
LET'S MOVE JC

TRANSPORTATION MASTER PLAN



Transportation Master Plan Update

Final Report

June 2026

Prepared for:



Disclaimer

This report has been prepared as a part of the North Jersey Transportation Planning Authority (NJTPA) Subregional Studies Program with financing by the Federal Transit Administration and the Federal Highway Administration of the U.S. Department of Transportation. This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The NJTPA is solely responsible for its contents.

Prepared by:

ARUP

STREETPLANS



Table of Contents

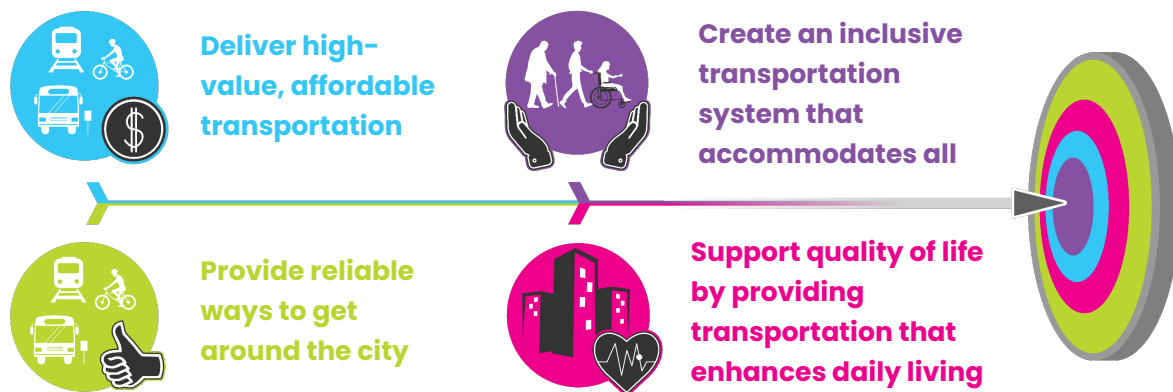
Executive Summary	1
1 Introduction.....	11
1.1 Prior Plans	12
2 Community and Stakeholder Outreach	13
2.1 What We Heard	14
3 Jersey City Today.....	16
4 Planning for Tomorrow.....	24
4.1 Scenario Planning.....	26
5 Plan Recommendations.....	28
5.1 Big Moves.....	30
5.2 Citywide Recommendations	44
5.3 Small Area Plan Recommendations.....	69
6 Implementing Let's Move JC	70
7 Appendices	85
Appendix A: Recommendations	85
Appendix B: Outreach	85
Appendix C: Existing Conditions and Plan Review.....	85
Appendix D: Scenario Planning	85
Appendix E: Small Area Plans.....	85

Executive Summary

Let's Move JC is an update to the Jersey City Master Plan Circulation Element, which the City last revised in 2011. This plan considers the extensive local and regional planning work conducted over the last decade, as well as the changing transportation needs and expectations of Jersey City today and tomorrow.

Jersey City, the state's second most-populous city, has experienced rapid growth over the past two decades and occupies a critical location within northern New Jersey. Residents from across the region and beyond commute to and through Jersey City to access key employment centers along the Hudson River Waterfront, City of Newark (Essex County), and Manhattan (New York City). To support sustainable transportation, Jersey City must pursue viable solutions to reduce single-occupancy vehicle trips, enhance safe active transportation options that better connect to the region, promote electric mobility adoption, and optimize and strategically expand public transportation, including micromobility and other transit alternatives.

The goals of **Let's Move JC** are to:



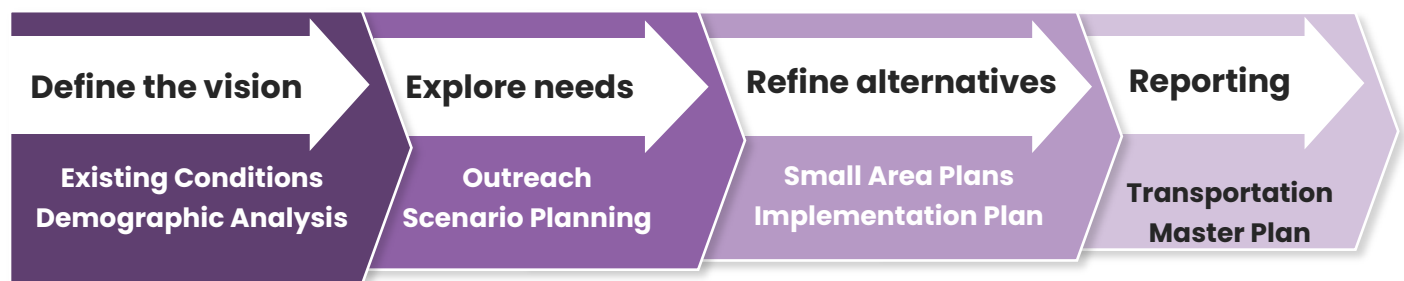
Study Process

Let's Move JC followed a 12-month process consisting of several tasks: firstly, to assess existing conditions and potential future needs that began with comprehensive **Data analysis**, and **Existing Plan Review** to evaluate current trends and past planning work.

The needs for this study were further informed by two tasks: **Stakeholder and Community Outreach** and a **Scenario Planning** exercise, where potential futures for the City were contemplated.

Following this, recommendations were made for two fast-growing areas of the city, Journal Square and the West Side (also called **Small Area Plans**), in addition to citywide recommendations. These were assessed according to the study goals and sequenced according to short-, medium-, or long-term timeframes, resulting in an **Implementation Plan**.

Several high priority, high impact projects, required partners, and enabling actions form the **Let's Move JC** transportation master plan update: a prioritized list of actions that will help the City achieve its transportation vision within the coming years.



Existing Conditions, Demographic Analysis, and Plan Review

Jersey City has been growing at rates faster than many other peer cities, and this growth has been putting strain on the city's transportation system. Changes since the COVID-19 pandemic have also shifted travel trends in the City, such as reduced transit usage and increased car usage, and simultaneously, significantly higher biking and walking usage.

Change in **mode choice** of JC residents, 2019–2024

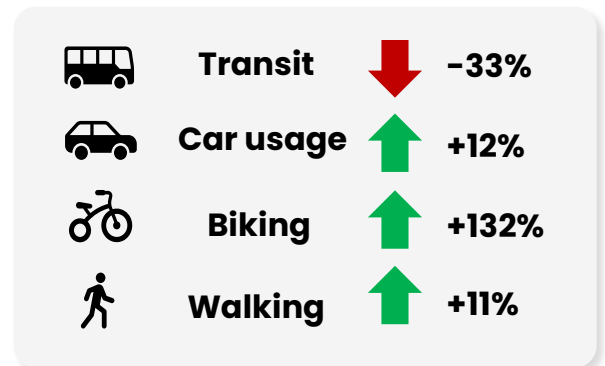


Figure 1: Change in mode choice for trips made by residents of Jersey City (extrapolated from Replica data, Fall 2024 estimates)

The first step for the study was to review and synthesize previous studies and analyze transportation trends to lay the groundwork for identifying needs and opportunities. The Existing Conditions document provides an **Existing Plan Review, Mobility Analysis**, and a **Transportation System Review**.



Figure 2: Example of past plans completed by the City

Key findings from the existing conditions assessment showed:

- **Population Growth:** Jersey City's population **increased 22 percent** between the 2010 and 2020 census. That population is expected to continue to increase, with an **additional 25 percent** growth forecasted over the next 25 years.
- **Future growth** will increasingly occur in neighborhoods outside of the downtown core that have access to rapid transit (PATH and light rail) but are further from stations. These include the West Side, portions of Journal Square, The Heights, and Bergen-Lafayette, which are projected to grow by 25-30 percent. This points to the need for area-specific plans, which are included in the **Small Area Plans** report.

Table 1: Population Growth by Ward

	Ward A	Ward B	Ward C	Ward D	Ward E	Ward F	
	Greenville	West Side	Journal Square	The Heights	Downtown	Bergen-Lafayette	Citywide
2020	48,438	45,715	39,487	41,886	67,248	49,362	292,136
2050	58,965	58,348	50,706	52,143	80,879	63,607	364,648
% Change	22%	28%	28%	24%	20%	29%	25%

- **Demographic Trends:** Jersey City has a higher percentage of minority residents than the regional average, and low-income residents
- Jersey City has been seeing an increase in the percentage of senior residents, at 12 percent in 2020 compared to 9 percent in 2010.

Table 2: Demographic Comparison

Factor	Regional Average	Jersey City Average
Minority population	39%	69%
Low-income population	20%	32%
Limited English Proficiency	11%	11%
Disability Status	12%	10%
Young Children	6%	7%
Children	16%	13%
Seniors	17%	13%

Community and Stakeholder Outreach

Outreach was a major component of Let's Move JC – understanding viewpoints and needs from a diverse range of stakeholders and community members was essential to forming these recommendations. Outreach included:

- Four **Pop-Up events**, which engaged 250+ participants
- An **Online Survey**, which gathered nearly 3,400 unique responses
- Three **Advisory Committee** Meetings, representing 23 different organizations
- Eight **Stakeholder Focus Group** Meetings, with 47 participants representing 26 organizations
- Two **Interdepartmental Meetings**, representing four different City agencies



Figure 3: Engagement Timeline for Let's Move JC

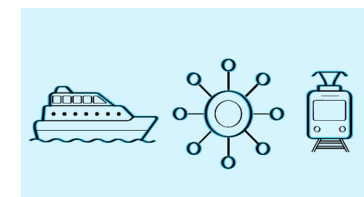
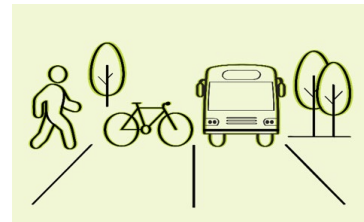
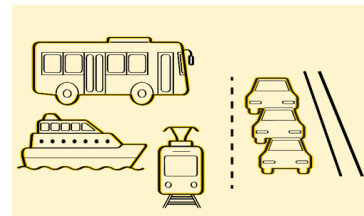
The feedback received showed clear shared priorities: the need for more safe, convenient, and reliable ways to travel across Jersey City. The feedback is grouped into key themes: **Safer Streets, Transit Access & Connectivity, Mobility Justice, Parking & Curb Management** improvements, **Enforcement**, and addressing **Aging Infrastructure**.

Scenario Planning

To guide future transportation improvement decisions, scenarios were developed that considered different transportation funding and project implementation possibilities in the future including: **Advancing City-Owned Alternative Transportation Infrastructure**, which includes investment in city-owned infrastructure such as active transportation and local streets, and **Regional Transportation Capacity Improvements**, which includes high cost investment in regional transit connections. These scenarios were compared against a **Business-As-Usual** scenario, in which existing trends carry on without major changes to the transportation system beyond those already planned.

The Scenario Planning task concluded that:

- Under the Business-As-Usual scenario, car usage continues to rise and key roads and highways in the City will reach capacity and result in excess congestion.
- The City-Owned infrastructure investment scenario can align strongly with the City's goals, however investments in City-owned infrastructure alone is unlikely to accommodate projected growth.
- The Regional Transportation Capacity Improvements scenario found that, to meaningfully change mode share towards transit and reduce future car usage, regional investments in transportation such as major transit expansions and improvements are needed to accommodate growth expected in northern New Jersey and Hudson County.



Small Area Plans

The **Small Area Plans** component of **Let's Move JC** focuses on the Journal Square and West Side neighborhoods; two areas that have a large amount of ongoing and planned development, and as a result will see significant growth in population. Along with planned residential development, there will be increased demand for retail, services, and freight trips to support this demand. The Small Area Plans provide recommendations to improve transportation from a multimodal perspective, covering walking, cycling, transit, street network circulation, and neighborhood freight. The recommendations are distinct for the two neighborhoods and divided into short-, medium-, and long-term timeframes.

Each neighborhood Small Area Plan is also intended to complement the Master Plan, which includes policies and programs that span the entire city. The intent of the Small Area Plans is to provide highly localized recommendations go into finer detail than the citywide recommendations.

The Small Area Plans were developed through detailed consultation with local community members and government agency stakeholders.



Figure 4: Future Concept of West Side Avenue at Communipaw Avenue (Credit: Street Plans)

Key Recommendations

Let's Move JC groups recommendations into six areas: Transit & Multimodal; Active Transportation & Safety; Infrastructure & Resilience; Freight; Parking & Curb Management; and Policy & Program initiatives. These broad areas address the themes found in the data analysis and stakeholder and public feedback. The City will pursue these ideas along with **big moves**: high impact initiatives that improve peoples' everyday mobility experience that were chosen due to their strong alignment with study goals and implementation feasibility. Actions range from near-term, lower-cost projects the City can advance quickly to longer-term capital investments requiring coordination with regional partners.

Seven Big Moves for Jersey City

- › **Move #1: Journal Square Area Improvements**
- › **Move #2: Citywide Greenway Expansion**
- › **Move #3: Community Routes and Low-Traffic Neighborhoods**
- › **Move #4: Parking System Overhaul**
- › **Move #5: Transportation Impact Policy**
- › **Move #6: Bus Rapid Transit**
- › **Move #7: Route 440 Corridor Redesign**



Figure 6: Future Concept of Journal Square Bergen Avenue and Sip Avenue intersection (Credit: Street Plans)

Implemented together, the strategies in **Let's Move JC** provide a clear path toward a safer, more reliable, and more accessible transportation system for all users. By prioritizing investments that reduce traffic injuries, improve transit performance and freight movement, and make walking and cycling more comfortable, the plan supports the City's goals to reduce future single-occupancy vehicle usage.

Implementing the Plan

Just as important, **Let's Move JC** establishes a clear framework for implementing improvements.

Partnerships, funding, resources, and tracking will be key to ensuring that recommendations are turned into reality.

The plan recommends a **phased implementation strategy** that identifies projects based on available funding and resources and provides a roadmap for delivering them over time. NJTPA and other regional partners can support implementation of many of the plan's recommendations through planning and technical assistance programs. These include studies focused on emerging and evolving transportation needs such as e-commerce and microhub logistics, complete streets and low-traffic neighborhood design, and electric vehicle charging infrastructure planning. These efforts can help the City advance projects from concept to implementation and position them for future funding opportunities.

As Jersey City continues to evolve, the plan offers a flexible yet focused roadmap to manage growth, respond to changing travel needs, and ensure the transportation system works for everyone.

Keys to Implementation

Partnerships



Funding



Resources



Tracking



1 | Introduction

***Let's Move JC* is Jersey City's roadmap for mobility, guiding how people and goods move today and in the years ahead. As Jersey City continues to grow, the plan serves as a guiding document to ensure that the transportation network, including walking, biking, transit, freight, and vehicles, supports the community's goals, growth, and the needs of residents, businesses, and visitors.**

This plan updates the Jersey City Master Plan Circulation Element, last revised in 2011. It considers the extensive local and regional planning work conducted over the last decade, as well as the changing transportation needs and expectations of Jersey City today and tomorrow.

This plan outlines strategies that will shape street design, transit access, curb use, and mobility services to enhance Jersey City's strong, highly multimodal transportation system. It is intended to be used by the City's agencies, elected officials, partner organizations, and the public to provide a cohesive vision of investments and progress over time.

