
LET'S MOVE JC

TRANSPORTATION MASTER PLAN





Appendix B
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Prepared for:



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STREETPLANS



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1 | Introduction

Let's Move JC aims to create a long-term roadmap for mobility in Jersey City, shaping how people and goods will move in the years ahead while prioritizing vulnerable road users, including pedestrians, bicyclists, and people of all ages and abilities.

To inform the Master Plan, the City deployed a multi-pronged community outreach strategy that engaged residents, businesses, advocacy groups, and other stakeholders through both traditional and non-traditional methods. These efforts were designed to reach people across a range of ages, abilities, and access points, raising awareness of the Plan's goals while gathering feedback on safety, accessibility, connectivity, and mobility needs.

The outreach process engaged stakeholders to gain a clear understanding of transportation priorities and perceptions of safety and convenience. A concerted effort was made to engage traditionally underrepresented communities and Limited English Proficiency (LEP) populations to participate in the planning process. This includes targeted engagement in the Journal Square and the West Side neighborhoods, along with pop-up events at multiple locations featuring materials and facilitation in Spanish and Hindi.

A mix of quantitative and qualitative community input informed the development of the comprehensive Master Plan, ensuring it addresses both current and future transportation challenges.

2 | Community Outreach Overview

The community outreach process began with the development of branded study materials to establish a consistent identity that reflects the Master Plan’s strategic goals. This was followed by the launch of the *Let’s Move JC* website, where residents could access information about the Plan’s purpose, stay updated on progress, explore resources, and learn how to get involved.

During the planning process, the Technical Advisory Committee (TAC) met three times to provide technical expertise, background materials, local insights, and feedback on draft safety recommendations. The TAC also served as a sounding board, helping develop the Community Outreach Strategy, shaping engagement strategies, and supporting engagement activities.

In addition to TAC meetings, the project team conducted both in-person and virtual meetings with stakeholders and the broader community. Stakeholder meetings were conducted virtually to collect



Figure 1. Engagement Timeline

feedback from key partners with specialized knowledge or a vested interest in Jersey City’s transportation outcomes. Interdepartmental meetings were held in person with staff from across Jersey City departments to gather input on goals and implementation strategies within each department’s area of expertise, and to ensure alignment across agencies.

Community engagement also included an online survey that asked residents to share their current travel habits, preferred future modes, perceptions of safety and convenience across modes, and the factors that would encourage them to shift how they travel.



Figure 2. Engagement by the Numbers

Ultimately, more than 4070 participants were engaged through the various outreach activities, sharing their concerns, experiences, and suggestions to improve mobility, access, and connectivity in Jersey City.

2.1 Key Takeaways

Insights from community outreach played a critical role in shaping the study recommendations and informing the Master Plan. The project team synthesized feedback from both online and in-person engagement into seven overarching themes:

- **Transit Reliability:** Improve service frequency, reliability, and coverage to strengthen local connectivity within Jersey City and throughout Hudson County, particularly along east–west corridors and between major transit hubs.
- **Safety for Vulnerable Road Users:** Build a multimodal network that prioritizes safety for pedestrians, cyclists, and other vulnerable users through improved design, accessibility, and continuous, gap-free connections.
- **Curb Space Management:** Manage curb space more effectively through a combination of enforcement, pricing strategies, and context-sensitive street design strategies to balance competing demands.
- **Traffic and Congestion:** Reduce traffic impacts through traffic calming, speed management, and street design strategies that discourage cut-through traffic and improve neighborhood conditions.
- **Traffic safety Enforcement:** Address aggressive driving, illegal parking, and other issues through stronger and more consistent enforcement.
- **Aging Infrastructure:** Coordinate across agencies to maintain and upgrade aging infrastructure while planning proactively for future growth through long-term, adaptable solutions.
- **Transportation Access:** Improve access to transportation by prioritizing investments in underserved neighborhoods, including the Heights, Greenville, and the West Side.

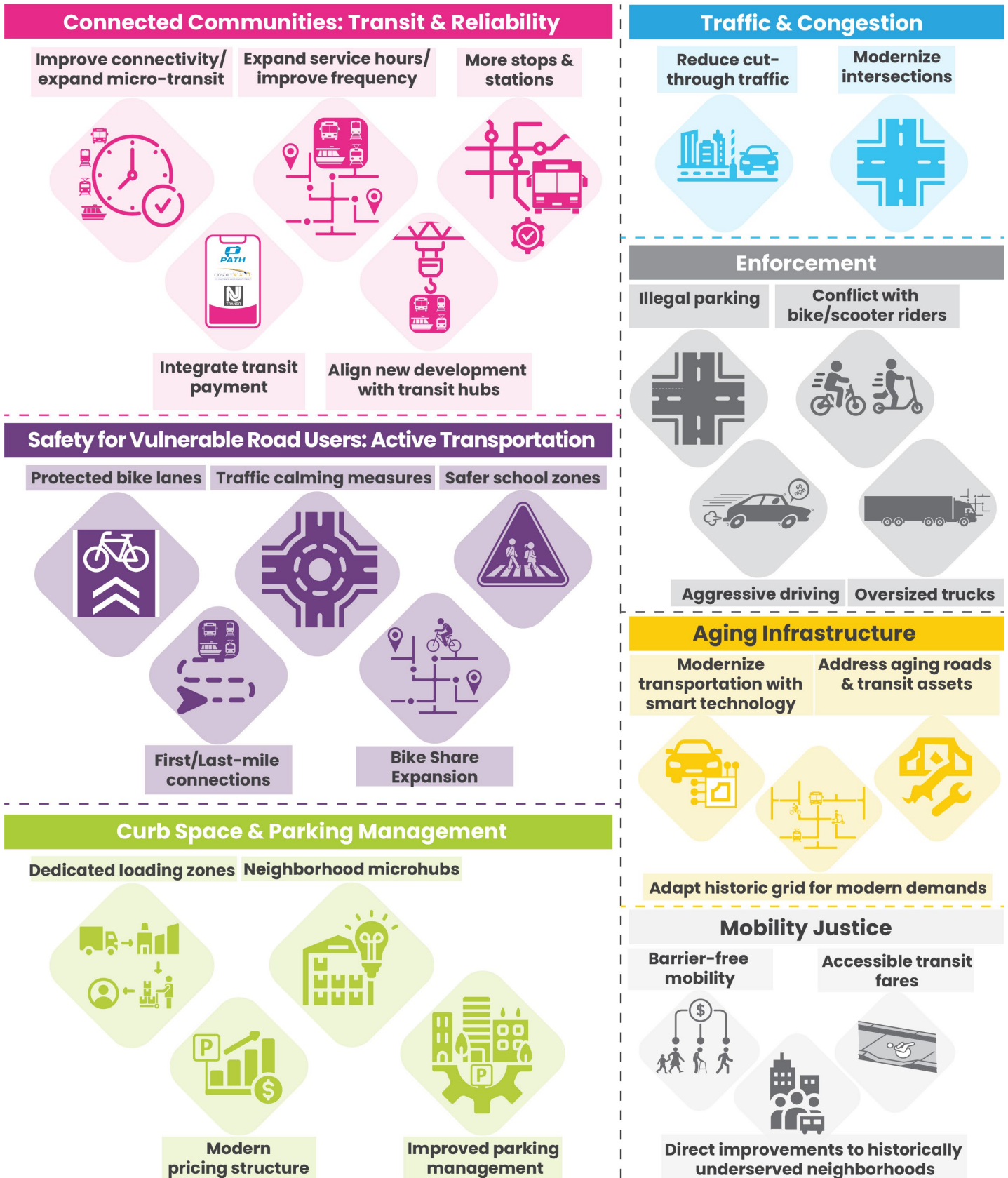


Figure 3. Most Frequently Noted Concerns

3 | Community Outreach Summary

3.1 Communications

The project team developed communication materials to be clear, engaging, recognizable, and accessible. Outreach content was written in plain language, and materials were translated into Spanish and Hindi to engage Jersey City's largest LEP populations. The same visual identity and content were used across platforms to reinforce consistency.

3.1.1 Website

A dedicated project website was created to provide stakeholders and residents with information about the study's purpose, project updates, resources, and opportunities to get involved. The website emphasized the online survey to encourage residents to share their feedback.



Figure 4. Website Screenshot

3.1.2 Social Media

The project team developed content for Jersey City's social media channels, including Facebook, X, and Instagram, to reach audiences already engaged with the City. These platforms were used to share project information, promote the survey and pop-up events, and invite the public to attend the community meetings.

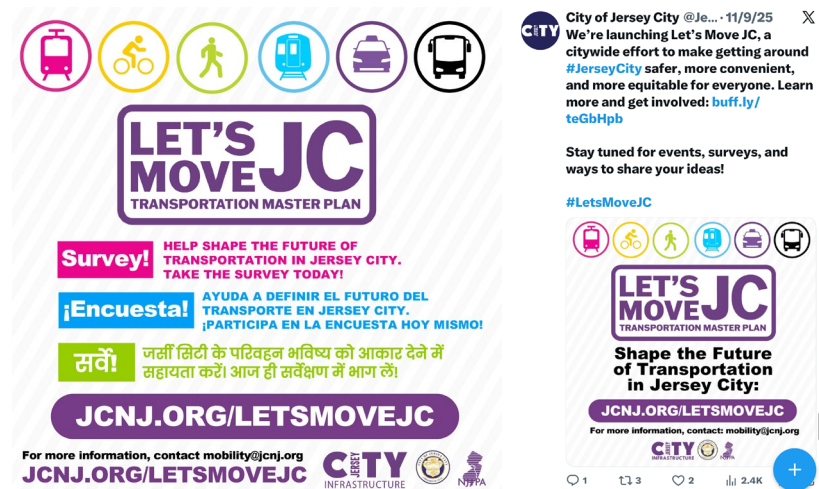


Figure 5. Social Media Outreach

3.1.3 Other Digital & Print Collateral

To further expand outreach and engagement, flyers promoting the surveys were distributed to strategic partners for digital sharing or posting on public bulletin boards.

3.1.4 Communications Sharekit

The project team developed user-friendly “Communications Sharekits” with pre-packaged, easy-to-share flyers, social media, and email content to help strategic project partners promote outreach activities. The City coordinated with partner agencies, advocates, and other community organizations to distribute these materials and expand project outreach to reach a broader audience.

The project team also emailed over 6,700 residents through Constant Contact, sharing information about the project along with upcoming engagement opportunities, including surveys and outreach events.

3.2 Stakeholder Engagement

Let's Move JC engaged informed and invested stakeholders throughout the planning process to ensure that the Master Plan provided ample opportunity for community input into the vision.

Stakeholder engagement included Technical Advisory Committee (TAC) meetings, interdepartmental workshops with Jersey City departments, and focus group discussions with representatives from transit agencies and community organizations with a direct interest in transportation.

The following section summarizes the activities and key takeaways from stakeholder outreach. Detailed summaries of each workshop/meeting, along with presentation materials and other resources, are provided in the Resources section of this Appendix.

3.2.1 Technical Advisory Committee Meetings

The TAC provided qualitative input by collaborating with the project team to develop and implement the Community Outreach Strategy and refine a vision for the Master Plan. They also served as a technical resource, providing necessary background documentation, insights into on-the-ground conditions and experiences, and feedback on draft recommendations and prioritization framework.



Figure 6. Technical Advisory Committee Meeting Materials

The TAC met three times (virtually) throughout this planning process to provide the project team with valuable feedback and information. The TAC members also helped publicize outreach activities by sharing digital communications with their clients/constituents through websites, social media, and email.

The TAC included key stakeholders from various departments within Jersey City, state, regional, and county governments, and advocacy organizations with transportation interests and expertise.

3.2.1.1 TAC Members

County Government
• Hudson County Division of Engineering • Hudson County Division of Planning • Hudson County Transportation Management Association (TMA)
Jersey City Government
• Jersey City Board of Education • Jersey City Department of Health and Human Services • Jersey City Department of Infrastructure • Jersey City Department of Public Safety/Parking Enforcement • Jersey City Division of Affordable Housing • Jersey City Division of City Planning • Jersey City Division of Engineering • Jersey City Division of Traffic Engineering • Jersey City Division of Sustainability • Jersey City Division of Transportation Planning • Jersey City Economic Development Corporation • Jersey City Housing, Economic Development, and Commerce • Jersey City Mayor's Office • Jersey City Municipal Utility Authority
Regional & State Government

- New Jersey Department of Transportation (NJDOT)
- North Jersey Transportation Planning Authority (NJTPA)
- NJ TRANSIT
- Port Authority of New York and New Jersey (PANYNJ)
- Port Authority Trans-Hudson (PATH)

Advocacy Groups

- Bike JC
- Hudson County Complete Streets
- Safe Streets JC

3.2.2 Interdepartmental Workshops

The project team held two in-person interdepartmental workshops with Jersey City's departments and divisions responsible for infrastructure, housing, and development. These workshops focused on discussions about operational and capital goals, identifying opportunities and concerns, and ensuring that the Master Plan supports shared outcomes across departments.

The project team presented the project's goals, preliminary outreach results, and existing conditions findings, followed by a series of interactive exercises to discuss opportunities, concerns, possible solutions, and priorities for making the transportation system better meet the demands of a growing Jersey City.

Interdepartmental Workshops	Location	Date & Time	Attendees
Housing and Development	Jackson Square Municipal Complex	October 27, 2025 1:00 PM – 2:30 PM	• Department of Health & Human Services (HHS) • Department of Housing, Economic Development & Commerce (HEDC) • Division of Affordable Housing • Division of City Planning • Division of Transportation Planning • Jersey City Redevelopment Agency (JCRA)
Infrastructure	Public Works Building	December 4, 2025 11:00 AM – 12:30 PM	• Department of Infrastructure • Division of Sustainability • Division of Traffic Engineering • Division of Transportation Planning

3.2.2.1 Overarching Key Takeaways

During the *housing and development* interdepartmental workshop, participants identified key strengths and weaknesses related to the transportation system:

Strengths

- Transit Connectivity & Access
- Pedestrian & Bicycle Infrastructure
- Inclusivity & Accessibility
- Land Use & Development Synergies

Weaknesses

- Limited Transit Coverage & Reliability
- Parking & Curb Management Challenges
- Funding & Policy Constraints
- School & Community Coordination
- Bicycle & Electric Vehicle Infrastructure



Figure 7. Interdepartmental Meeting Workshops

The group prioritized **Limited Transit**

Coverage & Reliability and **Parking & Curb Management** for further discussion.

- For transit, the discussion focused on advancing bus rapid transit (BRT) improvements and exploring the feasibility of adding more stops along the light rail and PATH to improve access.
- For parking and curb management, participants highlighted the need for a deeper study of a delivery hub concept and the creation of an implementation plan for adaptive parking costs.

During the infrastructure interdepartmental workshop, participants identified key strengths and weaknesses related to the transportation system:

Strengths

- Existing Transportation Assets & Urban Form
- Public Transit & Multimodal Network
- Data, Tools, & Decision-Making
- Public Support & Policy Readiness
- Street Design & Green Infrastructure

Weaknesses

- Limited Transit Coverage & Reliability
- Parking & Curb Management Challenges
- Funding, Resources, & Capacity
- Aging & Constrained Infrastructure
- Public Awareness & Education
- Limited Coordination & Implementation
- Policy, Regulations, & Governance
- Environmental Concerns

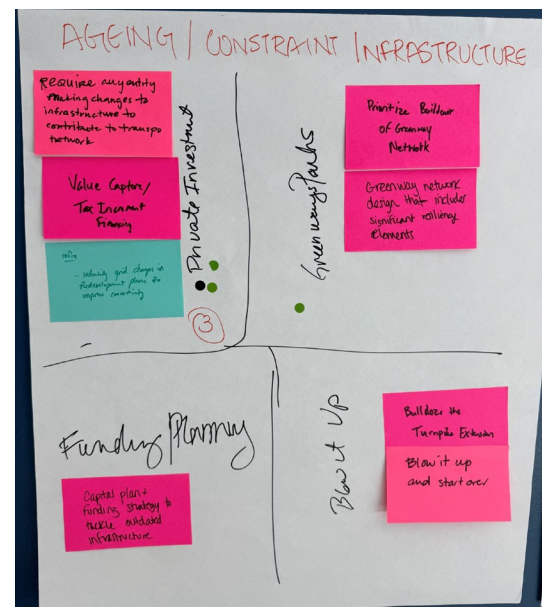


Figure 8. Interdepartmental Meeting Workshop Results

The group prioritized **Parking and Curb Management** and **Aging and Constrained Infrastructure** for further discussion.

- For parking & curb management, the discussion focused on active curbside management that prioritizes safety, sustainability, and efficient use of limited right-of-way.
- For aging and constrained infrastructure, participants expressed a desire to move beyond incremental fixes and address the City's aging & constrained infrastructure through transformational investment, long-range planning, and system-level redesign.

3.2.3 Stakeholder Focus Group Meetings

The project team conducted eight virtual stakeholder meetings with key partners to gather insights based on their areas of expertise and vested interest in the Master Plan and transportation outcomes.

Each session began with a brief presentation that covered core content shared across all

meetings, including a summary of community outreach results and an overview of existing conditions.

3.2.3.1 Internal Stakeholder Meetings

Four of the eight meetings were held with internal stakeholders, including transit agencies, asset partners, neighboring municipalities, and accessibility partners. These sessions focused on aligning ongoing initiatives and priorities with the Master Plan early in the planning process. A total of 28 participants from 12 organizations participated.



Figure 9. Key Takeaways from the Focus Groups

Meeting Groups	Date & Time	Attendees
Transit Partners	October 21, 2025 10:00 AM	• NJ TRANSIT • NY Waterway • Port Authority of New York & New Jersey (PANYNJ)/PATH
Transportation Asset Partners	October 21, 2025 1:00 PM	• Hudson County Division of Engineering • Hudson County Division of Planning • New Jersey Department of Transportation (NJDOT) • New Jersey Sports & Exposition Authority (NJSEA) • PANYNJ
Neighboring Municipalities	October 28, 2025 10:00 AM	• City of Bayonne (<i>submitted written comments after meeting</i>) • City of Hoboken • Hudson County Division of Planning • Town of Secaucus
Accessibility Partners	October 30, 2025 10:00 AM	• Alan M. Voorhees Transportation Center (VTC)

		• Jersey City Department of Health & Human Services (HHS) • Jersey City Senior Affairs (Joseph Connors Senior Centre) • Hudson TMA
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Following the introductory presentation, stakeholders were asked targeted questions to guide the discussion. Key takeaways from those discussions are summarized below.

Adapting Transit to Changing Travel Patterns. Stakeholders emphasized that transit services must respond to evolving travel behaviors, including higher off-peak, weekend, and non-commute trips. Participants noted the need for more flexible service models, including expanded buses, light rail, and microtransit options to accommodate shifts in work-from-home trends, leisure travel, and intra-County movement. Ensuring service reliability and frequency throughout the day was highlighted as critical to meeting current and future demand.

Enhancing Connectivity, Particularly East-West and Local Trips. A recurring concern was the lack of east-west transit connections within Hudson County. While connections to New York City (NYC) remain relatively strong, stakeholders noted gaps in local transit within Jersey City and for intra-County trips, which remain largely car dependent. Participants encouraged expanding multimodal options, improving pedestrian and bicycle infrastructure, and better coordinating transit services to provide seamless connections across neighborhoods and municipalities.

Supporting Safe and Accessible, Multimodal Mobility. Stakeholders stressed the importance of multimodal options that are safe and accessible for all users, including seniors, students, and people with disabilities. This includes addressing sidewalk hazards, enhancing bicycle and micromobility infrastructure, improving pedestrian safety at crossings, and ensuring transit options are accessible and reliable. Programs that support seniors, school children, and first and last-mile connections were recognized as adequate but limited in coverage, highlighting an opportunity for expansion.

Coordination and Long-Term Planning. Participants consistently highlighted the need for proactive, collaborative planning among the City, County, transit agencies, and private partners. Coordination is essential for aligning infrastructure improvements, managing congestion, integrating transit with land use, and implementing projects efficiently. Stakeholders encouraged scenario-based planning, resiliency measures, and flexible strategies to ensure the transportation system can adapt to development, population growth, and changing travel patterns.

Managing Growth and Operational Challenges in High-Density Areas.

Transportation partners highlighted challenges related to increasing density, especially in Journal Square. Major hubs face operational constraints, such as limited track capacity, bus circulation issues, and aging infrastructure, that make it challenging to expand capacity and maintain reliable service. Participants emphasized the need for long-term planning to modernize stations, improve access, and enhance bus maneuverability.

3.2.3.2 External Stakeholder Meetings

The project team also facilitated four external stakeholder meetings, scheduled on different dates and at varying times to maximize participation. Each session brought together targeted stakeholders representing key sectors, including social services, advocacy, education, and economic development. A total of 19 participants from 14 organizations took part in these discussions.

Meeting Groups	Date & Time	Attendees
Social Service Providers	January 22, 2026 12:00 PM	Team Wilderness
Advocates	January 22, 2026 7:00 PM	- Bergen Arches Preservation Coalition - Bike JC - Hudson County Complete Streets - New Jersey Bike & Walk Coalition - Safe Streets Jersey City - Sustainable Jersey City - Traffic Reform Warriors
Education	January 23, 2026 10:00 AM	Jersey City Free Public Library
Economic Development	January 23, 2026 12:00 PM	Central Avenue Special

		Improvement District • Journal Square Special Improvement District • JC Economic Development Corporation (JCEDC) • West Side Partnership • WomenRising Inc.
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The project team moderated each session, asking participants to share perspectives on what is currently working well within Jersey City’s transportation system, what could be improved, and their vision for moving around the City safely and efficiently in the future. The key takeaways from those discussions are summarized below.

Transit Connectivity and Access. Across most focus groups, participants expressed a strong desire for better transit connectivity, specifically identifying service gaps in the Heights, Greenville, and West Side, where access to Manhattan is often prioritized over access to other parts of Jersey City. They recommended improving reliability through Bus Rapid Transit (BRT), better bus stop spacing, and a dedicated Heights circulator connecting to Downtown.

Affordable fares emerged as a key priority, with calls for free or discounted youth fares similar to those for seniors. Participants also emphasized the need for a direct connection between Journal Square and the Hudson–Bergen Light

Rail (HBLR), as well as transit-first requirements in new housing, to reduce car dependence.

Participants raised concerns about fragmented micro-transit and private shuttle services, particularly Via, citing long wait times and inaccessible pickup locations. They supported redirecting subsidies to established jitney services and consolidating developer-funded shuttles into a single, City-controlled 24/7 system that supplements NJ TRANSIT.

Bicycle Infrastructure and Safety. Across all focus groups, participants advocated for a more cohesive, connected bicycle network, citing significant safety concerns in the Heights, Journal Square, and McGinley Square that discourage cycling. Another recurring danger identified by the participants was the abrupt closure of bike lanes for construction, particularly on high-traffic corridors, which forces cyclists into vehicle lanes without adequate signage or protection.

Participants suggested utilizing the Bergen Arches to bridge the gap between Journal Square and the Essex-Hudson Greenway. They also requested additional CitiBike docks in the Western Slope and more bike racks at all library branches.

Pedestrian Infrastructure and Safety. Focus group participants consistently highlighted the need for safer, more accessible pedestrian infrastructure Citywide. They pointed to high-traffic corridors and locations with missing or poorly maintained sidewalks, such as Route 440 and the Holland Tunnel access lanes, where pedestrians are often forced to navigate active traffic lanes.

Participants raised recurring safety concerns about e-scooters and e-bikes, especially with delivery couriers operating on sidewalks. Participants recommend widening sidewalks, particularly along Central Avenue (Heights), to accommodate parked bikes and Bergen Avenue to reduce conflicts where pedestrians have to step into bike lanes to pass one another on narrow

sidewalks. They also called for stronger rider education and enforcement to keep motorized devices on the roadway and out of pedestrian spaces.

Travel Patterns, Traffic, and Congestion. Participants identified non-resident commuter parking and GPS-diverted through traffic as major drivers of congestion in Jersey City, particularly in Downtown and on the West Side. They called for stricter enforcement of truck routes, noting that large vehicles often use streets not designed to accommodate them. Safety and congestion on corridors such as Communipaw Avenue and Route 440 were cited as top concerns. Residents reported that heavy traffic and unsafe crossings near Lincoln Park and Mallory Avenue force them to drive even short distances, increasing traffic.

To address these issues, participants supported traffic-calming strategies, including neighborhood-focused street design that prioritizes local access and discourages through traffic. They urged the City to counter navigation app routing by implementing turn restrictions or street-direction changes to redirect tunnel-bound traffic to regional roadways.

Parking. Focus group participants highlighted parking as a key tension between resident access and the impacts of City growth. They identified double-parking by delivery vehicles as a major cause of traffic and called for dedicated loading zones to keep traffic moving. They were especially concerned about bus delays caused by traffic congestion.

Participants argued that the City undervalues street space and recommended higher overall parking permit fees and graduated fees for multi-car households, along with stricter enforcement of illegal curb cuts and driveways, which worsens flooding and destroys neighborhood character. They urged the City to modernize management of its parking zones, emphasizing the need for standardized signage.

Curb Space Management. Participants highlighted mismanagement of curb space as a key cause of traffic congestion on commercial streets, including

Central, West Side, and Mallory Avenues. They noted enforcement issues, including residents occupying loading zones and delivery vehicles double-parking, which block emergency vehicles and buses. Participants recommended consistent enforcement, flexible time-of-day regulations such as dedicating spaces for morning deliveries that shift to short-term parking, and coordination with businesses to schedule off-peak deliveries and reduce truck traffic during peak hours.

Safety around School Zones. Participants emphasized that school pick-up and drop-off periods create severe traffic congestion and safety issues. They noted that reliance on car travel puts students at risk, and called for safe, non-car alternatives to reduce morning traffic.

Several participants noted that NJ TRANSIT routes/schedules are misaligned with school schedules and suggested stronger partnerships between the City and transit providers. They recommended subsidizing jitneys – some already coordinate with school dismissals – to provide a more reliable student commuting option. Additionally, participants proposed implementing school streets to enhance student safety.

3.3 Community Engagement

Community engagement combined online outreach activities with partner collaboration and “on the ground” activities to reach a broad range of community stakeholders.

3.3.1 Pop-Up Outreach Events

The community outreach process included pop-up outreach events held across the different Wards of Jersey City to connect directly with residents. The project team worked with City staff and TAC members to identify locations that would maximize participation. The pop-ups took place at existing community gatherings, such as farmers' markets and festivals, to meet people where they already were and make it easy to participate.

The pop-ups featured a stacked display cube designed to present information in a visually appealing way that invited interaction. Participants responded to four questions about walking, biking, transit, and driving to help refine the Master Plan priorities. These questions explored what encourages or discourages the use of each travel mode. To further promote engagement, palm cards were distributed with information about the online survey. Materials were available in English, Spanish, and Hindi, with Spanish- and Hindi-speaking staff available, as appropriate to the location, to assist participants and collect input.



Figure 10. Pop-up Engagement

Over 250 people participated in the four (4) pop-up events. Most were English-speaking, with some Spanish and Arabic speakers also represented. The participants reflected a diverse mix of races and ethnicities, including

African American, Middle Eastern/North African, White, and Hispanic/Latino individuals. Ages ranged from teens to older adults, with the majority being working-age adults.

The participants were asked the following questions:

- What would make walking safer and more convenient?
- What would encourage you to ride a bike more?
- What would encourage you to take transit more?
- What would encourage you to drive less?

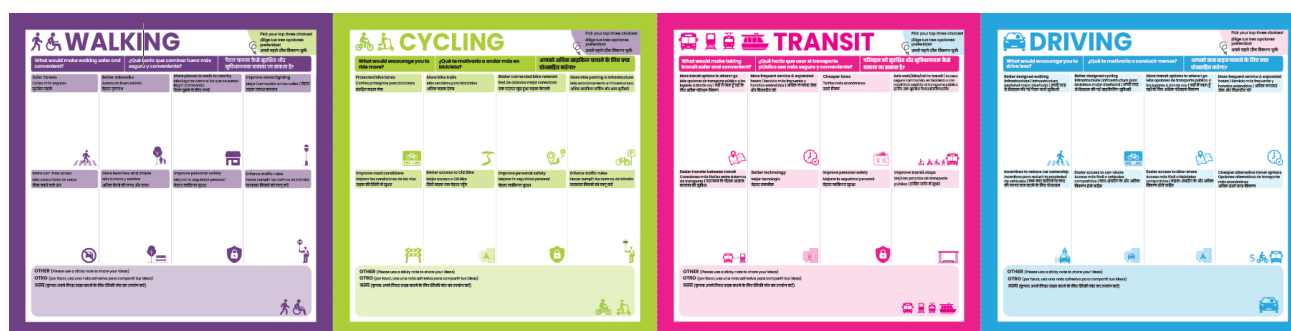


Figure 11. Pop-up Cubes

For each mode, participants were asked to select their top three options from a set of eight. They also had the opportunity to share additional ideas through an “Other” option.

For walking, biking, and transit, the questions focused on improvements or changes that would make these modes safer and more convenient. The driving question was framed differently, asking what would encourage participants to drive less, reflecting strategies for reducing car dependency.

Results from the pop-up engagement were combined with survey responses and are included in the Survey section of this Appendix.

3.3.2 Survey

The project team developed a survey to understand how people in Jersey City experience the transportation system. The survey captured perceptions of safety and convenience, identified key challenges, and documented desired improvements. It also gathered input about travel preferences and factors that would make walking, biking, and public transit safer and more convenient, as well as factors that could encourage people to drive less.

