph the Study Area and gain insights to opportunities and constraints through the eyes and experiences of locals.

PHYSICAL CHALLENGES TO MOBILITY IN THE STUDY AREA

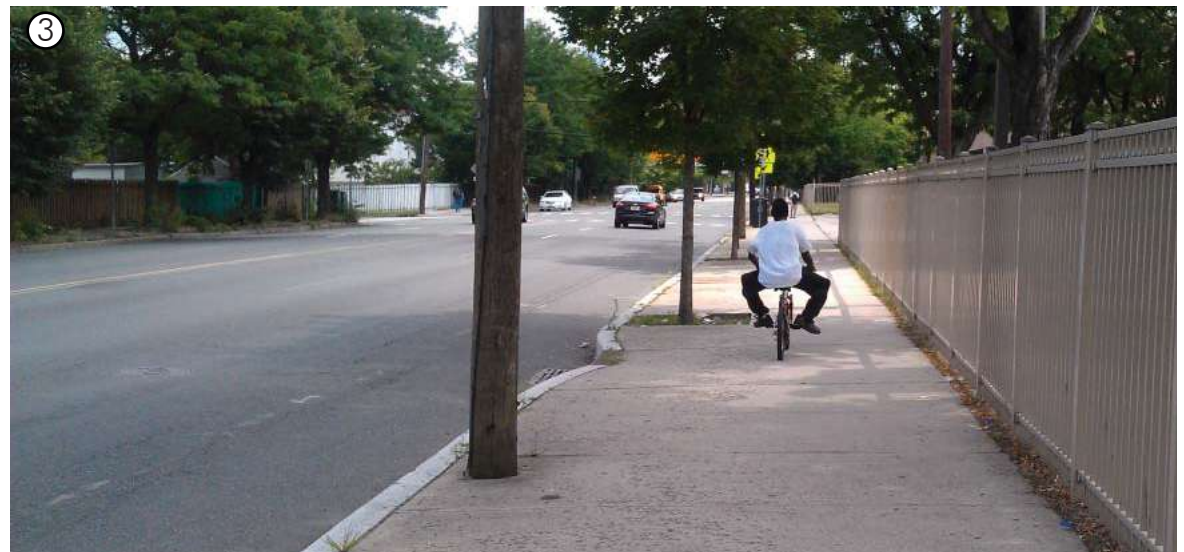
- ① Poor sidewalks, crosswalks, & pedestrian connections encourages jaywalking
- ② McGinley Square is overgrown & lacks streetscape amenities for transit riders
- ③ Fast-moving traffic often force cyclists to sidewalks, causing conflicts with pedestrian usage
- ④ Many sidewalks need widening, repair, & better, regular maintenance
- ⑤ Steep grades along Montgomery St. make west-bound cycling difficult
- ⑥ Bus stops without shelters and amenities on narrow unkempt sidewalks lined by chain linked fences make for an unpleasant transit experience
- ⑦ Fences & rear yards along street frontages create isolated sidewalks and bus stops
- ⑧ There is a significant grade difference in some sections to side streets. The Cornelison underpass is dark & perceived unsafe, creating difficult cross connections
- ⑨ Lack of adequate trash cans leads to litter buildup & undignified waiting conditions
- ⑩ Crosswalks are in need of fresh paint & better crossing signalization
- ⑪ Some buildings create a harsh & unsafe streetscape lacking “eyes on the street” & appropriate stoops & front landscaping
- ⑫ Turnpike extension overpass creates a dark & unsafe disconnect from Downtown



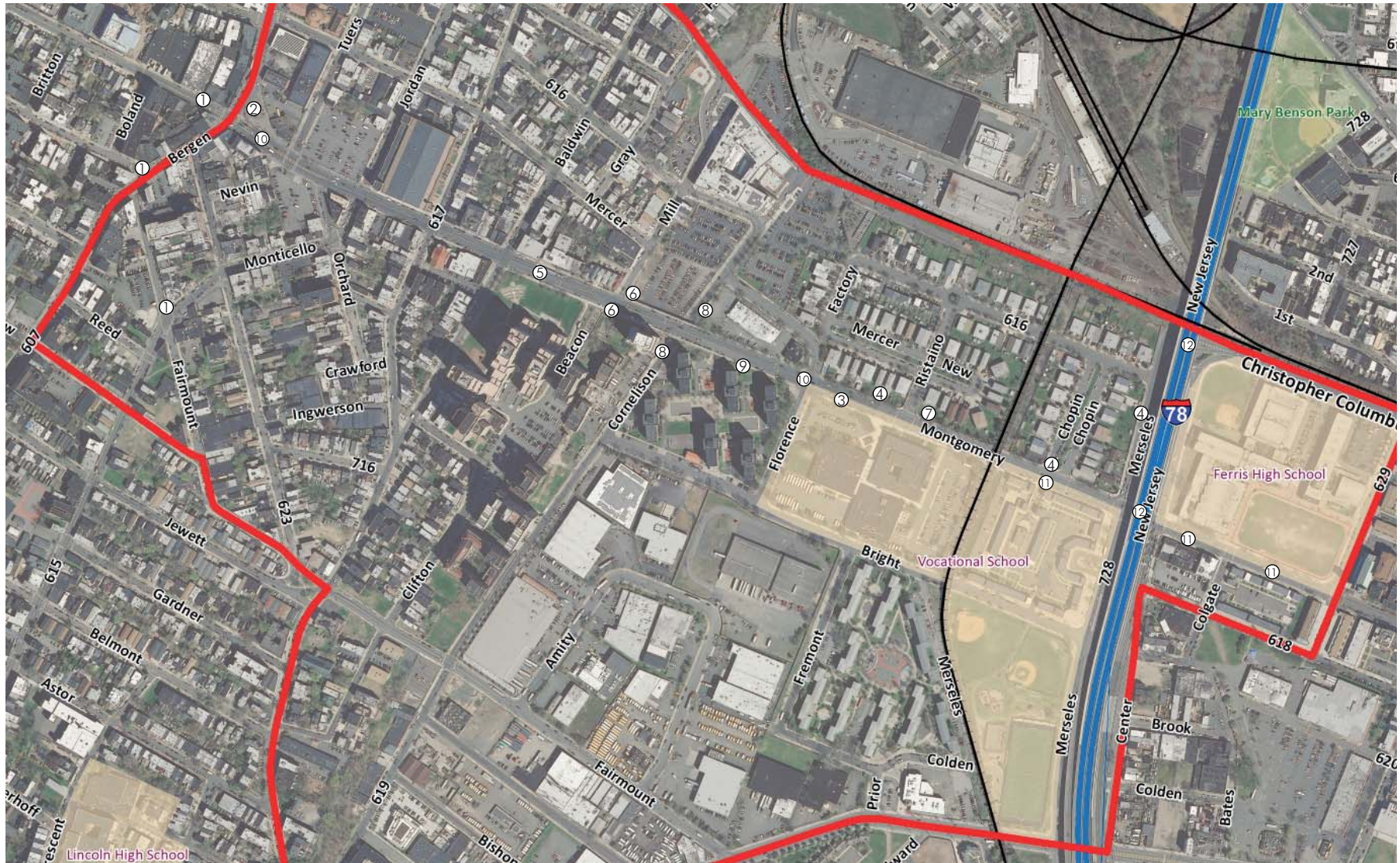
Poor sidewalks, crosswalks, & pedestrian connections encourage jaywalking



McGinley Square is overgrown & lacks streetscape amenities for transit riders



Dangerous streets often force cyclists to sidewalks, causing conflicts with pedestrian usage





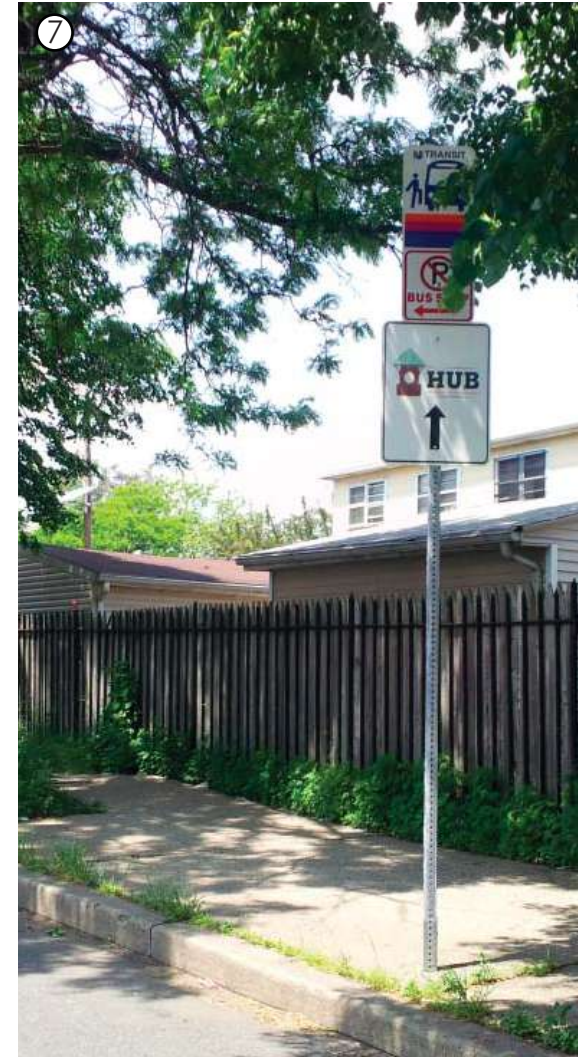
Many sidewalks need widening, repair, & better, regular maintenance



Steep grades along Montgomery St. make west-bound cycling difficult



Bus stops without shelters and amenities on narrow unkempt sidewalks lined by chain linked fences make for an unpleasant transit experience



Fences & rear yards along street frontages create unsafe sidewalks and bus stops



8
Cornelison underpass is dark & perceived unsafe, creating difficult cross connections



9
Lack of adequate trash cans leads to litter buildup & undignified waiting conditions



11
Some buildings create a harsh & unsafe streetscape lacking "eyes on the street" & appropriate stoops & front landscaping



10
Crosswalks are in need of fresh paint & better crossing signalization



12
Turnpike extension overpass creates a dark & unsafe disconnect from Downtown

TRANSPORTATION GAP ANALYSIS

The focus of this project is on transportation access with a core focus on improving mobility for all modes and people as the catalyst for economic development in and around the McGinley Square Montgomery Corridor CHOICE Neighborhood area. Montgomery Street is a main east-west corridor with Grove Street PATH, Exchange Place PATH and HBLRT, City Hall, the Jersey City Main Library, Jersey City Museum and Ferris High School to the east of the neighborhood and the Beacon Redevelopment, with McGinley Square and St Peter's University and Hudson County Community College to the west. The study area is about a mile wide and the Journal Square Transportation Center is about three fourths of a mile from the center of the study area which is slightly further than the suggested walkable threshold of one half mile.

The compact mix of uses in the project area and high average population density of almost 17,000 persons per square mile in Jersey City require an efficient transit system. Though the Study Area has an extensive bus network that provides good coverage and connectivity to key destinations, the overall transit access and ridership experience is in need of improvement.

Deficiencies related to other transportation modes (specifically auto, bicycle and pedestrian) center around the lack of amenities for walkers and cyclists, traffic flow issues, and safety issues





that could be improved through engineering, education and enforcement. Improved pedestrian, bike and bus access to the regional mass transit system at Journal Square is critical to the success of the MSMC neighborhood, along with similar improvements connecting east along the Montgomery Corridor.

PUBLIC TRANSIT GAPS

The Study Area is served by multiple public and private transit routes, with the majority of them serving Journal Square or Exchange Place. In general, the area has good overall coverage and connectivity to major commercial destinations.

Comments from bus riders during the open house and during field surveys ranged from complaints about buses bunching (arriving at the same time), buses not adhering to the schedule, to jitney buses speeding on John F. Kennedy Boulevard. Some of this can be attributed to delays around the Journal Square Transportation Center (JSTC) due to the van and jitney staging on Pavonia Avenue that delays buses entering and exiting the terminal and get buses off-schedule and also to general traffic congestion and lack of enforcement to keep bus stops clear.