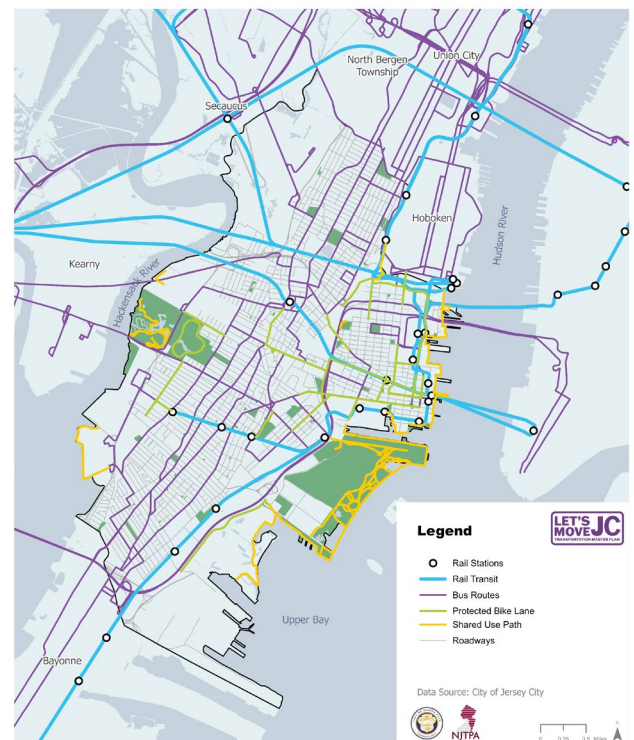
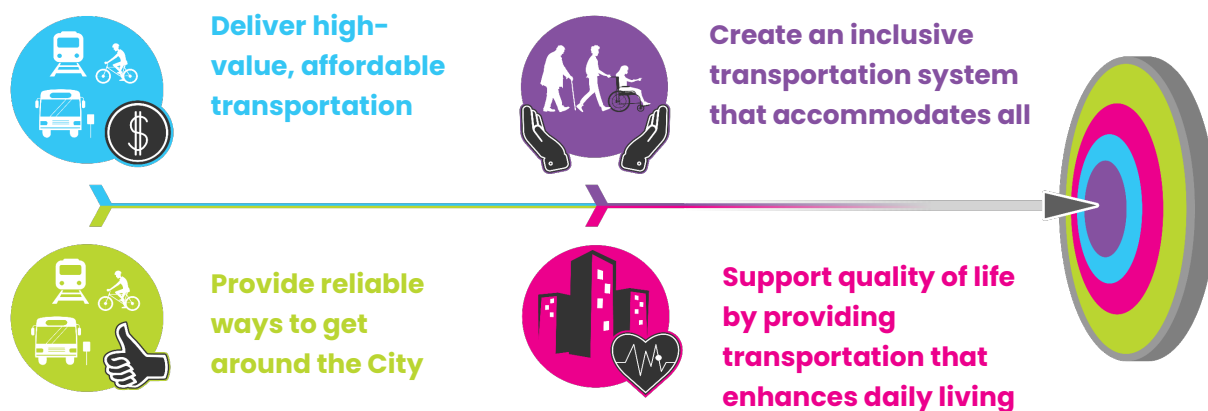


Figure 7: Jersey City's Transportation Network

Let's Move JC: Study Goals

The City of Jersey City has set out overarching goals for **Let's Move JC** that recognize that as the City grows and continues to become more diverse, there is an increasing need for an efficient, safe, and inclusive transportation system for all. At the same time, the City faces challenges including aging infrastructure, changing demographics, more frequent climate-related impacts, and a rapidly evolving mobility landscape. To address these challenges, this updated plan proposes the following goals and objectives, informed by the public and stakeholders:



1.1 Prior Plans

Let's Move JC builds on more than a decade of transportation planning efforts by incorporating the most relevant recommendations from recently adopted plans and ongoing initiatives. These plans include JC On the Move, the alternative transportation modes study, JC Traffic Calming Toolkit, Let's Ride JC Bicycle Master Plan, JC Greenway Connectivity Plan, JC Vision Zero Action Plan, and JC Parking Management Plan. A detailed summary of each plan reviewed for this effort can be found in *Appendix A: Existing Conditions Tech Memo*.

2 | Community and Stakeholder Outreach

Public input has been a central component of the creation of **Let's Move JC**. The City used different ways to gather input, reaching out to residents, businesses, advocacy groups, and other stakeholders using both traditional and creative methods. These efforts included people of different ages and abilities, helping to raise awareness and collect ideas about safety, accessibility, connections, and mobility needs.



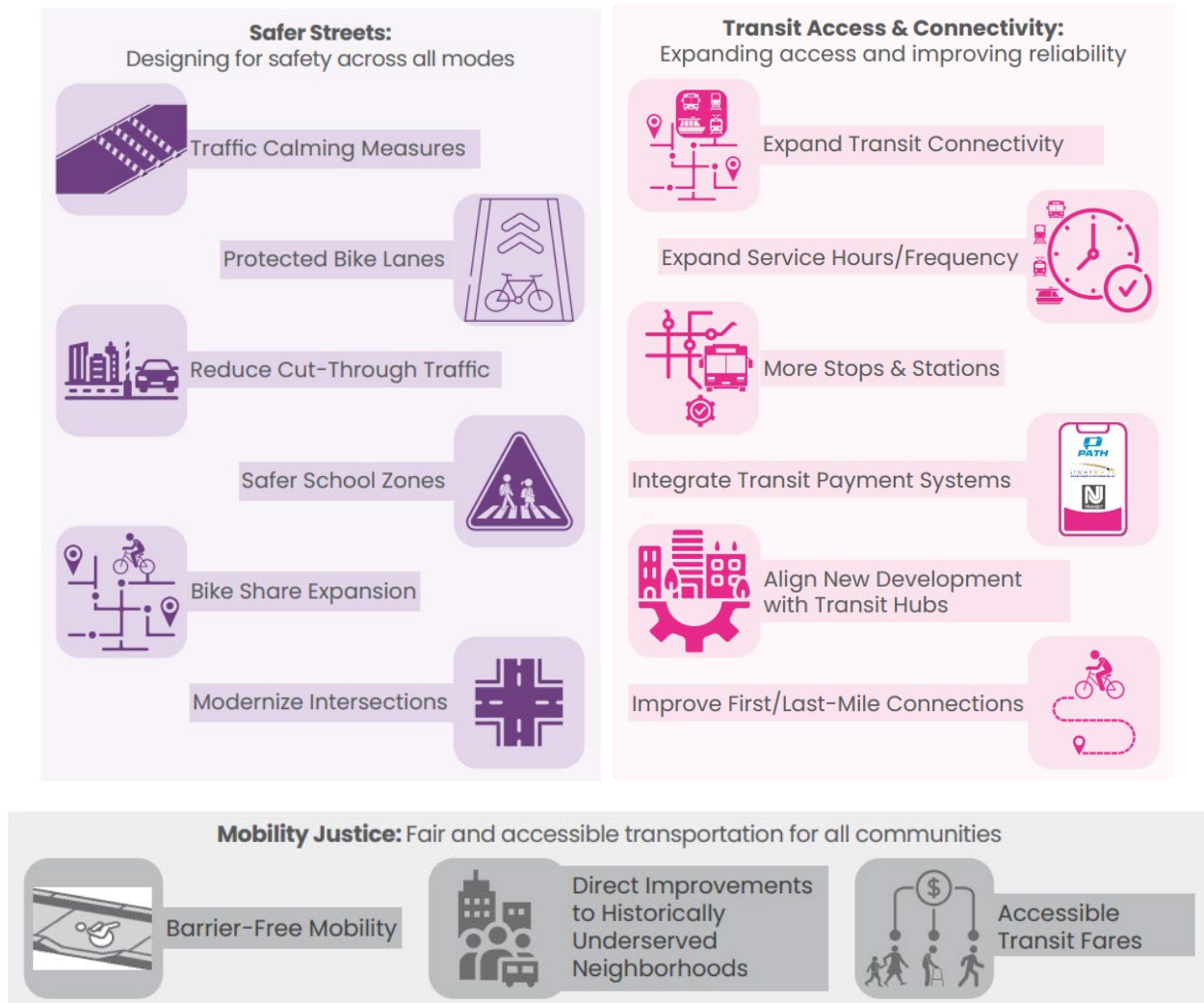
Figure 8: Outreach Participation by the Numbers

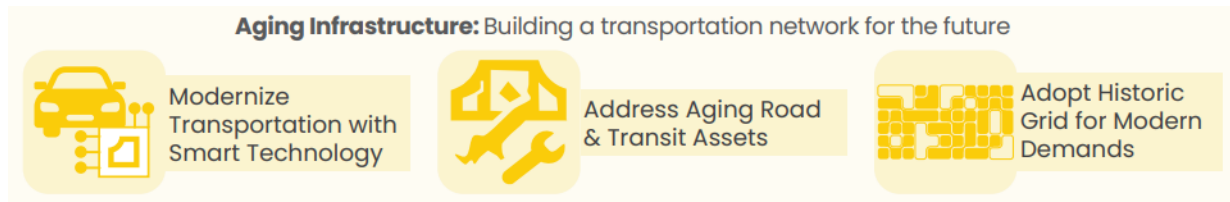
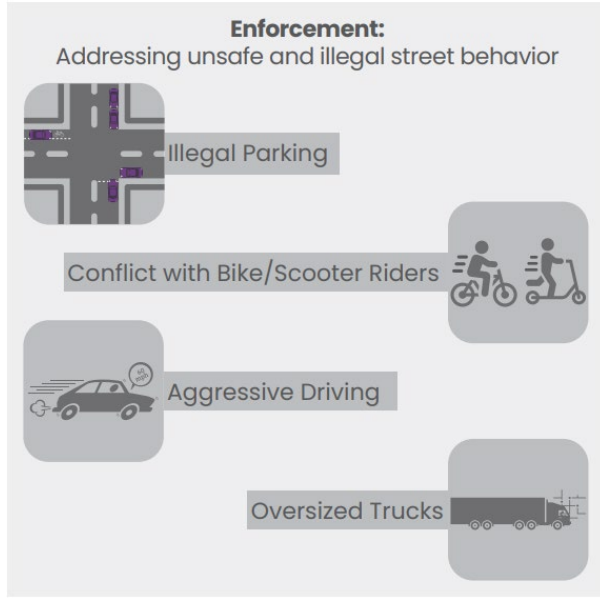


Figure 9: Engagement Timeline

2.1 What We Heard

The feedback heard through outreach focused on the following themes:





3 | Jersey City Today

Located between the Hudson River and Hackensack River waterfronts, Jersey City is a critical gateway within the region, with residents from across the North Jersey Transportation Planning Authority (NJTPA) region and beyond commuting to, from, and through the City to access key employment hubs in the City, Newark, and Manhattan.

Jersey City: A city of growth and transformation

Proximity to these areas of employment has made Jersey City one of the most densely populated cities in the United States, covering an area of 15 square miles with a population density of 19,000 people per square mile. Over the last two decades the City has experienced rapid growth and has become a major regional hub for employment, shopping, services, leisure, and recreation.

From 2010 to 2020, Jersey City's population grew by 22 percent, outpacing many other large cities in the US. Growth is expected to continue, with the City's population projected to approach 365,000 by 2050. This, along with the City's density have supported high levels of walking, biking, and transit use.

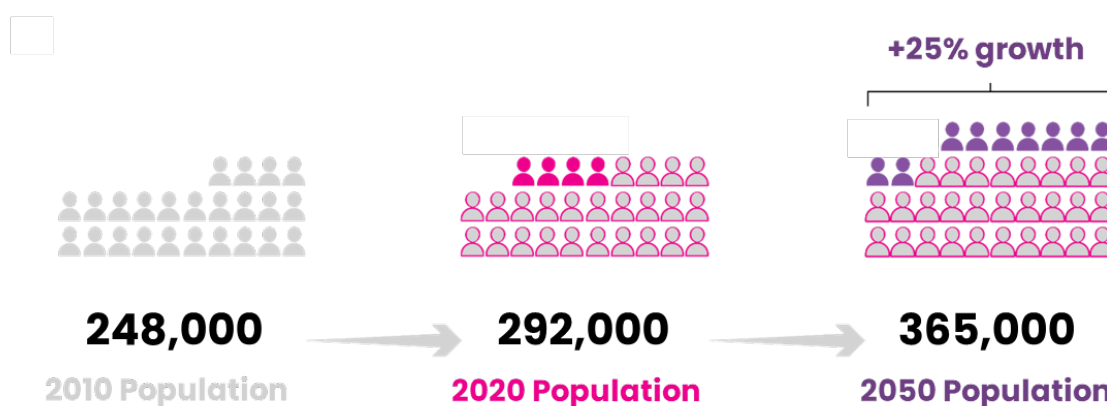


Figure 10: Jersey City Population Growth, 2010 to 2050

Jersey City is a transit city: supporting transit Citywide is critical to keep the city growing and functioning

Jersey City has a robust transit network that includes NJ TRANSIT Bus, NJ TRANSIT Hudson-Bergen Light Rail, PATH, private buses and jitneys, and Ferry service, with connections to other services that enable regional access.



High quality transit options are especially important for Jersey City residents given that approximately **38 percent of households Citywide do not own a vehicle**, with the highest concentrations of zero-car households in Downtown, Newport, and Journal Square.

The American Community Survey indicates that **42 percent of all work-based trips in Jersey City are made on public transit** – far above the national average of approximately four percent. Transit is by far the most popular mode choice for trips between Jersey City and New York City for commuters, with 85 percent of trips to Manhattan being made on transit. Transit usage varies largely by the destination. There are nearly as many people commuting within JC and Hudson County, 70 percent are made by driving, while only 30 percent utilize transit.

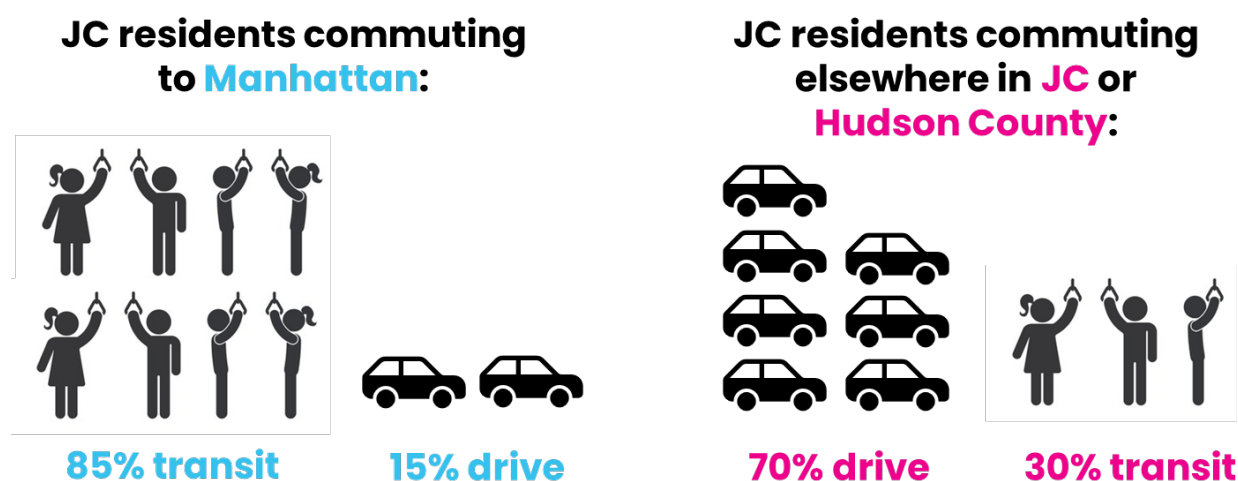


Figure 11: JC Residents Mode Share by Destination

Transit has not regained the same levels of ridership experienced before the pandemic. While transit travel on weekdays has decreased during peak periods, weekday off-peak transit and weekend ridership have generally increased or remained the same since 2019. Shifts in the conventional workweek, increase in transit reliance for low-income households, and an increase in recreational trips relative to work trips using transit may all be factors contributing to these shifts.