The survey was available online and in print from August through December 2025 in three (3) languages: English, Spanish, and Hindi. Most respondents (99 percent) completed the survey in English, while 24 participants responded in Spanish.

The online version was hosted on the project website and promoted through Jersey City's social media channels, email outreach, and by partner organizations. To engage with harder-to-reach populations, paper surveys were distributed through City Council members and senior centers. These responses were later entered manually and incorporated into the overall dataset.

LET'S MOVE JC
TRANSPORTATION MASTER PLAN

We want to hear from YOU!

Jersey City is developing a Transportation Master Plan, called *Let's Move JC*, to guide how people and goods will move around in the future. The goals of this study are to create an inclusive transportation system that accommodates people of all ages, abilities, and backgrounds, address the impacts of aging infrastructure, an increase in freight distribution, and climate change, and accommodates a growing population.

Your input will help us develop a plan that reflects the community's needs and values related to transportation.

Next

LET'S MOVE JC
TRANSPORTATION MASTER PLAN

Transportation Survey

Jersey City is developing a Transportation Master Plan, called *Let's Move JC*, to guide how people and goods will move around in the future. The goals of this study are to create an inclusive transportation system that accommodates people of all ages, abilities, and backgrounds, address the impacts of aging infrastructure, an increase in freight distribution, and climate change, and accommodate a growing population.

Your input will help us develop a plan that reflects the community's needs and values related to transportation.

Or take the survey online!

<https://bit.ly/jcplansurvey>

CURRENT TRAVEL
How often do you get around Jersey City using these different types of transportation?

	Daily or almost daily	A few times a week	A few times a month	A few times a year	Never
Drive	☐	☐	☐	☐	☐
Walk	☐	☐	☐	☐	☐
Bicycle	☐	☐	☐	☐	☐
E-Bike/ E-Scooter	☐	☐	☐	☐	☐
Bus/Jitney	☐	☐	☐	☐	☐
Via JC	☐	☐	☐	☐	☐
Light Rail	☐	☐	☐	☐	☐
PATH	☐	☐	☐	☐	☐
Ferry	☐	☐	☐	☐	☐
Carpool, Taxi, Ride share	☐	☐	☐	☐	☐

FUTURE TRAVEL
How do you want to get around Jersey City in the future? (Write your ranked preference from 1 to 4, with 1 being most preferred and 4 least preferred. Use each number only once.)

I'd like to walk more	I'd like to bike/ scooter more	I'd like to drive more	I'd like to take public transit more

Figure 12. Online and Paper Surveys

The survey yielded a total of 3,393 valid responses. Of these, 3,269 responses were submitted online, and 124 were paper surveys.

The number of valid responses varies by question because not all questions were included in the paper survey, and travel mode questions in the online survey were presented in a rotating order. This approach was used to reduce survey fatigue and ensure more balanced responses across modes, preventing earlier questions from receiving disproportionately more responses than later ones.

To ensure valuable input was not excluded, responses were considered valid if participants answered key questions, such as those related to school-aged children in the household or future travel modes, and/or answered any demographic or travel mode questions.

Images of the survey can be found in the Resources section of this Appendix.

3.3.2.1 Key Takeaways

Survey responses consistently emphasized the need for safer, more reliable, and better-connected transportation options across all modes.

Respondents identified safety improvements as a top priority for walking and biking. They called for stronger traffic enforcement, more visible crosswalks, upgraded pedestrian signals, traffic-calming measures, and expanded protected bike-lane infrastructure. For biking and scooters in particular, respondents emphasized the need for a connected network linking key destinations, such as transit hubs, schools, and commercial areas.

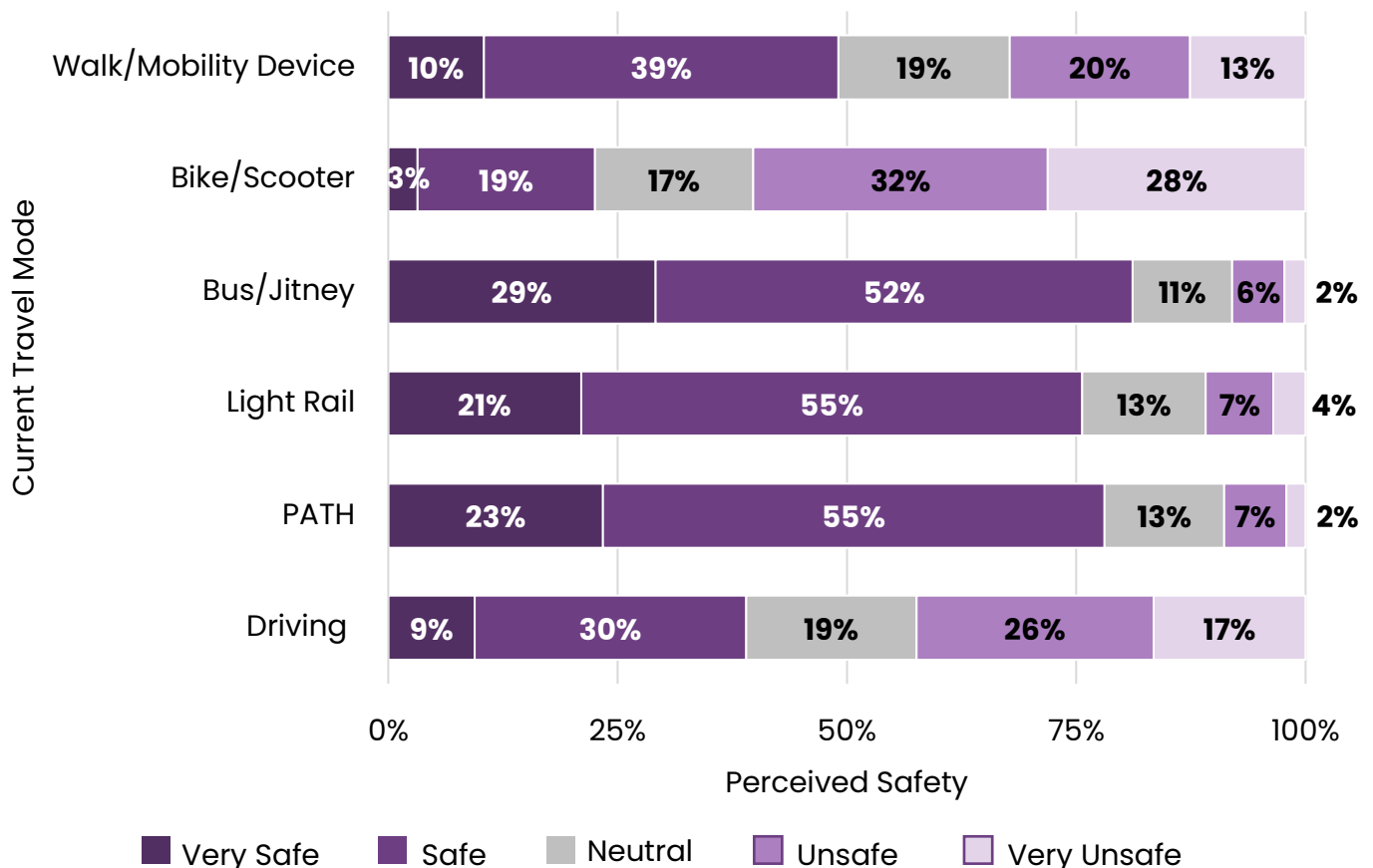
For public transit, respondents highlighted the importance of increased frequency, on-time performance, and improved coverage to better serve desired destinations and support increased usage.

Many respondents indicated they would be willing to drive less if transit service improved and if walking and biking infrastructure felt safer and more accessible.



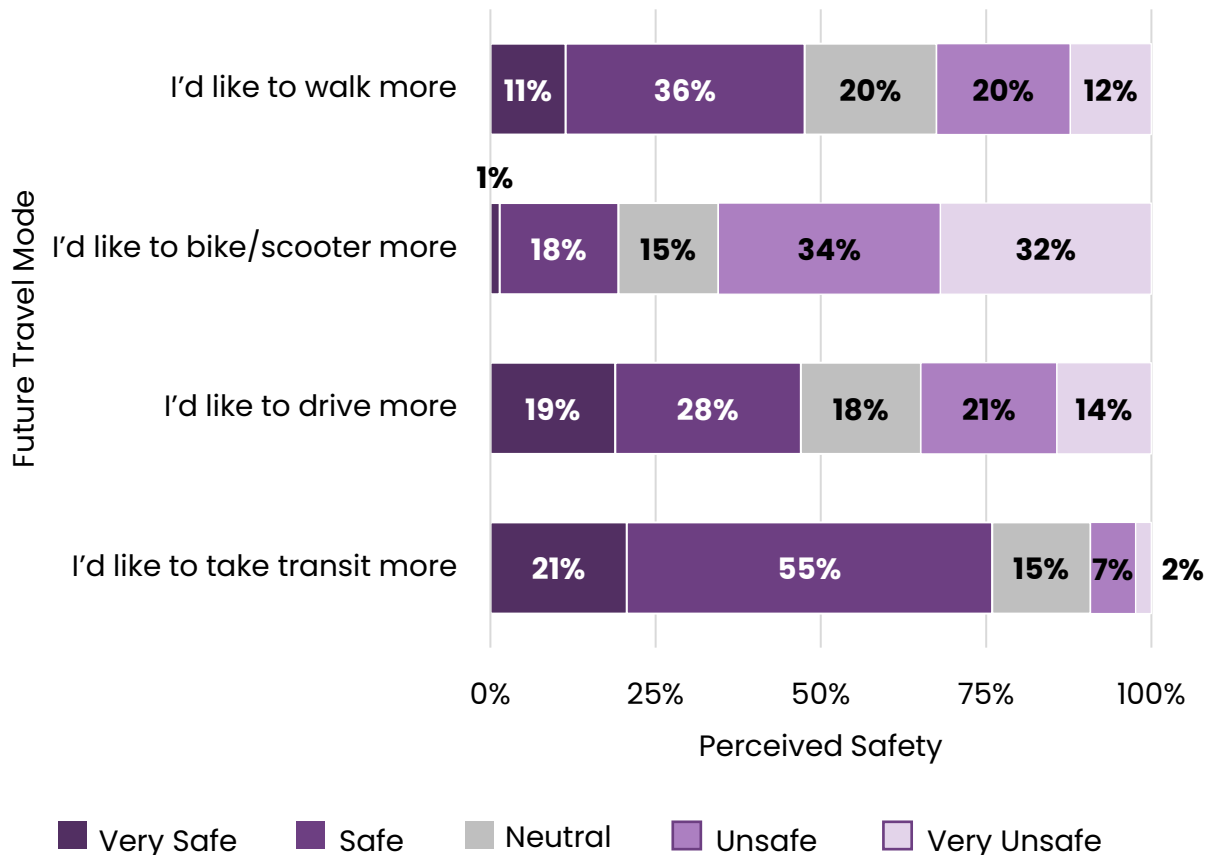
Figure 13. Concerns by Travel Modes

PERCEIVED SAFETY OF CURRENT TRAVEL MODE AMONG FREQUENT USERS



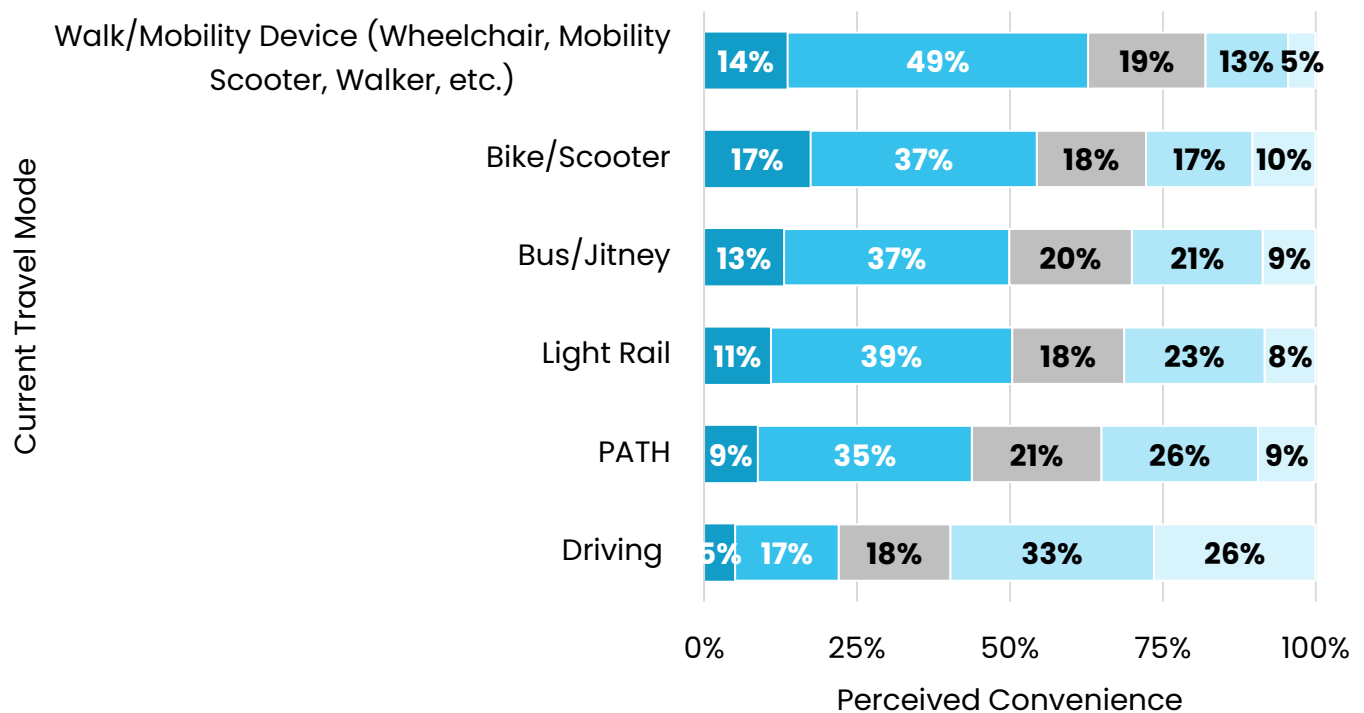
Frequent transit users (bus, jitney, light rail, and PATH riders) generally viewed public transit as safe, ranking it higher than other modes. Walking was also perceived as relatively safe, though less so than transit. In contrast, biking and scooters were consistently perceived as unsafe. Driving was viewed more neutrally, with perceptions leaning toward unsafe.

PERCEIVED SAFETY OF MOST DESIRED FUTURE TRAVEL MODE



Biking and scootering are perceived as the least safe among those who want to use these modes more in the future, with only 1 percent rating them as very safe and 18 percent as safe. In contrast, 76 percent of respondents who would like to use transit more consider it safe to very safe. Walking and driving are generally viewed as safe by those who prefer these modes, although about one-third of respondents still perceive them as unsafe.

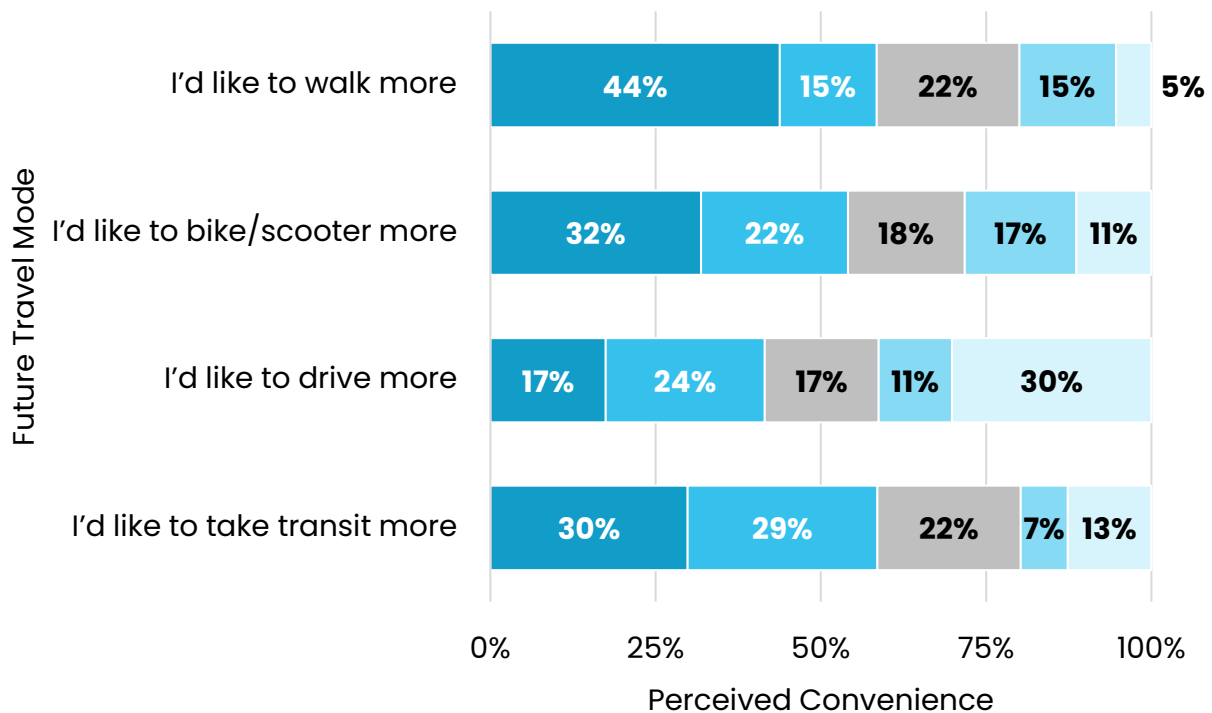
PERCEIVED CONVENIENCE BY CURRENT TRAVEL MODE AMONG FREQUENT USERS



■ Very Convenient
 ■ Convenient
 ■ Neutral
 ■ Inconvenient
 ■ Very Inconvenient

Most respondents who currently walk, bike, or use transit regularly view these modes as convenient, though PATH users express more neutral perceptions. In contrast, a majority of drivers report that it was inconvenient.

FUTURE TRAVEL MODE PREFERENCES BY PERCEIVED CONVENIENCE



■ Very Convenient
 ■ Convenient
 ■ Neutral
 ■ Inconvenient
 ■ Very Inconvenient

Most respondents who want to walk, bike/scooter, or use transit more in the future already perceive these modes as convenient. Respondents who want to drive more in the future are more evenly split, with similar shares finding driving convenient and inconvenient.

3.3.2.2 Survey Respondents by Geography

As part of the demographic questions, participants were asked to share the Zip code of where they live, work, and/or attend school.

Home Zip Codes

All participants were required to provide their residential ZIP code. Nearly 94 percent reported living in Jersey City. About 3 percent were from neighboring municipalities in Hudson County, including Hoboken, Kearny, and Union City. Approximately 4 percent of respondents were from outside Hudson County, including Newark, New York City, Verona, and South Orange.

Within Jersey City, responses were broadly distributed across neighborhoods, with the highest shares from Downtown, the Heights, Greenville/West Bergen/Port Liberté, Journal Square/McGinley Square, and West Side/Bergen-Lafayette.

Neighborhoods/Regions	Number of Responses	Percent	Population Benchmark
Jersey City	3,166	94%	N/A
Downtown Jersey City (07302)	903	27%	20%
The Heights (07307)	596	18%	15%
Greenville/West Bergen/Port Liberte (07305)	558	16%	23%
Journal Square/McGinley Square (07306)	523	15%	19%
West Side/Bergen Lafayette (07304)	501	15%	16%
SOHO North/Newport (07310)	74	2%	7%
Exchange Place (07311)	11	0.3%	0.2%
Outside Jersey City but within Hudson County	84	3%	N/A
Outside Hudson County but within New Jersey	133	4%	N/A

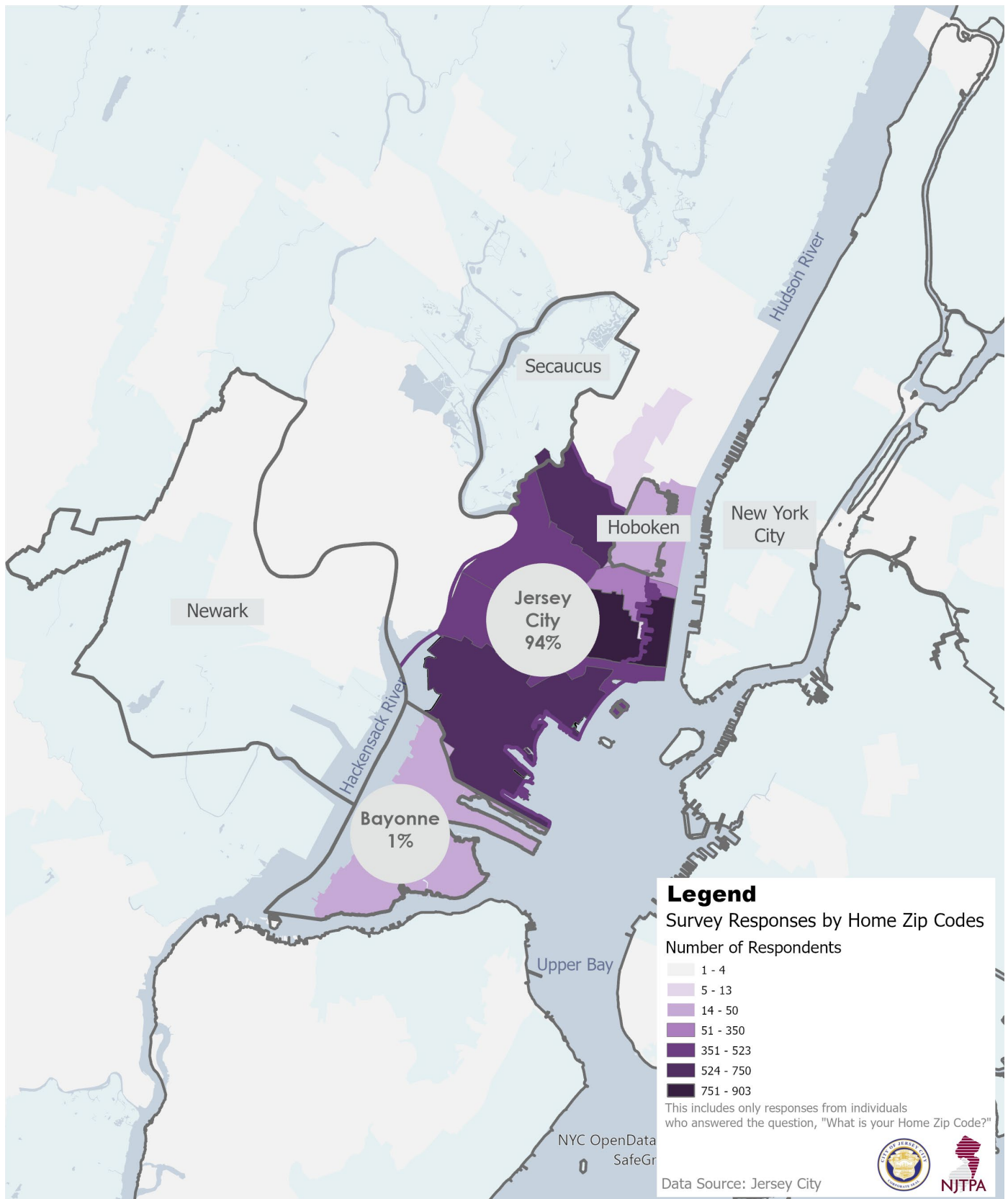


Figure 14. Survey Responses by Home Zip Codes

Survey Responses by Work Zip Codes

With a 60 percent response rate, nearly 54 percent of question respondents reported working in Jersey City, and 33 percent reported working in New York City. The remaining respondents worked elsewhere in Hudson County or other parts of New Jersey.

Location	Number of Responses	Percent
Jersey City	1102	54%
Downtown (07302)	430	21%
The Heights (07307)	112	5%
Greenville/West Bergen/Port Liberte (07305)	157	8%
Journal Square/McGinley Square (07306)	169	8%
West Side/ Bergen Lafayette (07304)	109	5%
SOHO North/Newport (07310)	114	6%
Exchange Place (07311)	11	1%
Outside Jersey City but within Hudson County	48	2%
Outside Hudson County but within New Jersey	217	11%
New York City	680	33%

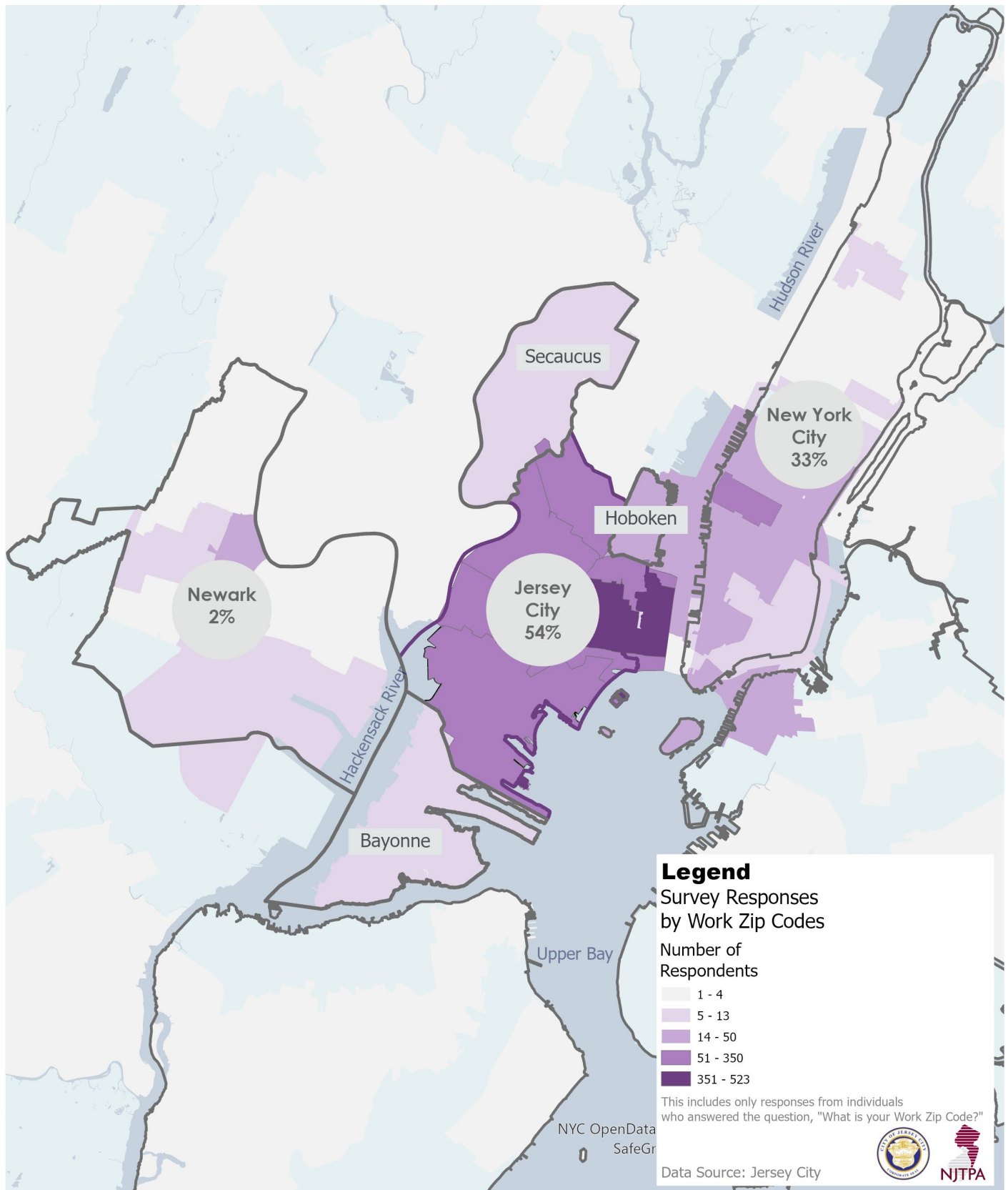


Figure 15. Survey Responses by Work Zip Codes

Survey Responses by School Zip Codes

With an 11 percent response rate, over 86 percent of question respondents reported attending school in Jersey City, 7 percent reported attending school in New York City, and another 7 percent reported attending outside Jersey City but within New Jersey.