Most of the remaining deficiencies center around bus stop amenities, public information, and integration between public and private routes. Some bus stops are in locations that are not ideal



for passengers or bus operations. This includes locations on the near-side of traffic lights where the bus has to cut across traffic to make a turn.

It also includes bus stops that have limited or no sidewalks and limited to no lighting/visibility. An example of this includes the bus stops along NJ TRANSIT Route 6 near the Hudson County Municipal Building. Additionally, some bus stops lack shelters, benches, and trash cans, an example of this is the bus stop on Bergen Avenue at Montgomery Street.

Information regarding bus service and schedules is limited, particularly for private carriers and at intermodal transfer locations not operated by NJ TRANSIT. While NJ TRANSIT bus stops include information for My Bus (the “next bus” service NJ TRANSIT uses), private carriers have no such information.

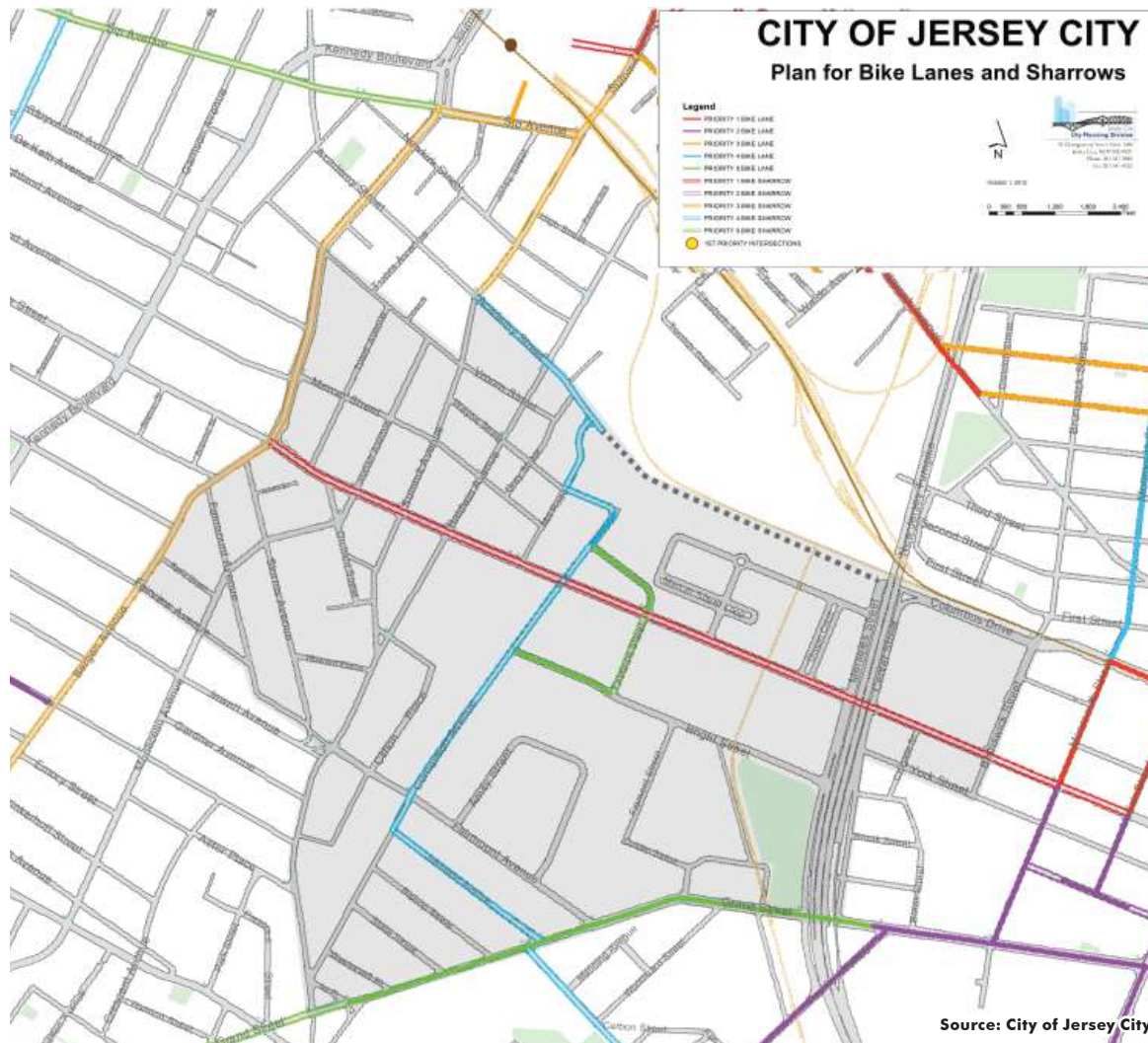
The private carriers also have very limited information on the bus schedules on their website and at major transfer hubs. At major transfer centers, such as Journal Square and Exchange Place, bus information is not current and needs updating. Finally, the private bus system does not accept NJ TRANSIT bus passes, making it difficult for people to travel seamlessly through the area.

PEDESTRIAN AND BICYCLE GAPS

Bicycling and walking are viable transportation options for traveling to work or school or connecting with a transit service particularly since



Montgomery Street near McGinley Square (above) and in front of the Beacon (below)



study area demographics include a young age cohort (the largest study area age cohort is 25 to 34 years old) that tends to be more active. Over 20 percent of the study area residents live and work in Jersey City, numerous bus routes serve the area and the Journal Square Transportation center is about a three quarters of a mile away; and, several schools and workplace destinations are in or proximate to the study area.

Through field observations, outreach meetings, and surveys the lack of bicycle lanes, adequate sidewalks, and other amenities have been identified as transportation needs. There is a general enthusiasm and desire to see the proposed bicycle plan come to fruition to add bike lanes and sharrows to study area streets. While the original bicycle plan was to be implemented in various phases over time, recently available funding has been found that Jersey City is planning on implementing the full bike plan by July of 2014 prior to the opening of the regional bike share program between Jersey City, Hoboken and Weehawken.

The addition of bike lanes and shared lanes should help discourage riders from continuing to use the sidewalk. Associated bicycle racks, bicycle and driver education, and wayfinding for all modes of travel are also needed.

Walking improvements are also needed. While sidewalks are provided in the study area many are congested (particularly during school arrival

and dismissal hours) and in need of widening, repair and regular maintenance. Crosswalks are in need of fresh paint and in some cases higher visibility markings like a ladder crosswalk. Additional countdown pedestrian signal heads are needed at signalized intersections that do not already have them installed. Pedestrian-scale lighting and landscaping along Montgomery Street and near transit stops such as on Florence Street near the County Building will help improve safety and make for a more pleasant walking experience.

TRAFFIC AND SAFETY

Traffic congestion was cited on Montgomery Street and Fairmount Avenue approaching JFK Boulevard and also approaching Bergen Avenue. The congestion in the study area is partially due to double-parking, poor signal coordination, and signal timings that may need to be adjusted due to changing traffic demands. Based on data provided from the Jersey City Engineering Department, over the past 18 months, more than 15 accidents occurred at or near the following intersections:

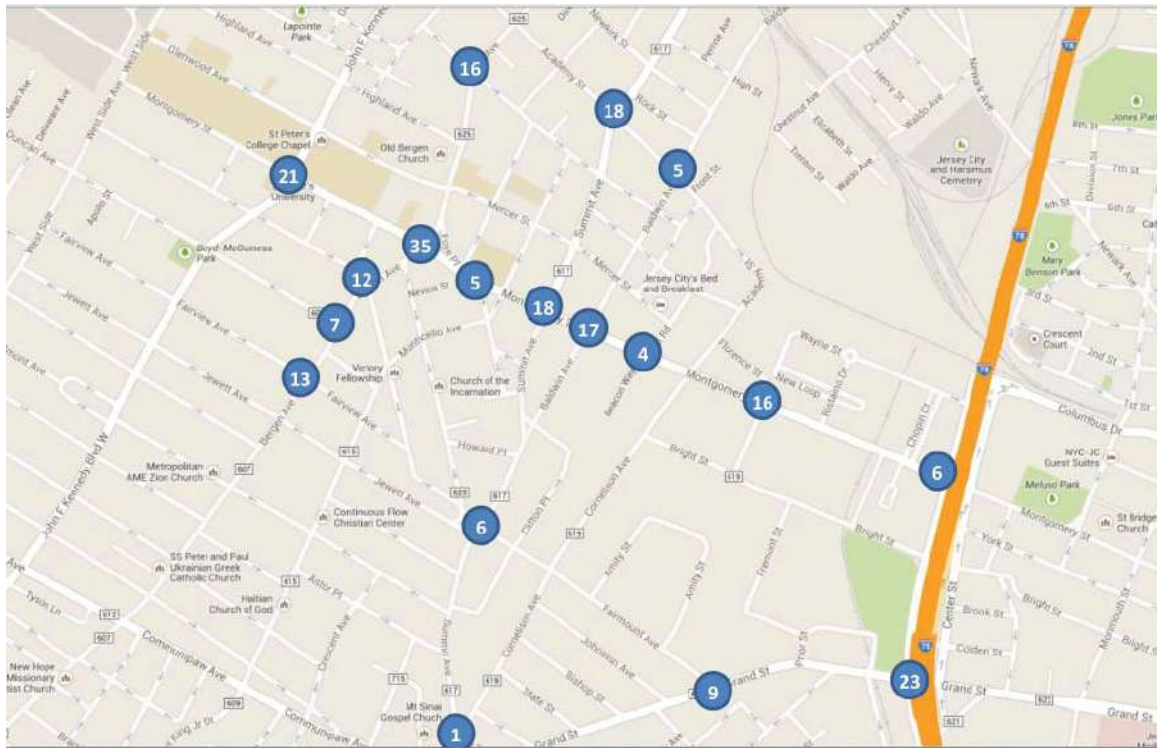
- Montgomery Street & Bergen Avenue (35 accidents)
- Grand Street & Merseles Street (23 accidents)
- Montgomery Street & JFK Boulevard (21 accidents)



Varied sidewalk and crosswalk conditions along Montgomery Street



- Montgomery Street & Summit Avenue (18 accidents)
- Academy Street & Summit Avenue (18 accidents)
- Montgomery Street & Baldwin Avenue (17 accidents)
- Montgomery Street & Florence Street (16 accidents)
- Bergen Avenue & Vroom Street (16 accidents)



Safety is also a concern among users of all modes. Vehicles traveling at high speeds -- particularly on JFK Boulevard, vehicles failing to yield to pedestrians in crosswalks, pedestrians jaywalking, cyclists traveling on sidewalks, were among the concerns identified during the open house event and during previous safety audits that were conducted by NJTPA and Bergen Communities United. Traffic engineering improvements including traffic calming, coupled with a multimodal education program and enforcement are needed to address these concerns.

Number of Accidents in the most recent 18 months (roughly 1/12 through 7/31)

DEMOGRAPHICS BASELINE AND ANALYSIS

To establish a demographics baseline and analyze trends and plan implications, all available plans, studies, and neighborhood projects relevant to the MSMC Study Area and its immediate surroundings were analyzed along with the HUD feedback on MSMC CHOICE Plan. This will enable the Project Team best position their efforts for future implementation funding. Using a combination of quantitative and qualitative techniques, the demographic, employment and commutation trends for the Study Area and surrounding geographies were examined.