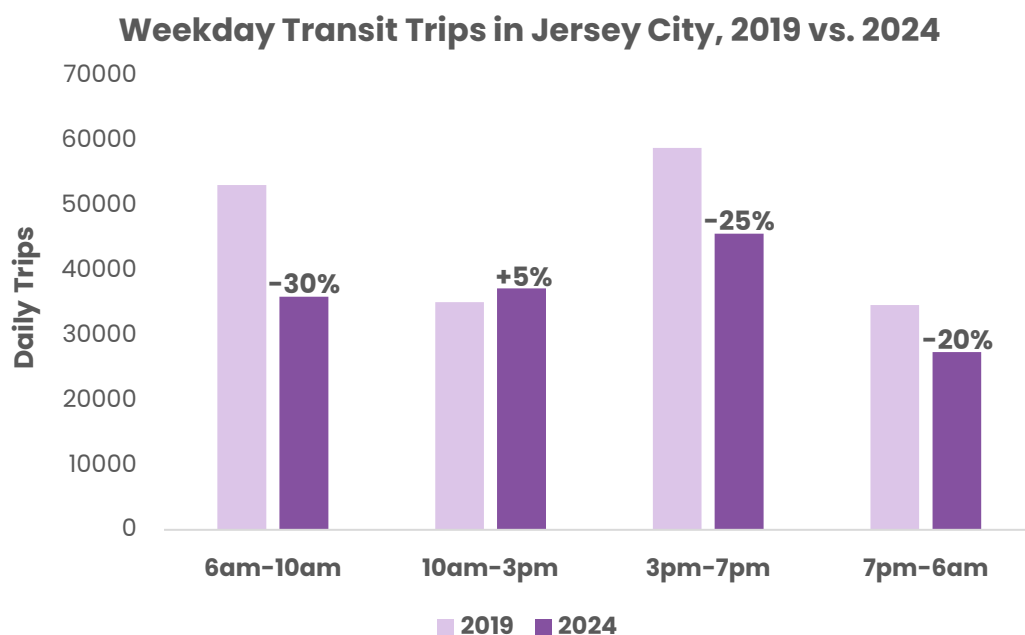


Figure 12: Weekday Transit Trips in Jersey City, 2019 vs. 2024

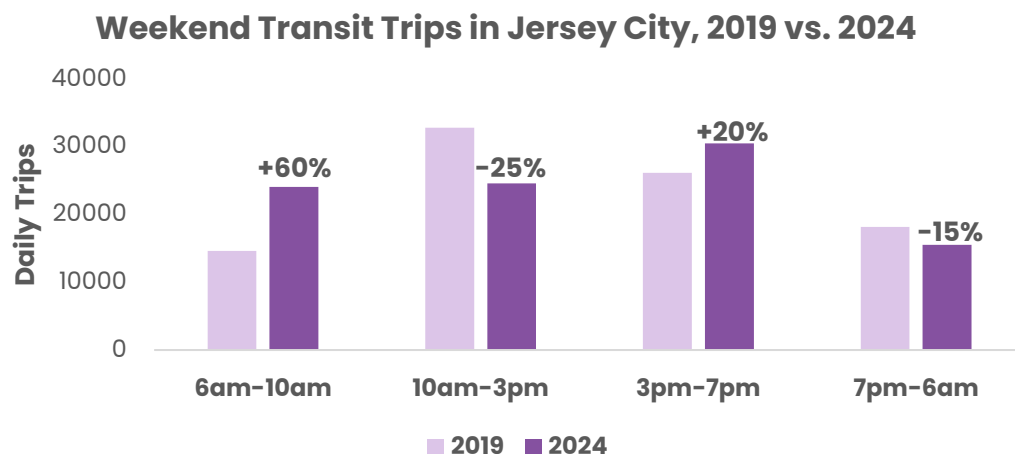


Figure 13: Weekend Transit Trips in Jersey City, 2019 vs. 2024

There are several challenges to increasing transit ridership. Services are still generally focused on traditional peak-period commuting, creating a mismatch between when and where people travel and when service is more frequent. Surveyed residents of Jersey City highlighted that **more frequent services and expanded hours as well as more transit options to where they travel to are the most effective ways** to encourage them to take transit and drive less.

Transit coverage is also uneven throughout the City, with areas such as the West Side lacking access to frequent or high-quality transit services. Bus service throughout the city is affected by roadway congestion, curbside conflicts, and a lack of dedicated priority treatments, especially on major corridors.

Approximately 25 percent of public survey respondents reported that public transit that comes more often and runs on time would be the factor that would most encourage them to take transit more. Longer service hours, including early morning, nights, and weekends, and more public transit options to more destinations were also top answers. This points to adding service and improving reliability as the key to reducing car dependence, city-wide, which will be most effectively accomplished through a combination of rail, bus, and alternative modes such as shuttle buses, jitneys, and micromobility options.

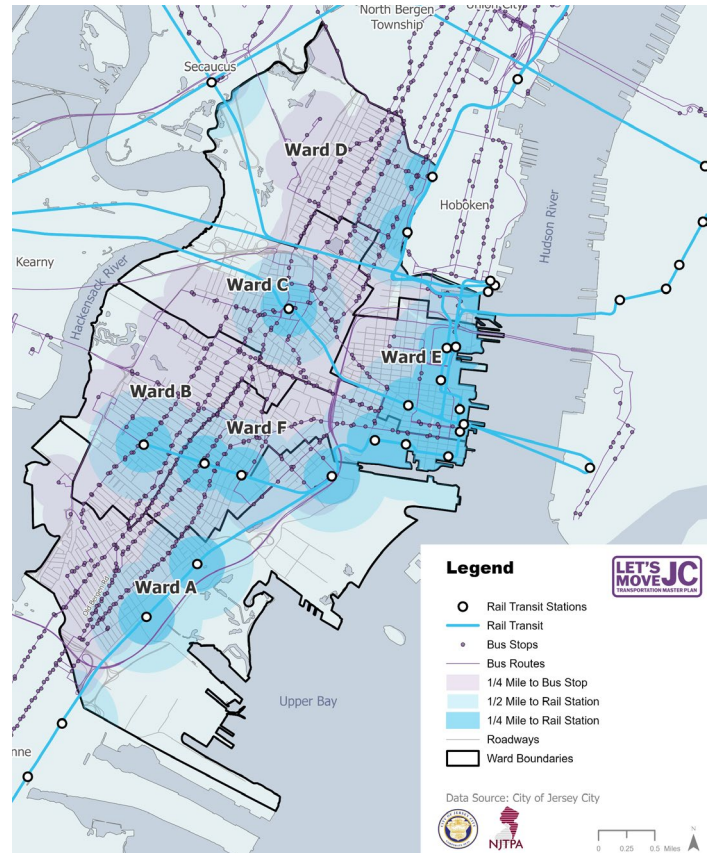


Figure 14: Transit Stations and Stops with Distances

JC residents want safer streets to walk and bike

Walking and other active transportation modes are critical to daily mobility in Jersey City, accounting **for nearly three out of every ten trips made across the City**. This infrastructure is particularly vital for lower income households (earning less than \$50,000 per year) who walk and bike at higher rates than higher-earning households.

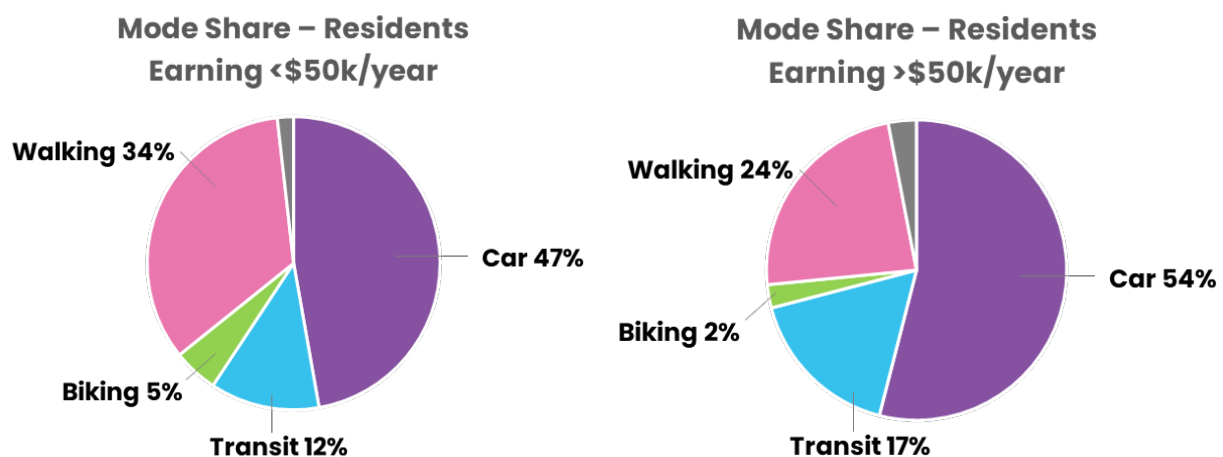


Figure 15: Mode Share of JC residents (Replica, Fall 2019 and Fall 2024 estimates)

The share of cyclists has increased steadily, more than doubling from 1.2 percent to 2.7 percent which reflects the City's progress since releasing the Bicycle Master Plan in 2019 and consistent implementation of cycling projects.

Despite the increase in cycling, the total share of active transportation (walking and biking) decreased slightly, from 29.9 percent to 28.4 percent of trips. Over the same period, car usage increased, which provides challenges for ensuring continued street safety and further encouraging residents to use active transportation.

Safety is a central concern in Jersey City. The City has adopted a **Vision Zero** Plan and approach, which focuses on eliminating traffic-related deaths and serious injuries. Central to this effort is improving safety on Jersey City's **High Injury Network (HIN)**, which identifies streets and intersections with the most frequent and severe crashes. The HIN is currently being updated and refined as part of the City's Vision Zero Plan Update.

Two-thirds of crashes resulting in a fatality or serious injury in Jersey City have involved a pedestrian or cyclist.

Approximately 5 percent of City streets account for more than 50 percent of fatal and serious injury crashes, with a total of 157 killed or seriously injured (ksi) between 2019 and 2025. Nearly half of all serious and fatal crashes involve a pedestrian or bicyclist. This safety risk discourages walking and cycling, particularly for those with reduced mobility, and further encourages driving which leads to increased car congestion.

A majority of survey respondents reported walking would be safer and more convenient if traffic rules were enforced and if they had more visible crosswalks, pedestrian signal upgrades, speed humps, and similar measures.

While Jersey City has made progress, there is still more work to be done. Serious injuries from crashes on city streets decreased by 22 percent and fatalities decreased by 40 percent between 2019 and 2025, which shows the benefits of sustained investment in the City's Vision Zero goals.

Growing demand, growing pressures

Much of Jersey City's transportation infrastructure is old: including much of the city's street grid, which was early roads being laid out starting in the late 17th century, the PATH train which opened in 1908, and the Holland Tunnel which opened in 1927. The historic street grid creates close-knit, walkable neighborhoods, but also struggles to accommodate growing demand for trucks and car traffic. Meanwhile, neighborhoods are growing and becoming more dense, placing additional pressure on city streets with limited space. In addition, approximately one third of the City's land area is located within a high-risk flood zone, much of which is not residential but presents challenges for infrastructure investment and long-term resilience.

Private vehicles remain a significant mode of travel, with just **over 50 percent of trips taken by private vehicles in the city.** It is important to recognize that car usage has increased since the pandemic, particularly for non-commute trips, which points to residents making more car trips during the middle of the day and later in the evenings.

The City has still seen an increase in zero-car households, which indicates that household growth can be accommodated without requiring vehicle ownership. Investing in the transit network can further encourage this type of development pattern and help encourage improved adoption of transit. Transit usage has steadily increased since reaching a low point in 2020 during the COVID-19 pandemic; it is expected to return to pre-COVID levels as urban populations rebound and regional employment trends continue to evolve.

Change in mode choice of JC residents, 2019-2024

	Transit		-33%
	Car usage		+12%
	Biking		+132%
	Walking		+11%

As a hub for transit services west of the Hudson River, the City will need to work with transit partners to ensure that their transit capacity and facilities can accommodate growth in Jersey City and the region.

City streets also need to continue serving freight traffic tied to ports, rail yards, and distribution areas. E-commerce freight now accounts for over 10 million packages delivered locally and is forecasted to grow to 19 million by 2030 (NJTPA Freight Industry Forecast Commodity Profiles) creating additional pressure on neighborhood streets.

For additional detail on projected growth, please see the Existing Conditions and Plan Review report under separate cover.

4 | Planning for Tomorrow

By 2050, Jersey City is expected to be significantly larger and denser than it is today. Forecasts indicated that there will be more than 70,000 additional residents and nearly 50,000 extra jobs by 2050, with areas such as West Side, Journal Square, and Bergen-Lafayette expected to grow the fastest. Growth in Jersey City will be far greater than nearby areas such as New York City or the NJTPA region as a whole, and travel demand will grow accordingly.



Because Jersey City's street network has limited ability to physically expand, this added growth and forecasted demand is expected to translate directly into higher congestion levels, particularly on regional corridors and key gateways. For example, modeling results show that **several major highways and arterials, including the Holland Tunnel, Lincoln Highway Bridge, I-78 Bridge, and Garfield Avenue, are projected to exceed capacity by 2050** if the city continues to grow at existing levels with no changes to mode share.

Increasing congestion will affect not only drivers but also transit riders and freight movement. As congestion intensifies, travel times and reliability are expected to worsen, particularly during peak. Congestion will increasingly spill into neighborhoods as drivers seek alternate routes, exacerbating safety, noise, and air quality impacts at the local level.

Without intervention, continued growth and rising travel demand will intensify congestion and reduce the overall efficiency of the transportation system. Given its density, robust transit network, and expanding active transportation network, Jersey City is well positioned to accommodate much of this demand

through walking, cycling and transit supported by targeted investments and policy updates. This requires not only strengthening transit but also expanding and connecting the active transportation network to ensure sufficient capacity and access across modes.

4.1 Scenario Planning

Scenario planning helps evaluate how changing factors—such as population growth, technical needs, and investment priorities—may affect the transportation system over time. For **Let's Move JC**, this process assessed how Jersey City could respond to projected growth under different transportation investment strategies. Three scenarios were developed, with each reflecting a distinct level and focus of investment and project implementation. The scenarios were then evaluated to inform future transportation decisions in Jersey City.