Location	Number of Responses	Percent
Jersey City	332	86%
Downtown (07302)	133	35%
The Heights (07307)	23	6%
Greenville/West Bergen/Port Liberte (07305)	75	19%
Journal Square/McGinley Square (07306)	50	13%
West Side/ Bergen Lafayette (07304)	41	11%
SOHO North/Newport (07310)	10	3%
Exchange Place (07311)	0	0%
Outside Jersey City but within Hudson County	11	3%
Outside Hudson County but within New Jersey	15	4%
New York City	27	7%

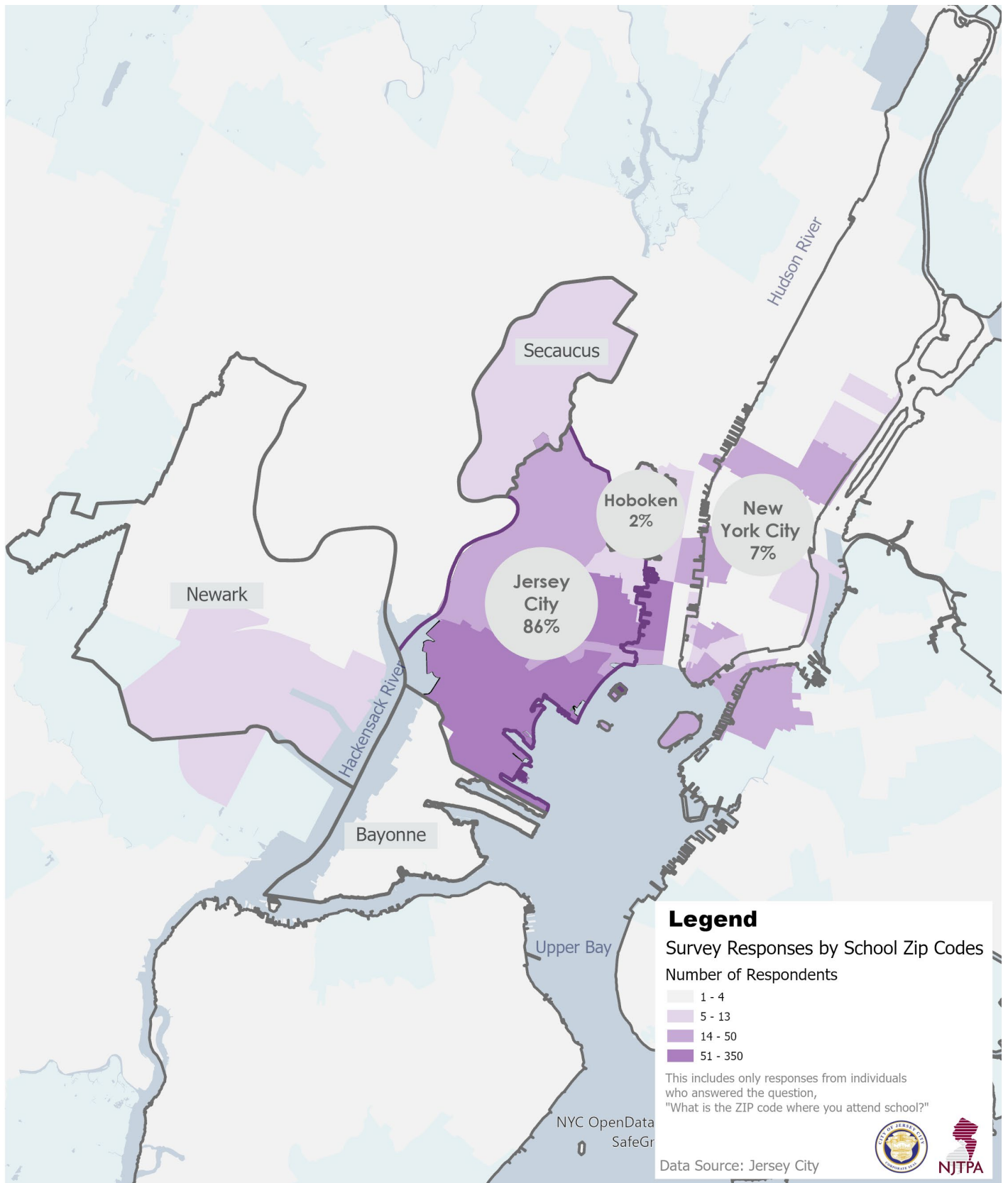


Figure 16. Survey Responses by School Zip Code

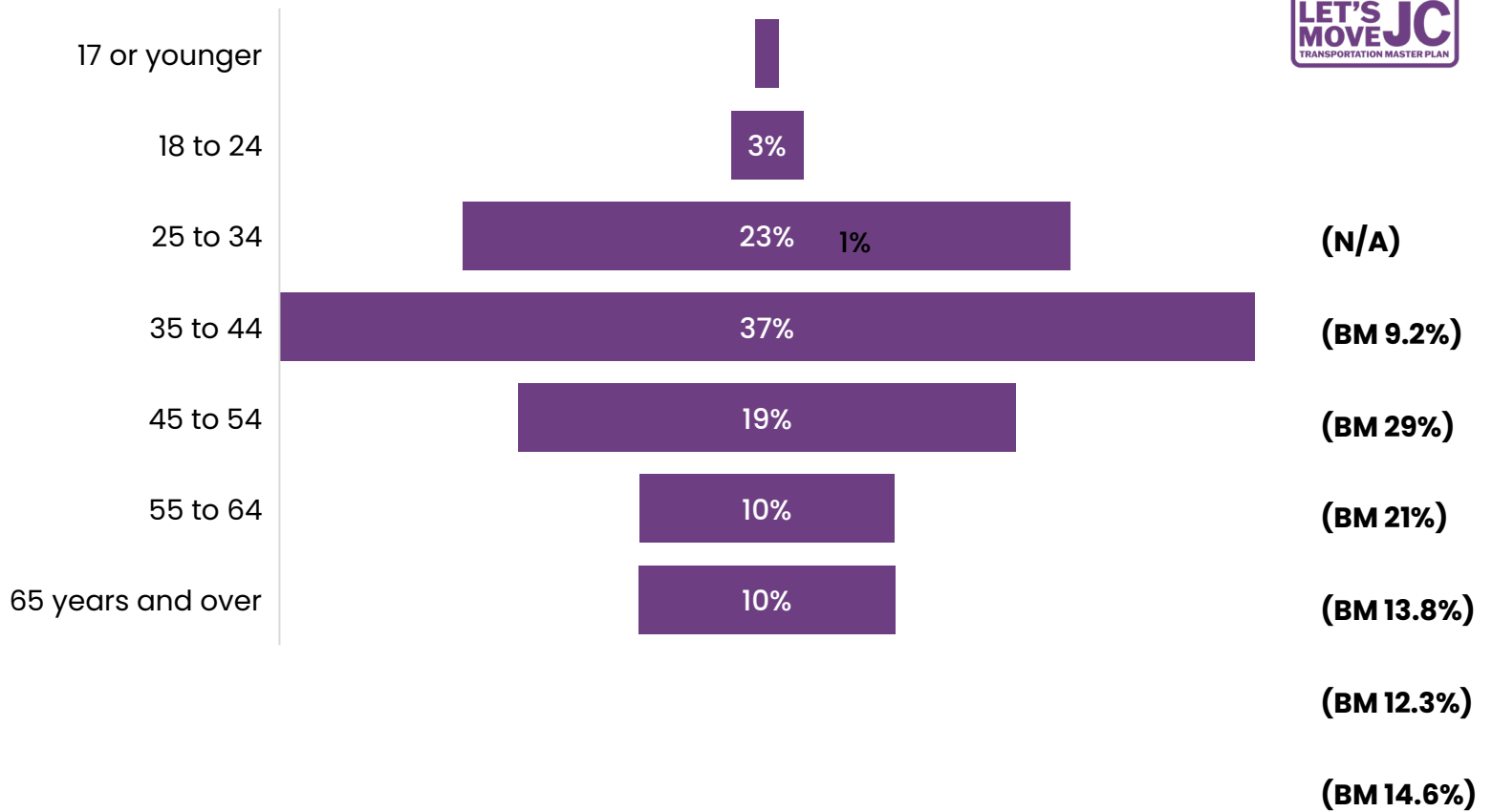
3.3.2.3 Survey Respondent Demographics

The survey included optional demographic questions to better understand who participated. Vehicle access had the highest response rate (99 percent), followed by age and gender (both at 83 percent). Response rates for remaining demographic questions ranged from 76 to 81 percent.

Participant responses to the optional demographic questions were compared to United States Census “benchmarks” (BM in the following charts)¹. Among those who responded, participants were predominantly White or Caucasian, followed by Asian participants, with equal representation of females and males. Most respondents were middle-aged or millennials and reported higher household incomes. Additionally, 73 percent of households had access to a personal vehicle.

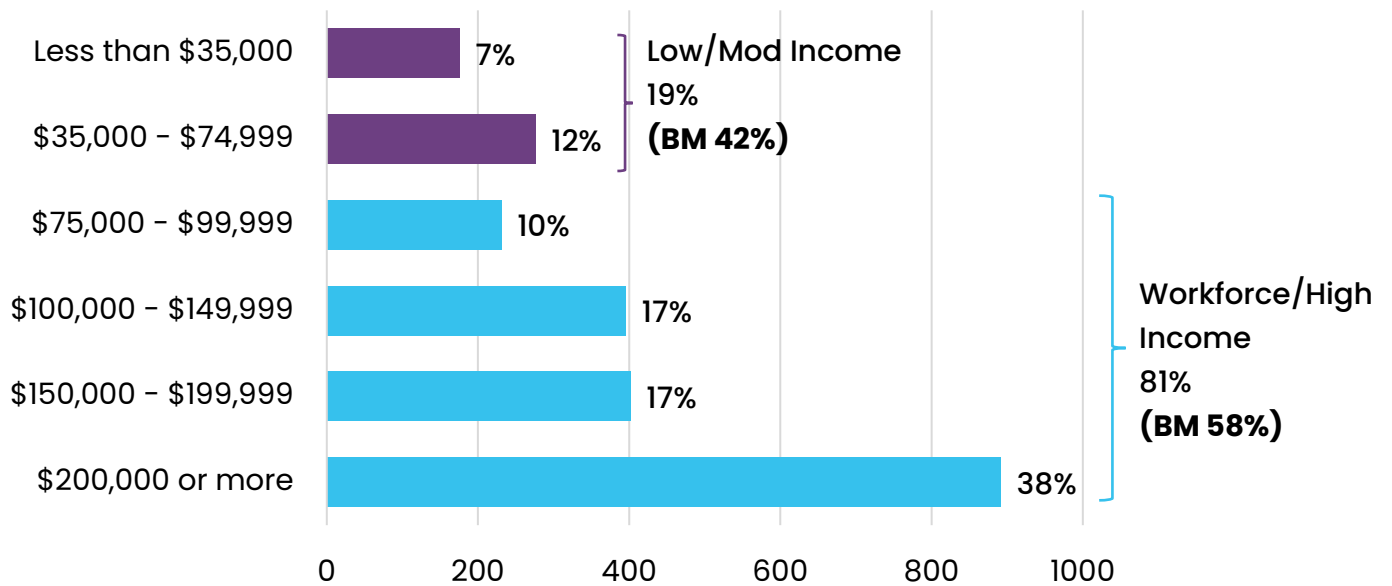
¹ *Population totals, race, ethnicity, and gender benchmarks for Jersey City were calculated using the Decennial Census (2020), while age, income, and access-to-vehicle benchmarks were calculated using the American Community Survey 5-Year Estimates (2023).*

AGE



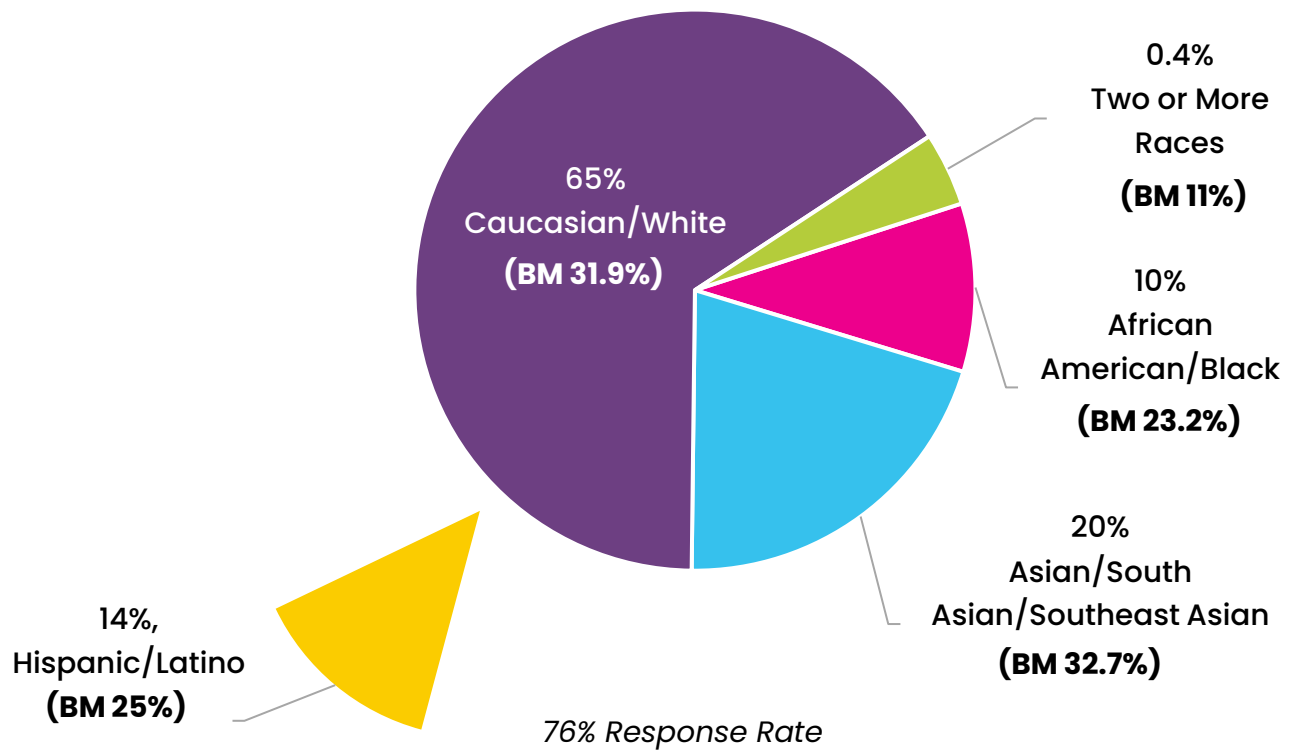
83% Response Rate

HOUSEHOLD INCOME

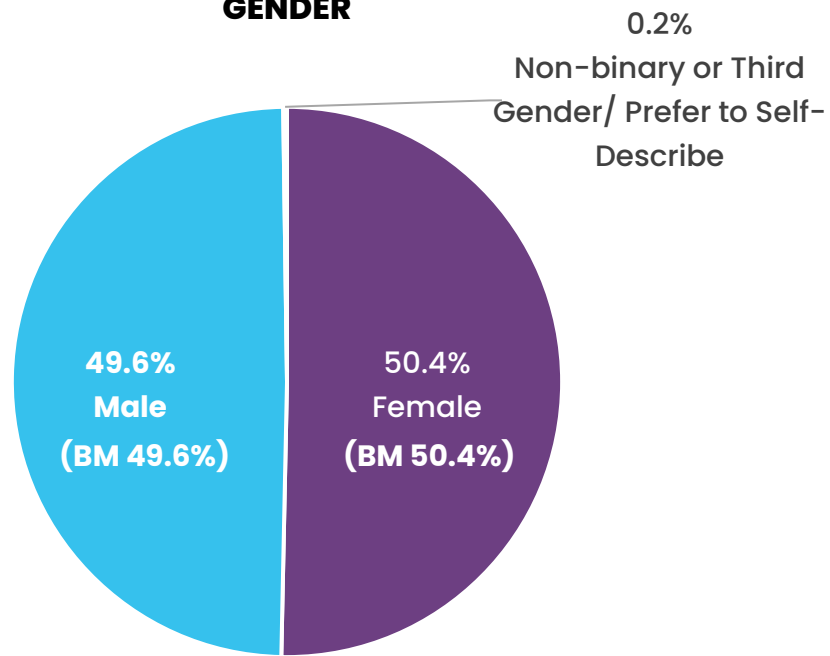


81% Response Rate

RACE & ETHNICITY

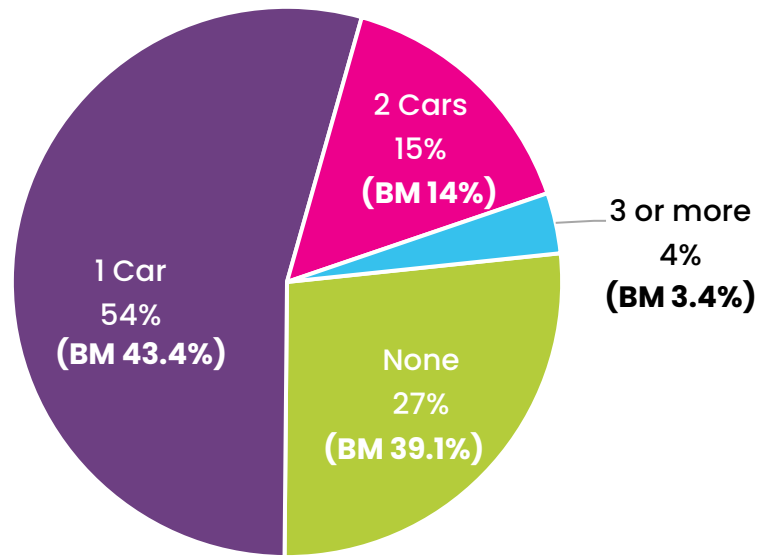


GENDER



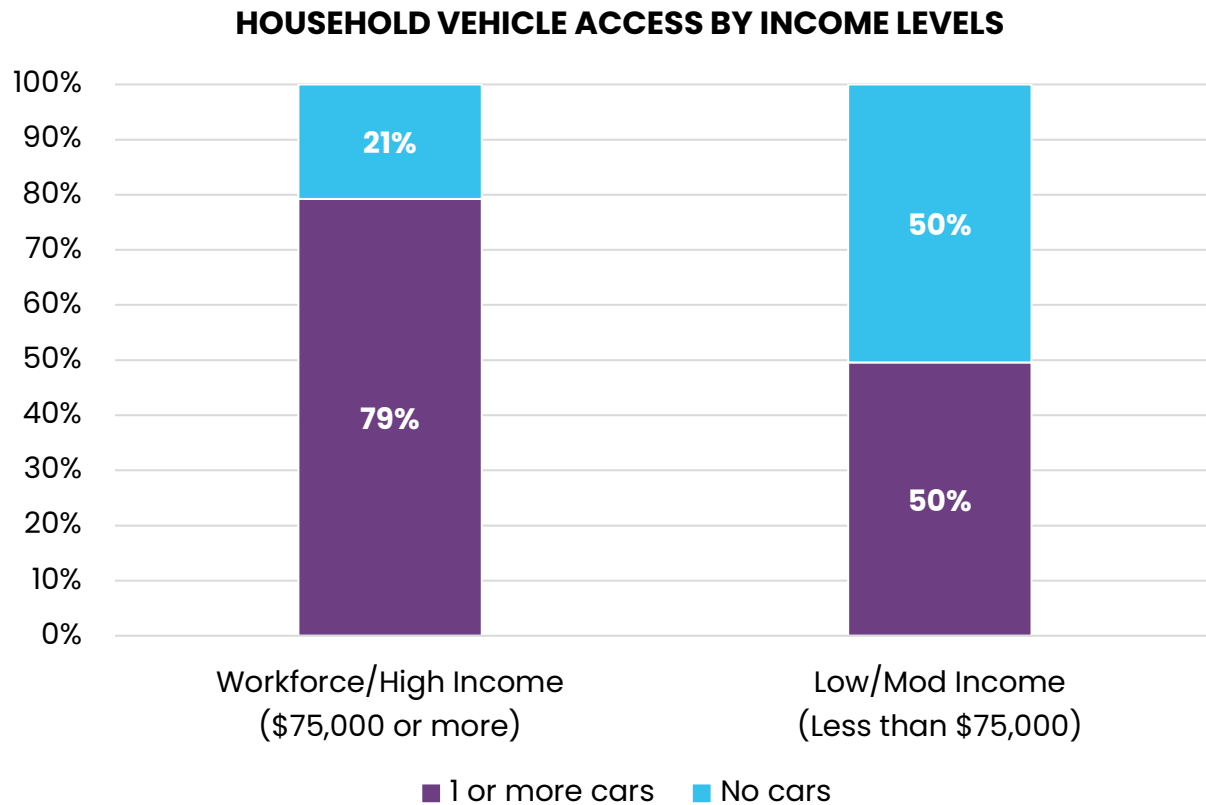
83% Response Rate

ACCESS TO PERSONAL VEHICLE



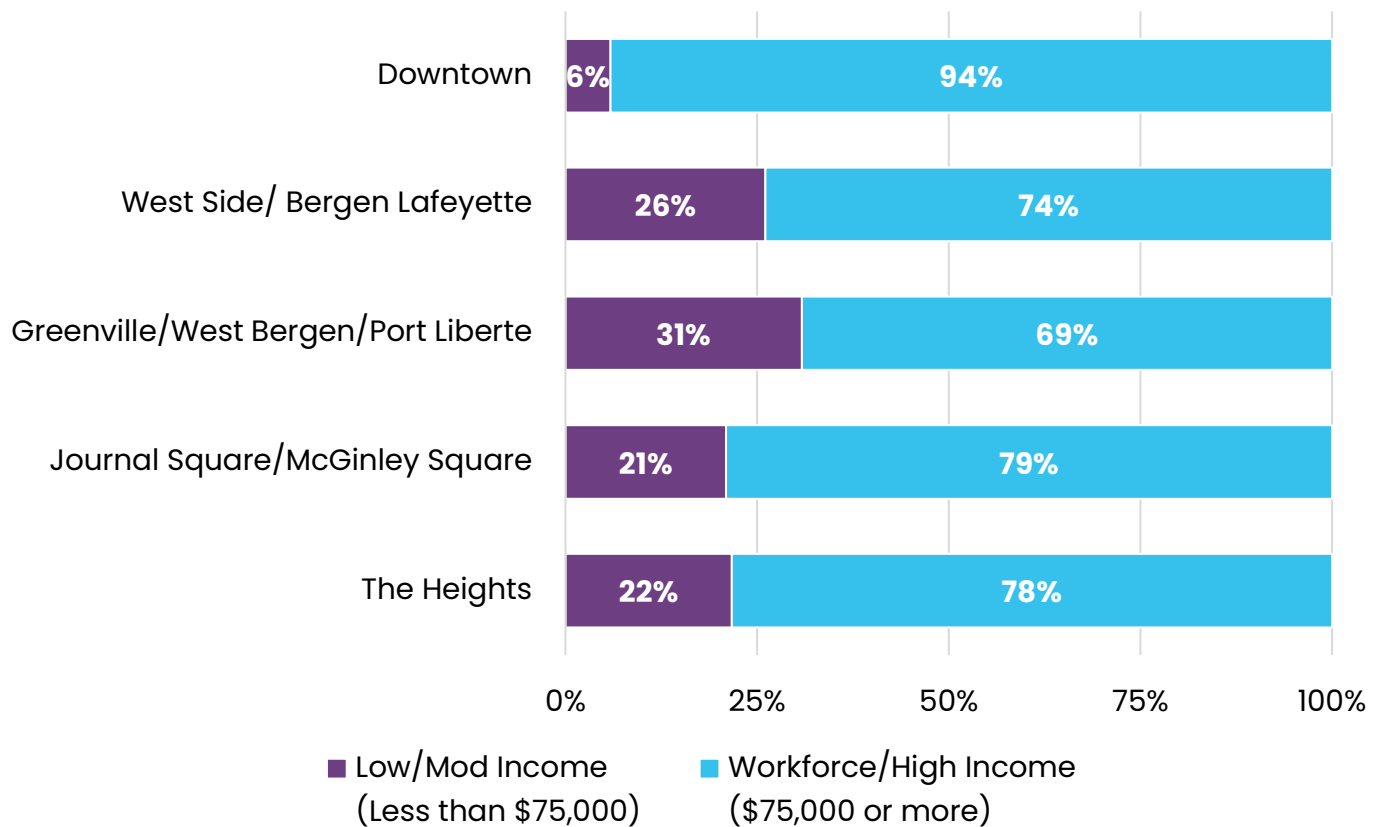
99% Response Rate

Crosstab analyses were conducted across demographic variables. *Only statistically significant relationships are included to highlight meaningful variation in responses.*



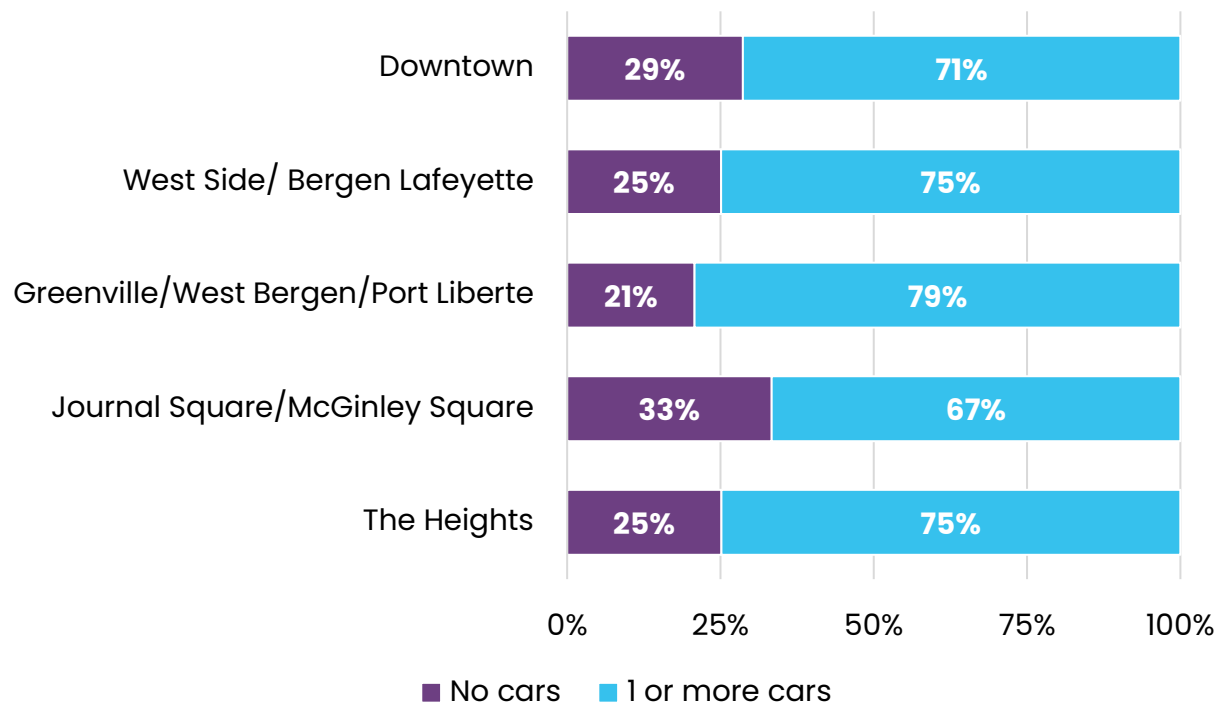
This crosstab examined vehicle access by income level. Access to a vehicle was more prevalent among higher-income respondents. However, even among low- and moderate-income households, half still reported having access to at least one vehicle.

INCOME LEVEL BY NEIGHBORHOOD OF RESIDENCE



This crosstab examined income level by neighborhood of residence. Overall, respondents were predominantly from the workforce and high-income. Greenville/West Bergen/Port Libérté had the highest proportion of low- and moderate-income respondents, while Downtown had the lowest.

HOUSEHOLD VEHICLE ACCESS BY NEIGHBORHOOD OF RESIDENCE



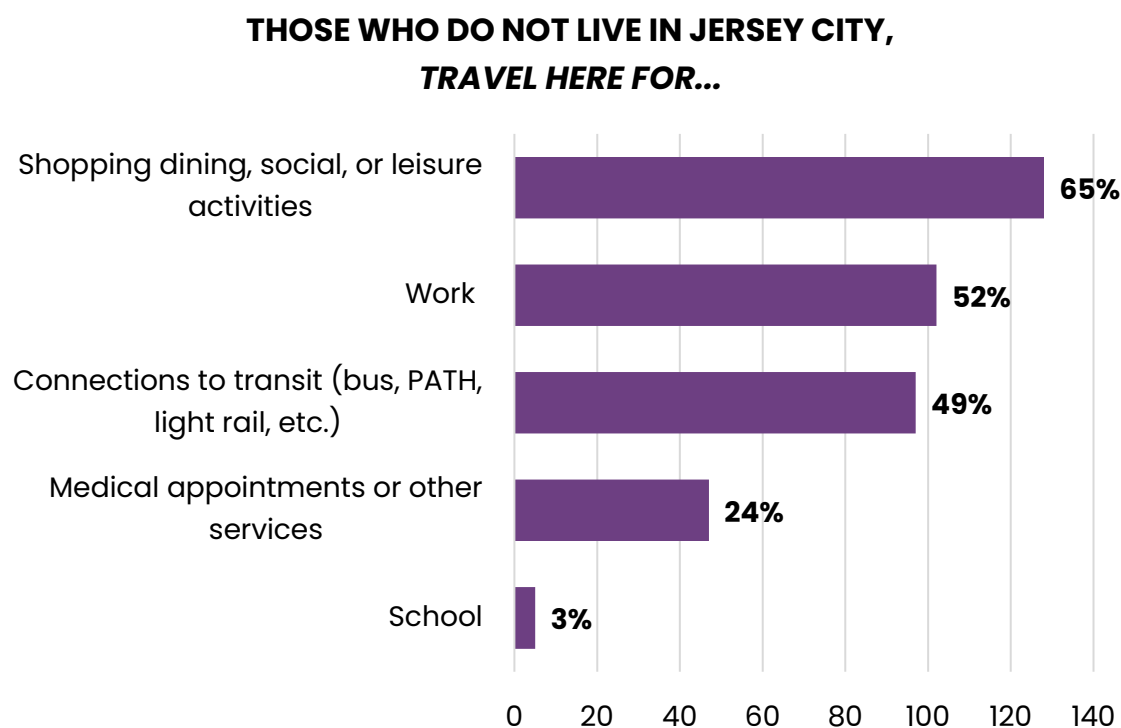
This crosstab examined vehicle access by neighborhood residence. Respondents from Journal Square/McGinley Square had the highest share of zero-vehicle households, followed by Downtown.

3.3.2.3 Responses to Survey Questions

Why do you travel in Jersey City?