Demographic trends (for 2010, 2012 (estimated), and 2017 (projected)) were gathered to comparatively analyze the McGinley Square Montgomery Corridor and surrounding geographies. Estimated and projected socio-economic trends examined included population growth, household income, residential tenure, occupational employment, and age cohort characteristics. The geographic areas were studied to understand the relative growth share, demographic shifts and varied mobility conditions of the Study Area to the rest of the city and the region as a whole. These areas included:

- McGinley Square-Montgomery Corridor Area
- Jersey City
- New York-Northern New Jersey-Long Island Metropolitan Statistical Area (MSA)

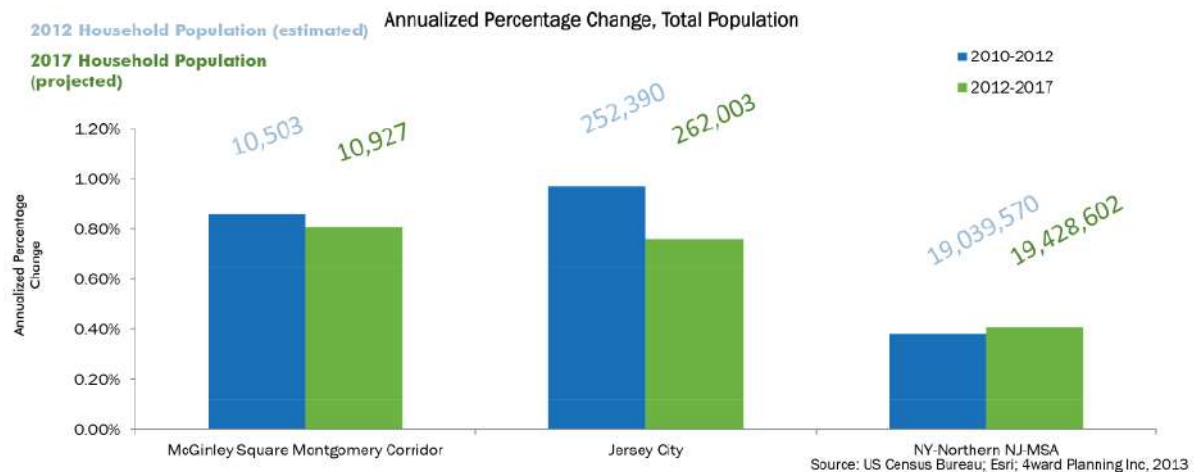
POPULATION GROWTH

Total population in the McGinley Square Montgomery Corridor demonstrated little growth (an average of 0.86 percent per year) over the 2010-2012 time period, while total population is also anticipated to some positive growth (an average of 0.81 percent per year) over the 2012-2017 time period. Jersey City, similarly, exhibited slightly stronger growth (an average of 0.97 percent per year) over the 2010-2012 time period, with little growth (an average of 0.76 percent per year) anticipated through 2017. By contrast, the NY-Northern NJ-Long Island

MSA demonstrated flat growth during both time periods.

RACE

The McGinley Square Montgomery Corridor is characterized by the highest percentage of black and Hispanic populations, relative to Jersey City and the New York MSA. Additionally, the MSMC has the lowest white population percentage (25.6), in comparison to Jersey City (30.8) and the MSA (57.3 percent). All three geographies are projected to exhibit the greatest growth in Asian and multiple races through 2017.



Demographic Trends Study Areas – 2012 Summary

McGinley Square Square Montgomery Corridor



Population: 10,503
 Total Households: 3,888
 Median Age: 34
 Median Household Income: \$29,214
 Percent of Household Incomes > \$75,000: 19%
 Percent Owner-Occupied Housing: 14%

Jersey City



Population: 252,390
 Total Households: 98,263
 Median Age: 34
 Median Household Income: \$47,890
 Percent of Household Incomes > \$75,000: 32%
 Percent Owner-Occupied Housing: 25%

New York- Northern New Jersey- Long Island MSA



Population: 19,039,570
 Total Households: 6,971,363
 Median Age: 38
 Median Household Income: \$60,512
 Percent of Household Incomes > \$75,000: 42%
 Percent Owner-Occupied Housing: 46%

AGE

The largest age cohort within the McGinley Square Montgomery Corridor is Young Workforce and Grads (25-34 years old), a segment of the population that demonstrates relatively high transit ridership rates. Similar to the MSMC, the largest age cohort within Jersey City and the MSA is the Young Workforce and Grads (25-34) population segment.

Over the next four years, the MSMC as well as Jersey City and the MSA are projected to experience the greatest growth in the older empty nesters age cohort (65-74). This group is in the process of down-sizing and looking at alternate options for aging in-place.

Young Workforce Grads and Empty-Nesters are the fast-growing cohorts in the MSMC Study Area & have shown a high propensity for transit ridership & urban living in recent years.

Population Age Trends

McGinley Square Montgomery Corridor

	2010	2012	2017	Percentage Change	
				2010-2012	2012-2017
Total Population	10,325 100.0%	10,503 100.0%	10,927 100.0%	1.7%	4.0%
Pre-School-Age Children	723 7.0%	725 6.9%	754 6.9%	0.3%	4.0%
Grade School-Age Children	1,239 12.0%	1,250 11.9%	1,289 11.8%	0.9%	3.2%
High School and College-Age	1,549 15.0%	1,544 14.7%	1,497 13.7%	-0.3%	-3.0%
Young Workforce and Grads	1,982 19.2%	2,048 19.5%	2,142 19.6%	3.3%	4.6%
Early Stage Families	1,384 13.4%	1,365 13.0%	1,399 12.8%	-1.3%	2.4%
Late Stage Families	1,322 12.8%	1,302 12.4%	1,268 11.6%	-1.5%	-2.7%
Young Empty Nesters	1,012 9.8%	1,071 10.2%	1,158 10.6%	5.9%	8.1%
Older Empty Nesters	671 6.5%	735 7.0%	918 8.4%	9.6%	24.8%
Mostly Retired	444 4.3%	462 4.4%	503 4.6%	4.1%	8.8%
Median age	33years	34years	34years	0.6%	1.5%

Source: US Census Bureau, Esri Community Analyst; 4ward Planning Inc., 2013



MEDIAN HOUSEHOLD INCOME AND POVERTY

Median household income trends indicate that the McGinley Square Montgomery Corridor has a considerably lower median household income relative to Jersey City and the New York MSA. Further, while all three geographies are anticipated to see rises in household income through 2017, the McGinley Square Montgomery Corridor is projected to experience the lowest

gains, in both absolute and percentage terms. However, during the same time period, the MSMC is projected to realize a lower percentage of households earning less than \$75,000 per year and a higher percentage of those earning \$75,000 or more – from 81 and 19 percent to 75 and 25 percent, respectively.

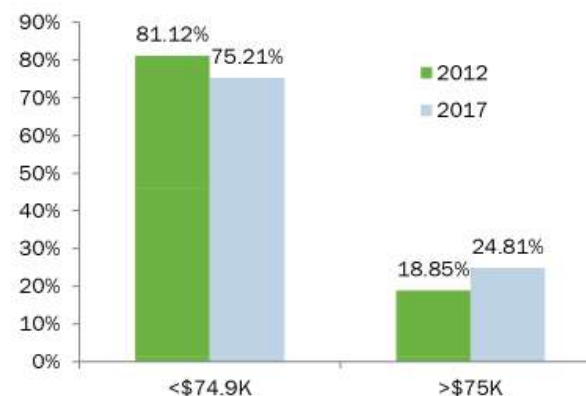
According to the 2013 HUD NOFA, eligible neighborhoods for Choice Neighborhoods

grant funds are those with at least 20 percent of the residents estimated to be in poverty or have extremely low incomes. Consistent with a low median household income, over one of every three households (35.2 percent) within the McGinley Square Montgomery Corridor was below the poverty level in 2009, demonstrating the eligibility for Choice Neighborhoods grant funds.

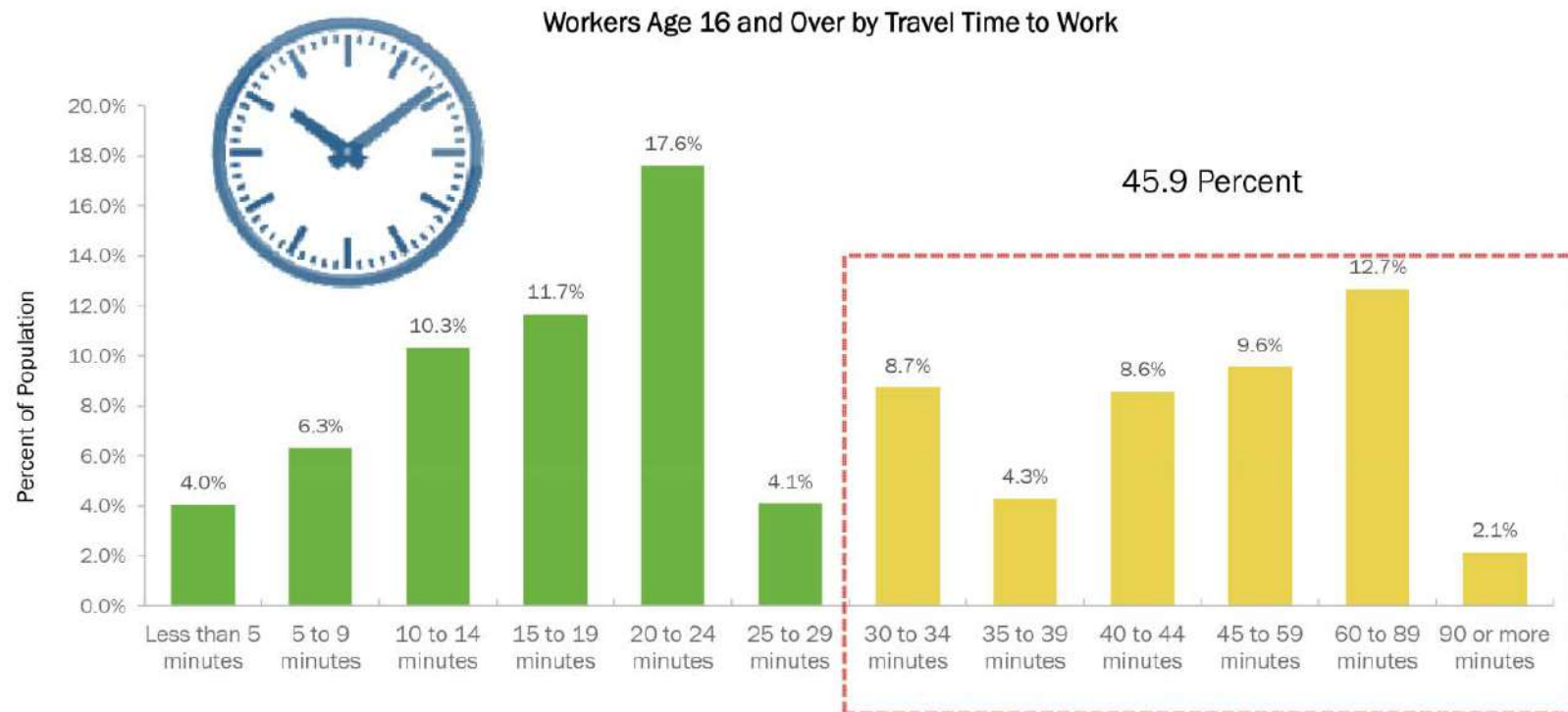
Households by Poverty Status (2009)	Households	Percent of Total
Income in the past 12 months below poverty level	1,326	35.2%
Married-couple family	215	5.7%
Other family - male householder (no wife present)	88	2.3%
Other family - female householder (no husband present)	350	9.3%
Nonfamily household - male householder	196	5.2%
Nonfamily household - female householder	477	12.7%
Income in the past 12 months at or above poverty level	2,439	64.8%
Married-couple family	828	22.0%
Other family - male householder (no wife present)	214	5.7%
Other family - female householder (no husband present)	596	15.8%
Nonfamily household - male householder	555	14.7%
Nonfamily household - female householder	245	6.5%