The three scenarios evaluated are:

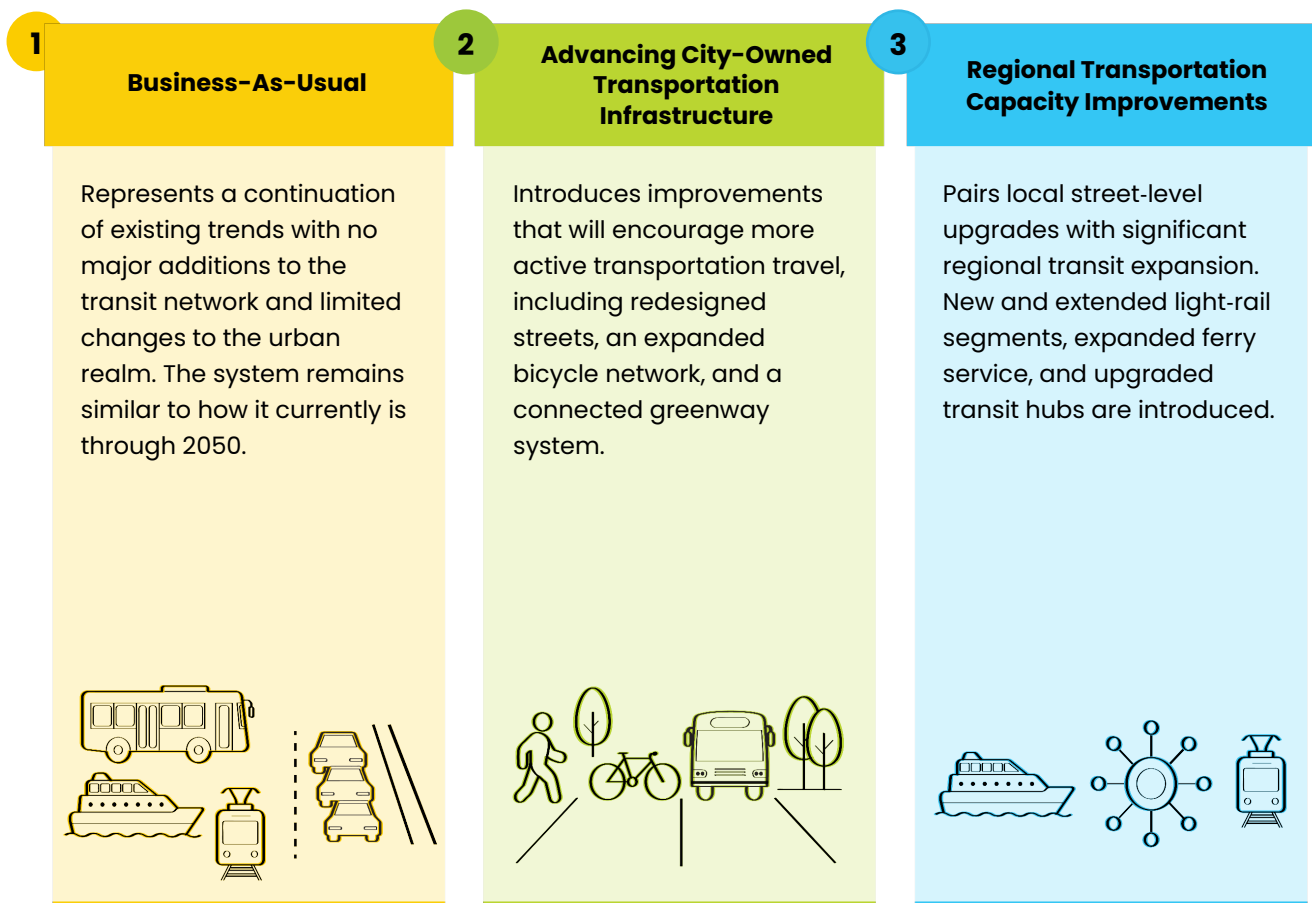


Figure 16: Scenario Planning

The three scenarios were evaluated using travel models and real-world data to understand how well the transportation system would perform in terms of metrics like traffic levels and transit access.

Understanding the Impacts

Table 3: Scenario Planning

	Business-As-Usual	Advancing City-Owned Alternative Transportation Infrastructure	Regional Transportation Capacity Improvements
Travel Pattern Impact	Preserves today's travel behavior and reinforces car dependence	Encourages greater walking, biking, and short-trip transit use	Produces the strongest change in travel behavior with more transit and active transportation trips
Mode Shift	Automobile mode share remains constant; total trips rise in proportion to overall demand	Generates meaningful shifts toward non-auto travel, especially for shorter trips	Delivers the greatest mode shift; automobile mode share declines to 30 percent (from about 50 percent)
Transit Access	No meaningful improvement in transit access	Improves local multimodal connections and supports transit use	Produces the strongest gains in transit use and access
Congestion	Congestion worsens on key highways and arterials across the City	Does not significantly impact roadway performance	Supports reduced auto dependence and improved system performance

5 | Plan Recommendations

The recommendations in **Let's Move JC** were developed through an analysis of existing transportation conditions and extensive community engagement. Findings from the Existing Conditions Report and feedback gathered through public outreach and surveys informed a long list of potential recommendations. These recommendations were then evaluated through the Scenario Planning process to better understand their impacts, refine priorities, and ensure alignment with the community's goals for the future of transportation in Jersey City.

The long list of recommendations were ranked according to alignment with the goals of Let's Move JC, their effectiveness, and implementation factors including technical and organizational complexity to implement, approximate order of magnitude cost, and timeline. Certain projects were prioritized above others as they strongly met priorities of the City, which included enhancing public health outcomes, sustainability, or supporting active transportation. These factors are summarized in Appendix A: Recommendations.

The recommendations were presented to the Technical Advisory Committee, and the public through Open Houses on June 2 and June 3, 2026, paired with a two-week online public comment period to solicit additional feedback.

Recommendations

The recommendations are organized into three overall categories: 1. Seven Big Moves, 2. Citywide Recommendations, and 3. Small Area Plans, which are described below. The Small Area Plans are further detailed in an Appendix Report under separate cover.

	Seven Big Moves	Citywide Recommendations	Small Area Plans
Focus	High priority, high impact, and address long-term regional growth	Policy and Multimodal transportation improvements	Detailed initiatives in Journal Square and the West Side

Open House and Online Survey Polling

Through the community open houses and public survey, participants were asked to ***select the two recommendations that they thought should be the top priorities for Jersey City***. Throughout the recommendations section, the results of this feedback are provided to provide additional context on community-driven priorities.

While effort was given to reflect Jersey City's socio-economic and demographic diversity amongst participants, it is recognized that the participants in the open house and online survey did tend to represent a younger, more White/Caucasian, and higher income population than the citywide average. The results of the polling should be interpreted with this context in mind.

5.1 Big Moves

The seven “big” moves that are envisioned for the City are focused on making high-impact changes to the public realm and mobility of city residents. They encourage transit, walking, and cycling –improving the way that the majority of people in Jersey City **want** to get around in the future.

- **Move #1: Journal Square Area Improvements**
- **Move #2: Citywide Greenway Expansion**
- **Move #3: Community Routes and Low-Traffic Neighborhoods**
- **Move #4: Parking System Overhaul**
- **Move #5: Transportation Impact Policy**
- **Move #6: Bus Rapid Transit (BRT)**
- **Move #7: Route 440 Corridor Redesign**



Move #1: Journal Square Area Improvements

Journal Square is a key hub that connects the West Side, Greenville, and The Heights to transit, while being a rapidly expanding neighborhood itself. The area will face pressure to accommodate more **reliable buses, green space, safe streets, cycling connections**, and a **state of good repair**.

The plan advances a long-term vision for a comprehensive upgrade of the Journal Square Transportation Center and surrounding street network, transforming the area into a world-class community asset. This vision includes both near-term pilots that can be tested and refined as well as longer-term capital improvements coordinated with regional partners.

Key improvements envisioned include:

- **Journal Square Transportation Center modernization** to improve passenger circulation, accessibility, wayfinding, and the overall experience for PATH, bus, and jitney users.
- **Neighborhood-wide transit priority treatments** to improve bus reliability and reduce delays, including signal priority, dedicated or priority curb space, and targeted street treatments.
- **Safer streets throughout Journal Square**, including upgraded traffic signals, shorter and more visible crosswalks, and traffic-calming measures.
- **Bus stop and terminal upgrades** with improved shelters, real-time information, and safer pedestrian access.
- **Expanded public spaces and streetscape improvements** to accommodate large pedestrian volumes and support daily activity around the Transportation Center.

- **Improved walking and cycling connections** linking Journal Square to the West Side, the Heights and Downtown as well as the regional transit network.
- **State of good repair investments** for streets, sidewalks, lighting, drainage, and curb ramps.
- **Ongoing coordination with the Port Authority and NJ TRANSIT** to align station, bus operations, and street improvements.



Figure 17: Bergen Avenue at Sip Avenue – Visualization of Potential Street Improvement Project



Move #2: Citywide Greenway Expansion

Jersey City is uniquely home to many former rail corridors and underutilized rights-of-way that offer a rare opportunity to create a connected greenway and trail network. When transformed into greenways, these corridors provide safe, comfortable, off-street transportation and **creates a connected network** that serves everyday travel within Jersey City while also linking the City to the greater Northern New Jersey region.

There are numerous projects in progress in Jersey City, including:

- Morris Canal Greenway
- Sixth Street/Harsimus Branch Embankment
- Bergen Arches
- Hudson River Waterfront Walkway
- Hackensack River Greenway
- Mill Creek Greenway
- The Greenway (previously known as the Essex Hudson Greenway)

Together, these corridors have the potential to function as a continuous network supporting walking, biking, recreation, and regional travel. Many greenway corridors are in areas that are difficult to access (i.e., separated by highways, waterways, or changes in elevation), and residents would benefit significantly from connections to the wider network. This network also positions Jersey City as a central node within broader systems, including the East Coast Greenway and the North Jersey Trail Network.

These investments represent a citywide big move: transforming legacy infrastructure into a connected, accessible, and regional active transportation network that supports mobility, health, and climate resilience.



Figure 18: Proposed Greenways Network



Move #3: Community Routes and Low-Traffic Neighborhood Program

Community Routes, also known as Neighborhood Greenways, are envisioned as a citywide network of calm, low-stress streets designed for safe, local travel. These routes prioritize walking, biking, and everyday trips by connecting residents to key community destinations such as schools, parks, libraries, transit stops, and neighborhood commercial areas through traffic-calmed streets, clear wayfinding, and simple safety improvements.

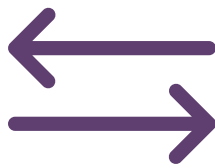
To complement the Community Routes program, the plan advances Low-Traffic Neighborhoods as a strategy to reduce cut-through traffic on residential streets. By using targeted design and circulation changes to discourage through-traffic while maintaining access for residents, deliveries, and emergency services, these treatments improve safety, reduce noise and air pollution, and strengthen neighborhood livability. Together, Community Routes and Low-Traffic Neighborhoods form a scalable approach to creating safer, quieter, and more people-focused neighborhoods across the city.

Some features of community routes and low-traffic neighborhoods are shown on the next page.

Features of Community Routes and Low-Traffic Neighborhoods



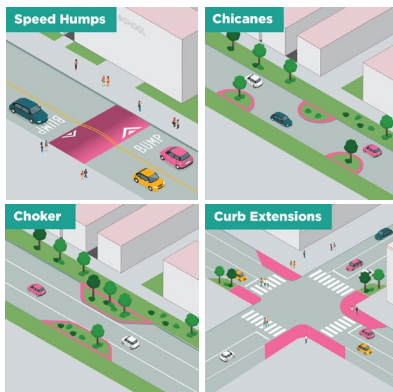
Modal Filters: Physical and operational filters, such as gates, allow access for bicycles, micromobility, pedestrians, transit, local car traffic, and emergency vehicles while discouraging cut-through traffic.



One-way Street Conversions: Conversion of some two-way streets to one-way operation to simplify traffic movements, reduce conflicts, and discourage non-local traffic.



Traffic Signage and Markings: Signs and markings can be used to indicate restrictions, street priority, and safety features.



Traffic Calming Measures: Physical street design features such as speed humps, chicanes, chokers, or curb extensions can slow vehicle speeds and improve safety for all users.

For further details, refer to the JC Traffic Calming Toolkit.



Wayfinding and Branding: Consistent, recognizable signage and visual identity to help people easily navigate and understand a network of routes while reinforcing a cohesive program identity.

Move #4: Parking System Overhaul

Effective management of parking and curbside space is critical to reducing congestion and improving safety, access, and quality of life in Jersey City. When parking and loading are not priced or regulated to reflect actual demand, vehicles spend more time circulating in search of space, contribute to double parking, and increase conflicts between drivers, cyclists, and pedestrians.

A comprehensive overhaul of the City's parking pricing, regulations, and enforcement practices will help ensure that curb space is used efficiently and equitably. This approach emphasizes a comprehensive curb management approach to better meet demand and necessity, introducing a wider range of curb regulations to better serve residents and businesses, and encouraging higher turnover to reduce long-term space occupancy.

Key strategies to this overhaul include:

- **Citywide Metered Parking and Curb Pricing:** Review and adjust the price, hours, and locations of metered parking citywide to encourage turnover, improve availability, and reduce unnecessary circulation.
- **Flexible Curb Regulations:** Expand and refine curb regulations to better match how street space is used, including short-term parking, passenger pick-up and drop-off, and a range of commercial loading zones tailored to different vehicle types and delivery needs.
- **Residential Parking Permits:** Simplify residential permit rules and review pricing to improve clarity, ease of use, and alignment with neighborhood conditions and needs.
- **Modernized Enforcement:** Explore modern parking and curb enforcement strategies, including camera-based enforcement for loading zones and paid parking, to improve compliance and ensure that curb regulations function as intended.



Move #5: Transportation Impact Policy

Implementing Let's Move JC will require a mix of funding tools supported by clear, consistent policy and governance. As Jersey City grows, transportation improvements must keep pace. A Transportation Impact Policy will establish a coordinated approach to funding, decision-making, and accountability across agencies and stakeholders.

This recommendation creates a framework to align development with transportation investment, ensuring growth supports a safe, efficient, and multimodal system. By linking funding mechanisms to clear requirements and processes, the City can deliver priority projects, manage impacts, and advance long-term mobility goals.

Key components of the Transportation Impact Policy include:

Coordination with regional agencies: Establish regular coordination with the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, Hudson County, the NJTPA, and others to align priorities, share data, and coordinate investments.

- **Transportation impact assessment and fees:** Define how development impacts are evaluated and mitigated, including developer contributions, impact fees, or Transportation Demand Management (TDM) measures.
- **Clear development requirements:** Establish consistent expectations for when and how developers contribute to transportation improvements.
- **Funding integration:** Align impact-related funding with capital planning to ensure funds are directed to priority projects.

Move #6: Bus Rapid Transit (BRT)

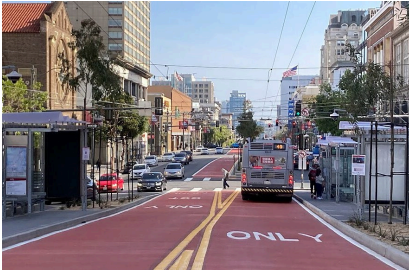
JFK Boulevard is one of Jersey City's most important north-south corridors, connecting The Heights, Journal Square, the West Side, Bergen-Lafayette, and Greenville. Today, bus service along the corridor is critical for daily travel but is often slowed by congestion, inconsistent priorities, and operational constraints. To address these challenges, the City will partner with Hudson County to study, develop, and implement BRT on JFK Boulevard.

BRT is designed to provide faster, more reliable, and higher-capacity transit by prioritizing buses within the street network. Along JFK Boulevard, BRT would focus on improving transit reliability and speed through coordinated corridor treatments such as dedicated or priority bus lanes, enhanced stations, signal priority, and improved passenger amenities. These investments can significantly reduce travel times and improve service consistency, making transit a more competitive option for daily trips.

A JFK Boulevard BRT corridor would also strengthen connections between key neighborhoods, neighboring municipalities and major destinations, including Journal Square's transit hub and employment center. By improving north-south connectivity, BRT can expand access to jobs, healthcare, education, and services for residents across the city, particularly in communities that are currently underserved by frequent and reliable transit.

Successful implementation of BRT on JFK Boulevard will require close coordination between Jersey City, Hudson County, and NJ TRANSIT. This includes aligning corridor design with NJ TRANSIT operations, integrating fare and service planning, and coordinating capital and maintenance responsibilities. Through a phased approach of study, design, and implementation, the City and its partners can advance a transformative transit investment that supports growth, access for all, and sustainability.

Features of Bus Rapid Transit (BRT)



Dedicated or Priority Bus Lanes:

Dedicated lanes reduce delays caused by traffic congestion and allow buses to operate faster and more reliably along the corridor.



Transit Signal Priority (TSP): Adjusting traffic signals to favor buses at intersections reduces stopping time and improves schedule adherence.



Enhanced Stations: Improved shelters, seating, lighting, and real-time arrival information, create a more comfortable, accessible, and legible transit experience.



Off-Board Fare Collection: Allows passengers to board through all doors and pay fares before boarding, reducing dwell times and speeding up service.



Frequent, Reliable Service: Consistent headways throughout the day make transit easier to use and more dependable for daily trips.