All respondents were required to answer this question and could select all applicable reasons for traveling to or within Jersey City. About one-third selected only one option, 13 percent selected two, and the remainder selected three or more reasons. Respondents who indicated that they do not travel regularly in Jersey City were disqualified from the survey.

Ninety-four percent of respondents reported living in Jersey City. *Of the 6 percent who do not live in Jersey City, nearly two-thirds visit for shopping, dining, social activities, or leisure. About half of the non-resident respondents also indicated that they work and/or pass through to connect to other transit services, highlighting the City's role as a regional hub.*

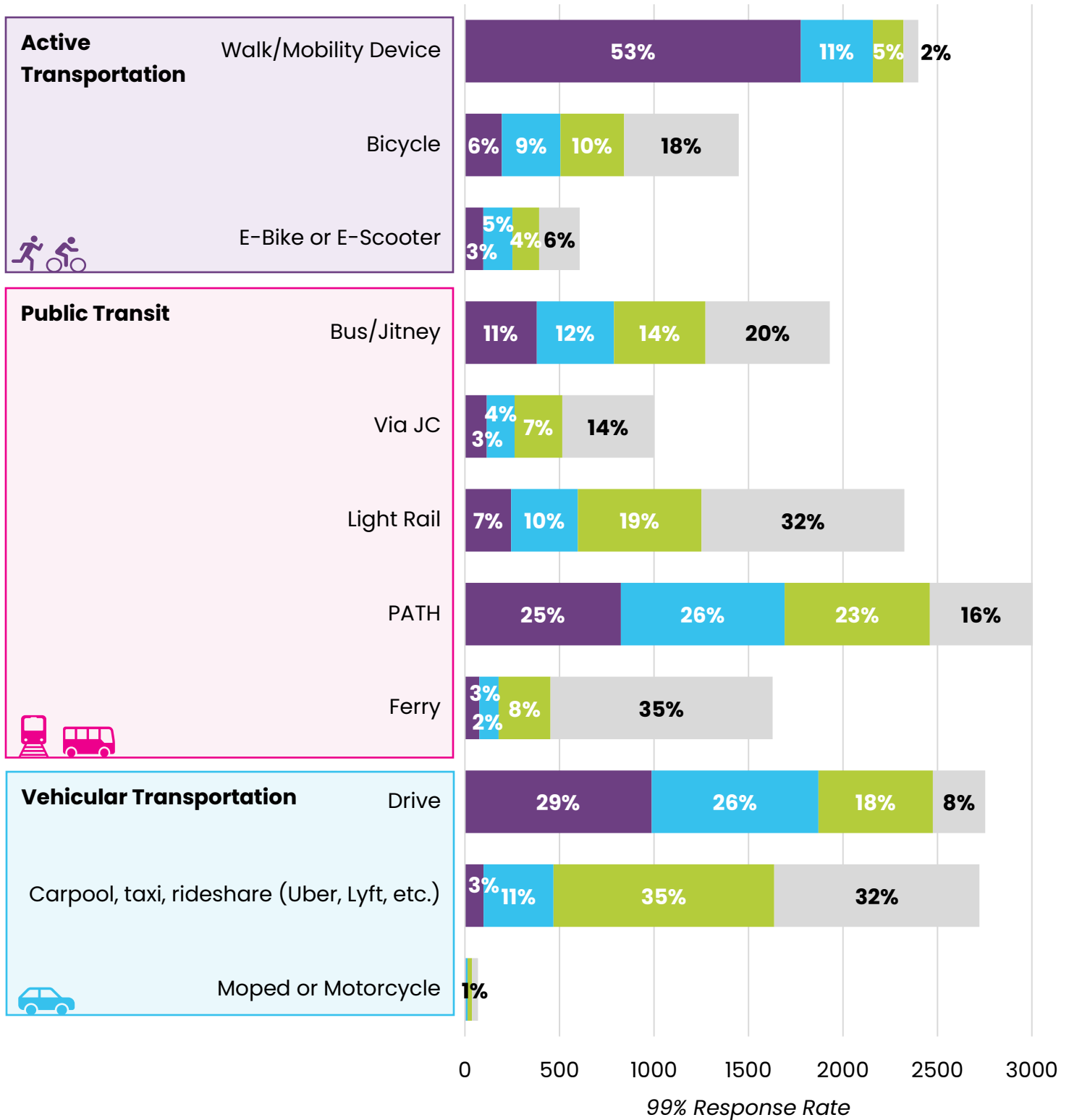


How often do you get around Jersey City using these different types of transportation?

Respondents were asked to indicate how often they travel in Jersey City using different transportation modes and were required to answer for at least one mode. Over 99 percent selected at least one option. Approximately 92 percent provided responses across all modes, while only 2 percent reported frequency for a single mode. *Note that the percentages depicted in the chart on the following page are based on the total number of people who answered the question, not just those who answered about the specific mode. Moreover, “never” responses are included in the calculations, but not displayed in the chart for ease of viewing.*

PATH had the largest share of travel mode, with 90 percent of respondents saying they rode at least a few times a year. Just over half said they did so frequently – a few times a week or more. Other transit modes were more varied. For example, bus/jitney and light rail have a proportionally large mode share overall, but fewer people ride frequently. Walking was the most frequently used mode, with nearly two-thirds of respondents reporting walking daily or a few times a week. Over half of the respondents also said that they drive frequently. Finally, biking and other micromobility modes had relatively low mode shares and were used less frequently.

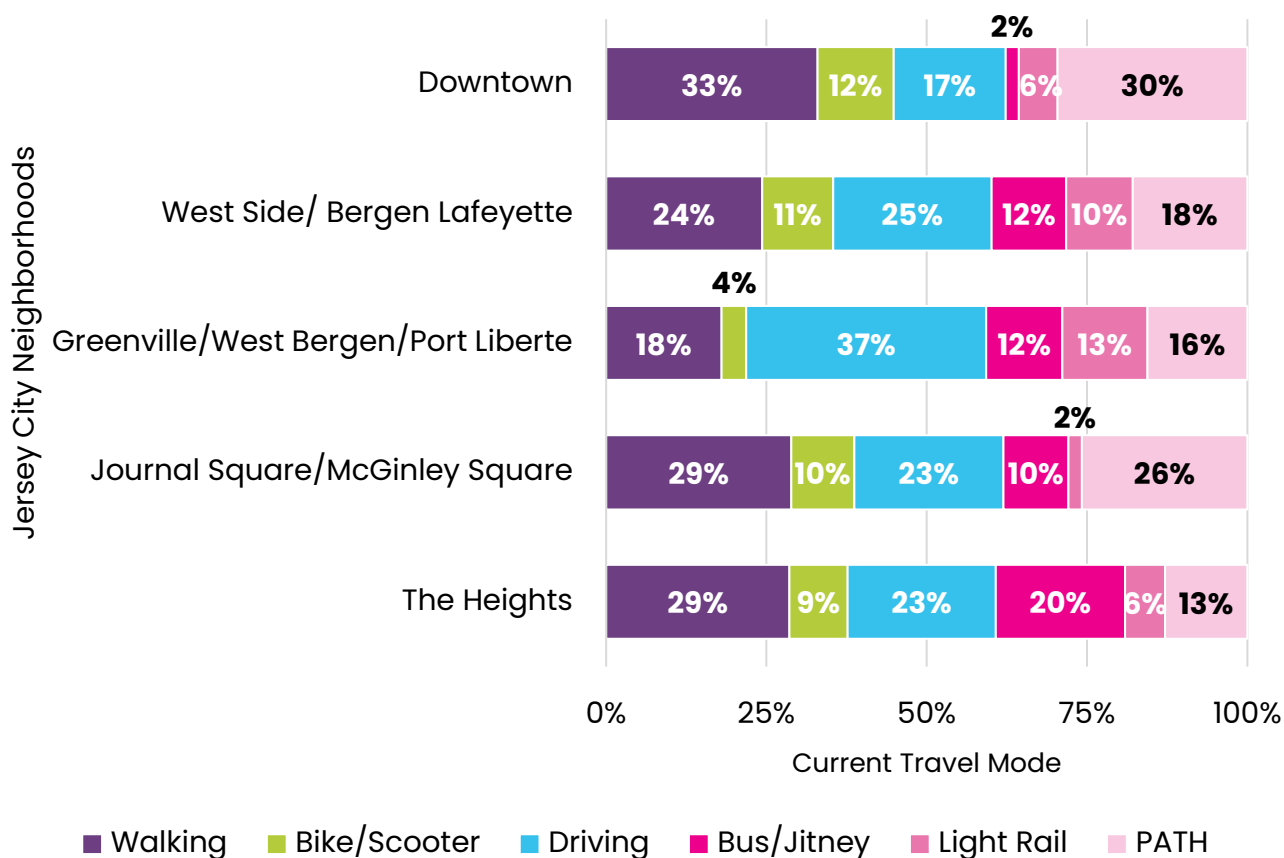
CURRENT TRAVEL MODE BY FREQUENCY



The crosstab analysis of frequent users' (a few times a week or more) current travel modes by neighborhood of residence showed clear geographic differences.

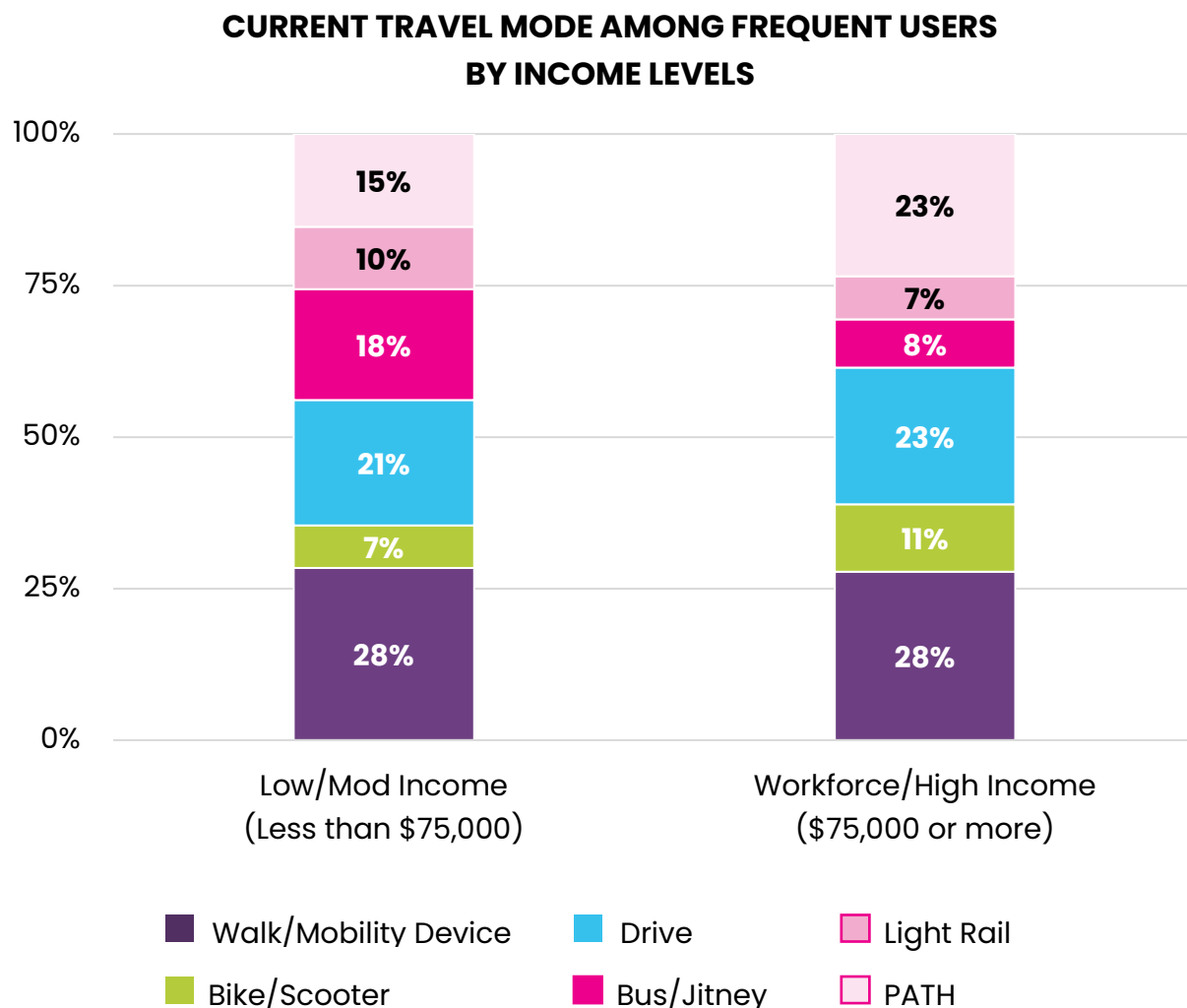
More than one-third of respondents from Greenville/West Bergen/Port Liberté reported driving frequently, significantly higher than in other areas. Light rail use was more common among respondents from West Side/Bergen-Lafayette and Greenville/West Bergen/Port Liberté. Bus and jitney use was highest among respondents from the Heights, while PATH use was more prevalent among those in Downtown and Journal Square/McGinley Square.

CURRENT TRAVEL MODE AMONG FREQUENT USERS BY NEIGHBORHOOD OF RESIDENCE



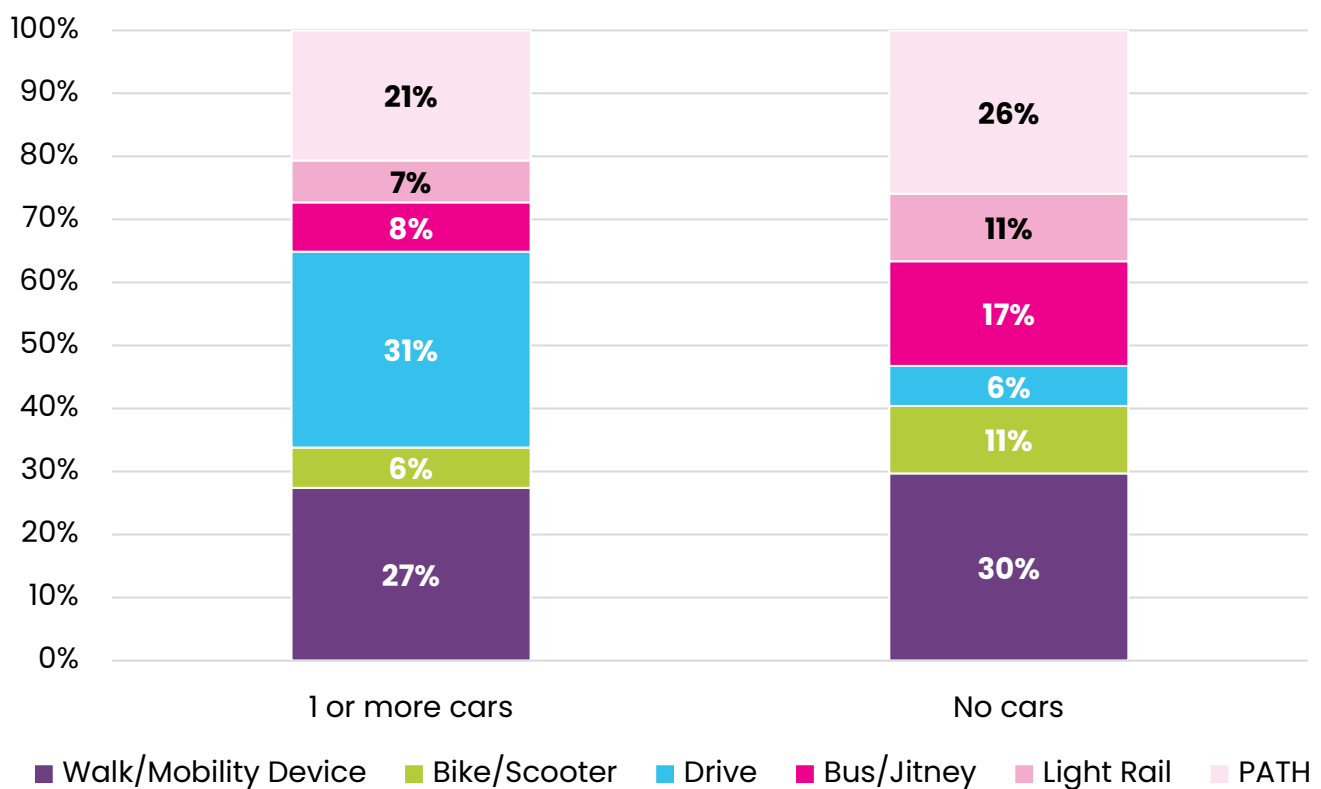
The crosstab analysis of current travel modes among frequent users by income level primarily highlighted differences in public transit use across income groups.

Low- and moderate-income respondents said they relied more on buses and jitneys, while workforce and higher-income respondents used PATH more frequently. Frequent bike and scooter use was also slightly greater among higher-income respondents.



This crosstab examined the current travel modes of frequent users (at least a few times a week) by vehicle access. As expected, nearly one-third of respondents with access to a vehicle reported driving frequently. In contrast, most respondents without access to a vehicle rely more on transit. Frequent walking and biking were also more common among those without access to a vehicle.

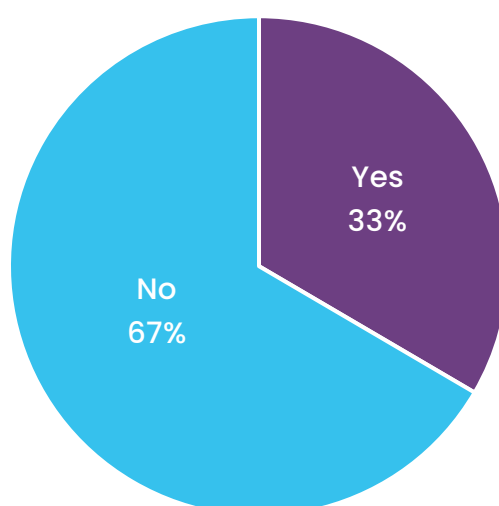
**CURRENT TRAVEL MODE AMONG FREQUENT USERS BY
HOUSEHOLD VEHICLE ACCESS**



Are there any school-aged children living in your home?

In addition to other demographic questions, all respondents were asked whether they have school-aged children living in their household. All participants were required to answer this question. Approximately 33 percent reported having school-aged children. This question included skip logic, directing respondents who answered “yes” to a follow-up question.

SCHOOL AGED CHILDREN



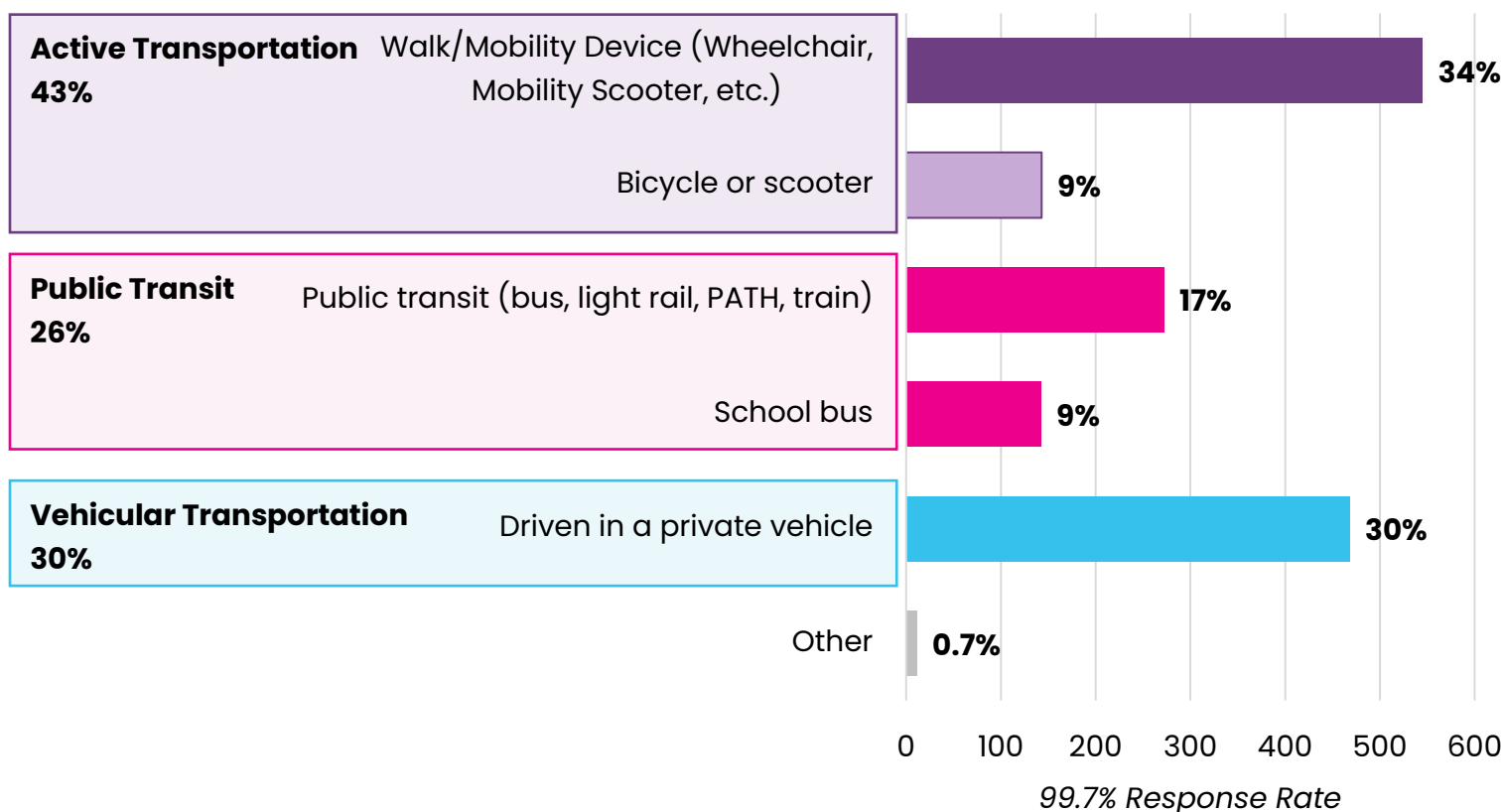
100% Response Rate

How do the children living in your home usually get to school?

This question was shown only to respondents who indicated they have school-aged children in their households. More than 99 percent responded, with 45 percent selecting two options and 55 percent selecting one. A small number of write-in responses were initially categorized as “Other,” but most were later reclassified into existing categories. After reclassification, only 11 responses remained in the “Other” category.

Walking was the most commonly reported mode (34 percent), followed by driving (30 percent). Public transit accounted for 17 percent of responses, while 9 percent of respondents reported using a school bus, and another 9 percent biked to school.

TRAVEL TO SCHOOL

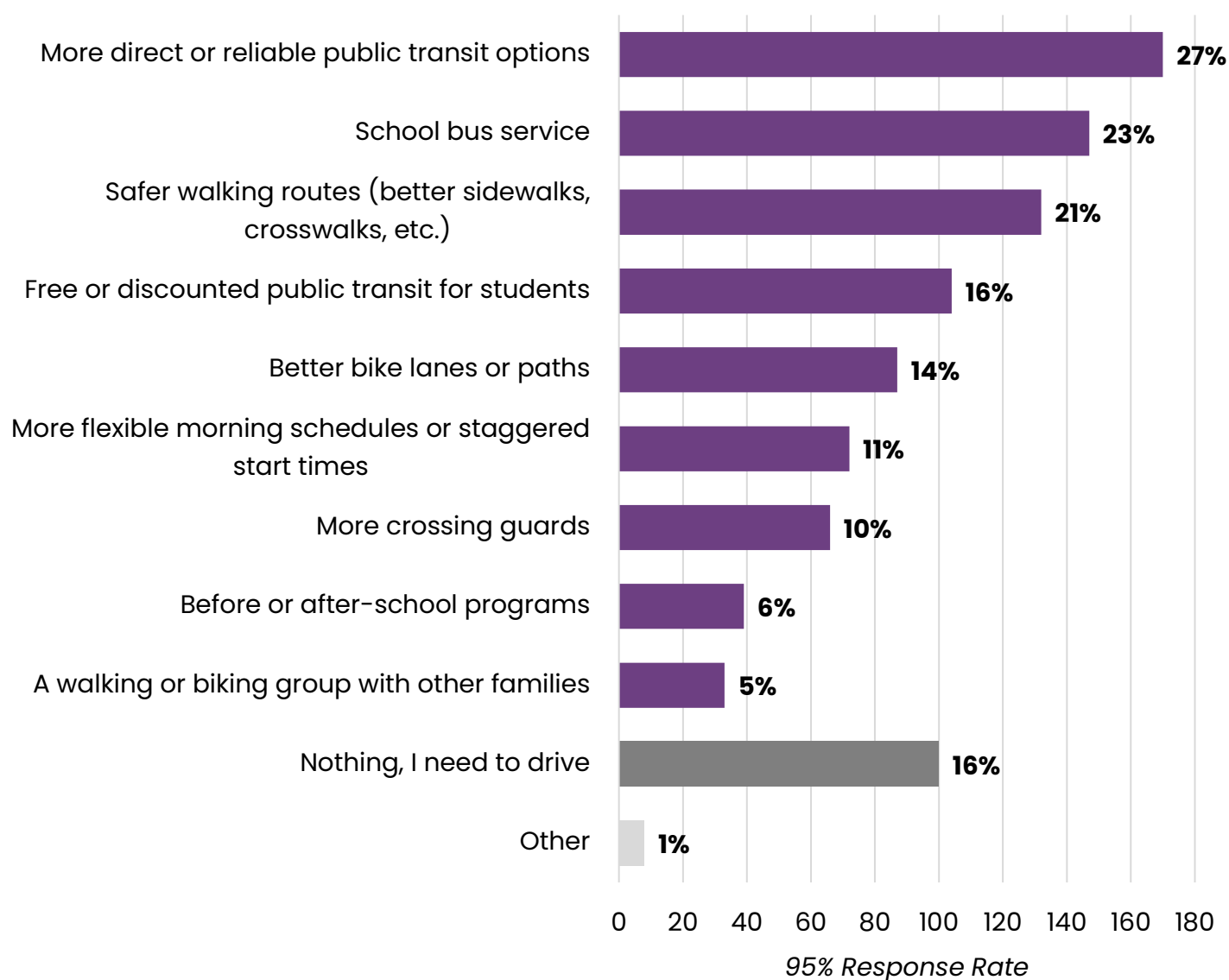


What would encourage you to drive to school less often?

Respondents who indicated that they drive their children to school were directed to this question, and almost 95 percent responded. Respondents were asked to select up to three options, with about 46 percent selecting three, 21 percent selecting two, and nearly 33 percent selecting one. A small number of write-in responses were initially categorized as "Other," but most were later reclassified into existing categories. After reclassification, only 8 responses remained in the "Other" category.

The most commonly selected factor was more direct and reliable public transit (27 percent), followed by increased school bus service (23 percent). Many respondents also indicated that improved walking routes, safer bike lanes, and more affordable transit fares would encourage them to drive less. Overall, responses suggested a strong willingness to shift toward transit, walking, and biking if safety and infrastructure improved, with only 16 percent of current drivers indicating a preference to continue driving their children to school.

WHAT WOULD MAKE YOU DRIVE TO SCHOOL LESS OFTEN?

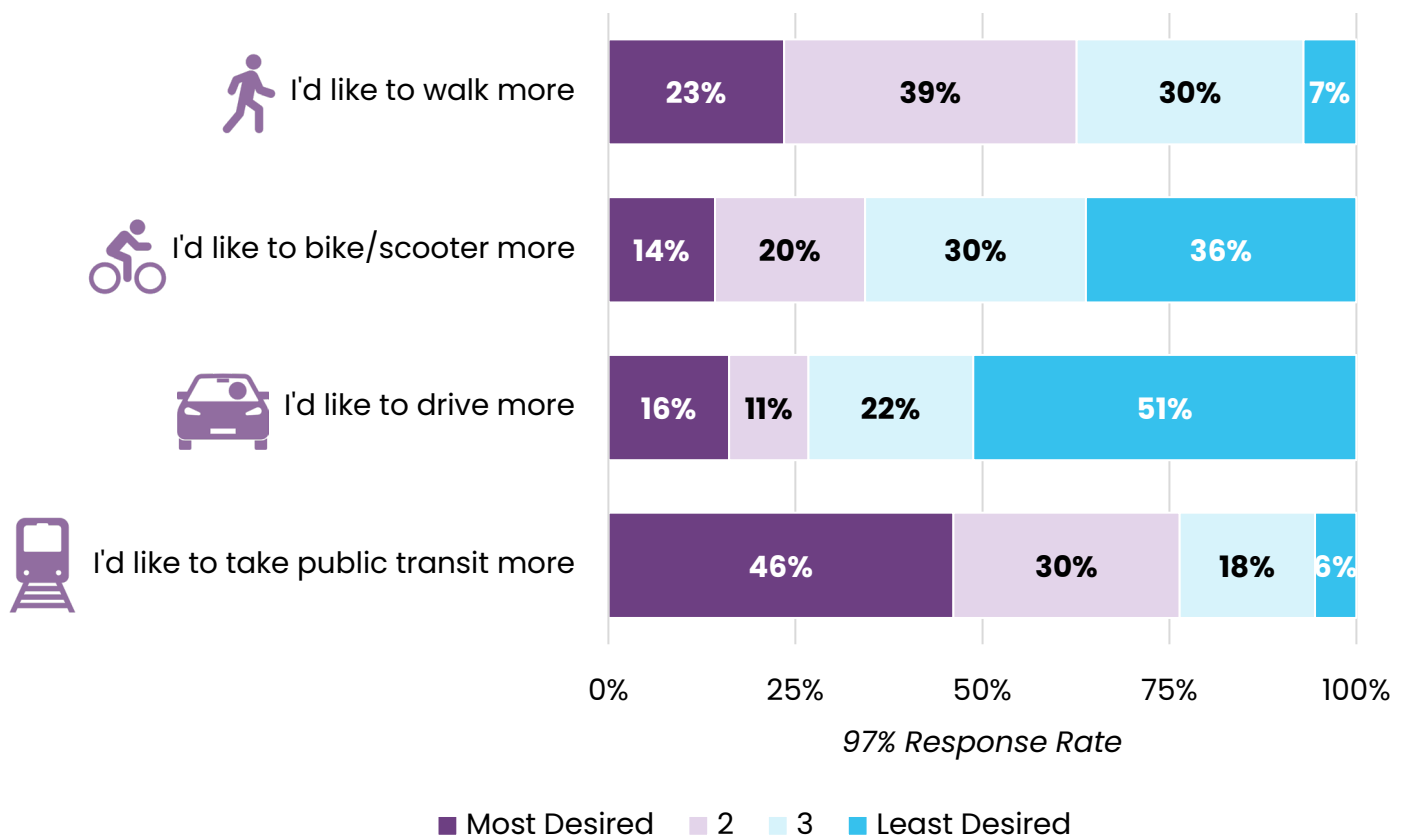


How do you want to get around Jersey City in the future?