Sources: US Census Bureau; American Community Survey; 4ward Planning Inc., 2013

Percent of Total Households by Income, MSMC



Sources: US Census Bureau; Esri; 4ward Planning Inc., 2013



Source: American Community Survey; Esri; 4ward Planning Inc., 2013

EMPLOYMENT AND COMMUTING

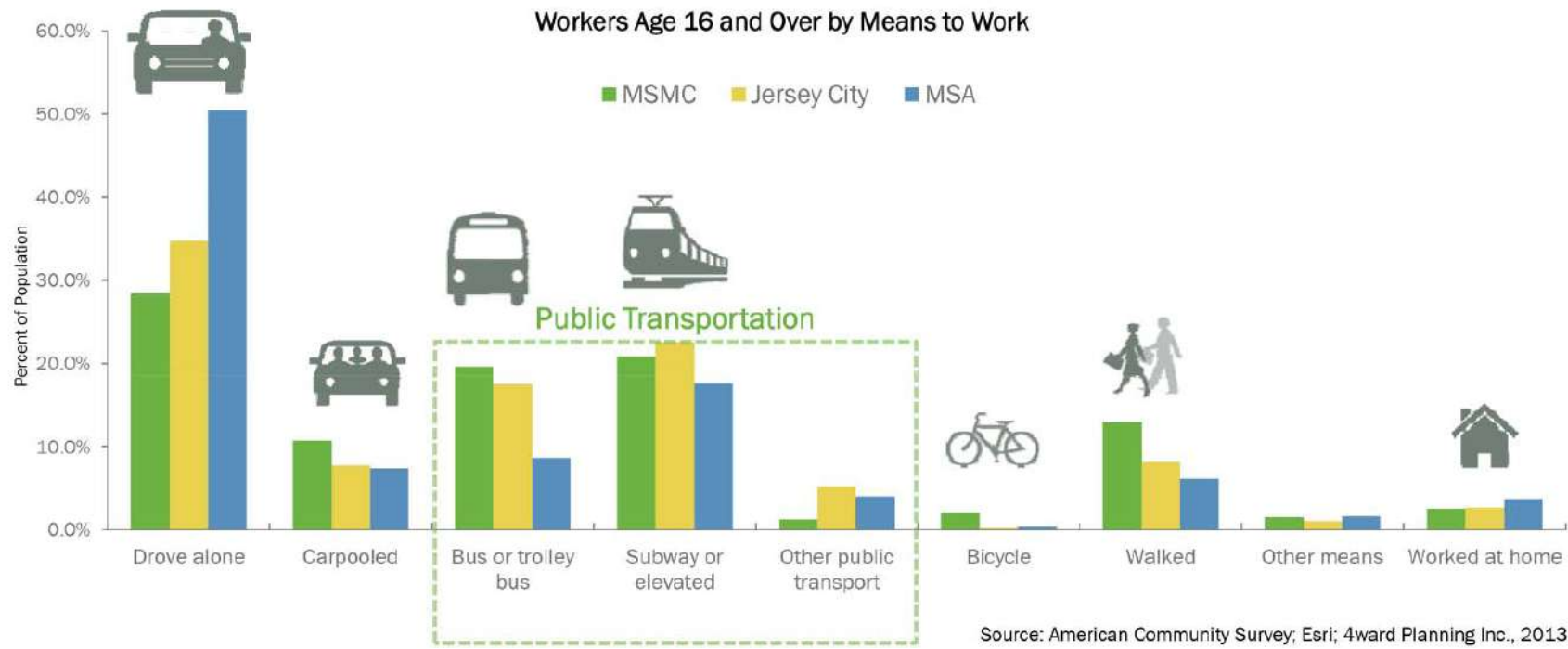
The industry that employs the greatest number of those living within the McGinley Square Montgomery Corridor, by far, is the Health Care and Social Assistance industry, at two out of three employed residents. Additionally, while the MSMC demonstrated post-economic downturn employment growth between 2009 and 2011, it has yet to recover to 2007 job levels, in contrast to Jersey City and the New York MSA.

The primary worker inflow source for the McGinley Square Montgomery Corridor is Jersey City. The McGinley Square Montgomery Corridor has maintained a net job inflow overall for all years examined, although it showed some decline between 2007 and 2011 during the recession.

The percentage of MSMC residents working in

New York City increased considerably over the 2007-2011 time period. New York City is the top work destination for residents within the McGinley Square Montgomery Corridor, at nearly three out of ten workers in 2011, followed by Jersey City, at just over two out of ten residents.

Despite nearly 60 percent of employed McGinley Square Montgomery Corridor residents working



within Hudson County and over 70 percent within 10 miles, over 45 percent spend 30 minutes or greater traveling to work. This pattern suggests a high ridership on transit with an extensive network of service and a diverse set of mobility options. However, with some improved efficiencies in transit access and the road network, commute times may be improved. As a percentage of the population, the McGinley Square Montgomery

Corridor (MSMC) has the lowest amount of workers who drive to work alone, at 28.4 percent. By contrast, over half (50.4 percent) of the the New York-Northern New Jersey-Long Island MSA working population drives to work alone. Jersey City is characterized by the highest percentage of public transportation users (45.3 percent), with MSMC close behind at 41.8 percent.

CRIME

In the 2013 HUD Choice Neighborhoods NOFA, neighborhood eligibility criteria for Choice Neighborhoods grant funds include neighborhoods that are experiencing distress related to high crime. Analysis of violent and property crime levels reveals that the McGinley Square neighborhood experiences significantly higher rates of crime, in comparison to Jersey City, the New York MSA, and the State of New Jersey. In 2011, McGinley Square had a crime rate 43 percent higher than Jersey City, the geography with the second-highest overall crime rate. Further, the McGinley Square neighborhood had a violent crime rate over five times greater than New Jersey during the same time period.

HOUSING

The housing stock within the MSMC and Jersey City is comparatively older than housing stock within the New York MSA, with nearly half of all housing units built before 1940. By contrast, the housing stock of the New York MSA is composed of just under 30 percent of units built before 1940. Jersey City maintains the highest percentage of housing units from 1980 onward, at just over 23 percent.

A higher percentage of housing units are rented relative to owner-occupied units within the MSMC and Jersey City. However, the distribution of owner-occupied and renter-occupied units within the New York MSA is roughly even, with both hovering around the 45 percent range. Housing tenure is expected to continue to hold steady across all geographies through 2017, with largely flat growth among the percentages of both owner-occupied and

Worker Inflow/Outflow, MSMC

Year	 Work Only (Inflow)	 Live and Work	 Live Only (Outflow)	Net Inflow (+) or Outflow (-)
2011	4,222	110	3,629	+593
2009	4,084	100	3,448	+636
2007	4,376	146	3,529	+847

Top Ten Work Destinations for Residents of MSMC

	2007		2009		2011	
New York city, NY	744	20.2%	925	26.1%	1,099	29.4%
Jersey City city, NJ	831	22.6%	644	18.2%	827	22.1%
Newark city, NJ	228	6.2%	188	5.3%	184	4.9%
Secaucus town, NJ	134	3.6%	110	3.1%	116	3.1%
Hoboken city, NJ	67	1.8%	66	1.9%	68	1.8%
Bayonne city, NJ	73	2.0%	37	1.0%	43	1.2%
Elizabeth city, NJ	41	1.1%	34	1.0%	42	1.1%
Hackensack city, NJ	46	1.3%	35	1.0%	33	0.9%
Union City city, NJ	27	0.7%	17	0.5%	33	0.9%
Kearny town, NJ	43	1.2%	37	1.0%	29	0.8%
All Other Locations	1,441	39.2%	1,455	41.0%	1,265	33.8%

Source: US Census Bureau, OnTheMap, 4ward Planning Inc., 2013

renter-occupied units. The MSMC currently maintains a notably low rate of owner-occupied housing, at around 15 percent. An examination of housing vacancy rates reveals that the MSMC exhibits the highest rate of vacancies for all study areas, at 12 percent in 2012.

Both the MSMC and Jersey have experienced vacancy rate declines between 2010 and 2012, a trend that is anticipated to continue through 2017.

TRADITIONALLY DISADVANTAGED POPULATIONS

As these demographics indicate, there are concentrations of Traditionally Disadvantaged Populations throughout the Study Area. These

groups include primarily minority populations and also higher percentages of foreign-born, limited English proficiency, and disabled populations than in all of Jersey City and the larger region.

*Refer to Appendix B: Demographics Baseline Report for further information on overall demographics and to Appendix D: Traditionally Disadvantaged Populations Report for further detail.



Source: US Census Bureau; Esri; 4ward Planning LLC, 2012



PHASE 2: WHERE DO WE WANT TO GO?



COMMUNITY OUTREACH AND EVENTS

The Project Team conducted several input sessions with stakeholder group representatives and individuals who live, work, and traverse the Study Area. These sessions were coordinated with established local resident, neighborhood, and business meetings and events to broaden community participation.

ADVISORY COMMITTEE

At the initial meeting with the Advisory Committee in May, the Project Team facilitated a focus group-style discussion about mobility issues in the Study Area and the Dot-mocracy exercise. The Advisory Committee consists of active members of Jersey City government and agencies, Hudson County officials, and key community-oriented non-profit groups. In addition to giving the Project Team direct feedback, the Advisory Committee is charged with coordinating a grass-root community outreach and involvement process.

BIKE JC WARD TOUR 2013

On June 2, 2013, the Project Team had a booth at the post-race Expo at Exchange Place for the annual Bike JC Ward Tour. The tour is a recreational ride through all the wards of the City. It was a great opportunity to connect with cyclists and address mobility concerns in the study area and around Jersey City. Visitors to the booth signed up for an email distribution list for the MSMC Mobility Project, filled out a short survey form, and participated in the Dot-mocracy exercise.



Focus group participants at discuss mobility issues at the first Advisory Committee meeting



Cyclist participates in Dot-mocracy at post-race Expo at Exchange Place for the Bike JC Ward Tour



Cyclists congregate for the Bike JC Ward Tour



Getting community feedback on the Study Area at the Bike JC Ward Tour



BERGEN COMMUNITIES UNITED

In August, members of the Project Team attended the regular meeting of Bergen Communities United (BCU) executive committee at the Job Bank & Resource Center on Monticello Avenue. Some of the agenda items included discussions on the NJTPA and USEPA walkability audit and the status of improvements on Bergen Avenue and the McGinley Square area. At the conclusion of the meeting committee members participated in a focus group discussion facilitated by the Project Team about mobility in the BCU and MSMC areas.

ENGAGING TRADITIONALLY DISADVANTAGED POPULATIONS

Outreach events were conducted in a variety of locations to maximize opportunities to participate. An informal field survey was used as an opportunity to engage transit riders who may not have attended the Open House. A main segment of this population are residents of JCHA's Montgomery Gardens, which was being decommissioned over the course of this effort. These residents were engaged in the CHOICE Plan process. There is also a large Pakistani and Urdu-speaking neighborhood within the Study Area who the local partners tried to engage through the local mosque, but this group did not participate and was not represented in the outreach feedback.

OPEN HOUSE COMMUNITY MOBILITY WORKSHOP

An evening Open House Community Mobility Workshop was held at the recently-opened Mac Mahon Student Center at St. Peter's University adjacent to the Study Area on July 15, 2013. The event was advertised with flyers, email distribution lists, postings on local websites and FaceBook pages and with a formal Together North Jersey media release through Rutgers University. The meeting was well-attended with a wide variety of stakeholders from the Study Area and surrounding neighborhoods.

At this meeting, the Project Partners and Project Team members provided a general project overview including the project goals, schedule and process to be implemented. Participants were then asked to move around to various stations structured by topic. The Project Team was available at each station to discuss concerns, challenges, and mobility priorities for the Study Area. Workshop attendees were encouraged to provide input on transportation issues and priorities in the form of submitted survey forms, as well as input at the stations which included:

Station 1: Meet & Greet

Participants were signed-in and picked up an index card with a series of colored dots and a survey. They were then asked to review some boards to familiarize themselves with the MSMC Mobility Project Goals, Process, and Study Area map.



Community members participate in Dot-mocracy at the Open House Community Mobility Workshop



Community members document best ideas and feedback for the Study Area at the workshop



MCGINLEY SQUARE - MONTGOMERY CORRIDOR MOBILITY PROJECT

Connecting Neighborhoods with Increased Mobility

GIVE US YOUR IDEAS.
WE NEED YOUR INPUT!

OPEN HOUSE WORKSHOP
5:00 PM - 8:00 PM
MONDAY, JULY 15, 2013

DUNCAN FAMILY SKY ROOM

Mac Mahon Student Center at St. Peter's University
6th Floor
Glenwood Ave Entrance
(b/w JFK Boulevard and Bergen Ave.)
Jersey City, NJ 07304

Parking Lot 1: The Armory Parking Lot located on Montgomery between Tiers and Jordan Avenues.

Transit: NJT #10 bus from Journal Square PATH to Montgomery Street stop on Kennedy Boulevard.