Move #7: Route 440 Corridor Design

Route 440 is a critical regional corridor that serves as a major gateway to Jersey City while carrying high volumes of local, regional, and freight traffic. Given Jersey City's development, increasing travel demand is expected across all modes. Today, Route 440 functions primarily as an auto-oriented highway facility, creating safety concerns, barriers to walking and biking, and limited access to transit.

The City will work in close partnership with the NJDOT to advance a comprehensive redesign of the Route 440 corridor. The redesign will focus on improving safety for all users by addressing high-speed traffic conditions, complex intersections, and limited pedestrian and bicycle crossings. Reconfiguring roadway geometry, intersection design, and access points can reduce crash risk and improve comfort for people walking and biking in adjacent neighborhoods.

A redesigned Route 440 will transform the corridor from a barrier into a safer, more multimodal roadway that supports the growing neighborhoods on either side. Improvements may include enhanced crossings, protected pedestrian and bicycle facilities, improved transit access, and stronger connections to adjacent street networks, greenways, and regional transit services. These changes can improve access to jobs, schools, open space, and the waterfront, particularly for communities that have been historically disconnected from Jersey City due to the corridor.



Figure 19: Route 440 Today



Figure 20: Bayfront Development Vision

Open House and Online Survey Polling

Through the community open houses and public survey, participants were asked to select the two recommendations that they thought should be the top priorities for Jersey City.

Of all of the Big Moves, participants that were polled were most supportive of the city-wide **greenway network buildout**, **community routes and low-traffic neighborhoods**, and **bus rapid transit** recommendations. (See Figure 22).

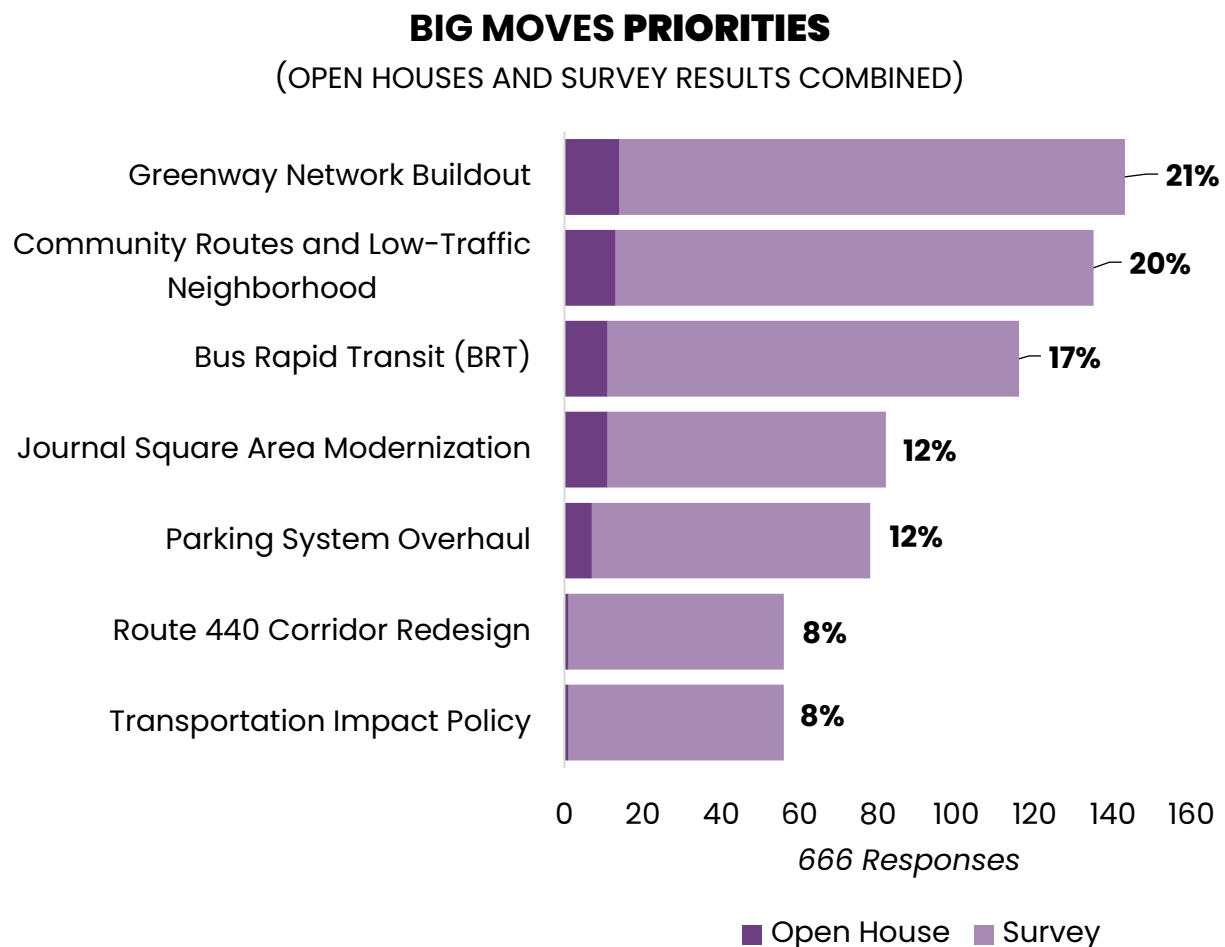


Figure 21: Community Priority Survey Results: Big Moves

5.2 Citywide Recommendations

Let's Move JC recommendations are categorized by mode; this responds to specific community needs and targets different ways that people move around. The recommendations have been organized into the following groups: **Transit & Multimodal, Active Transportation & Safety, Infrastructure & Resilience, Freight, Parking and Curb Management**, and **Policy & Program**.

The following section provides summary tables of each recommendation according to category. There are further descriptions of the recommendations in the individual sheets provided in Appendix A: Recommendations.

Big Move recommendations are identified in **purple bolded text** in the tables. These recommendations are detailed in Section 5.1 but also included in each individual recommendation table, and in Appendix A.

Goal Alignment

The recommendations are classified according to how strongly they align with the overarching goals of Let's Move JC. See Table 3 for the icons that correspond with each respective study goal, which are discussed in Chapter 1.

Table 4: Goal Alignment Icon Legend

Mobility for All	Value and Affordability	Reliability and Safety	Quality of Life
			

Cost

High-level costs are associated with these recommendations to aid the City in prioritization according to available resources and for planning purposes. It is important to note that these costs are not provided in a high level of detail and would be subject to further refinement as recommendations are taken forward to project development, which includes detailed planning, design, and construction estimates. These are intended to provide rough order of magnitude only and would need to be further developed for budgeting or bidding.

The costs are categorized according to the following five ranges:

- **\$:** less than \$100k. Programmatic, quick-build, or policy-based
- **\$\$:** \$100k-\$500k
- **\$\$\$:** \$500k - \$2m
- **\$\$\$\$:** \$2m-10m
- **\$\$\$\$\$:** \$10m+

Timeframe

The recommendations have estimated implementation timeframes associated with them (short-, medium-, and long-term, as described in more detail below). These timeframes provide a high level estimate and may vary depending on how the recommendations are developed into detailed projects, resources, and funding allocations.

- The proposed **short-term recommendations (estimated time frame: 1–3 years)** focus on relatively quick, implementable changes that improve safety, circulation, and largely can be executed by the City independently.
- **Medium-term recommendations (estimated time frame: 3–6 years)** build on the short-term pilots and studies by moving toward more permanent, corridor-scale investments.
- **Long-term recommendations (estimated time frame: 7+ years)** represent transformative, capital-intensive investments that complete the vision established in earlier phases.

Lead Partner

Many recommendations cover infrastructure or programs that are not under direct control of Jersey City. As a result, many of them would need to be led by other government agencies that own or maintain this infrastructure, including the state, county, or other municipalities. These partners may include New Jersey Department of Transportation (NJDOT), NJ TRANSIT (NJT), North Jersey Transportation Planning Authority (NJTPA), Hudson County, or the Port Authority of New York & New Jersey (PANYNJ, or PATH).

These lead partners have been identified, and many were consulted through Technical Advisory Committee meetings throughout the duration of the study.

Transit & Multimodal Recommendations

Transit & Multimodal recommendations focus on expanding high-quality alternatives to driving by improving access to transit, strengthening connections between modes, and supporting emerging mobility services. They build on existing transit assets while addressing gaps in coverage, frequency, reliability, and first/last-mile access. The following table provides all Transit & Multimodal Projects, as well as the goals they realize, and high-level cost and implementation timeframe.



Figure 22: Example of Bus Stop Improvements (top left), Micromobility Charging Infrastructure (top right), and Public Car Share (bottom)

Recommendations List – Transit & Multimodal

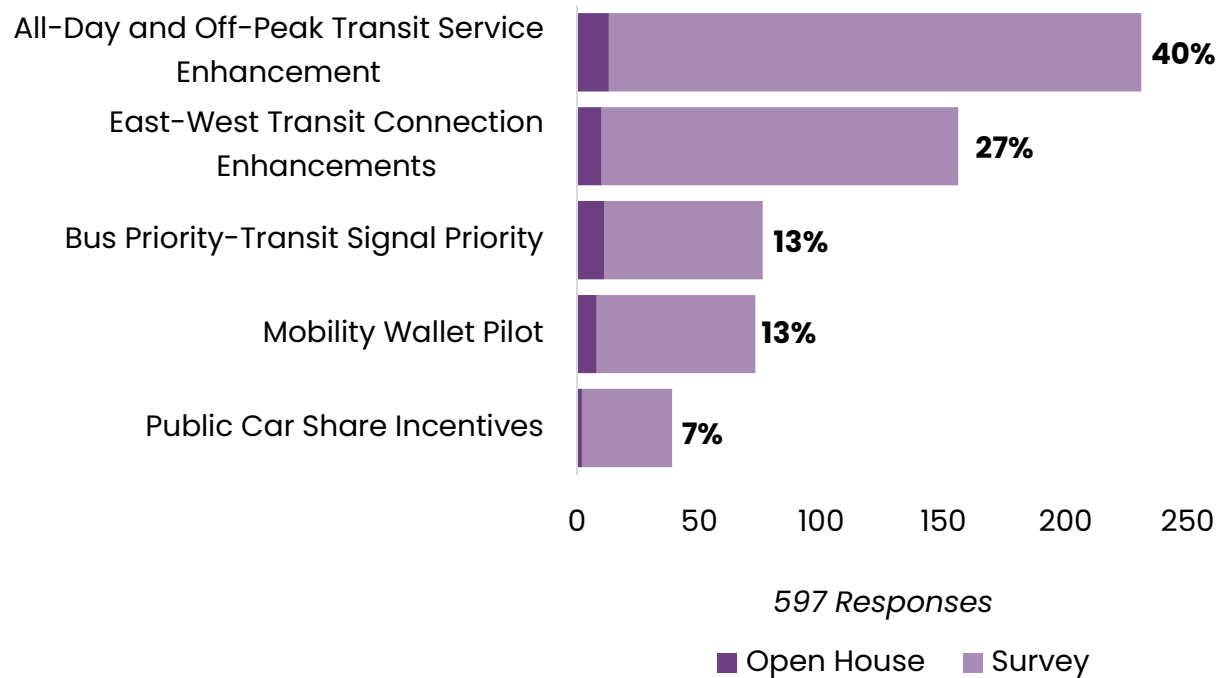
#	Recommendation	Goal Alignment	Cost	Timeframe	Lead Partner
A1	All-day and Off-Peak Transit Service Enhancement		\$\$\$	Medium	PATH / NJ TRANSIT
A2	BRT Corridors		\$\$\$\$	Medium	Hudson County
A3	Bus Priority Improvements		\$\$\$	Medium	City of Jersey City
A4	Bus Stop Improvements		\$\$	Medium	City of Jersey City
A5	E-bike Voucher Program		\$	Short	City of Jersey City
A6	E-mobility Charging Infrastructure		\$\$	Short	City of Jersey City
A7	East-West Transit Connections		\$\$\$\$	Long	PATH / NJ TRANSIT
A8	Ferry Service Expansion		\$\$\$\$\$	Long	City of Jersey City
A9	Light Rail Extensions • Route 440 • Meadowlands • Northern Extension • 18th Street Station		\$\$\$\$\$	Long	NJ TRANSIT
A10	Microtransit Expansion		\$\$\$	Long	City of Jersey City
A11	Mobility Wallet Pilot		\$\$	Short	City of Jersey City
A12	PATH Service and Governance Coordination		\$\$	Short	PATH
A13	PATH Service Enhancements and Extension		\$\$\$\$\$	Long	PATH
A14	Public Car Share Incentives		\$\$	Short	City of Jersey City

Open House and Online Survey Polling

Of all of the Transit & Multimodal recommendations, participants that were polled were most supportive of **all-day and off-peak transit service enhancements** with 40 percent of participants indicating these as a priority and **light rail extensions** with 36 percent of participants indicating these as a priority. This aligns with results received from the community outreach survey that was conducted in Fall / Winter 2025.

This aligns strongly with previous outreach efforts, which indicated that improved convenience and reliability of public transit was one of the highest priority improvements for Jersey City residents. Extending hours and frequency of transit, in addition to physical extensions, are key steps to making the transit network more convenient and supportive of day-to-day activities in the city.