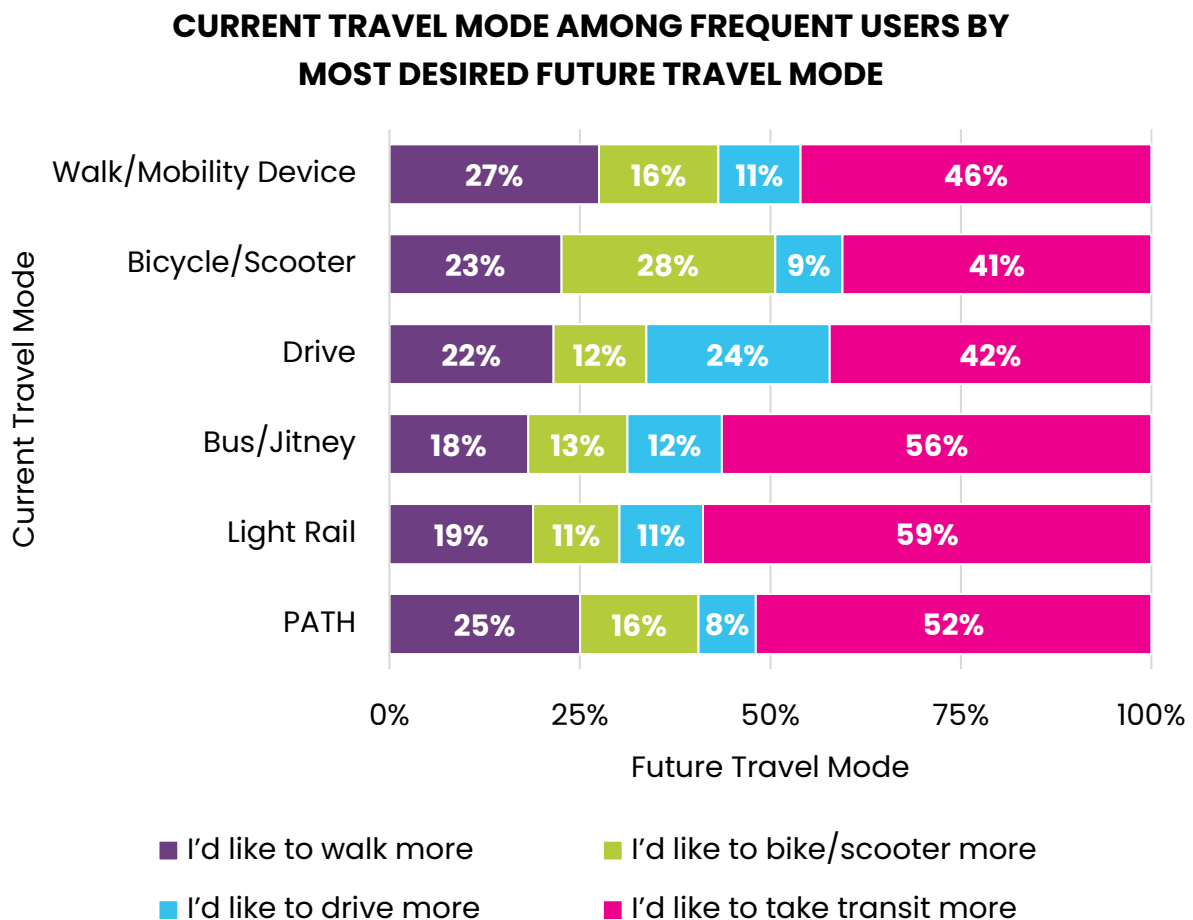
Respondents were asked to rate their desired future travel modes with 1 being the “Most Desired” and 4 being “Least Desired”. Ninety-seven percent of the participants responded.

Public transit was the top choice, with nearly 76 percent of respondents ranking it among their top two “Most Desired” future travel modes. In contrast, most respondents chose driving (73 percent) and bike/scooter (66 percent) as their two “Least-Desired” future travel modes.

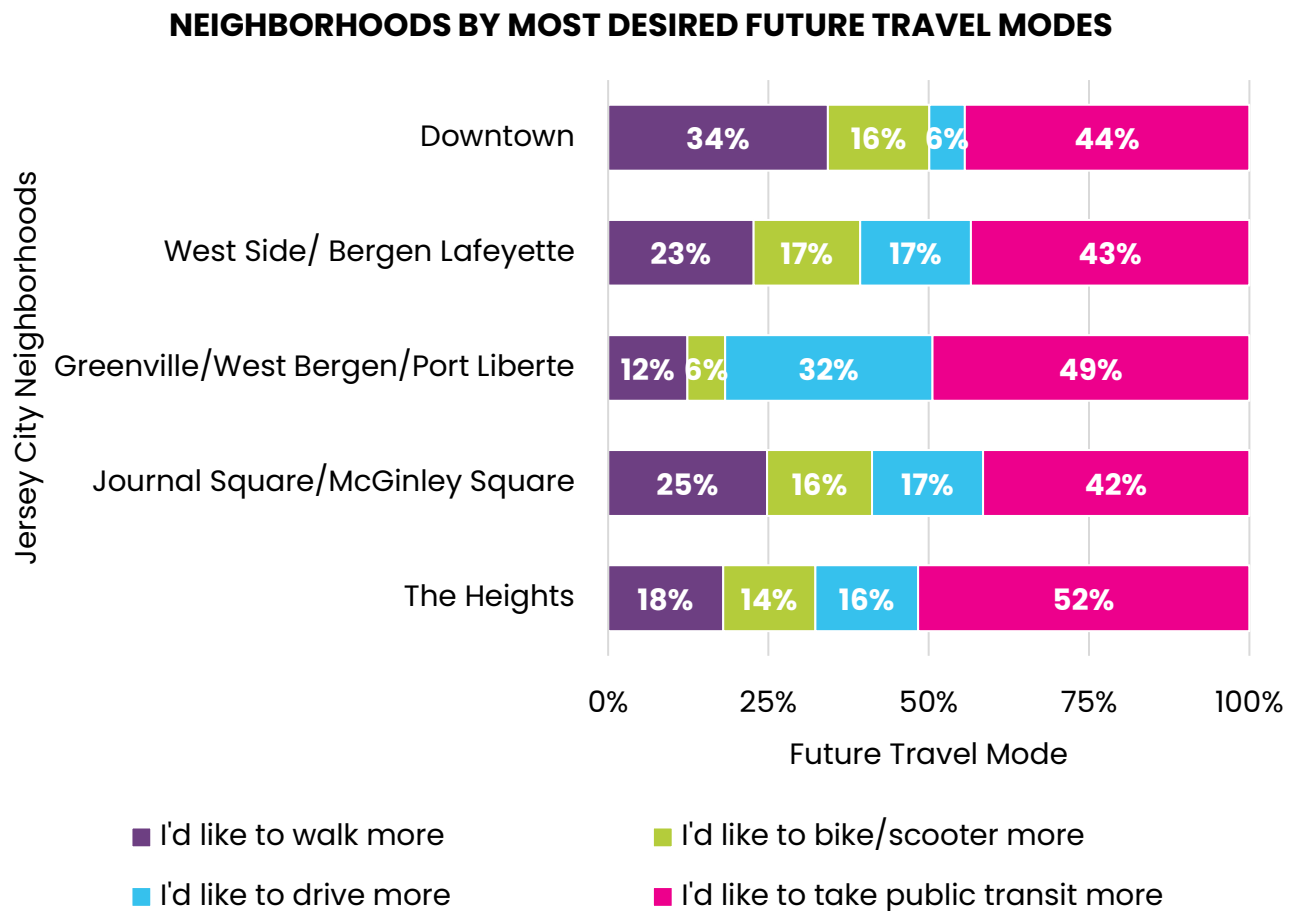
FUTURE TRAVEL MODE



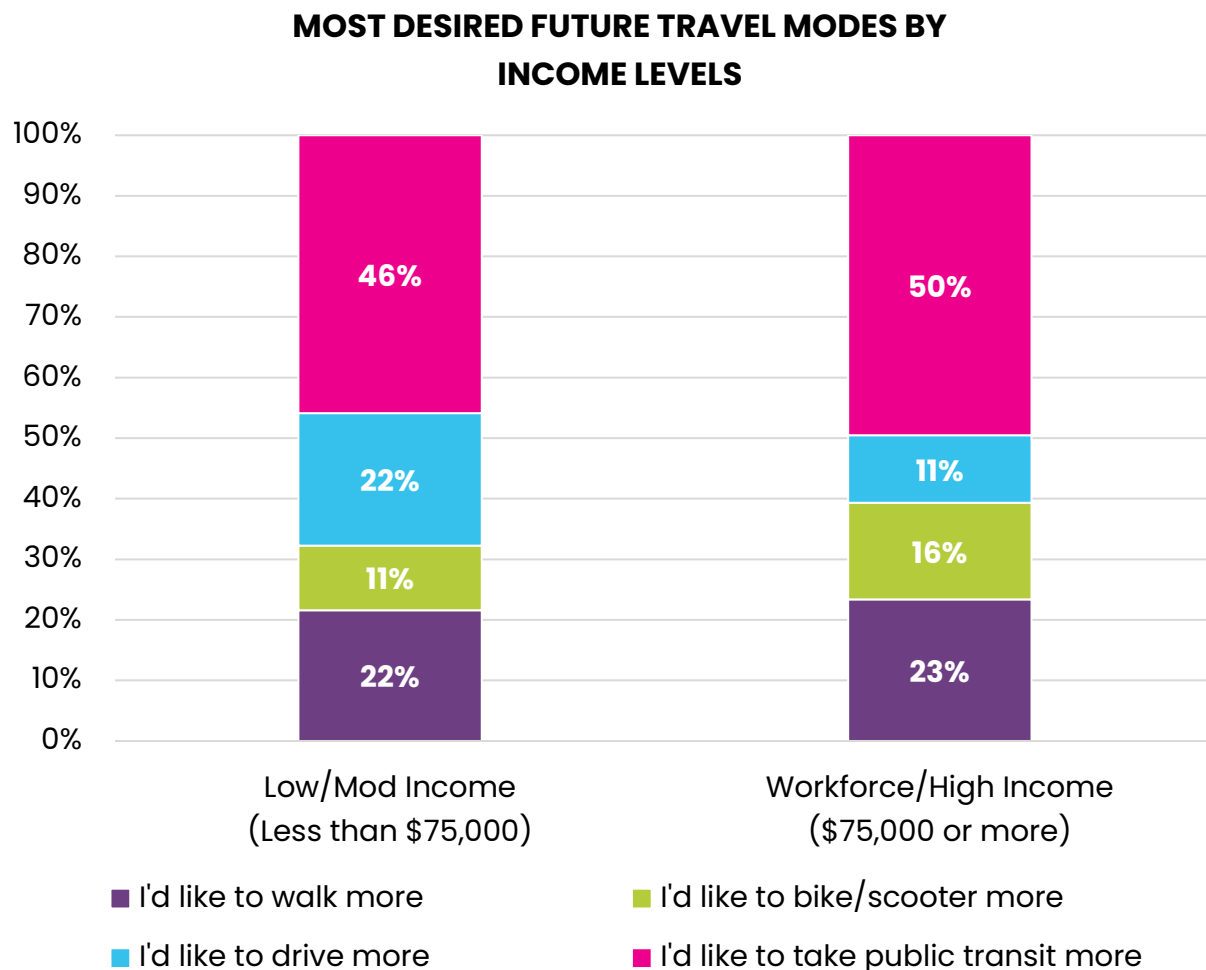
In a crosstab analysis comparing current and preferred future travel modes among frequent users (at least a few times a week), most respondents across nearly all categories expressed a desire to take more transit. Walking was the second-most desired future travel mode among all current travel modes, except for driving and biking/scooter, where respondents tend to prefer doing more of the same mode.



The crosstab analysis of desired future travel modes by neighborhood of residence showed a consistent pattern across most areas. In nearly all neighborhoods, respondents overwhelmingly expressed a desire to use public transit more in the future, with walking identified as the second-most-preferred mode. The exception was Greenville/West Bergen/Port Liberte, where the second-most desired future travel mode was driving.

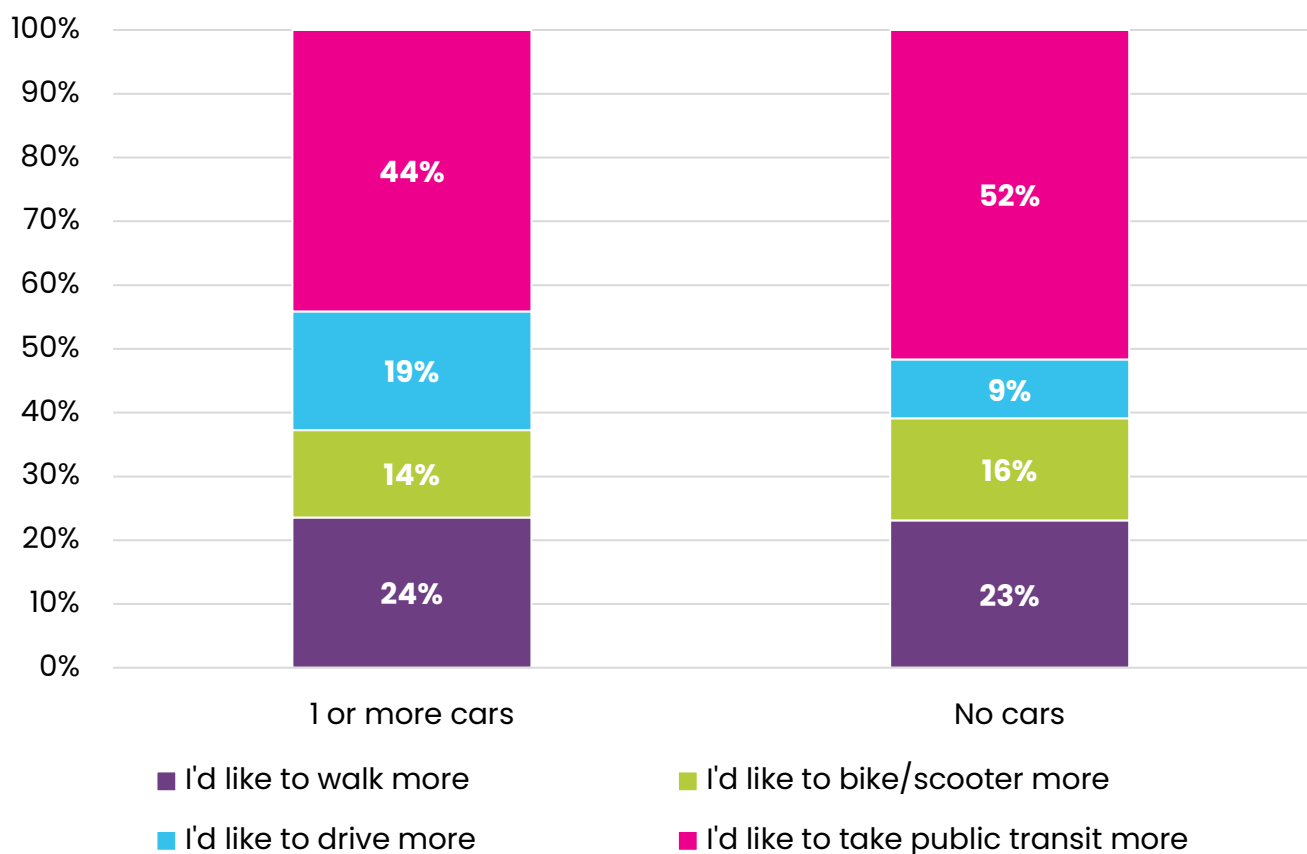


A crosstab analysis comparing desired future travel mode by income level showed a consistent desire across all income groups to use public transit more. Low- to moderate-income respondents indicated a stronger desire to drive more in the future than higher-income respondents. In contrast, interest in biking and scooting was higher among the workforce and high-income respondents.



The crosstab analysis of desired future travel mode by vehicle access showed a strong overall interest in using public transit more in the future, regardless of vehicle ownership. That said, those without access to a vehicle demonstrated a greater desire to travel by transit in the future. Meanwhile, respondents with access to a vehicle expressed a greater desire to drive more.

HOUSEHOLD VEHICLE ACCESS BY FUTURE TRAVEL MODES



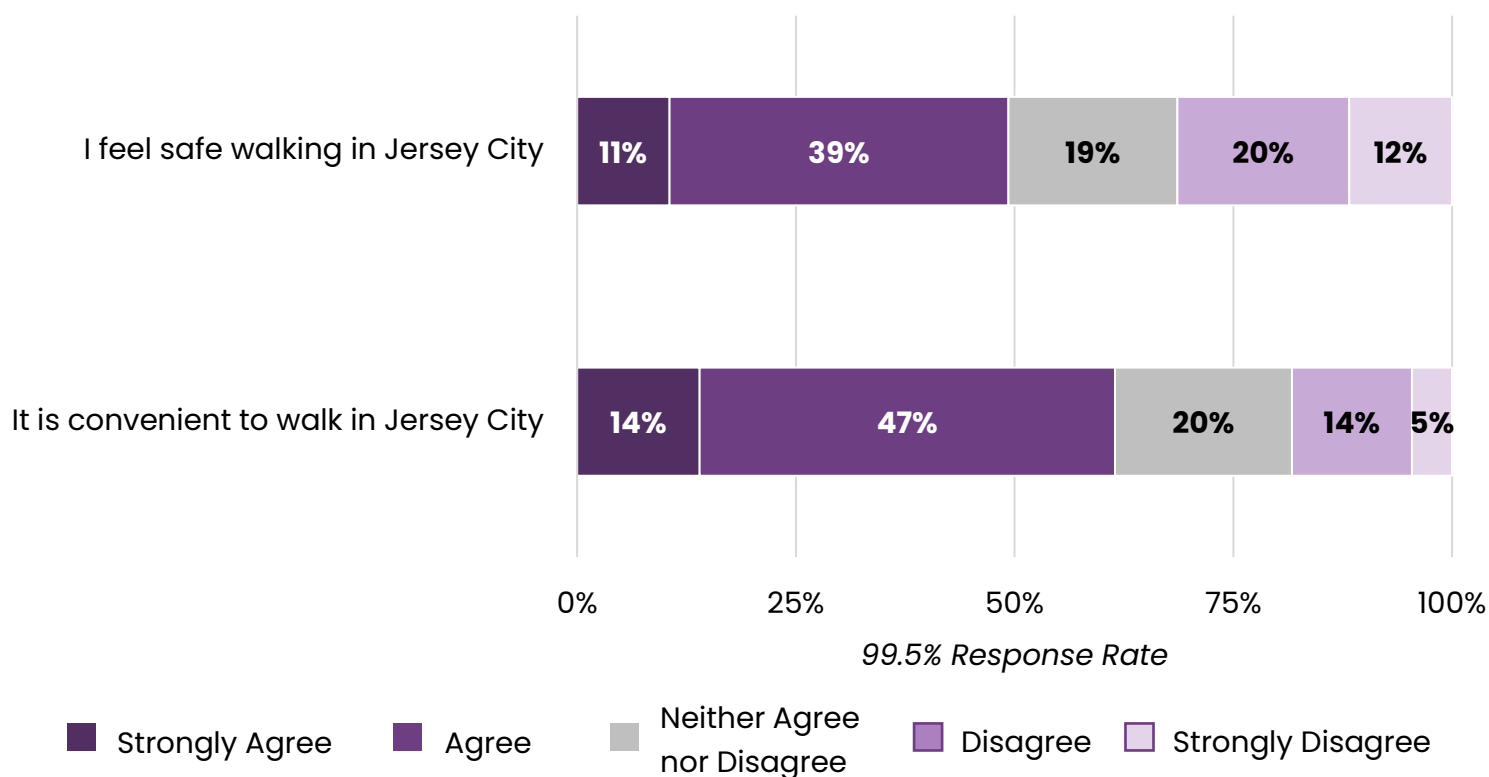
Tell us how much you agree with the following statements about walking in Jersey City:

- **I feel safe walking in Jersey City**
- **It is convenient to walk in Jersey City**

Respondents were asked to rate their level of agreement with these statements on a scale from “Strongly Agree” to “Strongly Disagree.” More than 99 percent of participants responded to this question.

Overall, 61 percent of respondents agreed that walking in Jersey City was convenient, while just under half of respondents felt that walking was safe.

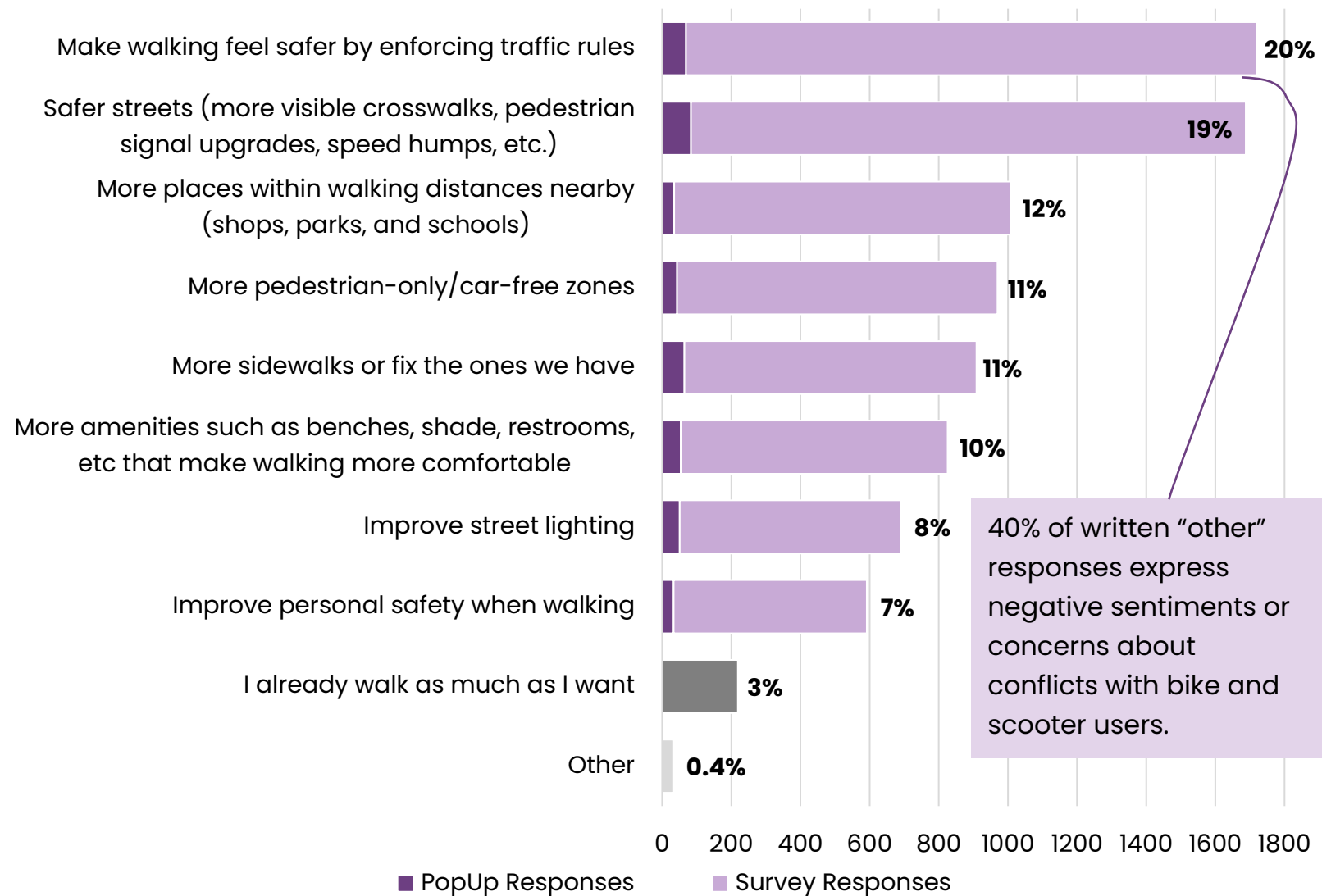
PERCEIVED SAFETY AND CONVENIENCE WHEN WALKING



What would make walking in Jersey City safer and more convenient for you?

Respondents were asked to select up to three choices. Enforcing traffic rules emerged as the top priority, selected by 20 percent of respondents, followed closely by safer streets through increased traffic calming measures at 19 percent. Other commonly cited improvements included more walkable destinations, car-free zones, improved sidewalks, and additional amenities to make walking more comfortable.

WHAT WOULD MAKE WALKING SAFER AND CONVENIENT?

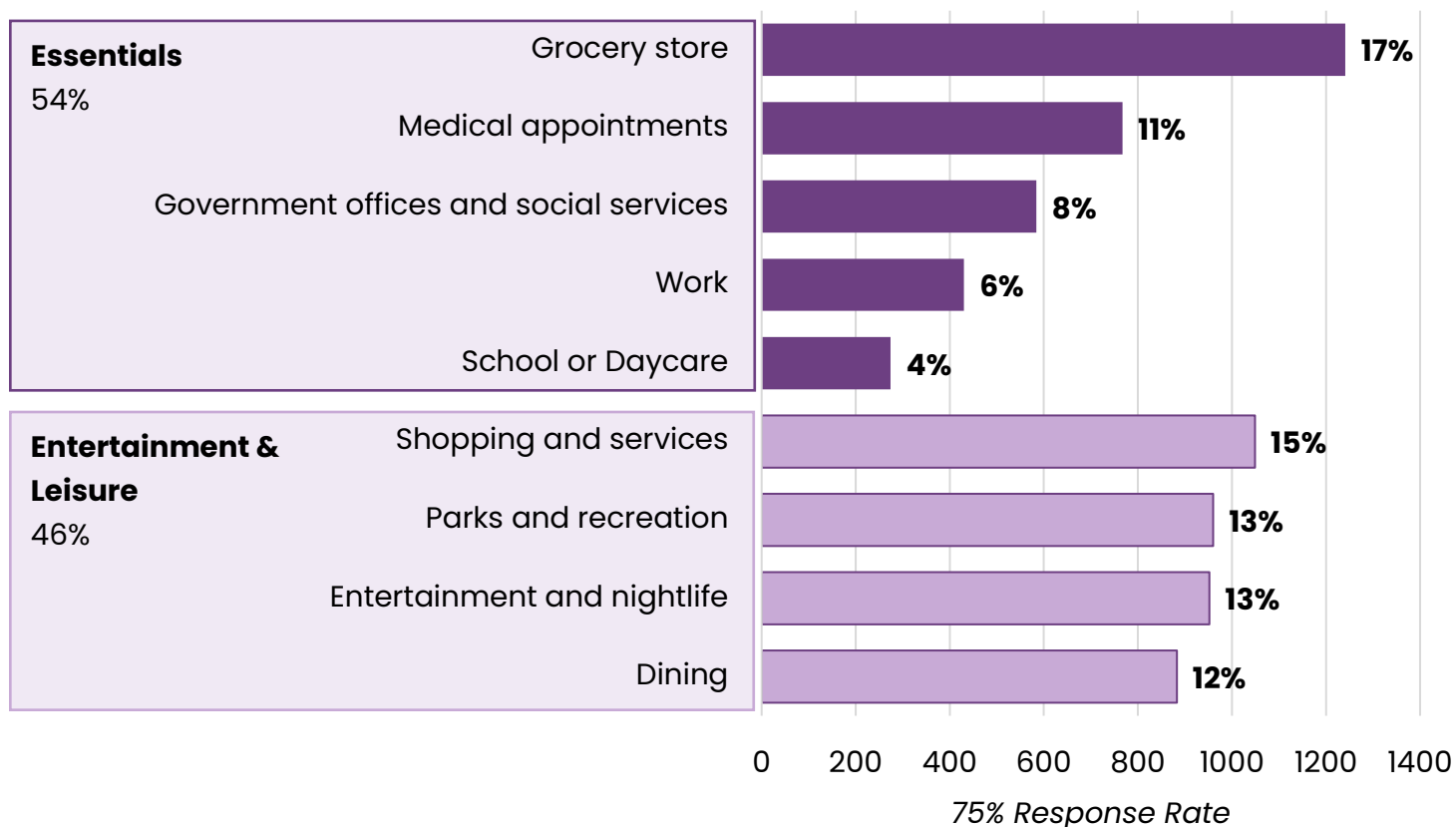


Are there places you'd like to walk to but find it hard to get there?