MCGINLEY SQUARE-MONTGOMERY CORRIDOR (MSMC) MOBILITY PROJECT is a constructive dialogue among all of the stakeholders in the McGinley Square area and Montgomery Street Corridor. The objective is to study the necessary transportation, pedestrian and bike access improvements to increase mobility and create a transportation access improvements plan to strengthen the current McGinley Square - Montgomery Corridor CHOICE Neighborhood plan to better position it for implementation funding.



Where do people need to come from and go to?



Where are there pedestrian access and safety issues?



How do we improve transit access and connectivity?



How can we better connect within Jersey City and to the larger region?

www.togethernorthjersey.com



Flyer promoting the Open House Community Mobility Workshop

Station 2: Dot-mocracy: Origins and Destinations
Project Team members discussed with workshop attendees some of the places where they traveled within the Study Area and the larger region. Participants were asked to place a light blue dot to identify where they lived, a dark blue dot to identify where they worked, and green dots to identify places they go (shopping, entertainment, dining, schools, worship, etc.) on the aerial photos. Some of the most common “GO” responses (list from highest number at top) are shown below.

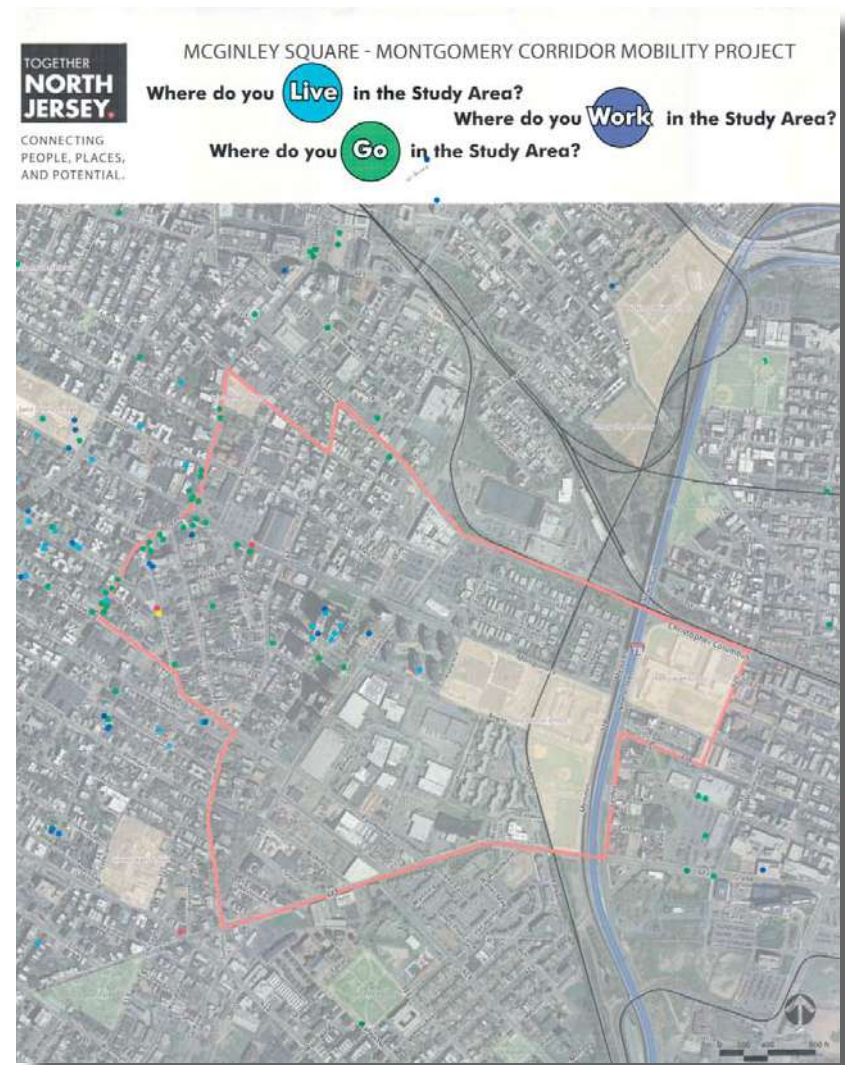
● **Places You Go (Study Area)**

McGinley Square
Bergen Avenue
St. Peters University
Hudson County College

● **Places You Go (Larger Region)**

Journal Square - Journal Square PATH
Newport - Newport Mall
Downtown - Grove Street PATH
Pathmark - Old Colony Square
Newport - ShopRite - Marin Blvd.
NYC - Midtown
Lincoln Park
Liberty State Park
Hudson Mall/Rt. 440 Shopping
Hoboken
NYC - Downtown





Dot-mocracy results from the Open House Community Mobility Workshop

Station 3: Dot-mocracy: Traffic and Safety
Project Team members discussed with workshop attendees some of challenges they had getting around the Study Area by car, on bike, and on foot. Participants were asked to place red dots to identify traffic “hot spots” and yellow dots to identify safety concerns for pedestrians & cyclists on the aerial photo. Some of the most common “HOT SPOT” and “SAFETY” responses (list from highest number at top) are shown below.

Station 4: Improve Transportation Options
At the Transportation Station, participants were asked to give their input and ideas on transportation and transit options in the Study Area, pedestrian & bike accessibility, and connections within the corridors and to areas beyond

Station 5: Give Us Your Best Ideas & Feedback
Participants at the final station were encouraged to place Post-it notes on the large aerial photo with their best ideas and feedback for mobility improvements in the at specific locations on a large aerial photo of the Study Area.

The full results of the workshop are included in Appendix C.



● **Traffic “Hot Spots”**

Montgomery St. & Bergen Ave. (McGinley Sq.)
Montgomery St. at I-78 overpass/ramps
Monticello Ave. & Fairmount Ave.
JFK Boulevard & Montgomery Street
Bergen Ave. & Fairmount Ave.



● **Pedestrian/Bike Safety Concerns**

Montgomery St. & Bergen Ave. (McGinley Sq.)
Montgomery St. (all along)
JFK Boulevard (all along)
I-78 overpasses/ramps
Monticello Ave. & Fairmount Ave.



INFORMAL FIELD SURVEY

An informal survey of transit riders and pedestrians in the study area was conducted during the day on July 31, 2013. Members of the Project Team and NJ TRANSIT interns engaged people on the street to discuss concerns, challenges, and mobility priorities for the Study Area and their general impressions and experience getting around.

A short series of survey questions were used to frame the conversation and input. The team also used the opportunity to make field observations of the roads, sidewalks, and transit usage.

Some of the general feedback and observations included:

- Need for traffic calming & reduction in car speed on Montgomery Street
- Buses seem inconsistent – can wait on one side and see 2 or 3 buses going opposite way before one comes
- McGinley Square is not inviting and there are no bus amenities
- Sections of eastern Montgomery Street are very unpleasant to walk with overgrown sidewalks
- Jaywalking is prevalent around McGinley Square because actual crossings are difficult





The **MCGINLEY SQUARE - MONTGOMERY CORRIDOR MOBILITY PROJECT** is exploring safe and ready access to employment, education, retail, recreation and healthcare opportunities and amenities throughout the McGinley Square Montgomery Corridor Neighborhood.

Q1. How do you typically commute to work or school? (List all modes and order of modes)

- a. Drive alone
- b. Carpool
- c. Dropped off
- d. Bus - Which Route? _____
- e. PATH
- f. Walk Only
- g. Bicycle ①
- h. Ferry
- i. I don't commute to work or school

Q2. On a typical day, where do you typically travel from/to?

Origin Address/Location: Merer/Tvers
 Destination Address/Location: SFK BLVD

Q3. When do you travel (time of day) and how often (times per week)?

Approximate time(s) 5x/week 7:30 am - 3 pm
 Times per week 5

Q4. How could travel (auto, bus, rail, ferry, walking, bicycling) be improved in the study area? (state travel mode and suggested improvement – feel free to list multiple suggestions)

bike lanes
light rail expansion
feel like it's in
way of traffic

www.togethernorthjersey.com



Short interview form used during the field survey work

Project Team conducting informal survey



PHASE 3: HOW DO WE GET THERE?



MOBILITY RECOMMENDATIONS - OVERVIEW

In order to improve transit, redevelopment, and economic development, and to encourage pedestrian and bicycle use and safety, the communities in the study area need to take a series of short and long-term actions. The following section indicates these planning and implementation actions developed during the evolution of this and other planning initiatives over the last several years.

The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Hudson County and the State of New Jersey. These actions are outlined on the following pages and in the Planning and Implementation Agenda in the Appendix.

A prototype design concept for the Montgomery Street and Florence Street intersection is provided at the end of this section. The concept illustrates and tests many of the recommended mobility improvements and design ideas.

BENEFITS TO TRADITIONALLY DISADVANTAGED POPULATIONS

The recommendations in this study will have real benefit to the traditionally disadvantaged populations. Improving the transit amenities and reliability will, in particular, help to give greater access to goods, services, jobs and regional transportation to these neighborhoods. Creating a safer and more pedestrian and bike-friendly Montgomery Street will help to reinforce one of the City's key east-west connectors and improve access to Downtown and the Waterfront.

ON-GOING STUDIES AND PROJECTS MOVED TO IMPLEMENTATION

A number of problem areas and concerns that were identified during the initial phases of this project, were also identified during prior planning efforts in the Study Area, and which dovetail with the CHOICE Neighborhood Plan, have advanced beyond the planning stage. Fortunately, some funding sources have been identified so several projects have moved to implementation.

McGinley Square intersection improvements

A significant outcome of the McGinley Square walkability workshops is the planned intersection improvements. In September 2013, the NJTPA Board approved a grant award for Jersey City for intersection improvements (pedestrian countdown signals, high visibility crosswalks, sign upgrades, pavement markings) through their Local Safety Program. Some of the easier, near-term recommendations from the walkability study related to maintenance have been addressed (e.g., removal of random tree stump on Bergen Avenue, reinstallation of loose pavers). The intersections where improvements have been funded include:

- Bergen Avenue & Fairmount Avenue
- Bergen Avenue & Storms Avenue
- Montgomery Street & Tuers Avenue
- Montgomery Street & Orchard Street
- Orchard Street & Montgomery Avenue

Traffic Signal Improvements at JFK Boulevard and Montgomery Street

The Hudson County Engineers office is planning

to upgrade the traffic signal at JFK Boulevard and Montgomery Street. The new upgraded signal will include countdown signal heads for pedestrians.

Jersey City Bicycle Master Plan

Originally, the Bicycle Master Plan was going to be implemented in phases as funding was available but the City recently identified funding and will be moving forward with the striping of bike lanes and sharrows on all phases of the Bicycle Plan.

Jersey City/Hoboken Regional Bike Share Program

In December, 2013 it was announced that the three cities are partnering on a Regional Bike Share initiative that will see a minimum of 650 bikes placed in strategic locations throughout the three Hudson County municipalities. The program is being designed so it could be further expanded into additional municipalities.

As part of the initiative, the three municipalities as one entity will issue an Request for Proposals (RFP) for a vendor to install solar-powered bike share hubs. In Jersey City, a minimum of 300

bikes will be installed in 30 locations throughout the city. According to the RFP, the bike share system should utilize technology that would allow a user to release a bicycle from a station in one municipality and return it to a station in one of the other two cities.

The system will allow users to register online or using a smartphone app (iOS, Android), submit payment data and execute a user agreement. A walk-up user would also be able to rent bicycles directly at the stations, including submitting credit cards and registering and executing a user agreement. Each bike will be equipped with a GPS and user data will be logged continually. Analysis of this data will allow the municipalities to adjust according to user needs.

As compensation for providing the three municipalities with the services of the bike share system, the vendor will collect membership/user fees, advertising and sponsorship revenues and other revenue sources, as approved by the municipalities. There will be a variety of membership levels to make the program accessible to all residents.

Street Smart NJ

StreetSmartNJ (<http://beststreetsmartnj.org>) is a public education, awareness and behavioral change campaign being piloted in five New Jersey communities – Hackettstown, Jersey City, Long Beach Island, Newark, and Woodbridge. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian and bicyclist safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and supported by federal and state funds, with funding/in-kind contributions from local partners. The Street Smart NJ pilot campaign was scheduled to run for approximately four weeks in the late fall of 2013 (Hackettstown, Jersey City, Newark, Woodbridge) and in early summer of 2014 (Long Beach Island).