TRANSIT & MULTIMODAL – NON INFRASTRUCTURE PRIORITIES



TRANSIT & MULTIMODAL – INFRASTRUCTURE PRIORITIES

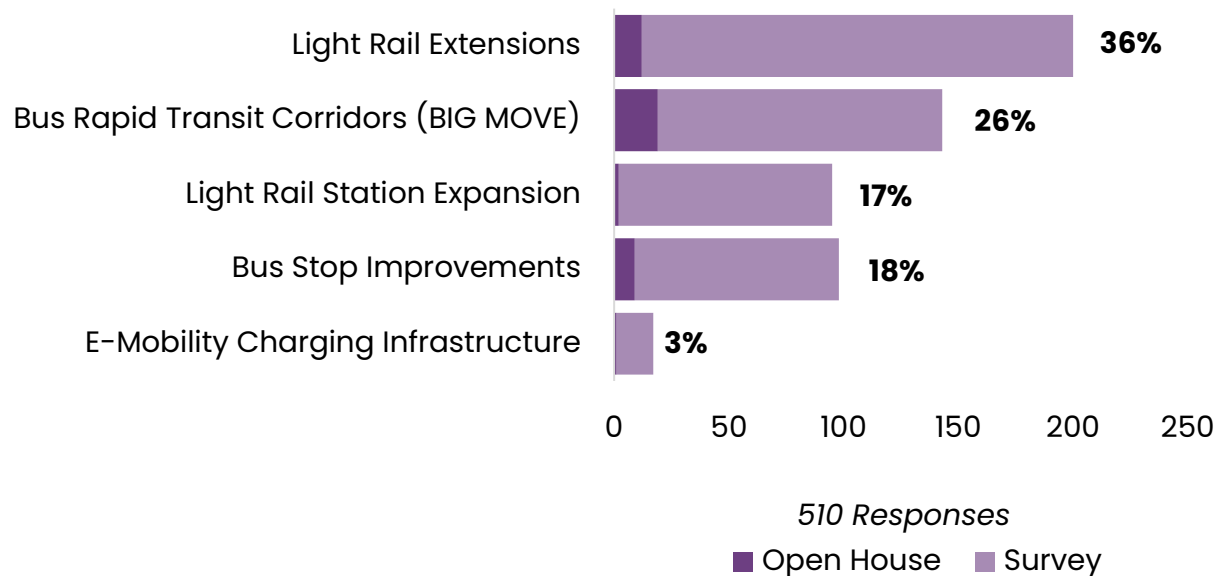


Figure 23: Community Priority Survey Results: Transit & Multimodal

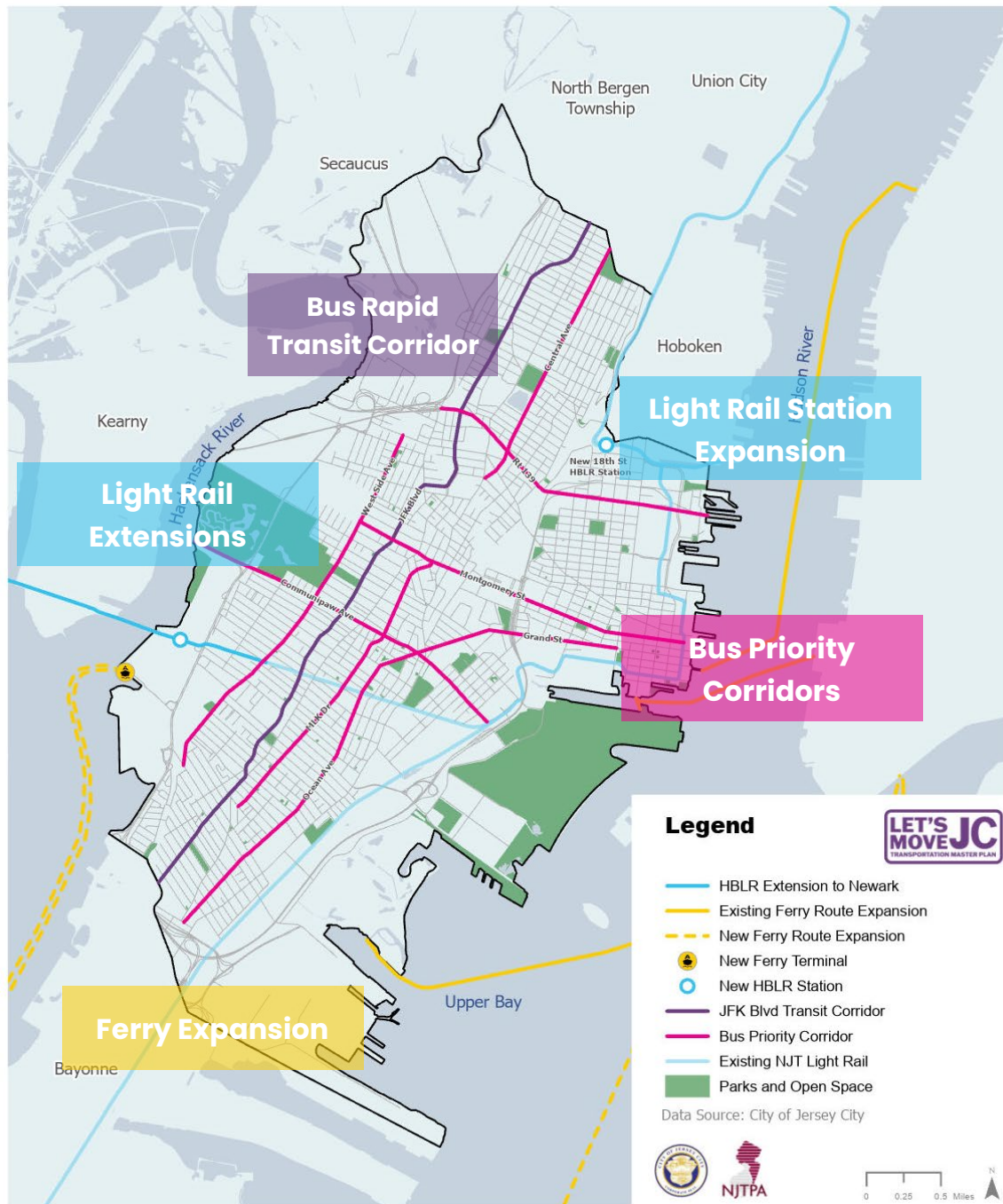


Figure 24: Transit & Multimodal Recommendations

Active Transportation & Safety Recommendations

Active Transportation & Safety recommendations advance a safer, more comfortable environment for walking, biking, and micromobility across the City.

Aligning with Jersey City Vision Zero and building on community input, these strategies focus on reducing crash risk, addressing high-injury network locations, improving crossings and curb ramps, and creating connected, low-stress pedestrian and bicycle networks.

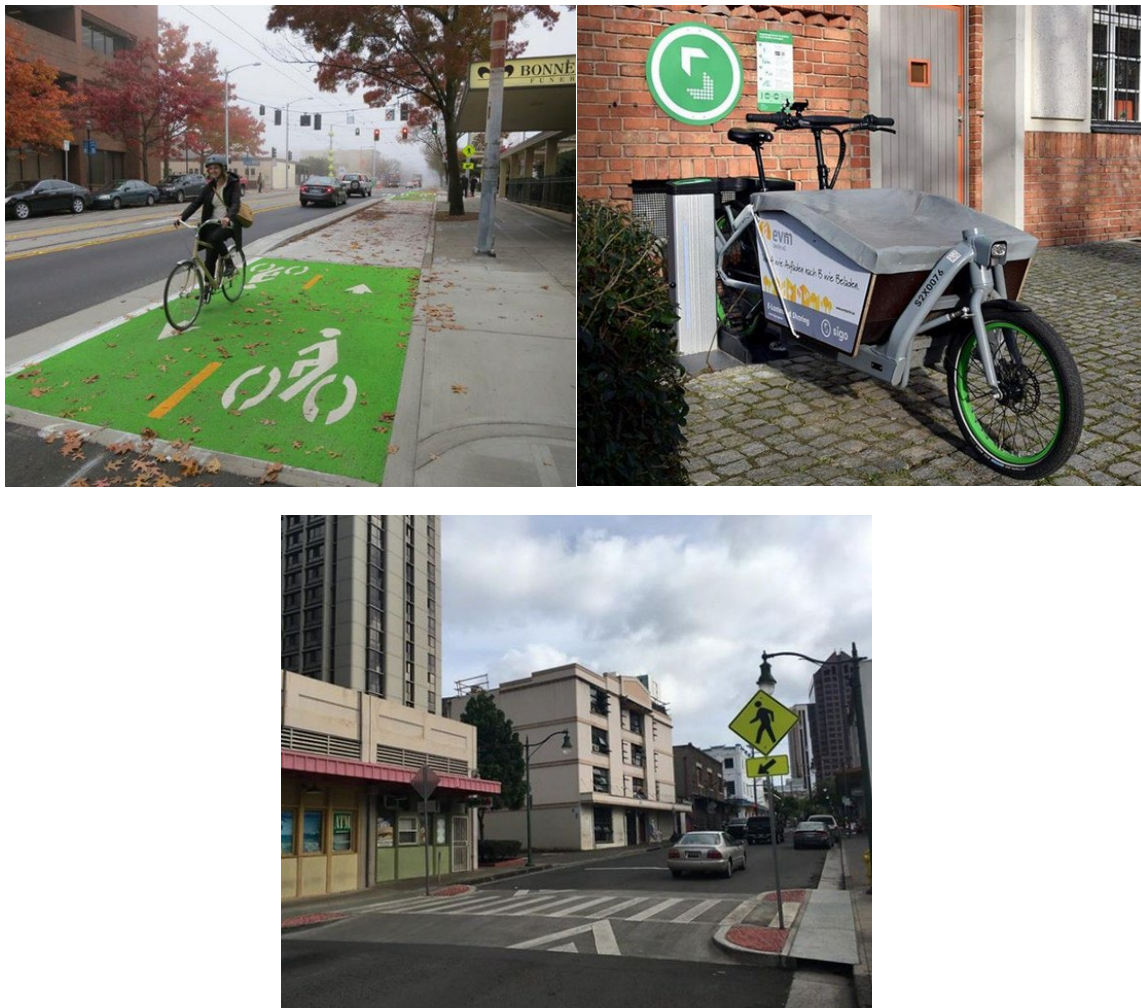


Figure 25: Raised Bike Lane (top left), Shared cargo bike (top right), and raised crosswalk (traffic calming measure) (bottom)

Recommendations List – Active Transportation & Safety

#	Recommendation	Goal Alignment	Cost	Timeframe	Lead Partner
B1	Bike Lane Expansion		\$\$\$	Medium	City of Jersey City
B2	Cargo Bike Share Program		\$\$	Short	City of Jersey City
B3	Community Routes / Low Traffic Neighborhoods		\$\$	Short	City of Jersey City
B4	Crossing Improvements		\$\$	Medium	City of Jersey City
B5	East-West Active Transportation Connections		\$	Medium	City of Jersey City
B6	Greenway Network Buildout		\$\$\$\$	Medium	City of Jersey City
B7	"Learn to Ride" Initiative		\$\$\$	Medium	City of Jersey City
B8	Multilingual Micromobility Education and Outreach		\$\$	Short	City of Jersey City
B9	Raised Bike Lane Implementation Framework		\$\$	Short	City of Jersey City
B10	School Safety and Safe Access Program		\$	Medium	City of Jersey City
B11	Sidewalk Condition and ADA Upgrade Program		\$	Medium	Private developers
B12	Vision Zero High-Injury Network Safety Improvements		\$\$\$	Short	City of Jersey City

Open House and Online Survey Polling

Of the Active Transportation & Safety recommendations, participants that were polled were most supportive of **crossing improvements and bike lane expansion**. This aligns with previous feedback emphasizing safety improvements and enhancements to the cycling network as priorities.