Respondents were asked to select all options that applied, with 75 percent participation in this question. A small share (about 2 percent) selected all available choices, while most respondents selected up to three options (approximately 22–27 percent).

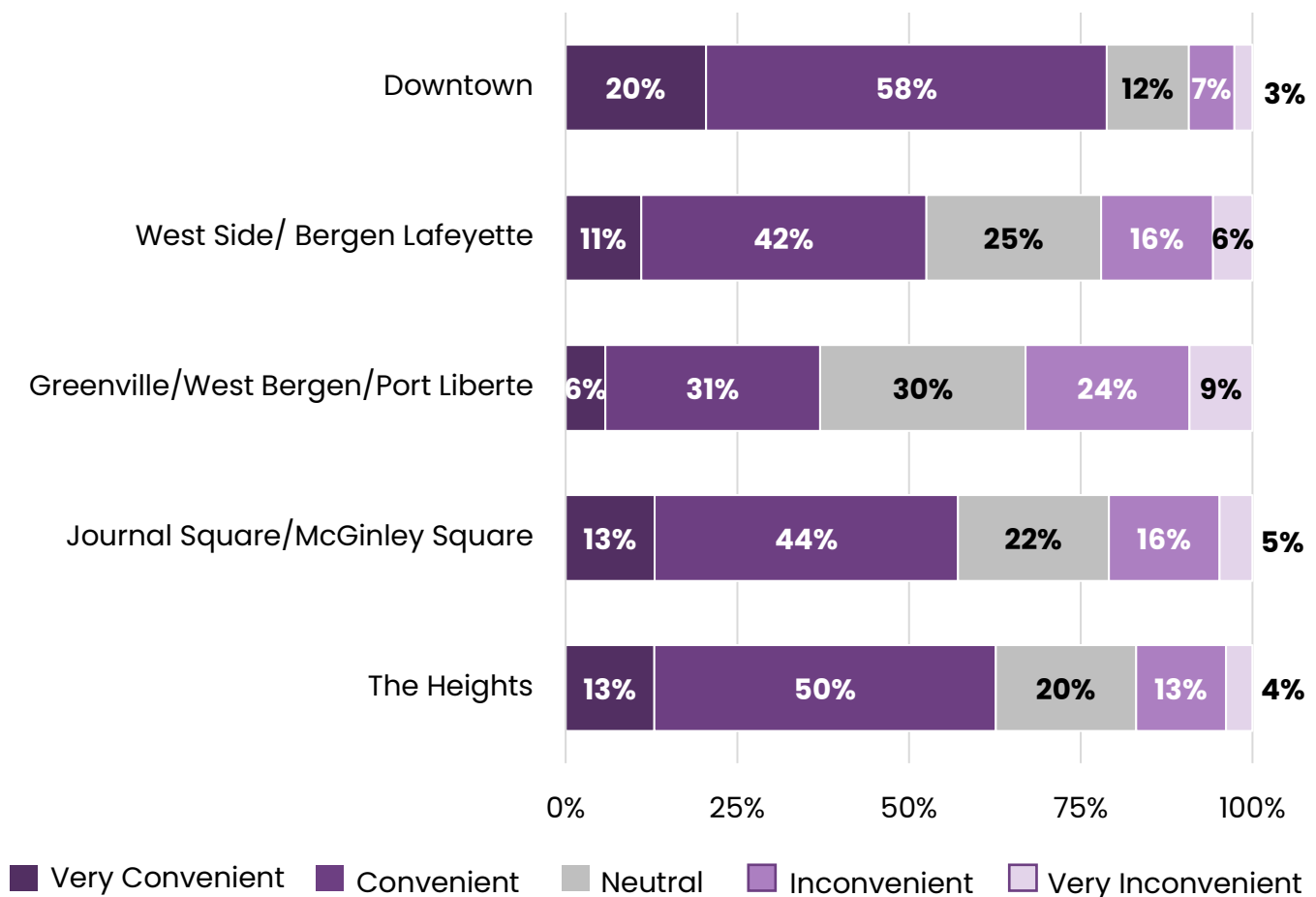
Grocery stores were the most commonly desired walking destination, selected by 17 percent of respondents. This was followed by shopping and services at 15 percent and parks and entertainment, each selected by 13 percent of respondents.

DESTINATIONS PEOPLE WANT TO WALK TO



The crosstab analysis of walking convenience by neighborhood of residence showed that a majority of respondents view walking as convenient across most neighborhoods, except in Greenville/West Bergen/Port Liberté, where responses were more neutral. Additionally, significantly more Downtown residents reported that walking was convenient compared to other neighborhoods.

WALKING CONVENIENCE BY NEIGHBORHOOD OF RESIDENCE



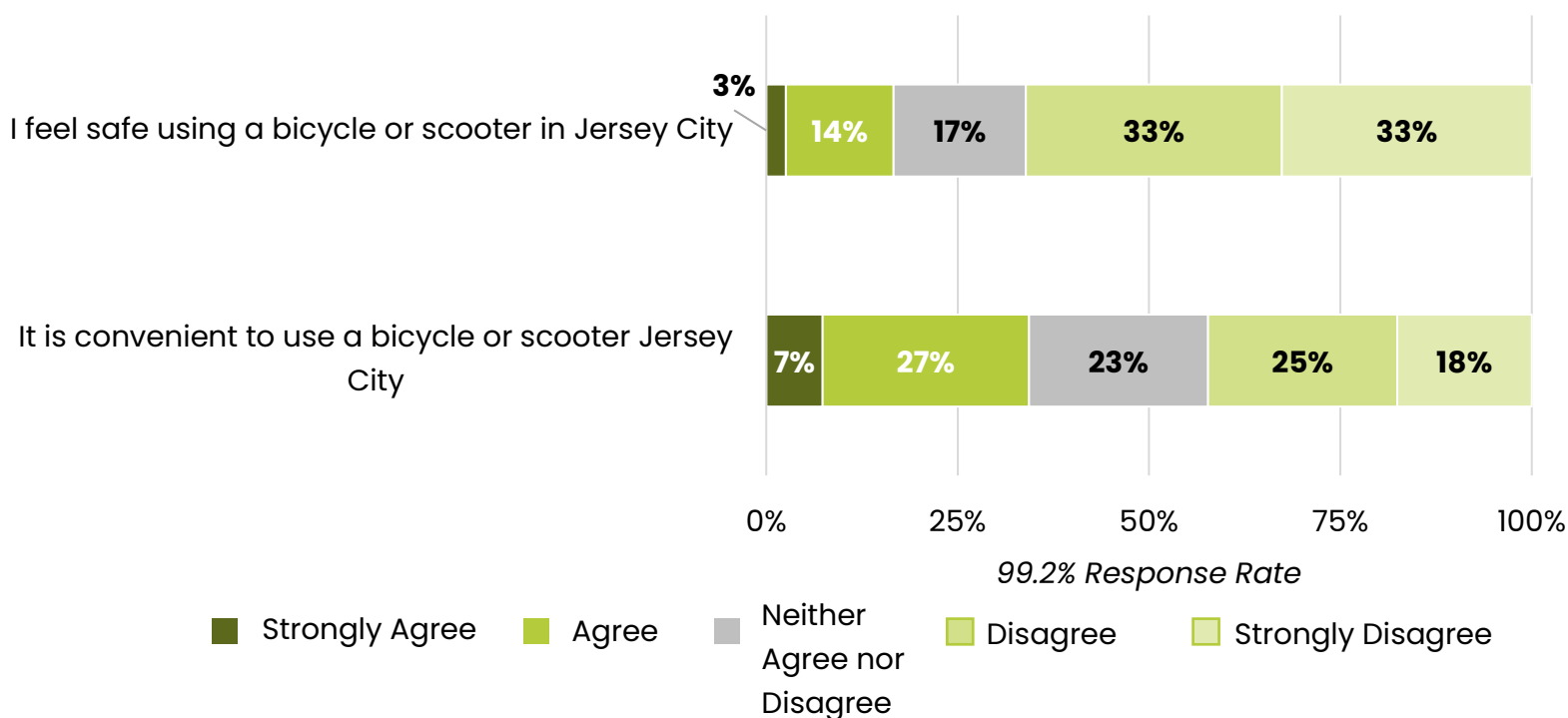
Tell us how much you agree with the following statements about using a bicycle or scooter in Jersey City:

- **I feel safe using a bicycle or scooter in Jersey City**
- **It is convenient to use a bicycle or scooter in Jersey City**

Respondents were asked to rate their level of agreement with these statements on a scale from “Strongly Agree” to “Strongly Disagree.” Over 99 percent of participants responded to this question.

Only 17 percent of respondents agreed that biking in Jersey City was safe, and 34 percent agreed that it was convenient. While perceptions of convenience were somewhat higher, concerns about safety remained significant, with 66 percent of respondents indicating that biking in the City was unsafe.

PERCEIVED SAFETY AND CONVENIENCE WHEN BIKING/SCOOTERING

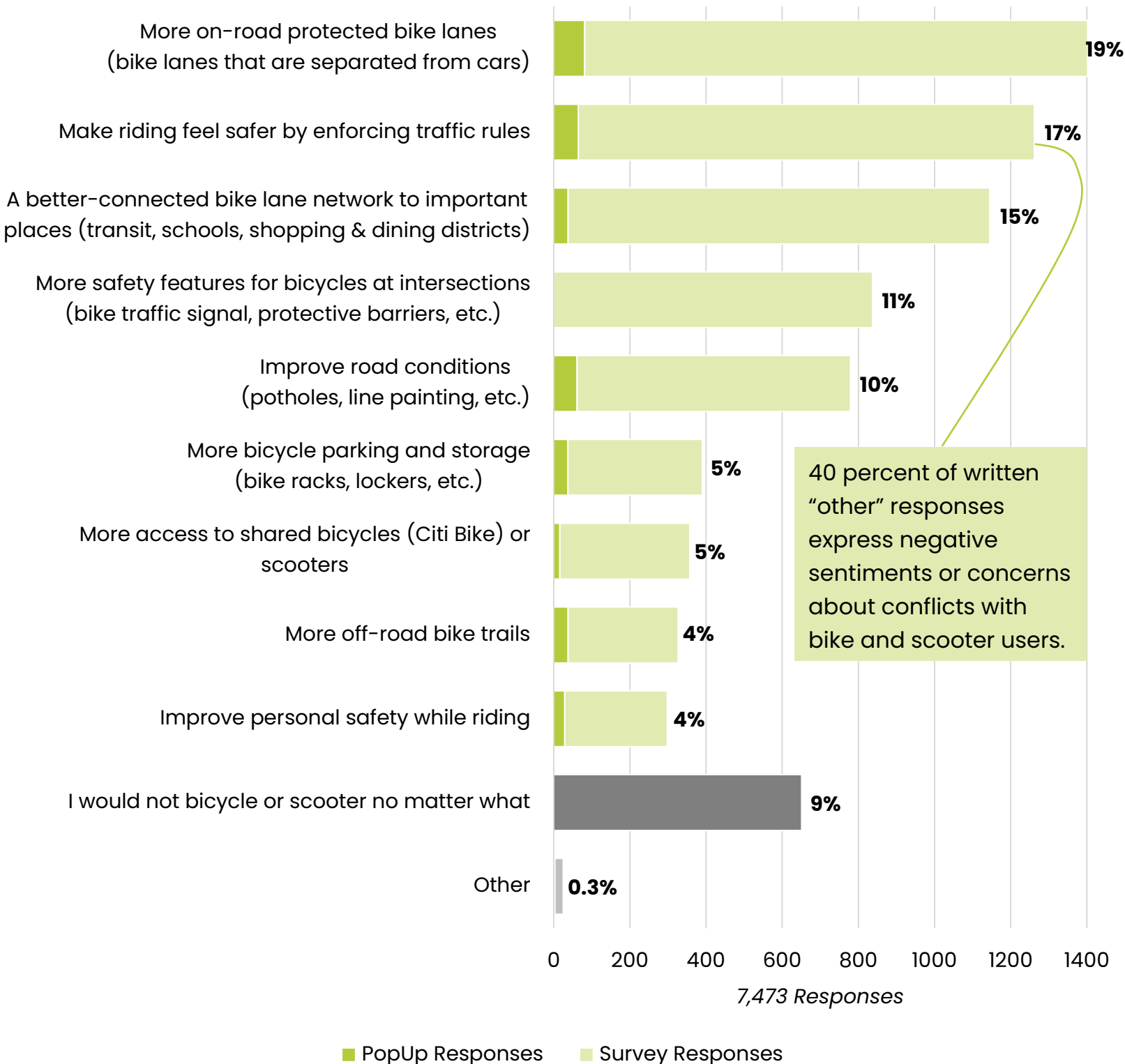


What would make biking/scootering in Jersey City safer and more convenient for you?

Respondents were asked to select up to three choices. A small portion of respondents wrote-in responses in the “Other” category that were later reclassified into existing categories. After reclassification, only 25 responses remained in the “Other” category.

Protected bike lanes emerged as the top priority, selected by 19 percent of respondents, followed closely by enforcement of traffic rules at 17 percent. Other commonly cited improvements included a connected bike network, more safety features at intersections, and better road conditions.

WHAT WOULD ENCOURAGE YOU TO BIKE/SCOOTER MORE?

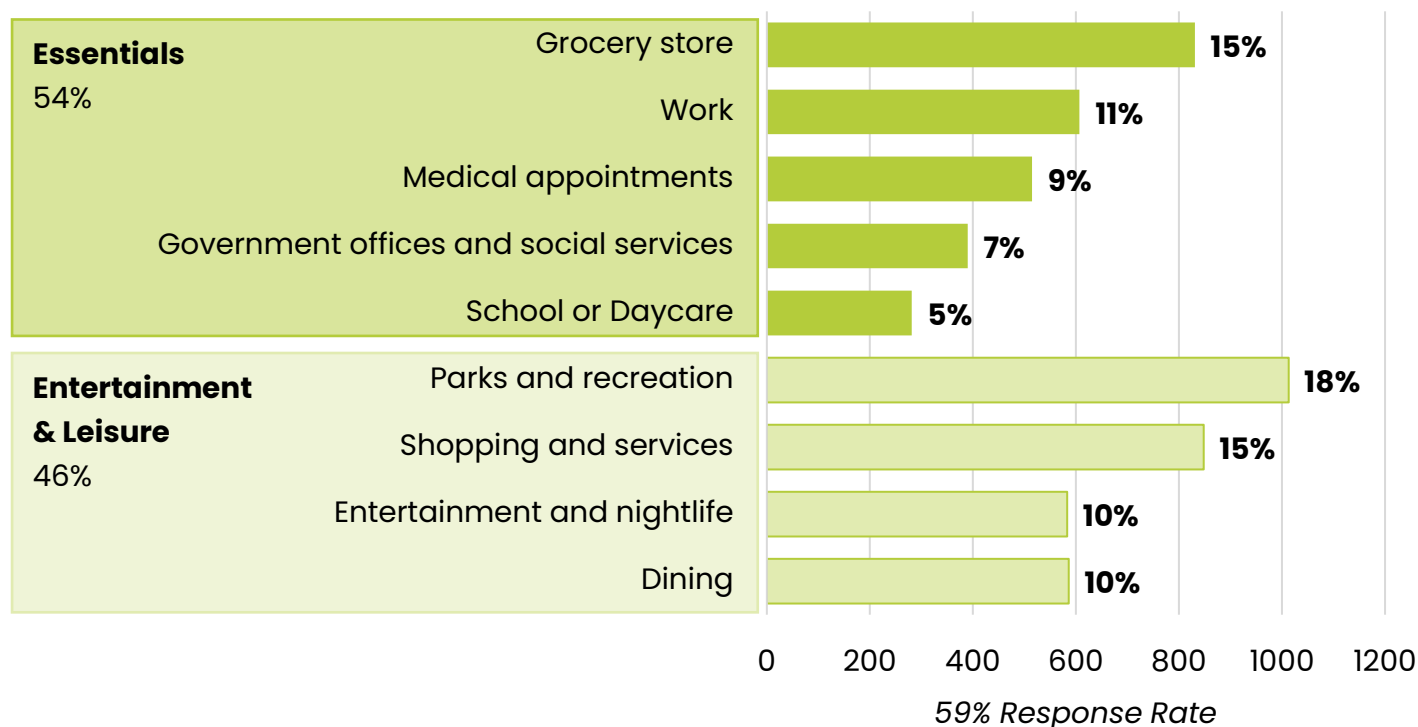


Are there places you'd like to go by bicycle or scooter but find it hard to get there?

Respondents were asked to select all options that applied, and 59 percent responded to this question. A small share (about 2 percent) selected all available choices, while most respondents selected up to three options (approximately 24–27 percent).

Parks and other recreational spaces were the most commonly desired bike destinations, selected by 18 percent of respondents. This was followed by grocery stores, shopping, and services at 15 percent, and 11 percent of respondents indicated a desire to bike to work.

DESTINATIONS PEOPLE WANT TO BIKE/SCOOTER TO



This crosstab analysis examined perceptions of the convenience of riding a bike/scooter by income level. While perceptions of convenience were generally consistent across income groups, higher-income respondents were slightly more likely to find biking inconvenient compared to low- and moderate-income respondents.

PERCEIVED CONVENIENCE OF BIKING/SCOOTERING BY INCOME LEVEL



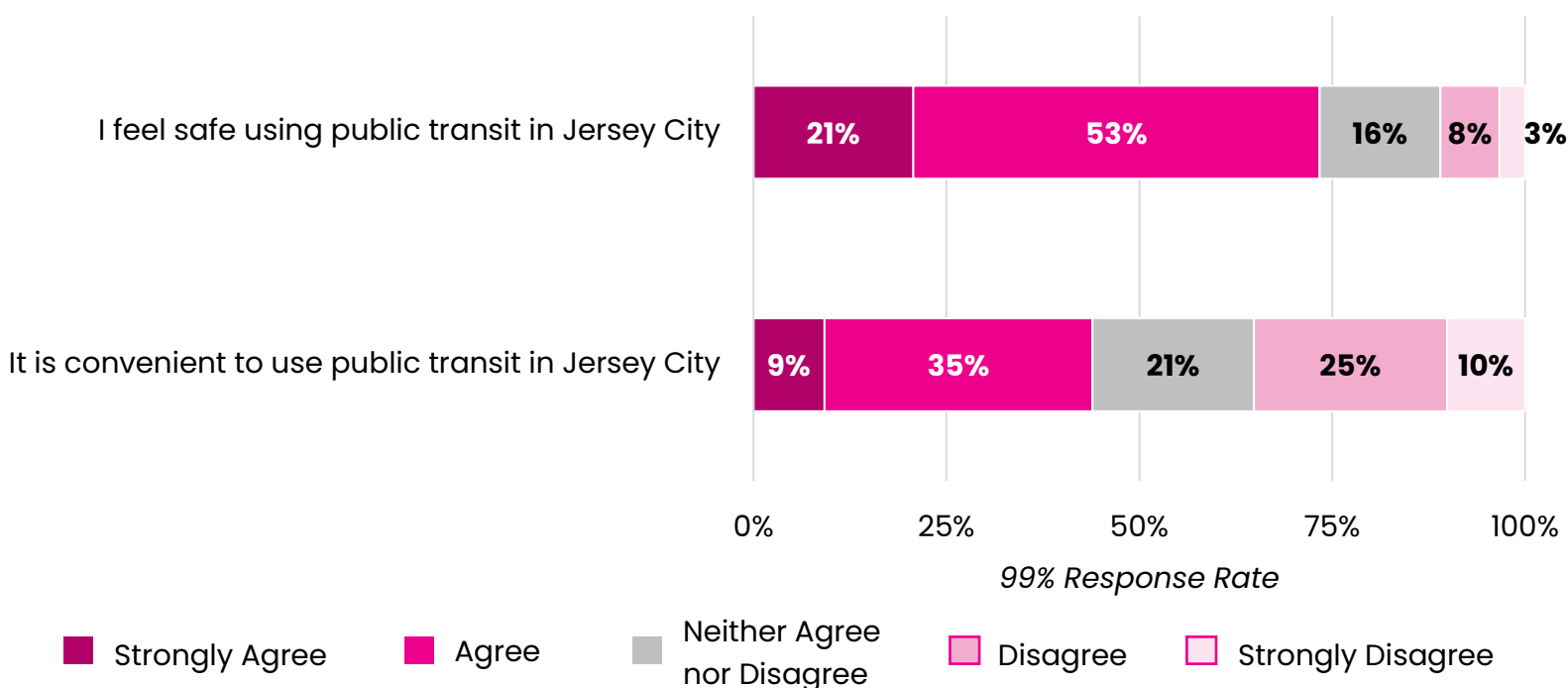
Tell us how much you agree with the following statements about using public transit (bus, jitney, Via JC, light rail, PATH) to get around Jersey City:

- **I feel safe using public transit in Jersey City**
- **It is convenient to use public transit in Jersey City**

Respondents were asked to rate their level of agreement with these statements on a scale from “Strongly Agree” to “Strongly Disagree.” Almost 99 percent of participants responded to this question.

Unlike other travel modes, public transit is perceived as relatively safe, with 74 percent of respondents agreeing with the statement. However, perceptions of convenience are more neutral. While 44 percent relayed agreement with the statement, a notable 35 percent disagreed, suggesting that transit is not universally viewed as convenient.

PERCEIVED SAFETY AND CONVENIENCE WHEN TAKING TRANSIT



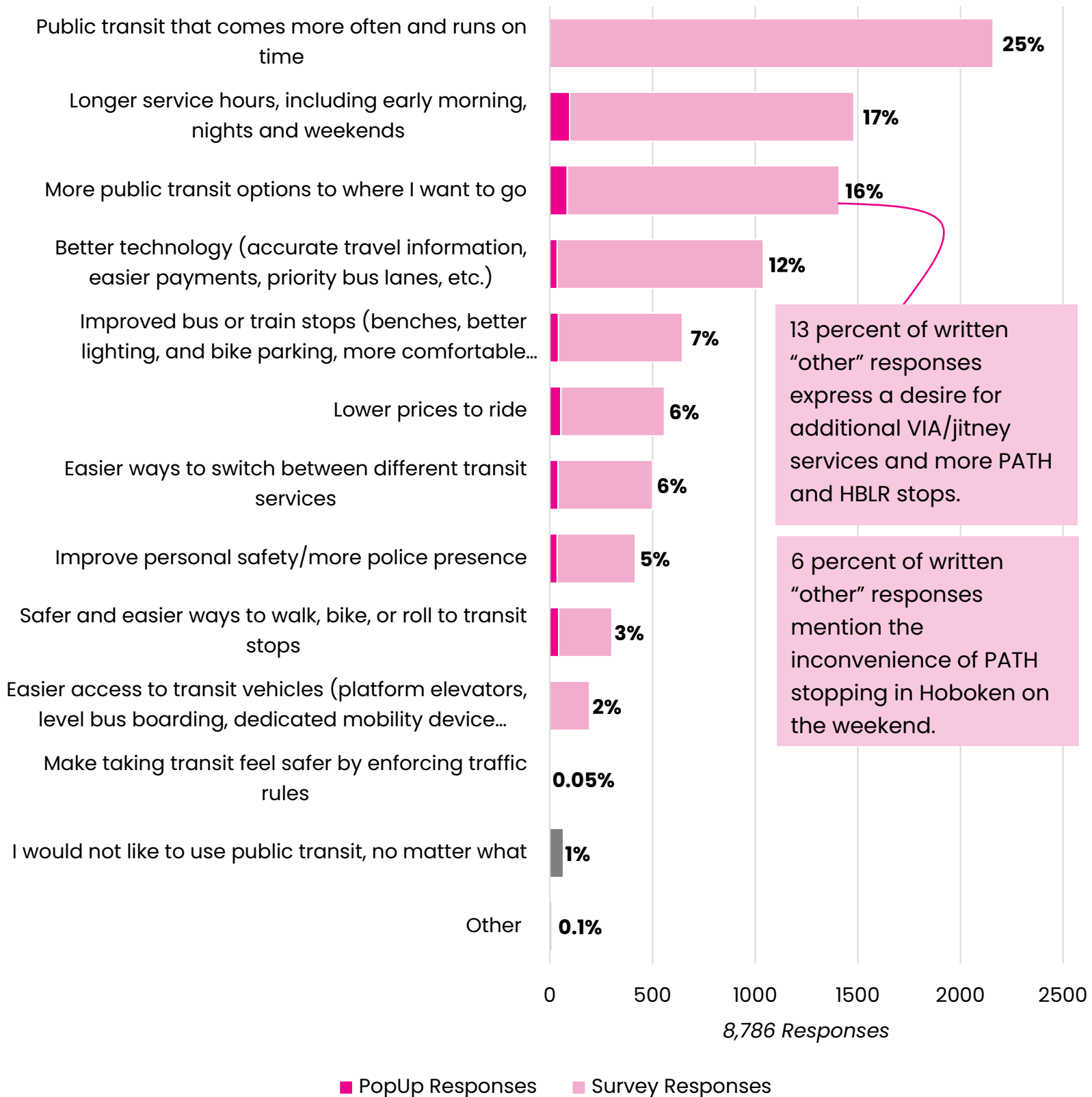
What would make taking public transit in Jersey City safer and more convenient?

Respondents were asked to select up to three priorities. A small portion of respondents wrote-in responses in the “Other” category that were later reclassified into existing categories. After reclassification, only 19 responses remained in the “Other” category.

As shown in the chart on the following page, frequent and reliable transit service emerged as the top priority at 25 percent, followed by expanded off-peak and weekend service (17 percent) and more direct destinations (16 percent).

While the top two priorities were consistent across both the survey and pop-up engagement, a key difference is that pop-up respondents placed greater emphasis on lowering fares and providing safer/easier ways to walk, ride, and roll to transit stops. This reflects differences in the demographics reached through each engagement method.

WHAT WOULD ENCOURAGE YOU TO TAKE **TRANSIT** MORE?



Are there places you'd like to walk to but find it hard to get there?

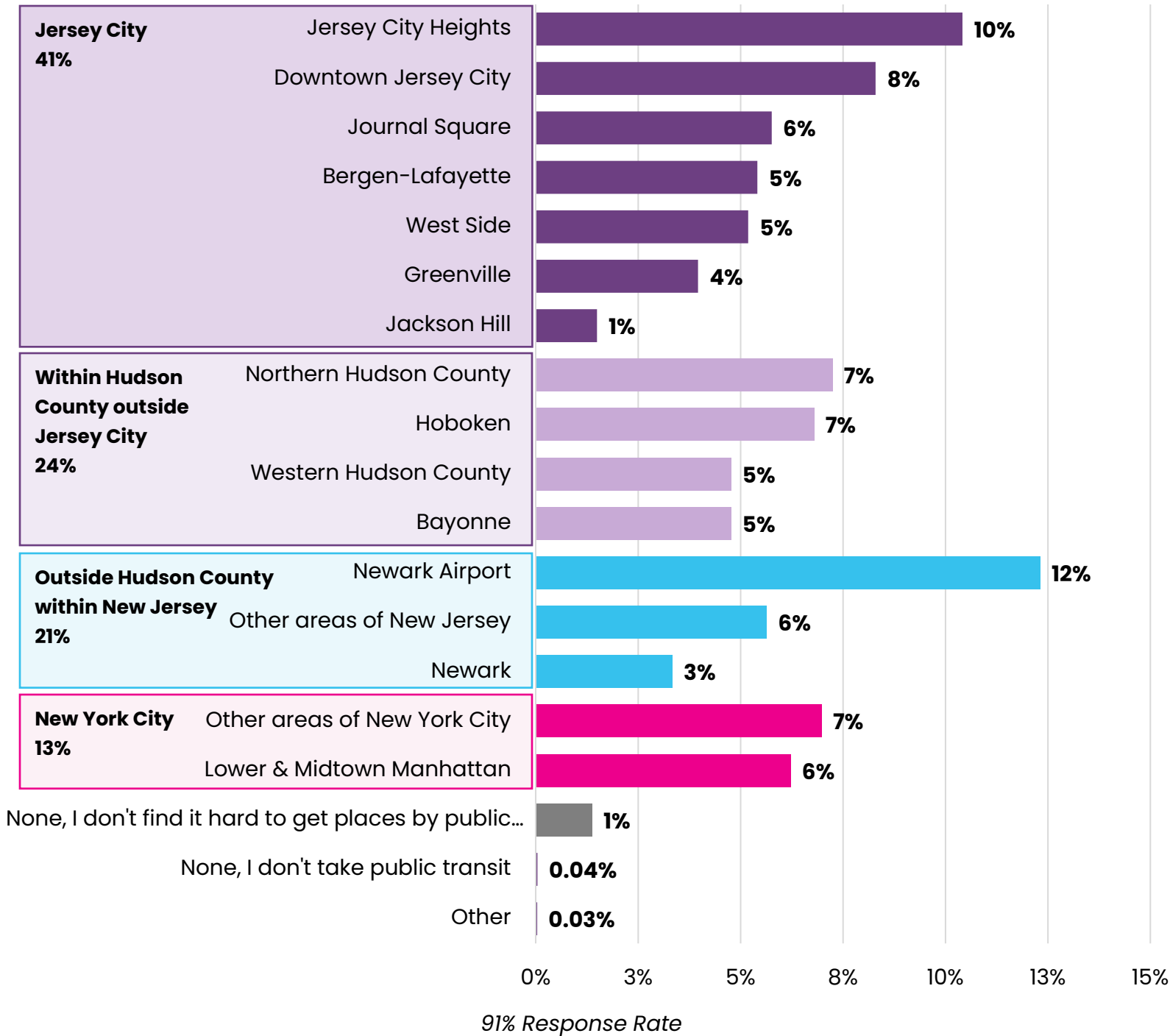
Respondents were asked to select all options that applied, and almost 91 percent responded to this question. A small share (about 2 percent) selected all available choices, while most respondents selected up to five options (approximately 10–21 percent).