TRANSIT RECOMMENDATIONS

Several recommendations have been identified to improve the bus customer experience. The recommendations are based on feedback obtained during the various project outreach activities and after conversations with NJ Transit Staff regarding the feasibility of each recommendation.

IMPROVE BUS STOPS AND BUS INFORMATION

Many current bus riders and potential bus riders complained about the lack of bus service information and the lack of bus shelters and amenities in the study area. Improvements should be explored with all parties to better integrate customer information/amenities between public and private carriers.

It is also recommended that working in conjunction with NJ TRANSIT, the City can develop a bus shelter program that includes upgraded shelters and ad revenue opportunities, schedule and route information. If space is available the City can also work with NJ TRANSIT to identify locations for bicycle racks to improve intermodal connectivity and NJ TRANSIT can provide bicycle racks. Key locations for bus shelters would include:

- McGinley Square
- Montgomery Street & Beacon Way/Mill Road
- Montgomery Street & Florence Street

- Montgomery Street at Ferris High School/Meluso Park

NJ TRANSIT's "MyBus" program allows riders to text a number to get the schedule for the next buses coming to that stop. All stops should have clear signage for this technology. The next generation of MyBus will upgrade to a real-time scheduling as technology is rolled out.

ENFORCEMENT OF BUS STOP AND PARKING REGULATIONS

The Project team observed buses blocked by parked or waiting cars and my bus riders complained about bus bunching where several buses arrive at the same time possibly because of delays at bus stops. Better enforcement is needed to keep bus stops clear of parked vehicles.

JOURNAL SQUARE TRANSPORTATION CENTER (JSTC)

Although Journal Square is outside the study area, there are some improvements that could be made there that would improve the customer experience of study area riders since most study area buses also stop at Journal Square.

- Improved signage is needed at JSTC to direct passengers to the correct platform and to provide route and schedule information.
- Enforce jitney and van layover regulations.

Jitneys and vans parked outside JSTC block the flow of buses. Enforcement of parking and layover regulations around the station would help improve bus operations.

MCGINLEY SQUARE HUB

McGinley Square is truly a multimodal hub with autos, pedestrians, bikes, and buses utilizing that area. Traffic, bicycle and pedestrian improvements are already in the pipeline but there are some bus improvements that could be made to further create a complete streets environment for McGinley Square.

- Relocate Bus stop -- Move stop in EB direction to far side of Bergen Street to improve transfers.
- Bus Information and Amenities -- Include bus information/shelters/benches at McGinley Square to improve bus ridership.
- Transit Signal Priority (TSP) -- TSP is the application of subtle changes to traffic light timing in order to assist the passage of transit vehicles. An active TSP system is recommended where signal priority occurs dynamically and is triggered as the system detects the approach of a transit vehicle. Install dedicated left turn signal (or TSP enabled signal) to assist buses in turning left from Montgomery Street to Bergen Avenue.



Bus Amenities around stops with dedicated pull-off lane

- Develop a strategy to consolidate stops in McGinley Square area
- Upgrade McGinley Square signal with TSP or a 4-5 second leading left-turn arrow
- Explore mid-block bus stop on Montgomery St. between Cornelison Ave. and Florence St.
- Improve signage for bus service at Journal Square Transportation Center
- Explore off-street van and jitney staging at Journal Square Transportation Center
- Install MyBus signage at all stops and upgrade to real-time scheduling as technology is rolled out
- Improve intermodal connectivity at select locations (bike racks at bus stations, bike racks on buses)
- Better enforcement of bus stop and parking regulations
- Develop bus shelter program including upgraded shelters and ad revenue
- Integrate with car share programs
- Long-term study of bringing alternate mass transit modes to the Study Area

TRAFFIC CALMING & PEDESTRIAN SAFETY RECOMMENDATIONS

SAFETY STUDIES AND ENFORCEMENT

Several high crash locations have been identified including five intersections along Montgomery Street with 15 or more crashes in the last 18 months. Funding should be sought for a safety study along this corridor to identify safety improvements, signal timing changes and places where additional enforcement is needed. The study should be accompanied with a design for traffic calming and/or a road diet for Montgomery Street.

The Federal Highway Authority (FHWA) has identified New Jersey as a pedestrian safety focus state and funding for safety studies and improvements may be available through the Highway Safety Improvement Program (HSIP). The HSIP is a core Federal aid program with the purpose of achieving a significant reduction in fatalities and serious injuries on all public roads.

COMPLETE STREETS IMPLEMENTATION

City ordinances should be modified to incorporate actions that support the Complete Streets policy adopted by the City. For example to further encourage walking and bicycle usage, the city ordinance could be modified to require that the site plans for all new developments include more pedestrian, bike and transit amenities/facilities.

SIDEWALK MAINTENANCE

A neighborhood sidewalk maintenance program should be established in conjunction with a local community group or college-based community service organization like Saint Peters University, with support and participation from local business owners. The community group could organize periodic neighborhood clean-up days where members could pick up litter and do weeding along sidewalks. During the course of the clean-up the location of sidewalks in need of repair could be logged and submitted to the Jersey City Public Works Department. The group could also consider enrolling in the Jersey City “adopt-a-lot” community gardening program.

UPGRADED CROSSWALKS AND PEDESTRIAN SIGNALIZATION

Several intersections near McGinley Square are already slated for intersection improvements. These improvements should be carried through to the remaining signalized intersections in the study area for consistency and neighborhood cohesiveness.

LIGHTING AND BEAUTIFICATION OF CORNELISON TUNNEL UNDERPASS

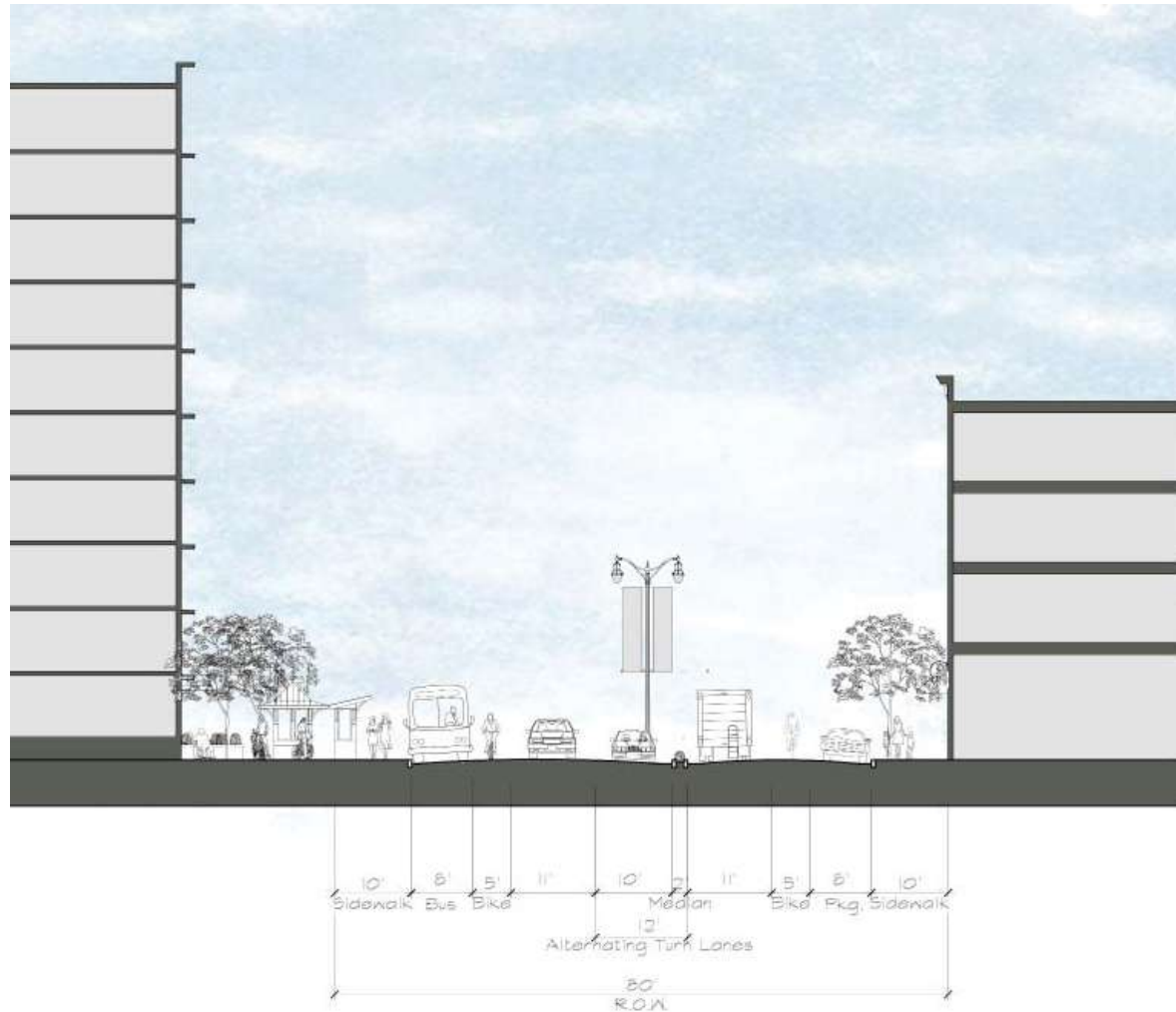
The Cornelison Tunnel underpass was identified as a place where people felt unsafe walking and at night or in low light conditions since the underpass is dark and shadowy. Improved lighting

- Convert Complete Streets policy into standards in City Ordinances
- Sidewalk Maintenance program including partnerships with local community groups
- Upgraded Crosswalks and Pedestrian Signalization at key nodes in the Study Area
- Lighting and beautification of Cornelison Tunnel Underpass
- Security Camera System (tied to existing CC monitoring in the City)
- Safety Studies at High Crash Locations
- Study road diet and traffic calming options for Montgomery Street

with plantings (that are maintained regularly by a neighborhood or community organization and community art could improve walking conditions and provide a sense of safety. Adding cameras that are tied into the existing closed-circuit monitoring in the City.



Upgraded Crosswalks and Pedestrian Signalization at key nodes in the Study Area



Conceptual road diet and traffic calming options for Montgomery Street. Exact configurations and design parameters will require further study along with detailed traffic analysis.

BICYCLE RECOMMENDATIONS

Bicycling is a good alternative to driving and/or walking and should be encouraged. A number of proactive bicycle plans are currently being implemented, including new bicycle lanes and sharrows and a bike share program. Close coordination should be maintained between project sponsors and both programs to ensure that appropriate bicycle amenities are included in the study area.

BIKE RACKS, LOCKERS, AND STORAGE

Safe and secure bicycle parking can help encourage more travelers to bike to their destination in place of driving. Bike stations and bike racks both for private use and bike share should be considered at bus stops and other study area destinations, including:

- Montgomery Gardens
- McGinley Square
- Saint Peter's University
- Hudson County Administration building
- Hudson County Vo-Tech
- James J. Ferris High School/Meluso Park
- Bergen Street & Monticello Avenue
- Ballfields at Merseles Street
- Booker T. Washington Homes/Schomburg Charter School

BIKE WAYFINDING

In conjunction with the signage study wayfinding program described earlier in this section, better bicycle wayfinding signage is needed to implement City's Bike Plan. This would include coordinating and providing better wayfinding to the trails and systems in and around the Study Area including:

- Liberty-Water Gap Trail/East Coast Greenway
- Hudson River Waterfront Walkway
- Morris Canal Greenway

ACADEMY STREET GREENWAY

As a longer term project, further study should be conducted to develop the Academy Street

Greenway Trail as an off-road connector.

Academy Street is a paper street right-of-way that runs along the south side of the PATH embankment between Merseles Street and Cornelison Street. It would connect the end of Christopher Columbus Drive with Academy Street near the Hudson County Administration building.