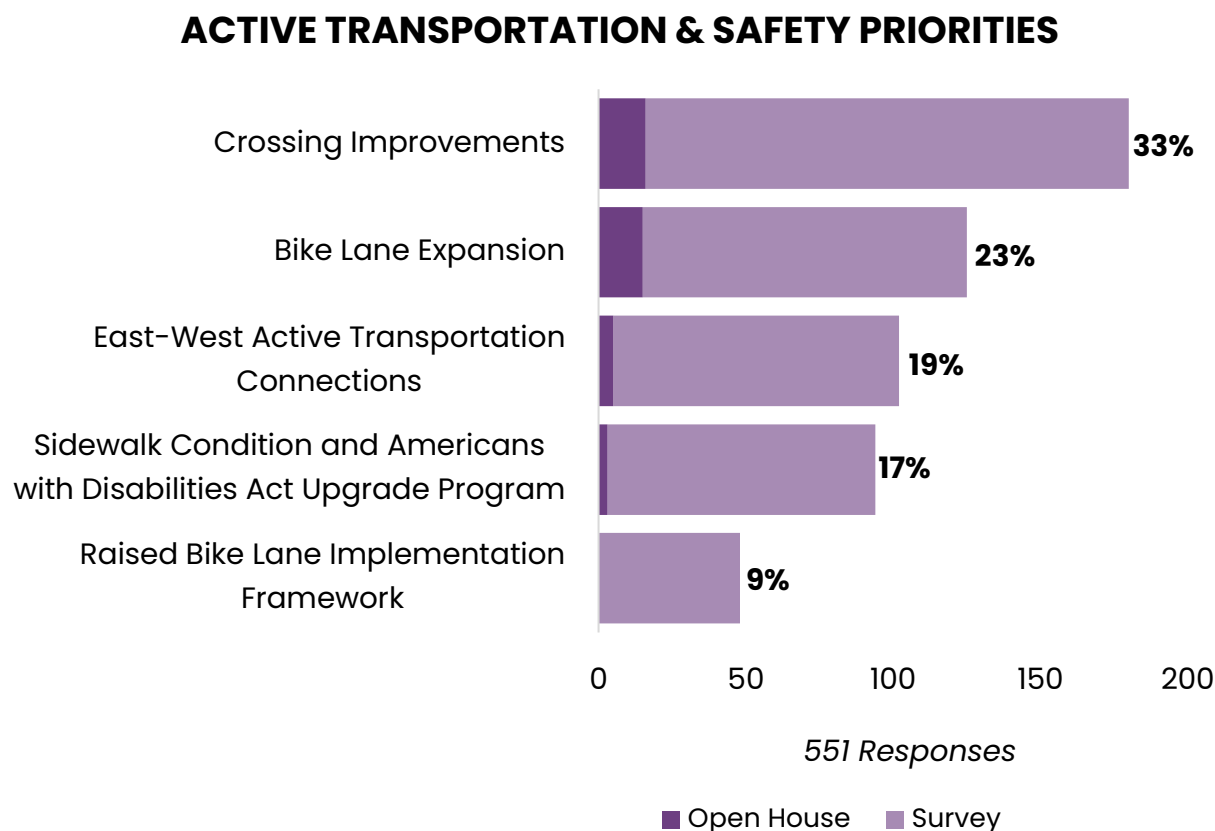


Figure 26: Community Priority Survey Results: Active Transportation & Safety

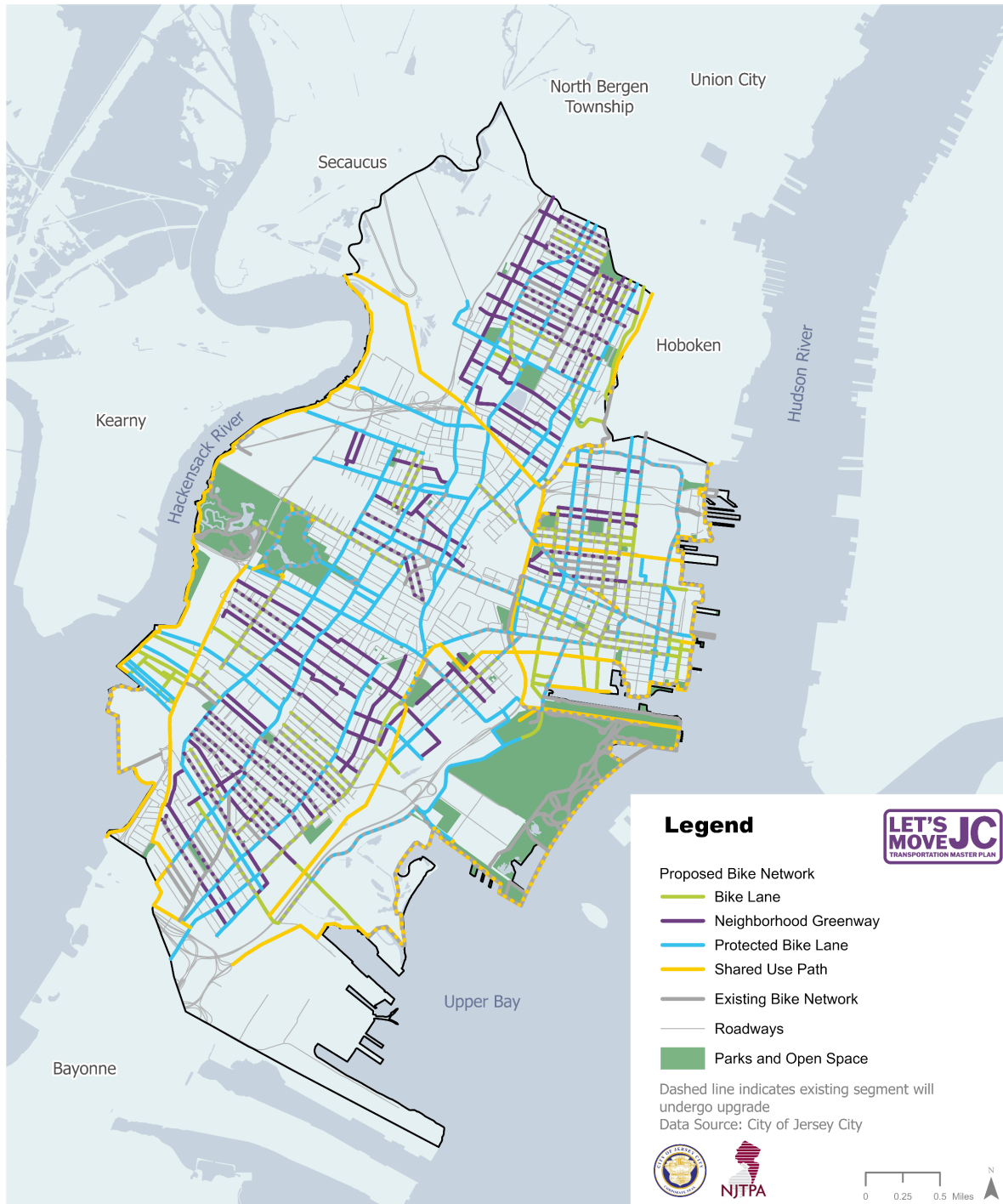


Figure 27: All Ages and Abilities Bike Network

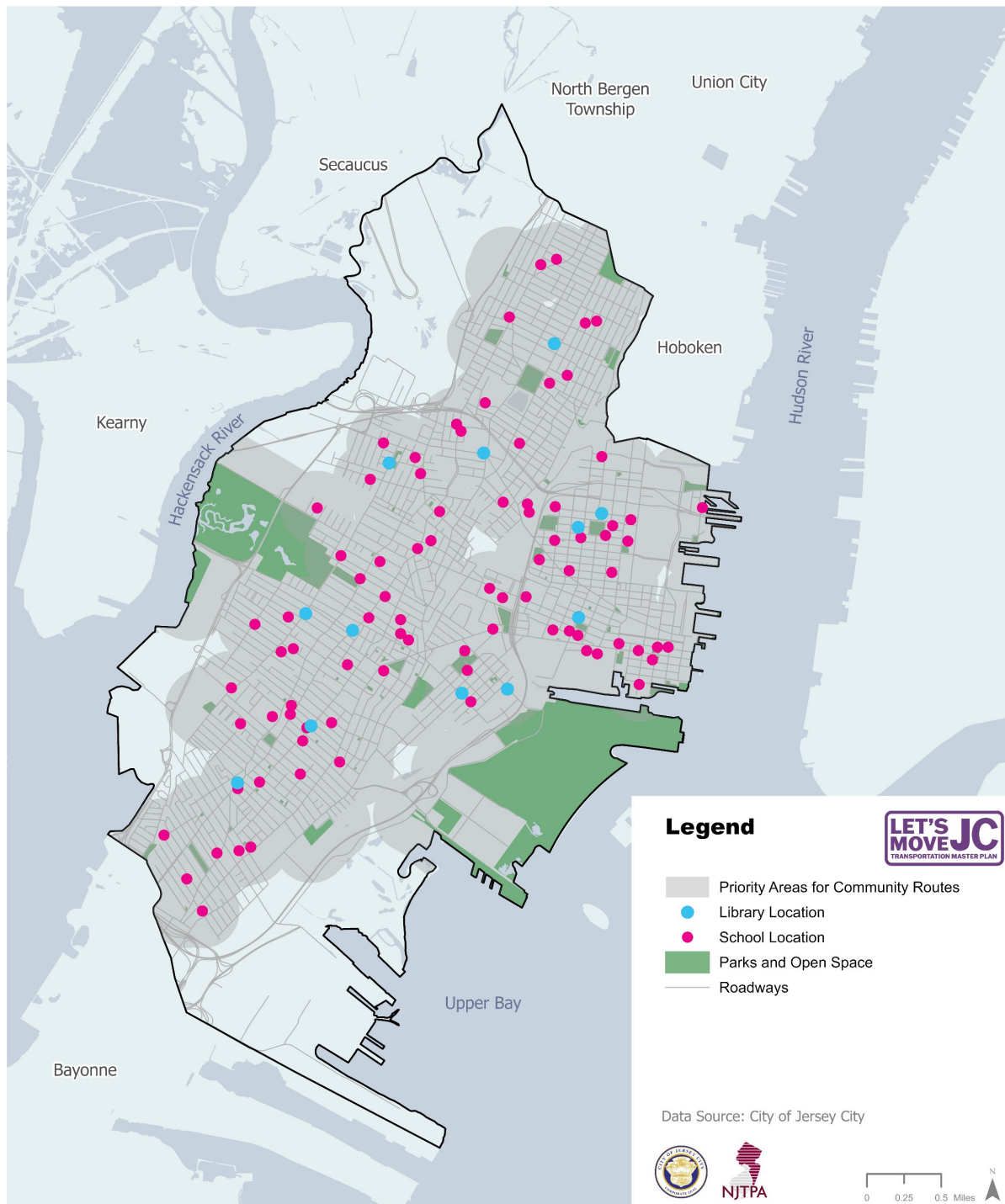


Figure 28: Priority Areas for Community Routes (5-minute walk to schools and libraries)

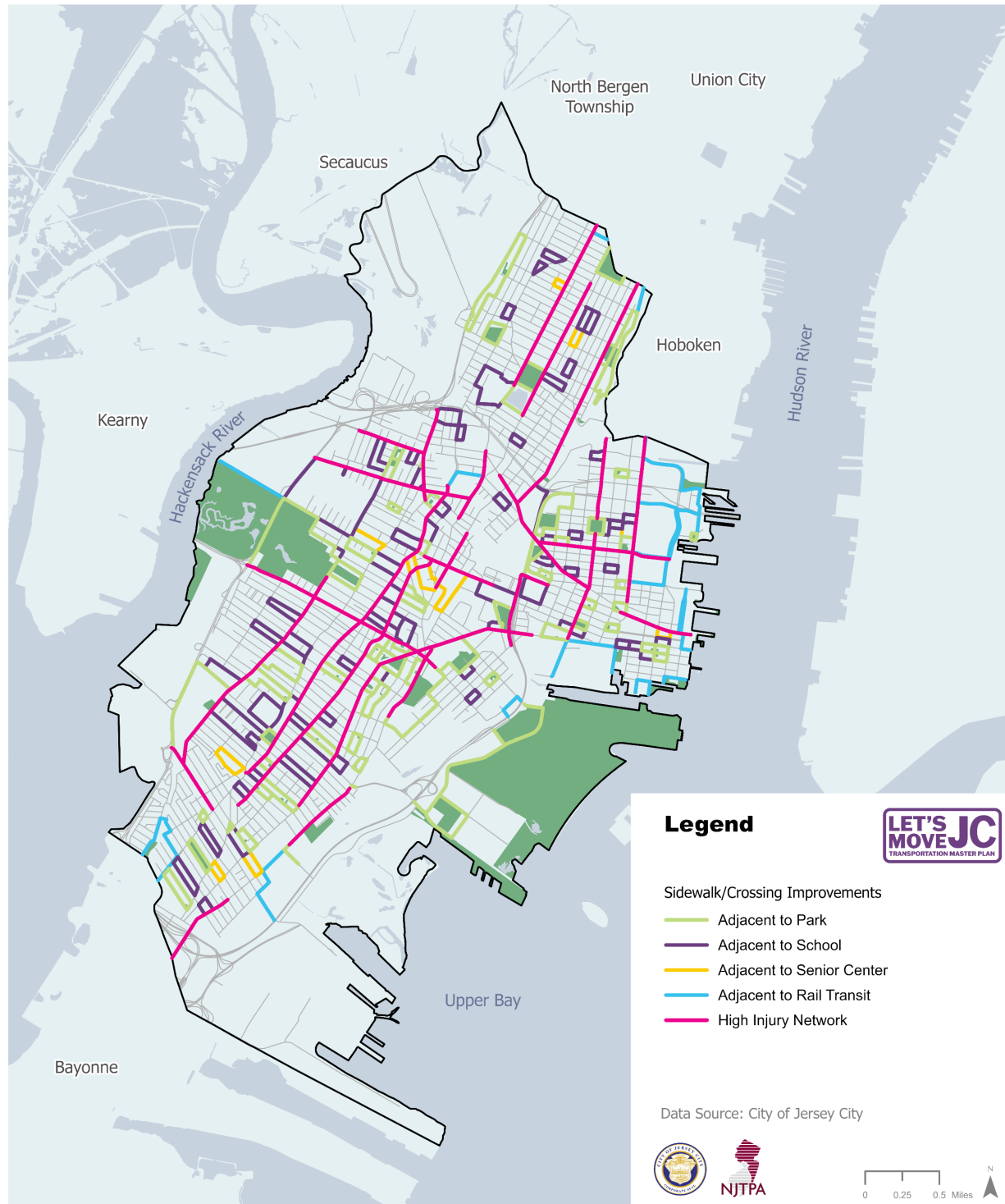


Figure 29: Sidewalk and Crossing Improvements Network (selected based on adjacencies to the High Injury Network, parks, schools, senior centers, and transit stations)

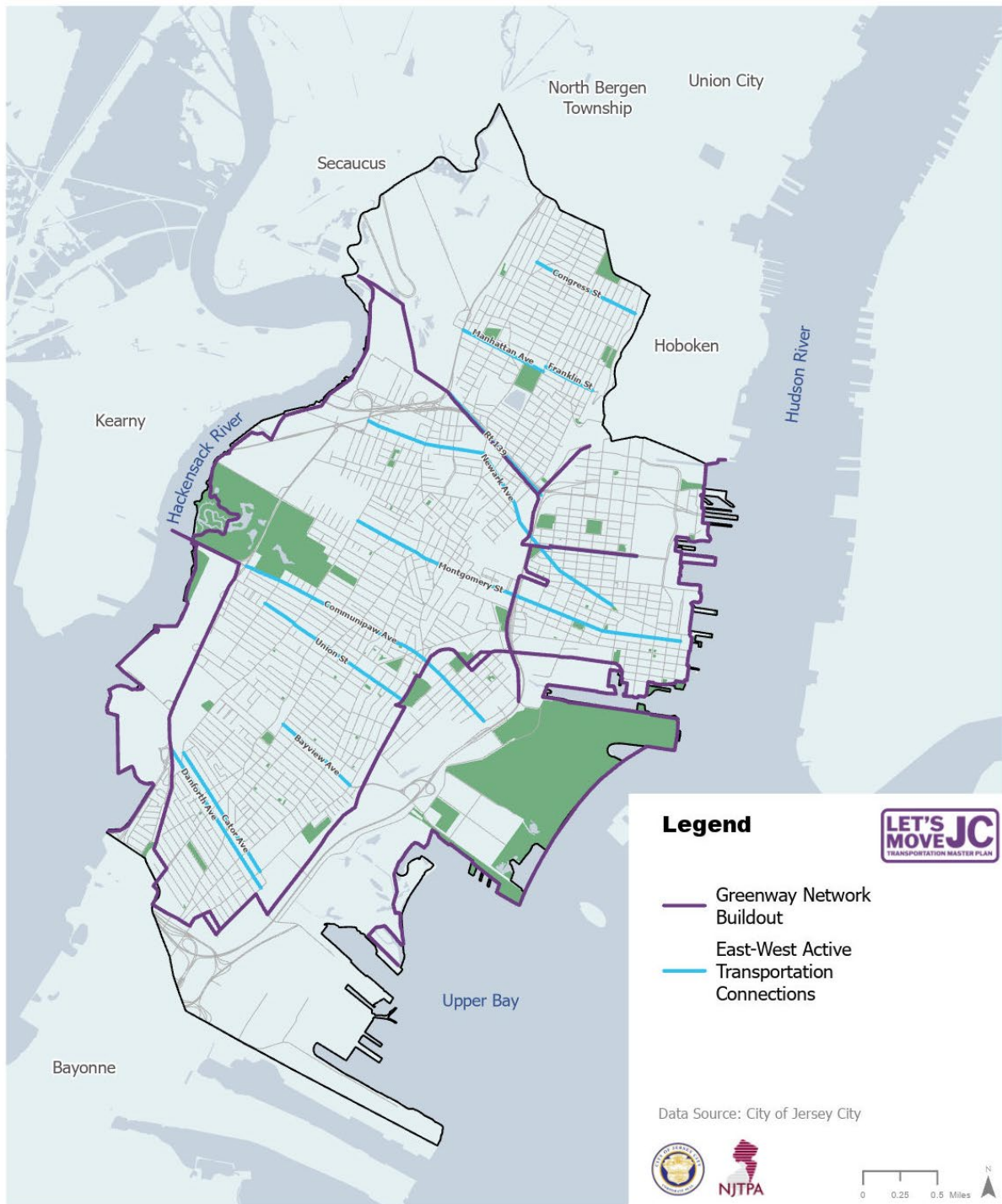


Figure 30: Greenway Network Buildout and East-West Active Transportation Connections

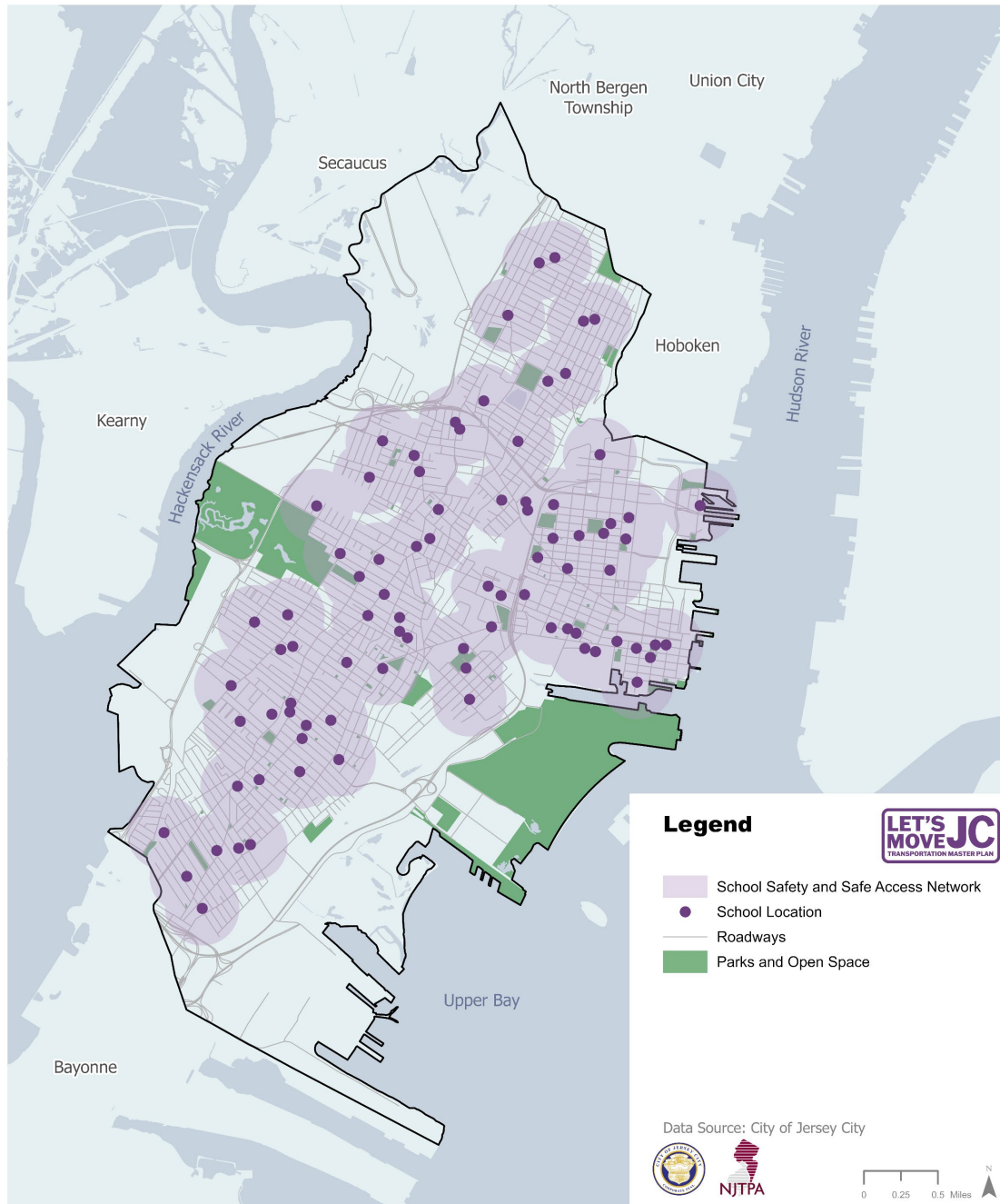


Figure 31: School Safety and Access Network (5-minute walk from schools)

Infrastructure & Resilience Recommendations

Infrastructure & Resilience recommendations focus on maintaining and modernizing the transportation system to withstand future growth, aging assets, and climate-related impacts. These strategies emphasize asset management, climate resilience, and capital investments that improve system reliability while supporting complete streets and multimodal functionality.