Eighty-six percent of respondents expressed a desire for more transit options within New Jersey. Of these, 41 percent identified destinations within Jersey City as a priority, particularly the Heights, followed by improved connectivity to Downtown.

Another 24 percent of respondents indicated a need for better connections within Hudson County, including Hoboken, Union City, and West Newark, at 14 percent. Outside of Hudson County, Newark Airport emerged as a key destination, with 12 percent of respondents seeking improved access.

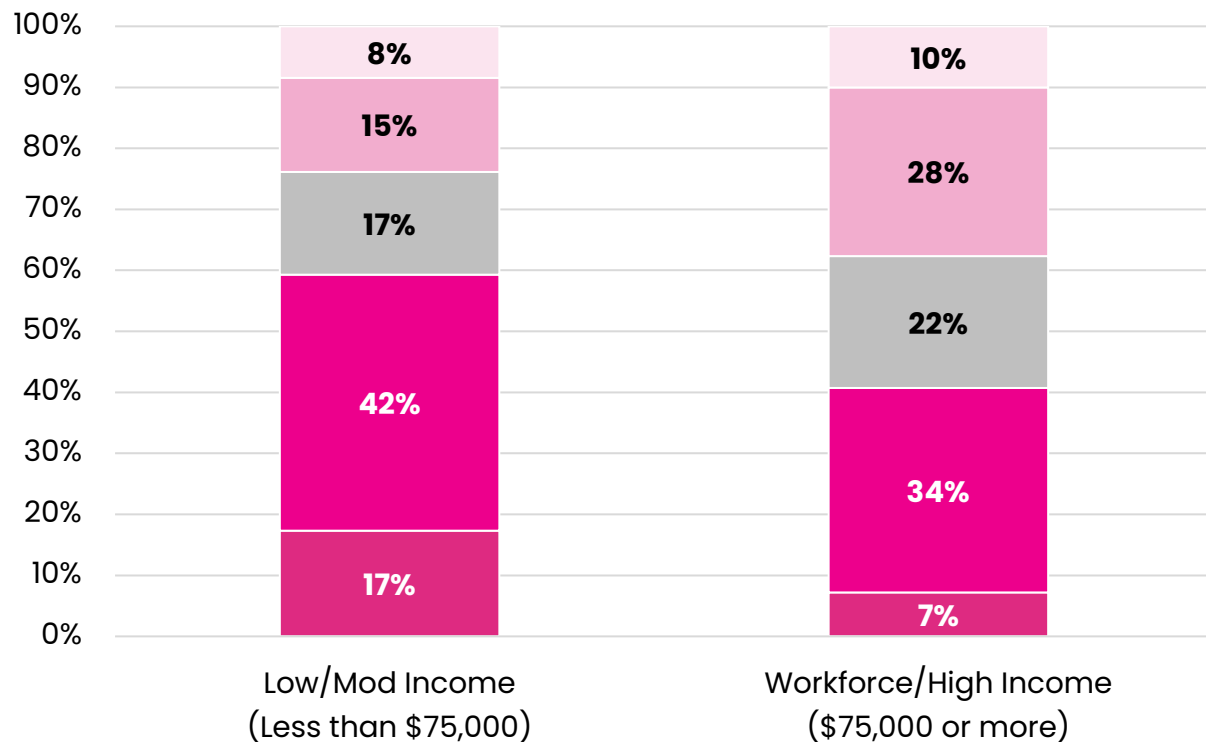
In contrast, only 13 percent expressed a desire for stronger connections to New York City. This suggests a greater demand for enhancing local and regional travel within New Jersey, rather than focusing primarily on commuter-oriented connections to New York City.

DESTINATIONS PEOPLE WANT TO TAKE **TRANSIT** TO



This crosstab examined perceptions of transit convenience by income level. A majority of low- and moderate-income respondents find transit convenient, while workforce and higher-income respondents tend to have more neutral views.

PERCEIVED CONVENIENCE OF TAKING TRANSIT BY INCOME LEVELS



■ Very Convenient
 ■ Convenient
 ■ Neutral
 ■ Inconvenient
 ■ Very Inconvenient

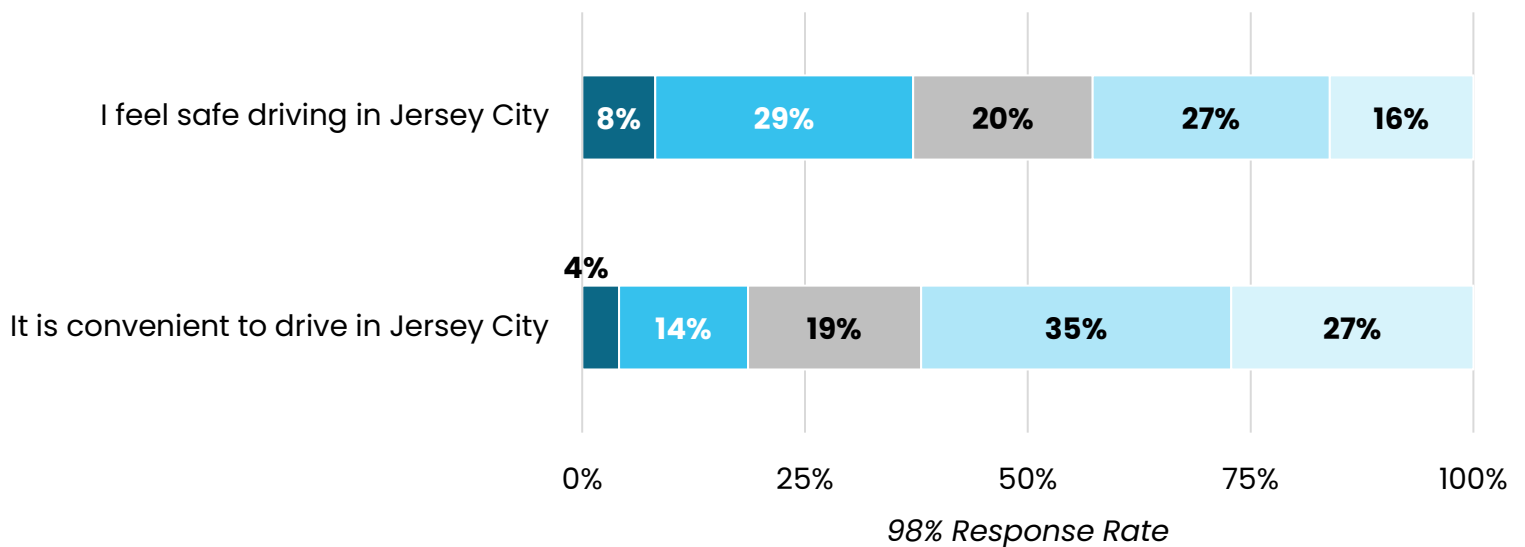
Tell us how much you agree with the following statements about driving around Jersey City:

- **I feel safe driving in Jersey City**
- **It is convenient to drive in Jersey City**

Respondents were asked to rate their level of agreement with these statements on a scale from “Strongly Agree” to “Strongly Disagree.” Over 98 percent of participants responded to this question.

Perceptions of safety when driving were more neutral, with responses leaning toward disagreement. In contrast, a clear majority of respondents, at 62 percent, indicated that driving in Jersey City is inconvenient, while only 18 percent agreed that it is convenient.

PERCEPTION OF SAFETY AND CONVENIENCE WHEN DRIVING



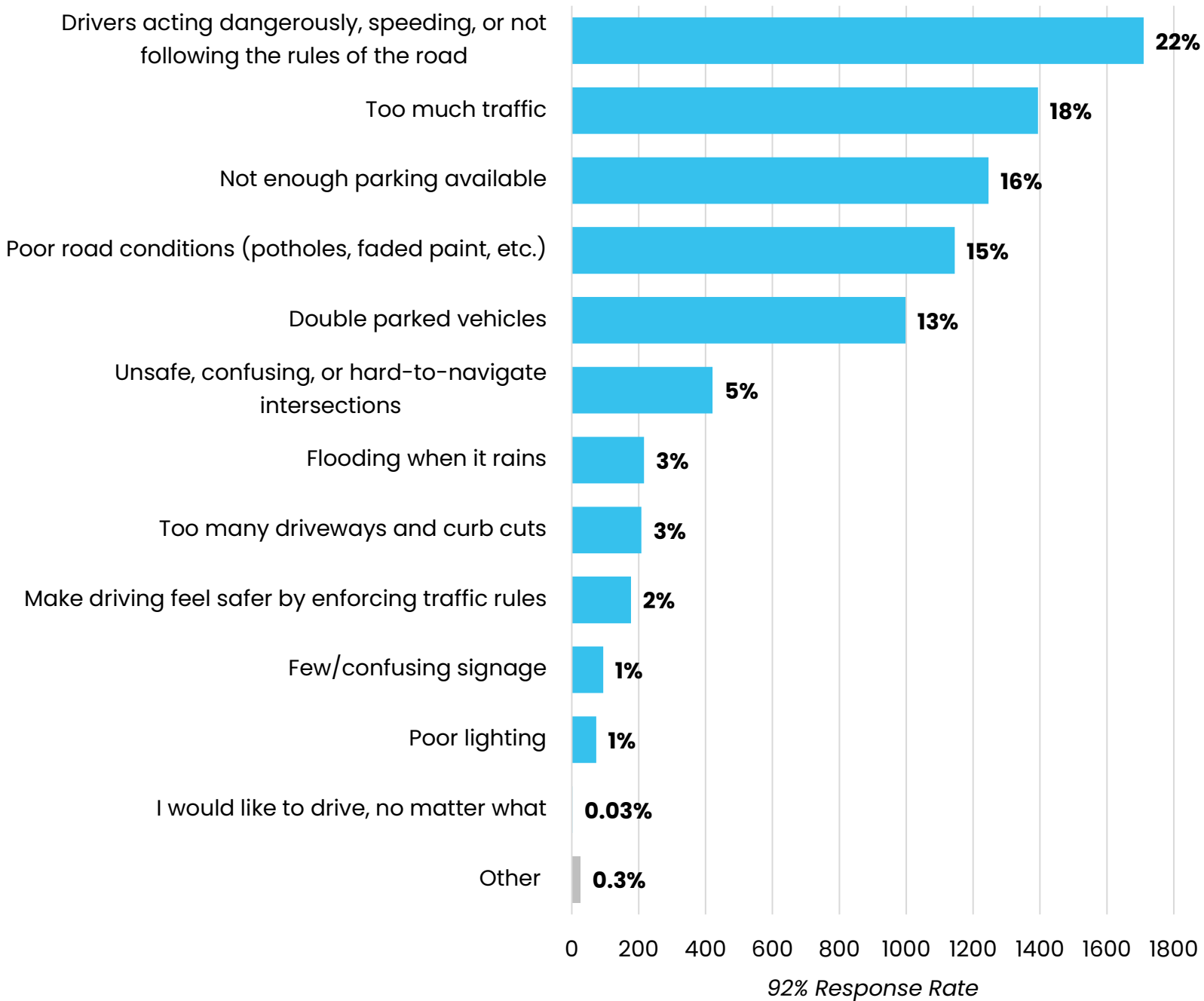
What are some of the challenges you face when driving in Jersey City?

Respondents were asked to select up to three options, and nearly 92 percent responded to the question. Most participants (79 percent) selected three options, while 12 percent selected two choices and 8 percent selected only one.

A small portion of respondents wrote-in responses in the “Other” category that were later reclassified into existing categories. After reclassification, only 26 responses remained in the “Other” category.

Aggressive driving, speeding, and failure to follow traffic laws emerged as the top concern at 22 percent, followed by too much traffic (18 percent) and the need for more parking (16 percent).

DRIVING CHALLENGES IN JERSEY CITY



What changes would encourage you to drive less in Jersey City or reduce the number of vehicles in your household?

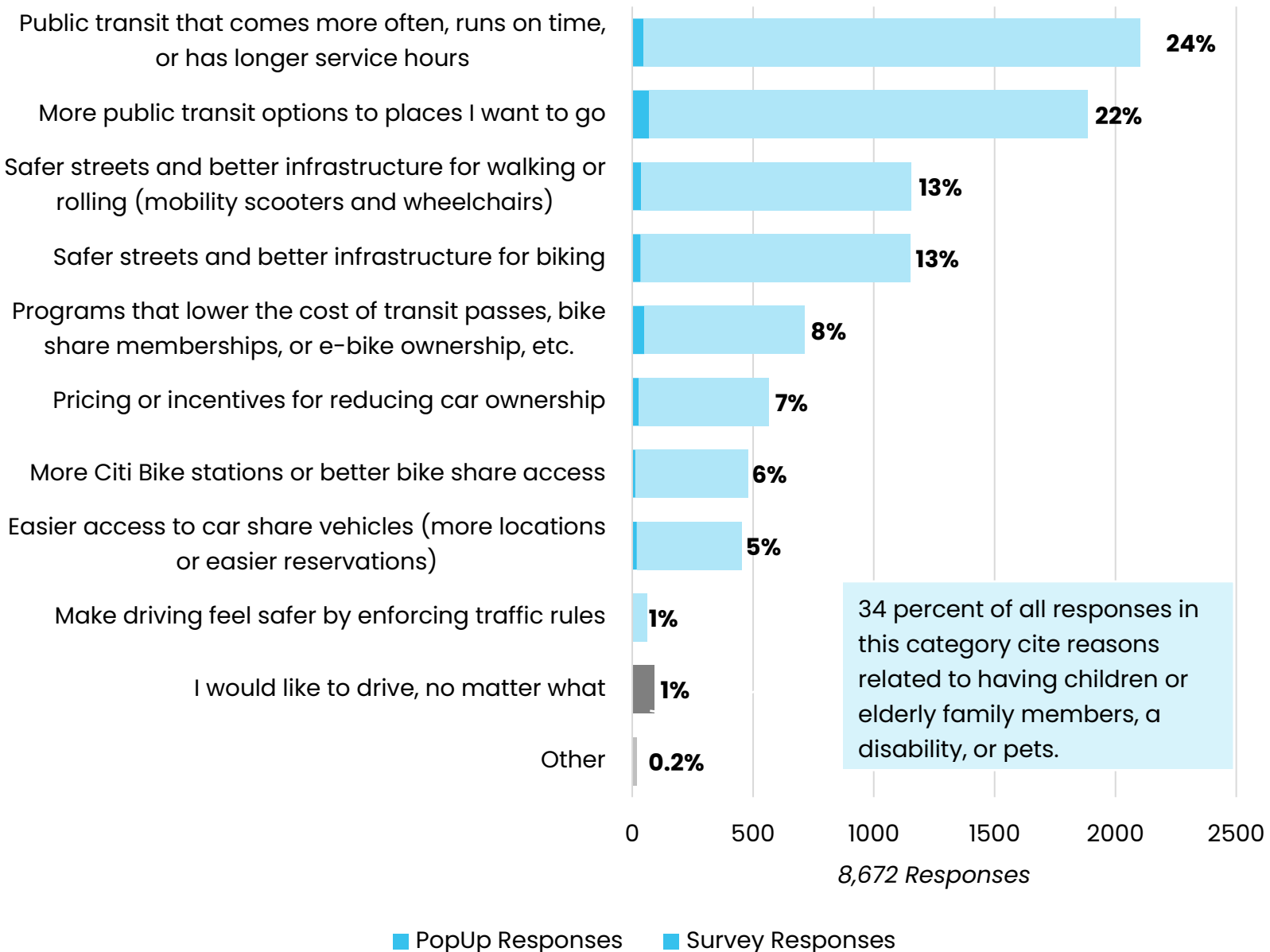
Respondents were asked to select up to three options. A small portion of respondents wrote-in responses in the “Other” category that were later reclassified into existing categories. After reclassification, only 19 responses remained in the “Other” category.

More frequent, reliable public transit, with expanded weekend and off-peak service, emerged as the top priority, selected by 46 percent of respondents. Other commonly identified improvements included safer streets and additional infrastructure for pedestrians and cyclists, at 13 percent each.

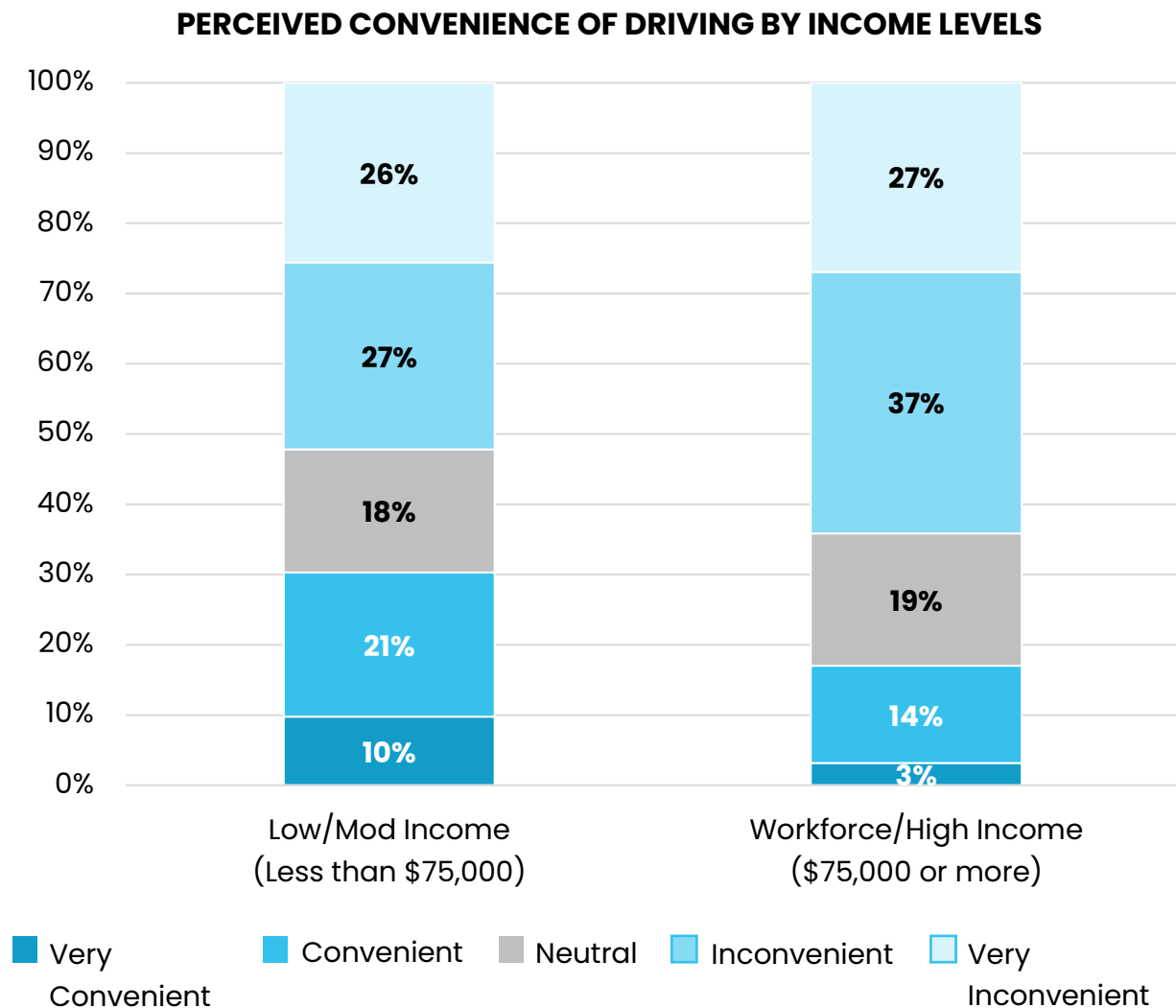
While priorities were generally consistent across both the survey and pop-up engagement, a key difference is that pop-up respondents placed greater emphasis on programs that lower the costs of alternative transportation modes. This reflects differences in the demographics reached through each engagement method.

Investments in transit frequency, reliability, and service span will likely have the broadest impact on reducing driving, while safety and active transportation improvements should still be layered in as complementary strategies.

WHAT WOULD ENCOURAGE YOU TO **DRIVE LESS?**



This crosstab examined perceptions of driving convenience by income level. Across all income groups, a majority of respondents find driving to be inconvenient. However, a larger share of higher-income respondents report it as inconvenient (64 percent compared to 53 percent), while low- and moderate-income respondents are more likely to find driving convenient (31 percent compared to 17 percent).

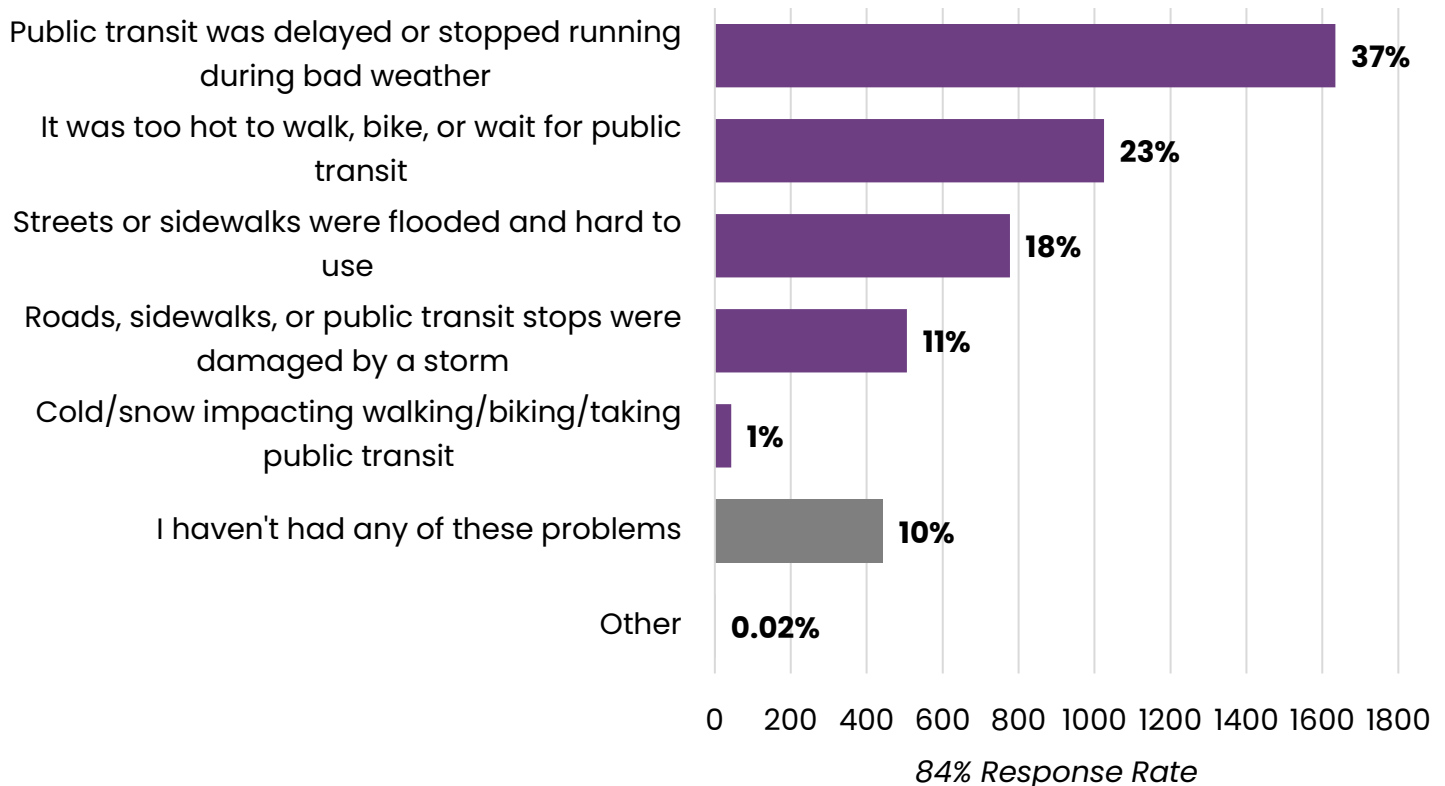


Have any of the following made it harder for you to get around Jersey City?

Respondents were asked to select all that apply, and nearly 84 percent answered this question. About 51 percent selected one option, 30 percent selected two, and 20 percent selected more than three. A small number of write-in responses were reclassified into existing categories or incorporated into open-ended responses where appropriate, leaving only one response after reclassification in the "Other" category.

Thirty-seven percent of respondents reported unreliable service during bad weather, and another 23 percent cited difficulty walking, biking, or waiting outside in adverse conditions.

HAVE ANY OF THE FOLLOWING MADE IT HARDER FOR YOU TO GET AROUND JERSEY CITY?

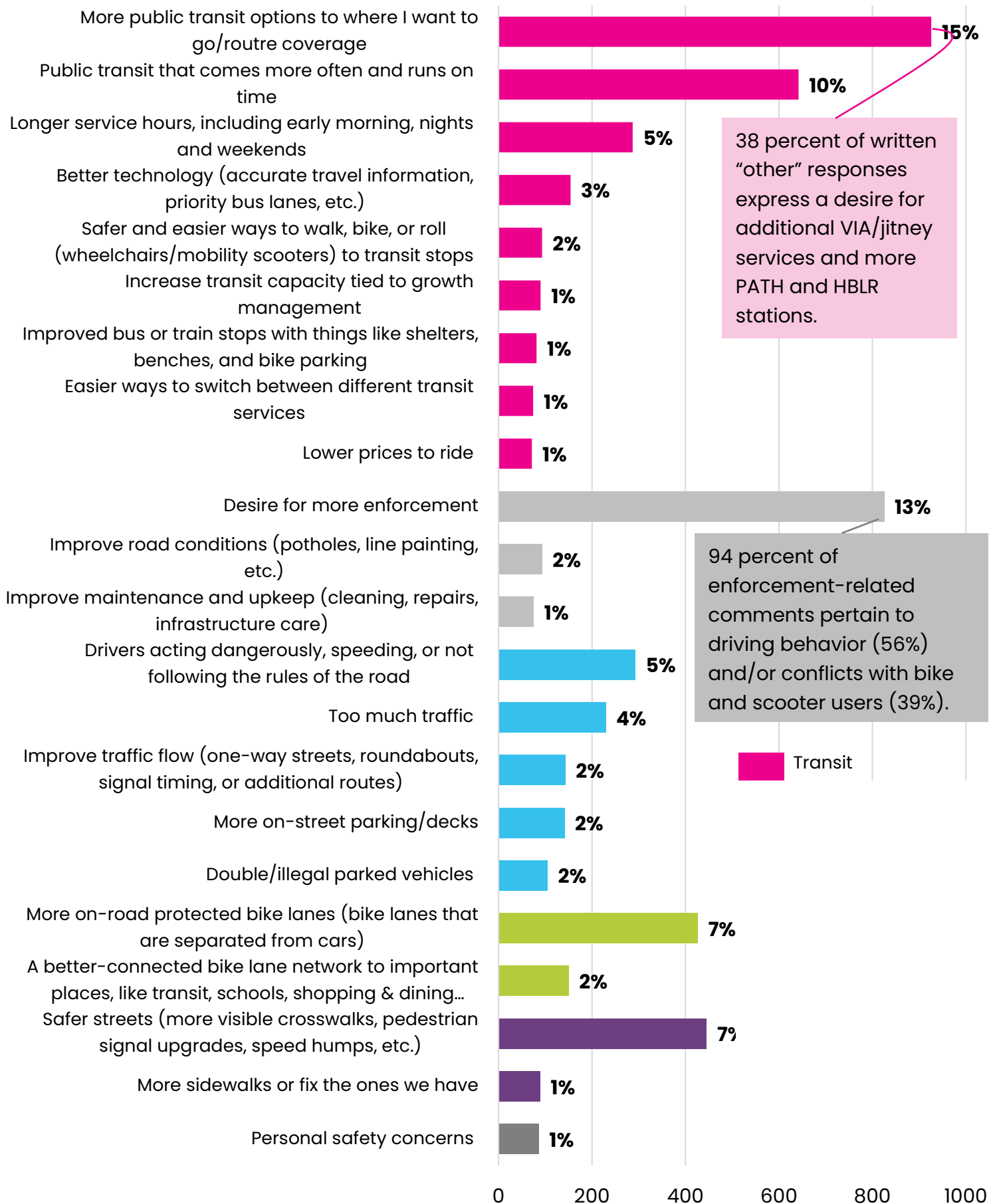


In the future, what changes would you like to see in how people get around Jersey City?

The survey offered respondents the opportunity to share additional comments on their vision for Jersey City's future in transportation and mobility. Seventy-one percent of respondents chose to answer the open-ended question.

The chart on the following page shows 41 percent of the comments reflected concerns about transit, including a desire for more transit options (15 percent), followed by calls for improved reliability and frequency, as well as expanded service hours, such as weekend and off-peak service. Comments about safety, maintenance, and infrastructure accounted for another 18 percent of the feedback, while 13 percent of responses focused on the need for increased enforcement. A desire for more bike lanes and safer streets emerged as additional priorities, each accounting for 7 percent of comments.

WHAT CHANGES WOULD YOU LIKE TO SEE IN HOW PEOPLE GET AROUND JERSEY CITY?