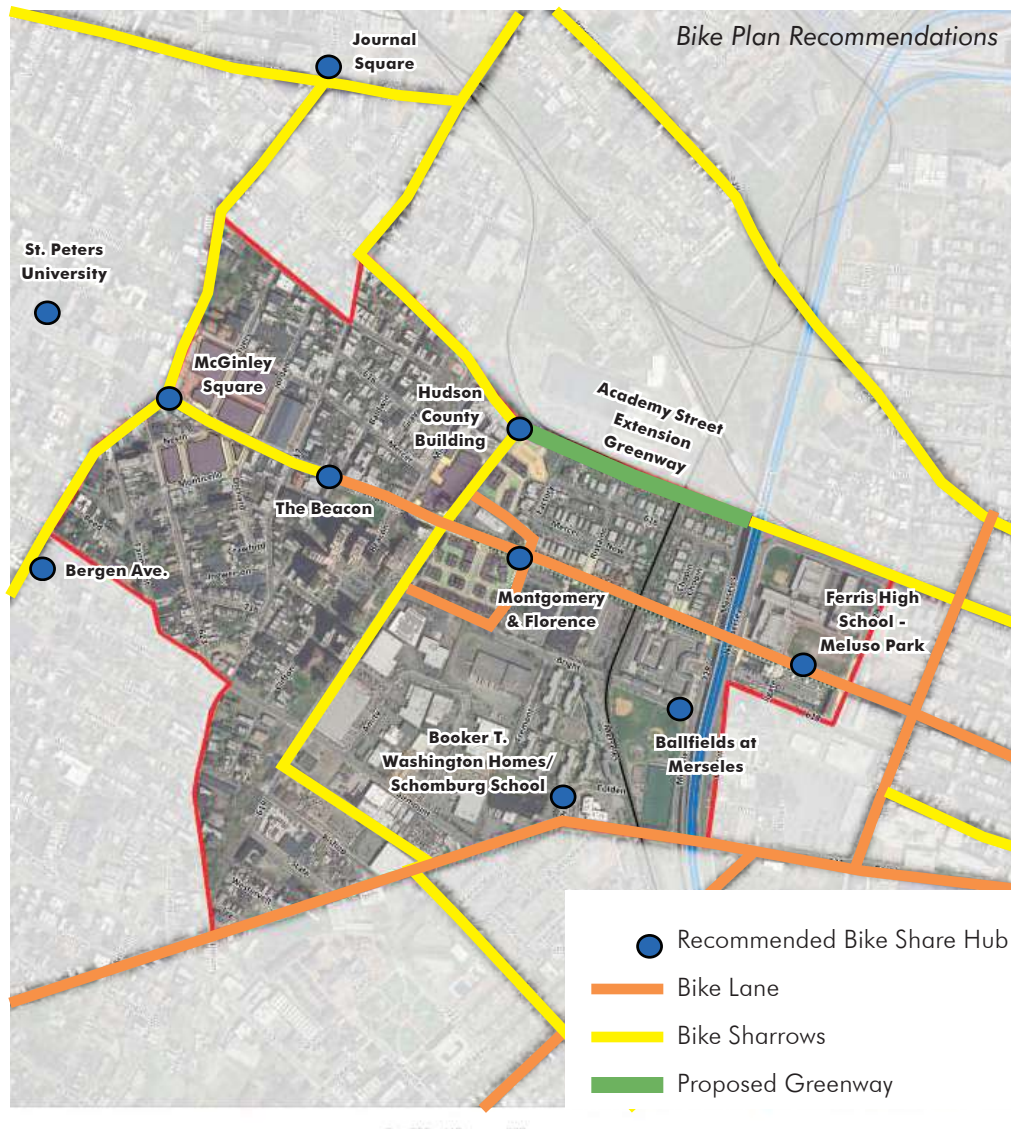
This right-of-way could become an off-road greenway with a multi-use bike/walking/skating path. In addition to being a connector for the neighborhood, this space could be utilized as a linear park with seating areas, community gardens, and public art. The space could also be a location for green infrastructure, such as rain gardens, to assist with stormwater mitigation in the area.



Wayfinding Example



Study Area should include locations for Bike Share



- Implement City's Bike Plan - Add Lanes and Sharrows
- Add Bike Racks, Lockers, and Storage
- Coordination with Bike Share Program
- Create Better Wayfinding to Liberty-Water Gap Trail/ East Coast Greenway, Hudson River Waterfront Walkway, Morris Canal Greenway
- Develop Academy Street Greenway Trail as Off-Road Connector



Develop Academy Street Greenway Trail as Off-Road Connector

STREETSCAPE & URBAN DESIGN RECOMMENDATIONS

MULTI MODAL SIGNAGE INVENTORY AND WAYFINDING PLAN

In the prior planning work and during the public outreach for this project, many participants complained of either the lack of wayfinding signage for a particular mode or signage clutter. Implementation of a comprehensive wayfinding signage system for drivers, pedestrians, and bicyclists is recommended, but first a signage inventory study of the corridor should be conducted to identify existing signs, their locations and visibility to people using various modes, and their intended purpose (regulatory, wayfinding, informational, etc.). Using the collected data, a signage plan can be developed along with signage standards to reduce signage clutter and improve wayfinding and information. A branded wayfinding system would increase awareness of various destination points in the study area such as transportation options, Saint Peter's College, McGinley Square, the Armory, etc., and provide more neighborhood cohesiveness.

ACCESSORY DWELLING UNIT PLAN

One of the key impediments to pedestrian safety along Montgomery Street is the lack of building frontage along the entire length of the corridor. The area between Florence Street and the highway overpass is particularly challenged due to the number of properties that back out toward Montgomery with tall privacy fences. As a result there is no "ownership" of that section of the right

of way and a general lack of "eyes on the street" security. One opportunity to explore further is the creation of an accessory dwelling unit policy that would encourage property owners to build legal accessory units on their property that would have frontage and/or windows facing Montgomery Street. These could be new small accessory structures or they could allow property owners to build on top of garages and other structures that serve the primary use of the property. Accessory units provide an additional form of affordability for tenants and also help the owners offset their own housing costs with additional revenue. A policy promoting this would help to bring in more legal, code-conforming units and allow the City to keep an inventory. A similar approach could be used along the proposed Academy Street Greenway Extension and other places in the City where properties back to public rights-of-way.

"STOOP"-SCAPE PLAN AND MONTGOMERY STREET GREENING

Another challenge to the pedestrian realm in the section of Montgomery from Florence Street under the highway to Brunswick Street is the harsh streetscape condition. This section, particularly on the southern side of the street, is characterized by a lack of street trees, planting strips, streetscape amenities, and have buildings that have few windows or projecting elements (stoops, porches, bays, balconies, etc.) that help to make the sidewalks feel more pleasant to walk along

and safer. Once one crosses Brunswick Street, the sidewalk condition changes dramatically and pedestrians feel much safer and more connected to Downtown.

Additional street trees and green infrastructure, including planting strips and other means to soften and reduce the amount of pavement will help to improve the sidewalks. Design guidelines to help buildings provide a minimum level of design that reinforces "eyes on the street" security and pedestrian scale should be explored to improve frontage conditions.



Add Green Infrastructure Streetscape Elements



“Stoop-Scape” Plan for Lower Montgomery could include additional landscaping and green infrastructure for environmental and aesthetic benefit

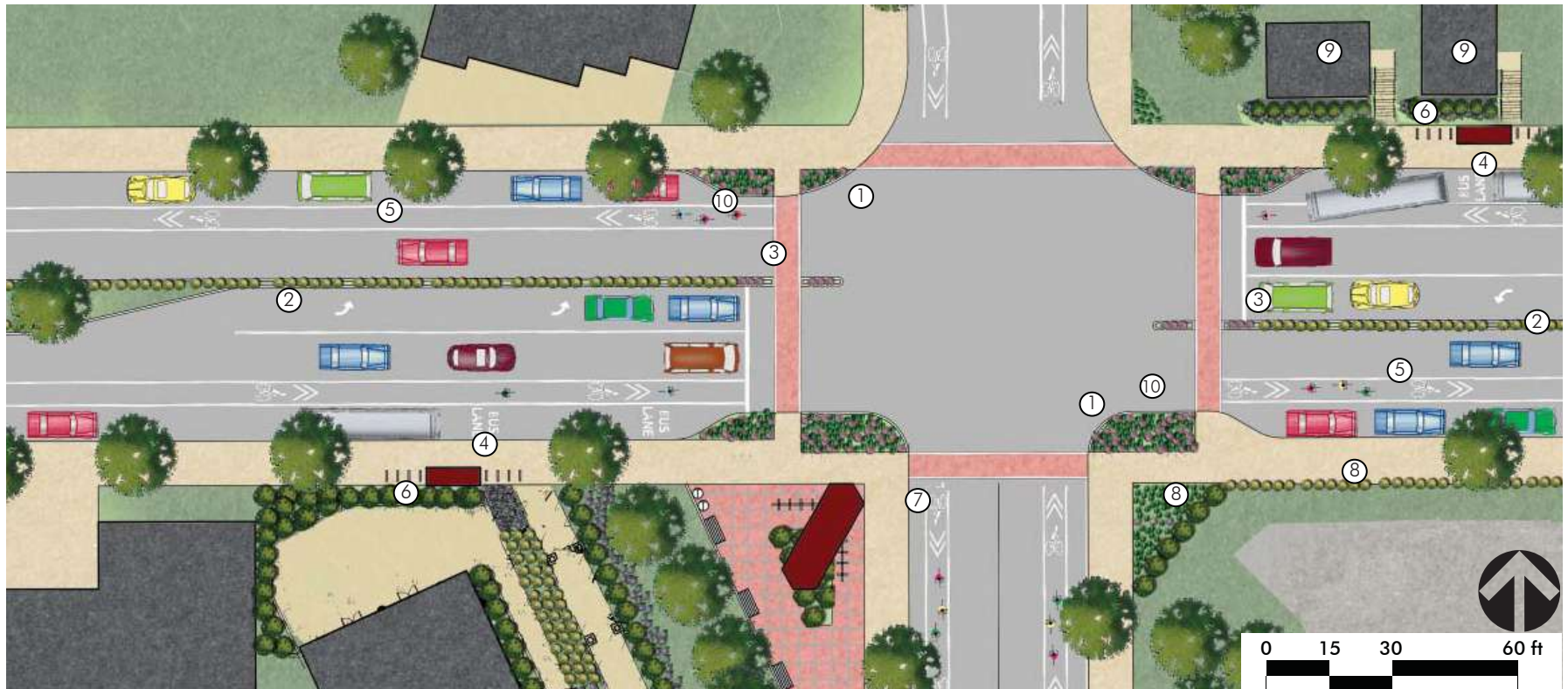
- Signage Inventory, Signs Standards, & Multimodal Wayfinding Improvements
- Install pedestrian-scale lighting
- Road Diet/Traffic Calming for Montgomery St. (Beacon Way to Brunswick Street)
- Academy Street Extension Greenway
- Accessory Dwelling Unit Plan - “Eyes on the Street”
- “Stoop-Scape” Plan for Lower Montgomery St.
- Add Green Infrastructure Streetscape Elements



New buildings and accessory units should provide “Eyes on the Street” for security

MONTGOMERY & FLORENCE: A PROTOTYPE STUDY

- | | | |
|--|--|--|
| ① Curb Bumpouts with Upgraded Crosswalks and Pedestrian Signalization | ④ New Bus Shelters and Designated Bus Pull-off lanes | ⑧ Plantings along Hudson Vo-Tech fence to soften streetscape |
| ② Center Median to prevent jaywalking & tie to Montgomery streetscape Downtown | ⑤ City's Bike Plan - Add Lanes to Montgomery Street | ⑨ Infill Accessory Dwelling Units with "Eyes on the Street" |
| ③ Pedestrian Shelter Islands at Median | ⑥ Bike Racks & Lockers | ⑩ Green Infrastructure Streetscape Elements |
| | ⑦ Kiosk for Bike Share & community information | |





Montgomery Street at Florence Street - looking West



Overall Vision for Montgomery Street

PLANNING IMPLEMENTATION AGENDA SUMMARY TABLE

	Short Term 3-6 Months	Medium Term 6-18 Months	Long Term 18-36 Months
Traffic Calming and Pedestrian Safety Improvements			
Convert Complete Streets policy into City Ordinance	●		
Sidewalk Maintenance	●		
Upgraded Crosswalks and Pedestrian Signalization		●	
Conduct Safety Studies at High Crash Locations		●	
Transit Experience Improvements			
Relocate bus stops to improve operations and customer experience		●	
Improve signage for bus service at Journal Square Transportation Center	●		
Coordinated fare collection, bus information and technologies			●
Better enforcement of bus stop regulations	●		
Traffic signal priority technology at select locations to improve reliability and operations			●
Bus shelter program		●	
Integrate with car share programs		●	
Bicycle Improvements			
Implement City's Bike Plan - add lanes and sharrows	●		
Bike racks, lockers and storage		●	
Bike share program		●	
Better wayfinding to regional trails and greenways		●	
Streetscape Design and Urban Design Improvements			
Wayfinding signage improvements	●		
Install pedestrian-scale lighting & street furniture		●	
Road diet/traffic calming for Montgomery (Beacon to Brunswick)			●
Academy Street Extension Greenway			●
Accessory dwelling unit plan - "Eyes on the Street"			●
"Stoop-Scape" plan for Lower Montgomery		●	

The full Planning Implementation

Agenda with detailed steps, potential funding and partners can be found in Appendix A

McGinley Square - Montgomery Corridor Mobility Project

Planning and Implementation Agenda

Sep-14

In order to make mobility improvements for the McGinley Square-Montgomery Corridor stakeholders need to take a series of short and long-term actions. The following agenda indicates these planning and implementation actions developed during the evolution of this and other planning initiatives over the last several years. The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Hudson County and the State of New Jersey. These actions are illustrated in the Planning and Implementation Agenda.