3.4.1 Open Houses and Public Feedback Period

The project team hosted two in-person open houses near the conclusion of the planning process. Community members were invited to review the draft recommendations and share their input to help refine the plan and shape a transportation network that supports community goals, accommodates future growth, and meets the needs of residents, businesses, and visitors.

To broaden participation, the project team also developed an online survey for community members who were unable to attend the open houses. The survey was open for two weeks following the open houses, closing on June 17, 2026.

A total of **395** community members participated in the planning process through the online survey and/or the in-person open houses. Among those who responded, participants were predominantly White or Caucasian, followed by Asian/South Asian/Southeast Asian, with males outnumbering females. Most respondents were middle-aged or millennials and reported higher household incomes. Additionally, 75 percent of participants typically had access to a personal vehicle in their household.

Meetings	Date & Time	Location	No. of Attendees
Open House #1	June 2, 2026 6:00 – 8:00 PM	Hudson County Community College	29
Open House #2	June 3, 2026 6:00 – 8:00 PM	City Hall Annex (Holloway Building)	20
Recommendations Feedback Survey	June 3 – June 17, 2026	Online	346

The Open House meeting rooms were set up with ten stations of informational and activity boards, allowing participants to review materials and provide feedback at their own pace. The first three boards included background information on the project process and goals, baseline information on transportation in Jersey City, and an overview of public and stakeholder engagement. The remaining seven stations presented recommendations by topic area, and included an opportunity to vote on their top two priorities and leave any additional written comments on each topic. Participants could also attend presentations at 6:30 PM and 7:15 PM during each open house. These presentations summarized the planning process, key themes from previous community engagement activities, and the draft recommendations.

The online survey mirrored the in-person engagement activities, allowing feedback from both formats to be combined and analyzed together. Participants could review the same project information and draft recommendations through recorded presentations available in English, with

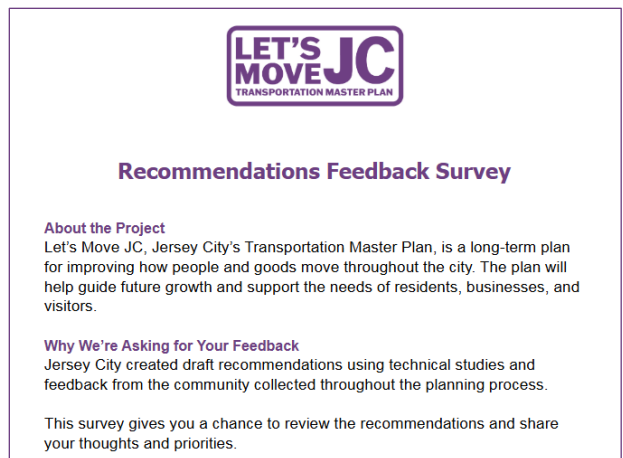


Figure 1. In-person Open Houses and Online Survey Images

Spanish and Hindi subtitles available, along with a PDF version of the presentation materials. The survey asked participants to vote on their top two priorities for each topic area, and they could leave any additional written comments on each topic. The survey was available in English, Spanish, and Hindi to support broad and inclusive community participation.

Below are the key takeaways of the open house and survey participant priorities. A detailed summary of the open house results and online survey findings is included in the Resources section of this appendix.

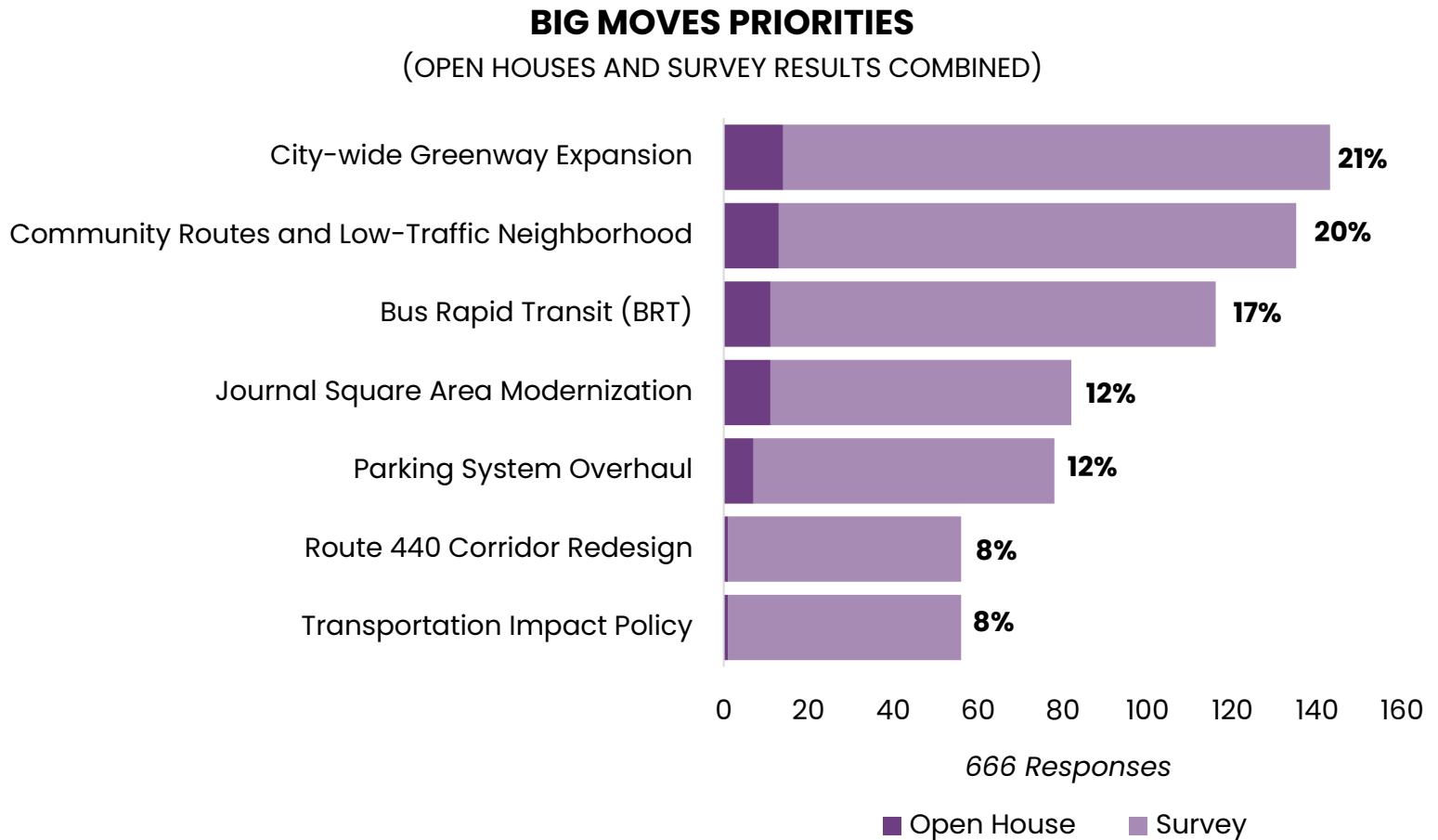
3.4.1.1 Key Takeaways

Community members provided feedback on the draft recommendations, which were organized into two categories:

- **Big Moves:** Seven high-impact, high-priority initiatives identified as transformational projects for Jersey City's transportation network.
- **Citywide Recommendations:** Recommendations organized into six topic areas, including priority actions and supporting strategies designed to improve safety, mobility, accessibility, and the overall transportation system throughout the City.¹

¹ Some recommendations identified as "Big Moves" were also included within individual categories. Votes for these items were recorded both for Big Moves and within their respective categories.

Big Moves Recommendations

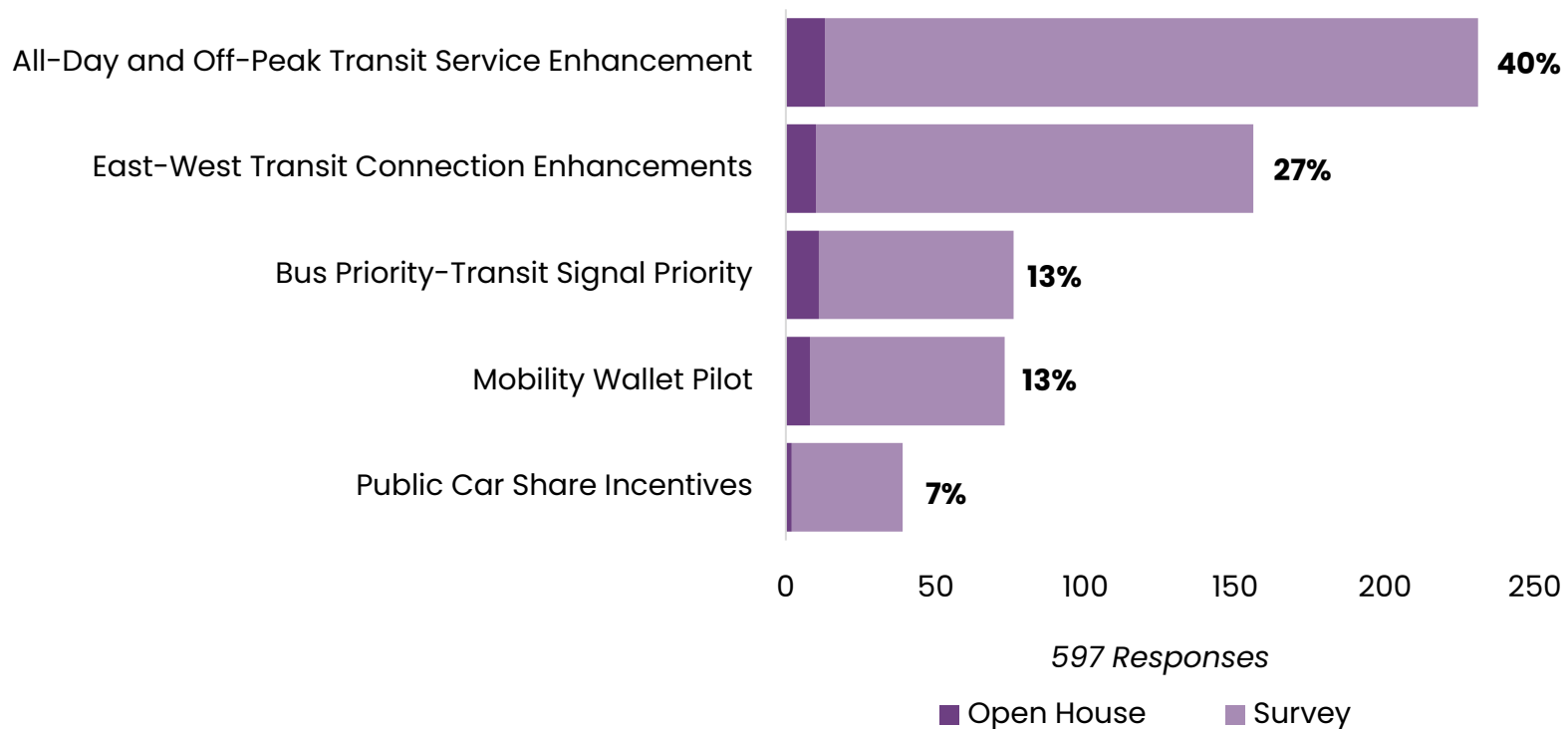


Across both in-person and online engagement activities, the two Big Moves that received the most support were **City-wide greenway expansion** and **community routes and low-traffic neighborhoods**. **Bus Rapid Transit (BRT)** also stood out as a priority, while the remaining recommendations received moderate to lower levels of support.

Citywide Recommendations

TRANSIT & MULTIMODAL – NON INFRASTRUCTURE PRIORITIES

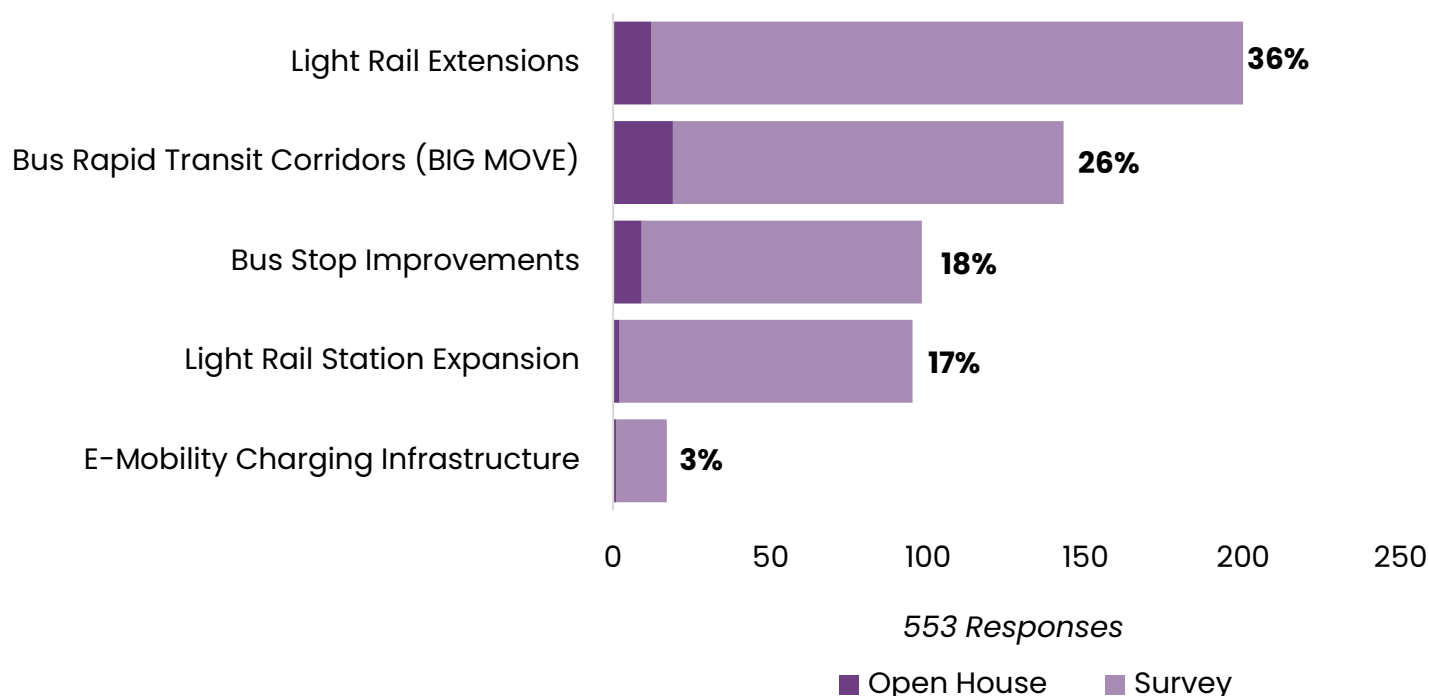
(OPEN HOUSE AND SURVEY RESULTS COMBINED)



Across both in-person and online engagement activities, **all-day and off-peak transit service enhancements** received the highest level of support from participants. Among survey respondents, **East-West transit connection enhancements** ranked second-highest in priority. In contrast, participants who attended the in-person events identified **bus priority – transit signal priority** as their second most-supported recommendation. These results indicate strong support for improving transit service and reliability, while also highlighting some differences in priorities between online and in-person participants.

TRANSIT & MULTIMODAL – INFRASTRUCTURE PRIORITIES

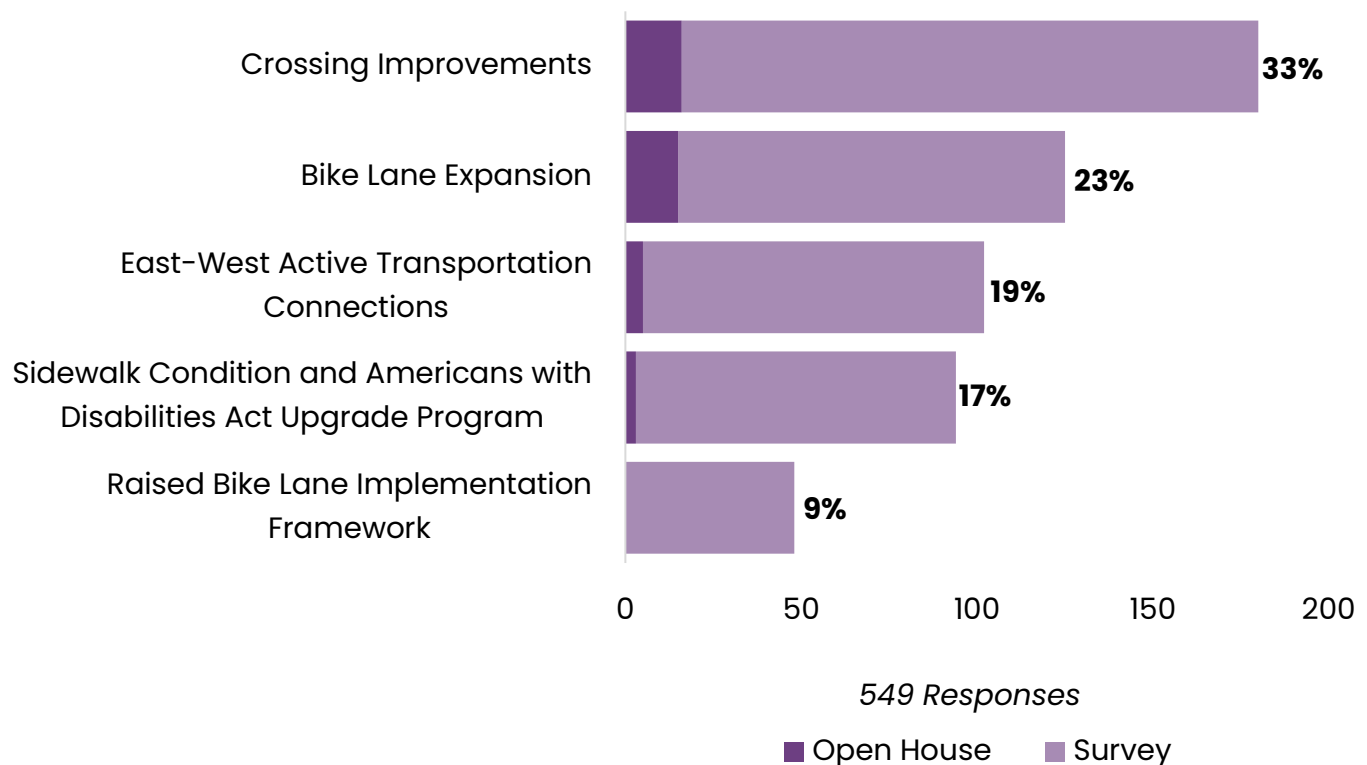
(OPEN HOUSE AND SURVEY RESULTS COMBINED)



There were some differences in priorities between survey respondents and participants at the in-person events. **Light rail extensions** was the highest-ranked recommendation among survey respondents, while **BRT corridors** received the most support at the in-person events, with the **light rail extensions** ranking second. These results suggest that participants place a high value on improving local and regional connectivity within Jersey City and the broader New Jersey region. Additionally, **bus stop improvements** emerged as a shared priority, ranking third among both online and in-person participants.

ACTIVE TRANSPORTATION & SAFETY PRIORITIES

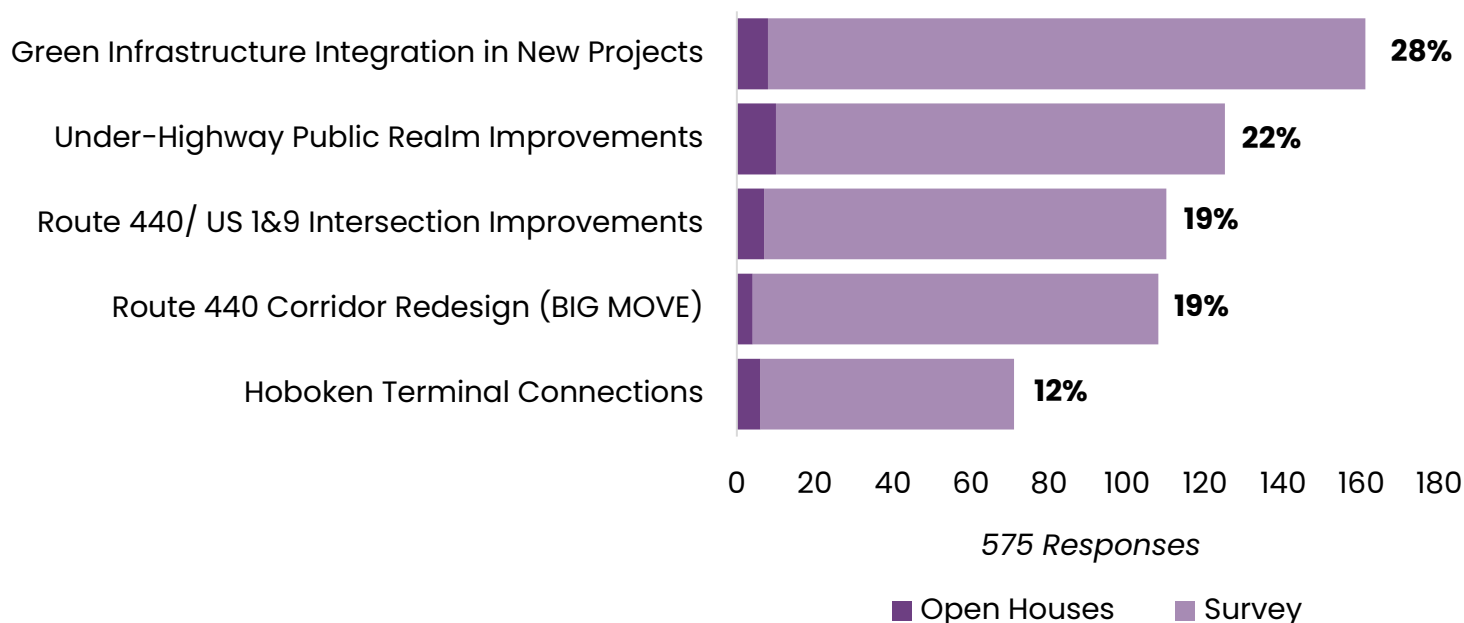
(OPEN HOUSE AND SURVEY RESULTS COMBINED)



Across both in-person and online engagement activities, **crossing improvements** received the highest level of support, followed by **bike lane expansion**. While **crossing improvements** emerged as the top priority among survey respondents, participants at the in-person events prioritized **crossing improvements** and **bike lane expansion** at nearly equal levels.

INFRASTRUCTURE & RESILIENCE PRIORITIES

(OPEN HOUSES AND SURVEY RESULTS COMBINED)

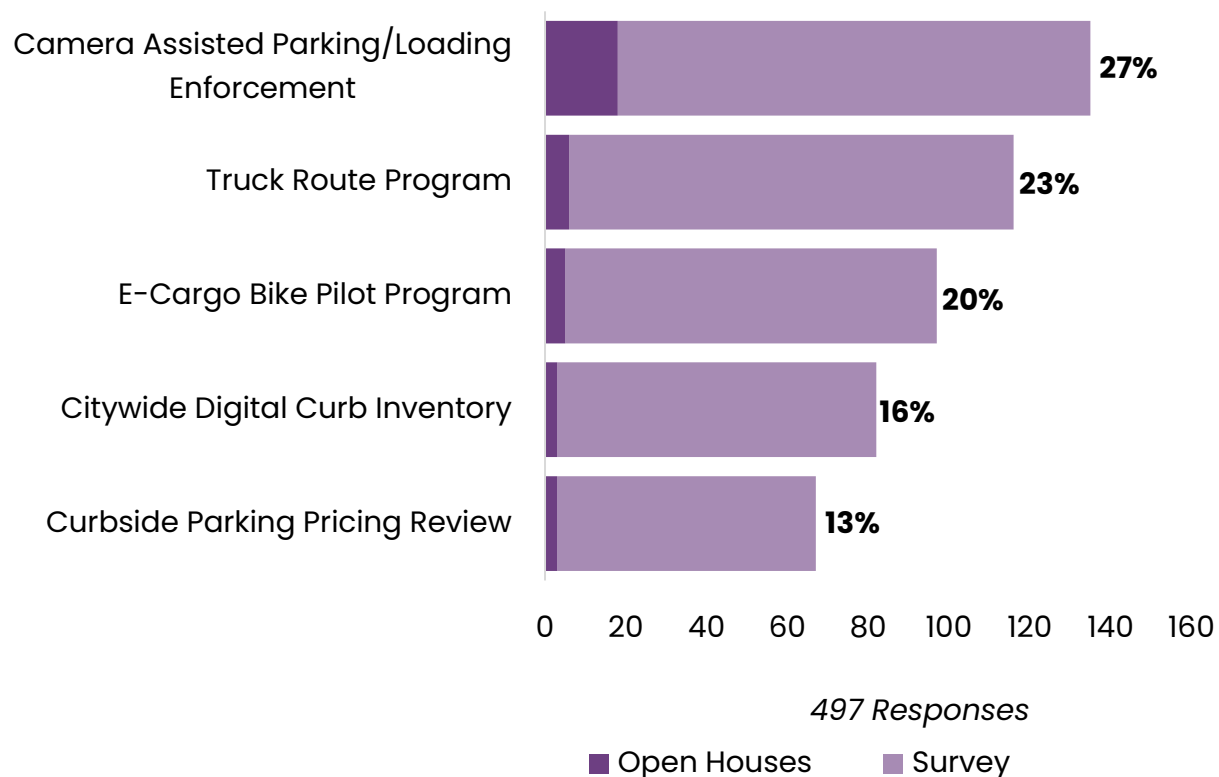


Responses were more evenly distributed across all recommendations. Among survey respondents, the **integration of green infrastructure into new projects** emerged as one of the top priorities. For participants in the in-person events, **under-highway public realm improvements** was the top priority, followed closely by support for **integrating green infrastructure into new projects**.

Route 440 corridor redesign and **Route 440/US 1 & 9 intersection improvements** received nearly equal levels of support overall. However, **Hoboken Terminal connections** received relatively stronger support during in-person engagement than among survey respondents.

FREIGHT, PARKING & CURB MANAGEMENT PRIORITIES

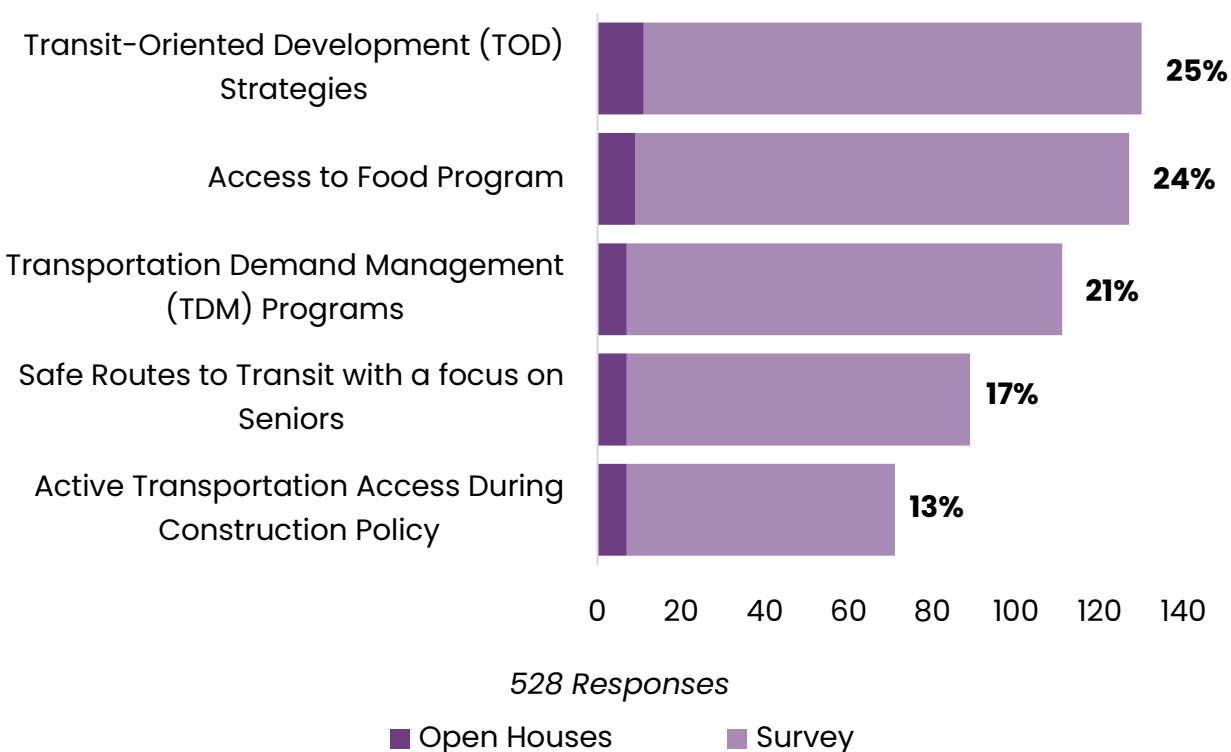
(OPEN HOUSES AND SURVEY RESULTS COMBINED)



Camera-assisted parking/loading enforcement received the highest number of votes across both in-person and online engagement activities, with approximately half of respondents identifying it as a priority, followed by the **truck route program**. All other categories received relatively low to moderate levels of support.

POLICY & PROGRAM PRIORITIES

(OPEN HOUSES AND SURVEY RESULTS COMBINED)



Transit-oriented development strategies and the **access-to-food program** were the two most-voted recommendations across both engagement activities. This was followed closely by **Transportation Demand Management programs** at 21 percent and **Safe Routes to Transit with a focus on seniors** at 17 percent.