Traffic Calming and Pedestrian Safety Improvements				
Program/Improvement/Activity	Local Effort & Process Steps	Target Date	Possible Funding Sources	Stakeholders & State/County Assistance
Convert Complete Streets policy into City Ordinance	1. Work with Engineering and City Planning to convert the Complete Streets policy into a City Ordinance similar to the Model Local Ordinance for Complete Streets developed by the National Policy \$ Legal Analysis Network to Prevent Childhood Obesity (http://changelabsolutions.org/publications/laws-resolutions-cs)	Short Term 3-6 Months	NJDOT CTPA program	City Council
	2. Consider developing additional local ordinances to support Complete Streets like minimum sidewalk widths, bicycle parking, and pedestrian scale lighting, for new developments, etc.			Jersey City Division of City Planning
				Jersey City Division of Engineering, Traffic & Transportation
				NJDOT
				Hudson County TMA
				Jersey City Police Department
Sidewalk Maintenance	1. Review existing sidewalk maintenance program	Short Term 3-6 Months	Local Funds/In-kind Staff NHTSA Section 402 Safety Funds	Jersey City Department of Public Works
	2. If needed, develop a program for regular/routine maintenance and for as-needed repairs.			Bergen Communities United
	3. Consider adding "Sidewalk Repair needed" to the Jersey City website "Make a Service Request" page			
	4. Work with community groups like Bergen Communities United and school groups from St. Peters University and local high schools to conduct regular litter patrol and gardening/landscaping service projects in the study area.			McGinley Square Project
Upgraded Crosswalks and Pedestrian Signalization	1. Extend the McGinley Square Intersection improvements by designing similar improvements for other study area intersections to improve safety.	Medium Term 6-18 Months	NJDOT Transportation Enhancements Program, NHTSA Section 402 Safety Funds NJTPA Subregional Program NHTSA Pedestrian Safety Grant NJDOT's Safe Routes to School Program NJDOT's Safe Routes to Transit Program	Jersey City Division of City Planning
	2. Obtain funding and construct the designed improvements			Jersey City Division of Engineering, Traffic & Transportation
				NJDOT
				NJTPA
Conduct Safety Studies at High Crash Locations	1. Conduct a study to identify safety-related recommendations at high crash locations	Medium Term 6-18 Months	NJTPA Subregional Program NHTSA Pedestrian Safety Grant, NHTSA Section 402 Safety Funds NJDOT's Safe Routes to School Program NJDOT's Safe Routes to Transit Program	Jersey City Division of City Planning
	2. Obtain funding and construct the recommended improvements			Jersey City Division of Engineering, Traffic & Transportation
				NJTPA
				NJDOT
Transit Experience Improvements				
Activity	Local Effort & Process Steps	Target Date	Possible Funding Sources	Stakeholders & State/County Assistance
Relocate bus stops to improve operations and customer experience	1. Obtain official approval from NJ Transit to relocate the Montgomery Street bus stop in EB direction to far side of Bergen Street to improve transfers.	Medium Term 6-18 Months	Local Funds/In-kind Staff	NJ TRANSIT,
	2.Obtain approval from the City Council to relocate the bus stop		NJ Transit	City Council
	3. Move bus signage and shelters			
	4. Install MyBus signage at all stops and upgrade to real-time scheduling as technology is rolled out			
Improve signage for bus service at Journal Square Transportation Center	1. Conduct a study of bus service signage at the Journal Square Transportation Center and develop recommendations for improvements.	Short Term 3-6 Months	Port Authority funding sources	Port Authority of NY & NJ
	2. Implement signage improvement recommendations			NJ Transit
				Jersey City Division of City Planning
				Jersey City Division of Engineering, Traffic & Transportation

Coordinated fare collection, bus information and technologies between public and private services	1. Conduct a study for NJ Transit to examine coordinated fare collection and bus information technologies between NJ Transit and private bus companies	Long Term 18-36 Months	NJTPA Subregional Program	NJ Transit
	2. Implement study recommendations		NJ Transit	Private Bus Operators
Better enforcement of bus stop regulations	1. Establish weekly police details to enforce no parking regulations at study area bus stops and around the Journal Square Transportation Center	Short Term 3-6 Months	Local Funds/In-kind Staff	Jersey City Police Department
Traffic signal priority technology at select locations to improve reliability and operations	1. Redesign the signal timing plan at the intersection of Montgomery Street and Bergen Avenue to Install dedicated left turn signal (or TSP enabled signal) to assist buses in turning left from Montgomery Street to Bergen Avenue	Long Term 18-36 Months	Local Funds/In-kind Staff	Jersey City Division of City Planning
	2. Install the new signal timing plan and associated bus technology			
Bus Shelter Program	1. Explore a public-private partnership between Jersey City and regional and national advertising firms to sponsor new bus shelters at stops in the study area	Medium Term 6-18 Months	Public-private partnership	Public-private partnership with regional and national advertising firms
				NJ TRANSIT
				Jersey City Department of Public Works
				Local Arts Groups and Councils
				Private bus operators Jersey City Division of Engineering, Traffic & Transportation
Integrate with car share programs	1. Conduct feasibility study to determine appropriate locations and modal mix	Medium Term 6-18 Months		City Council
	2. Negotiation for property use (leasing, deed restrictions, easements, permanent sale), if needed			Public-private partnership with car share programs
	3. Create oversight group and a consistent rate structure			Jersey City Police Department
				Jersey City Division of Engineering, Traffic & Transportation
Bicycle Improvements				
Activity	Local Effort & Process Steps	Target Date	Possible Funding Sources	Stakeholders & State/County Assistance
Implement City's Bike Plan - Add Lanes and Sharrows	1. Install bike lanes and sharrows	Short Term 3-6 Months	NJDOT Bikeway Grant program NJDOT Transportation Enhancements Program NJTPA Subregional Program	Jersey City Division of Engineering
				JerseyCity Department of Public Works
				Bike JC
				Jersey City Division of City Planning
Bike Racks, Lockers and Storage	1. Install Bike racks, lockers and storage at various study area locations including at Montgomery Gardens, McGinley Square, Saint Peters College, Hudson County Administration Building, Hudson County Vo-Tech, James J. Ferris High School, and along Monticello Avenue	Medium Term 6-18 Months	Public/Private Partnerships through the Jersey City Bike Rack sponsorship program	Jersey City Division of Engineering
				Jersey City Department of Public Works
				Bike JC, Hudson TMA
				Study Area property owners and developers
Bike Share Program	1. In conjunction with the Hudson County Bike Share Study, identify locations for bike stations like the corner of Montgomery Street and Florence Street, McGinley Square, etc.	Medium Term 6-18 Months		Jersey City Division of City Planning
	2. Install bike share stations			Jersey City Division of Engineering, Traffic & Transportation
	3. Coordinate with NJ Transit and private bus operators to install bicycle racks on the buses serving the study area			Jersey City Department of Public Works
				Hudson County TMA; NJ Transit; Private bus operators; Bike JC
Better Way finding to Liberty-Water Gap Trail/East Coast Greenway, Hudson River Waterfront Walkway , Morris Canal Greenway	1. Review way finding for the various trails and greenways and identify locations where signage is missing or in need of repair.	Medium Term 6-18 Months	NJDOT Bikeway Grant program NJDOT Transportation Enhancements Program	Jersey City Division of City Planning
	2. Install new or repaired signage.			Jersey City Department of Public Works
				Hudson County Division of Parks
				Bike JC
				Hudson County TMA

Streetscape Design and Urban Design Improvements				
Activity	Local Effort & Process Steps	Target Date	Possible Funding Sources	Stakeholders & State/County Assistance
Way finding Signage Improvements	1. Conduct a way finding study that examines signage from a multimodal perspective and identifies ways to eliminate signage clutter, creates a neighborhood identity and provides way finding and information for both local residents and visitors and is directed toward users of all modes.	Short Term 3-6 Months	NJTPA Subregional Program	Jersey City Division of City Planning
	2. Implement study recommendations.			Jersey City Department of Public Works
				Local Business Groups
Install pedestrian-scale lighting & street furniture	1. Conduct existing conditions assessment	Medium Term 6-18 Months		Jersey City Division of Engineering
	2. Design Streetscape Plan			Local Business Groups
	3. Install additional bike racks and lockers			Jersey City Division of Engineering
	4. Add/Replace Street Trees			Jersey City Division of City Planning
	5. Commission/Install Public Art			JerseyCity Department of Public Works
Road Diet/Traffic Calming for Montgomery (Beacon to Brunswick)	1. Conduct a traffic study to examine the impacts of a road diet for Montgomery Street and identify transportation improvements to better accommodate vehicles (autos, transit vehicles, trucks, emergency vehicles etc.), bicycles, and pedestrians.	Long Term 18-36 Months	NJTPA Subregional Program NJDOT Community Transportation Planning Assistance (CTPA) program	Jersey City Division of Engineering
	2. Implement study recommendations.			Jersey City Division of City Planning
	3. Implement study recommendations.			
Academy Street Extension Greenway	1. Survey Conditions & Design/Engineering	Long Term 18-36 Months		Jersey City Division of Engineering
	2. Acquire Properties, Rights-of Way, Easements			Jersey City Division of City Planning
	3. Construct Improvements			JerseyCity Department of Public Works
				Hudson County Division of Parks
				Bike JC
Accessory Dwelling Unit Plan - "Eyes on the Street" (properties backing to Montgomery and Academy Street Extension)	1. Conduct existing conditions assessment	Long Term 18-36 Months	EPA Smart Growth Implementation Assistance DCA Centers of Place HUD Challenge Grant	City Council
	2. Prepare formal zoning ordinance with complete set of design guidelines			Planning & Zoning Boards
	3. Adopt Form-based Code			Key Property Owners
	4. Establish review procedure and technical assistance for applicants			Jersey City Division of City Planning
	5. Work with property owners to redevelop or market properties			NJ DCA / OPA
"Stoop-Scape" Plan for Lower Montgomery	1. Establish form-based precedents by further document existing development patterns, building types, and architectural styles	Medium Term 6-18 Months	EPA Smart Growth Implementation Assistance DCA Centers of Place HUD Challenge Grant	City Council
	2. Prepare formal zoning ordinance with complete set of Form-Based Code and/or design guidelines			Planning & Zoning Boards
	3. Adopt guidelines			Key Property Owners
	4. Establish review procedure and technical assistance for applicants			Jersey City Division of City Planning
	5. Educate City staff, Planning and Zoning Boards of program for new applications requiring approvals			Jersey City Division of Engineering

McGinley Square - Montgomery Corridor Mobility Project

APPENDICES