Figure 32: Electric Vehicle Chargers (top left), Green Infrastructure (top right), Route 440 at Route 1&9 (bottom)

Recommendations List – Infrastructure & Resilience

#	Recommendation	Goal Alignment	Cost	Timeframe	Lead Partner
c1	Electric Vehicle Charging Permit Program		\$\$\$	Medium	City of Jersey City
c2	Fleet Electrification for City Vehicles		\$\$\$	Medium	City of Jersey City
c3	Green Infrastructure Integration		\$\$\$\$	Medium	City of Jersey City
c4	Hoboken Terminal Pedestrian Connections		\$\$\$\$\$	Long	NJ Transit
c5	Holland Tunnel Area Circulation and Safety Improvements		\$\$\$\$	Long	Port Authority of NY & NJ
c6	Journal Square Area Improvements		\$\$\$\$\$	Long	City of Jersey City
c7	Public EV Charging Guidance		\$\$\$	Medium	City of Jersey City
c8	Public Electric Vehicle Charging Program		\$\$\$	Medium	City of Jersey City
c9	Rail Corridor Cap in Journal Square Area		\$\$\$\$\$	Long	Private developers, Port Authority of NY & NJ
c10	Route 139 Corridor Redesign		\$\$\$\$	Long	NJ DOT
c11	Route 440 Corridor Redesign		\$\$\$\$	Long	NJDOT
c12	Route 440 / US 1 & 9 Intersection Improvements		\$\$\$\$	Long	NJDOT
c13	Under-Highway Public Realm improvements		\$\$\$	Medium	NJ Turnpike Authority

Open House and Online Survey Polling

Of the Infrastructure & Resilience recommendations, participants that were polled were most supportive of **Green Infrastructure Integration** and **Under-Highway Public Realm Improvements**. The polling in this category was relatively consistent across the board, with significant support for **Route 440 Improvements** at Route 1&9 and a corridor redesign.

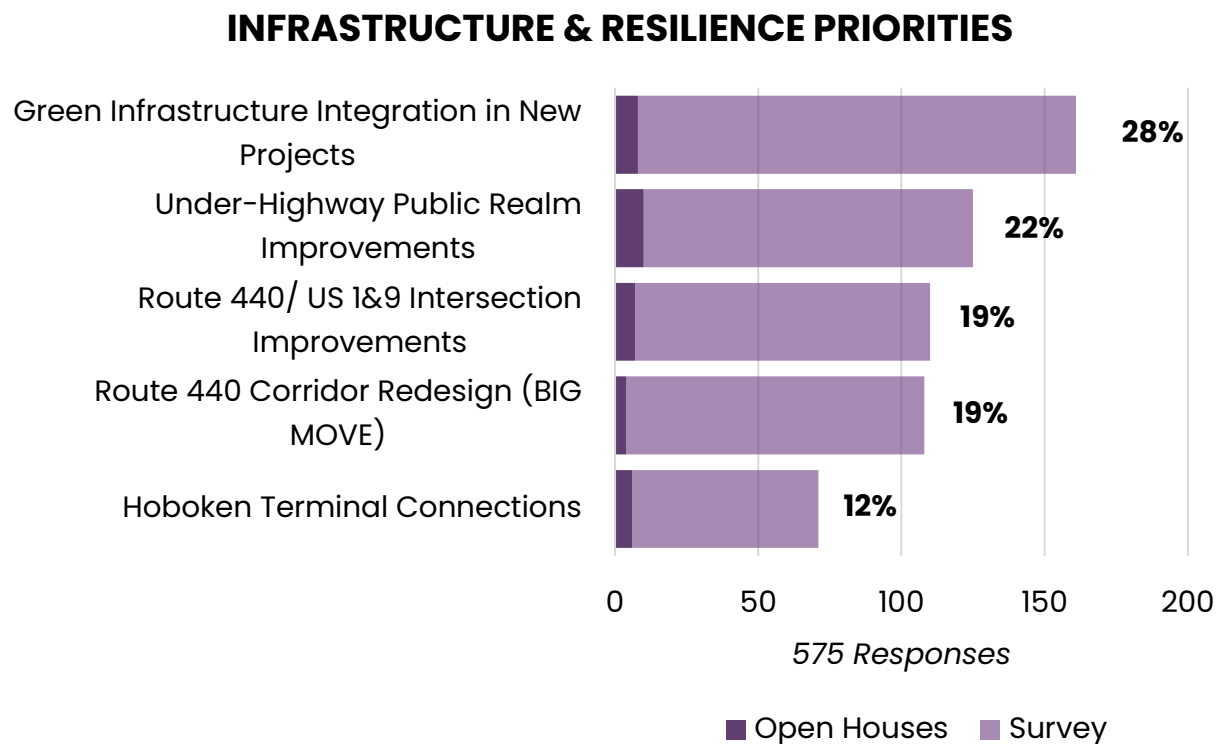


Figure 33: Community Priority Survey Results: Infrastructure & Resilience

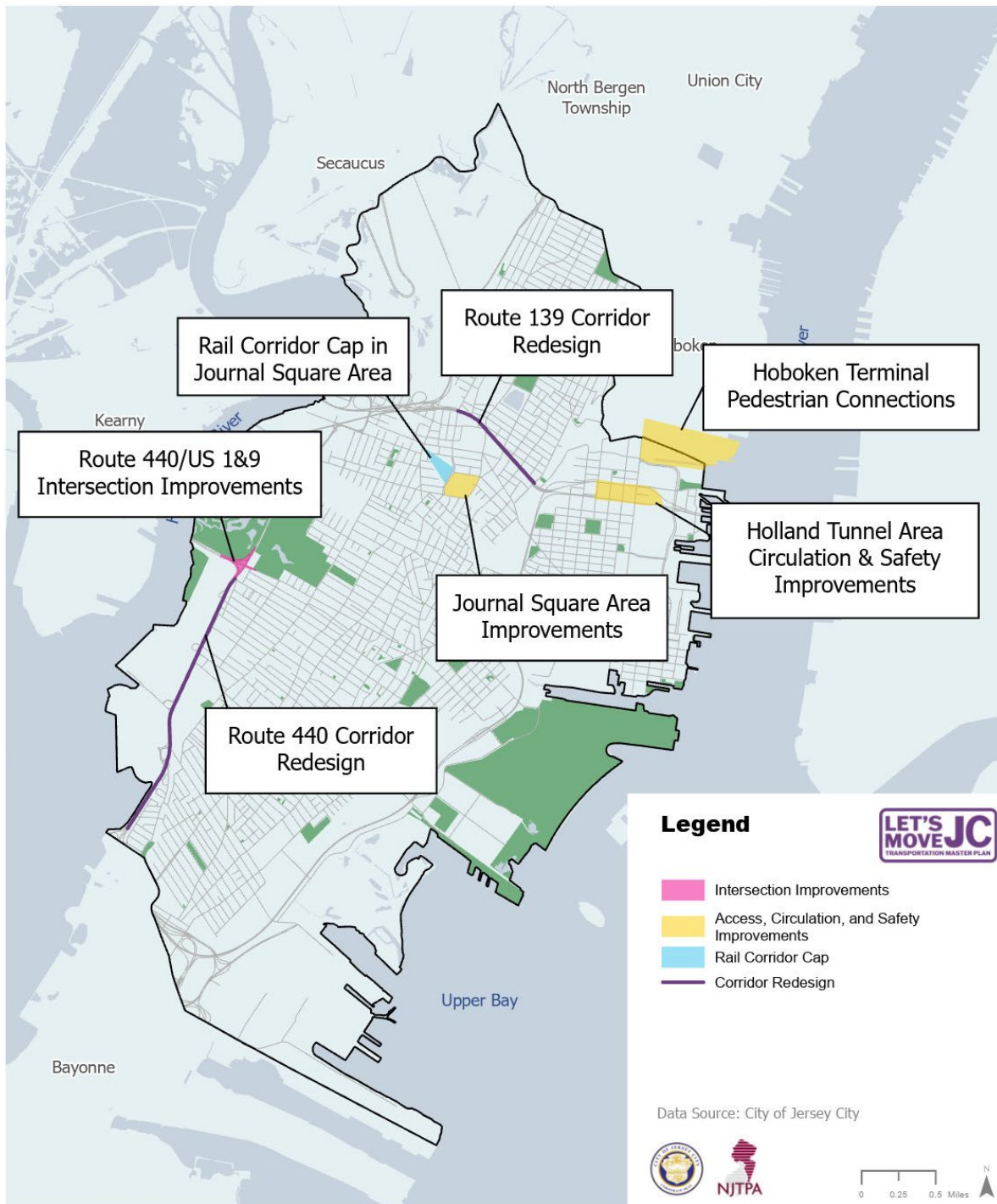


Figure 34: Infrastructure & Resilience Recommendations

Parking, Freight, & Curb Management

Parking, Freight, & Curb Management recommendations are focused on better managing one of the city's most contested resources, which is curb space. They also focus on addressing the rising number of goods and packages in the city, while mitigating impacts on neighborhoods by looking to reduce the number of large trucks on constrained streets.

These strategies aim to modernize parking policies, better manage curb space for loading, transit, micromobility, and accessibility needs, and ensure that curb use supports economic activity, safety, and efficient street operations.



Figure 35: Camera assisted parking enforcement (top left), electric cargo bike (top right), and package locker (bottom)

Recommendations List – Parking, Freight, & Curb Management

#	Recommendation	Goal Alignment	Cost	Timeframe	Lead Partner
D1	Camera-Assisted Parking/Loading Enforcement		\$\$	Short	City of Jersey City
D2	Citywide Central Parking Inventory		\$	Short	City of Jersey City
D3	Citywide Digital Curb Inventory		\$\$	Short	City of Jersey City
D4	Commercial Vehicle Curb Access		\$\$	Medium	City of Jersey City
D5	Curbside Parking Pricing Review		\$\$	Short	City of Jersey City
D6	Dynamic Curb Pricing Pilot		\$\$	Short	City of Jersey City
D7	E-Cargo Bike Pilot Program		\$\$	Short	City of Jersey City
D8	Off-Hours Delivery Program		\$	Short	City of Jersey City
D9	Package Delivery Micro Hub Program		\$	Short	City of Jersey City
D10	Parking System Overhaul		\$	Short	City of Jersey City
D11	Parking Signage Standardization		\$\$	Short	City of Jersey City
D12	Satellite or Remote Parking Implementation		\$\$\$	Medium	City of Jersey City
D13	Truck Route Program		\$	Short	City of Jersey City
D14	Zero-Emissions Delivery Zone(s)		\$	Short	City of Jersey City

Open House and Online Survey Polling

Of the Freight, Parking & Curb Management recommendations, participants that were polled were most supportive of **Camera Assisted Parking/Loading Enforcement** and a **Truck Route Program**. This is consistent with strong feedback from prior surveys about a need for increased enforcement of parking rules.

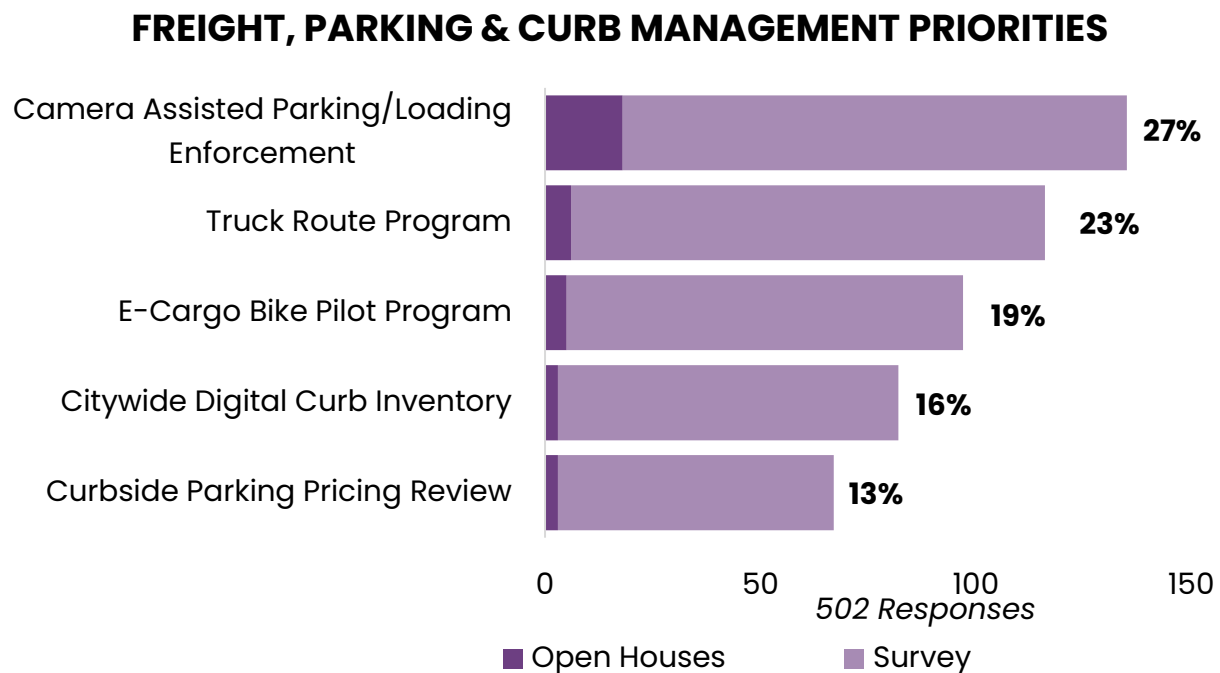


Figure 36: Community Priority Survey Results: Freight, Parking, & Curb Management

Policies & Programs

Policies & Programs recommendations provide the institutional, regulatory, and funding framework needed to implement and sustain **Let's Move JC**. These include updates to policies, ordinances, interagency coordination practices, and ongoing monitoring and evaluation tools that support equitable implementation and long-term plan success.

Recommendations List – Policies & Programs

#	Recommendation	Goal Alignment	Cost	Timeframe	Lead Partner
E1	Active Transportation Access During Construction Policy		\$	Short	City of Jersey City
E2	Grocery Access Program		\$\$	Short	City of Jersey City
E3	Inter-Agency Coordination Roundtable		\$	Short	City of Jersey City
E4	Micromobility Charging Guidance		\$	Short	City of Jersey City
E5	Regional Shuttle and Jitney Coordination		\$\$	Medium	City of Jersey City
E6	Safe Routes to School (SRTS) Program initiatives in Jersey City		\$	Short	City of Jersey City
E7	Safe Routes to Transit for Seniors		\$\$	Short	City of Jersey City
E8	Transit-Oriented Development (TOD) Strategies		\$	Short	NJ TRANSIT
E9	Transportation Impact Policy		\$\$	Short	City of Jersey City
E10	Value Capture & Funding Strategies		\$	Short	City of Jersey City

Open House and Online Survey Polling

Of the Policies & Programs recommendations, participants that were polled were most supportive of **transit-oriented development (TOD) strategies** and an **Access to Food Program**. This is consistent with strong feedback from prior surveys about strategies that would encourage residents to take transit more, which includes living closer to convenient transit, which TOD would encourage, and also having grocery stores within walking distance, which an access to food program can help address.

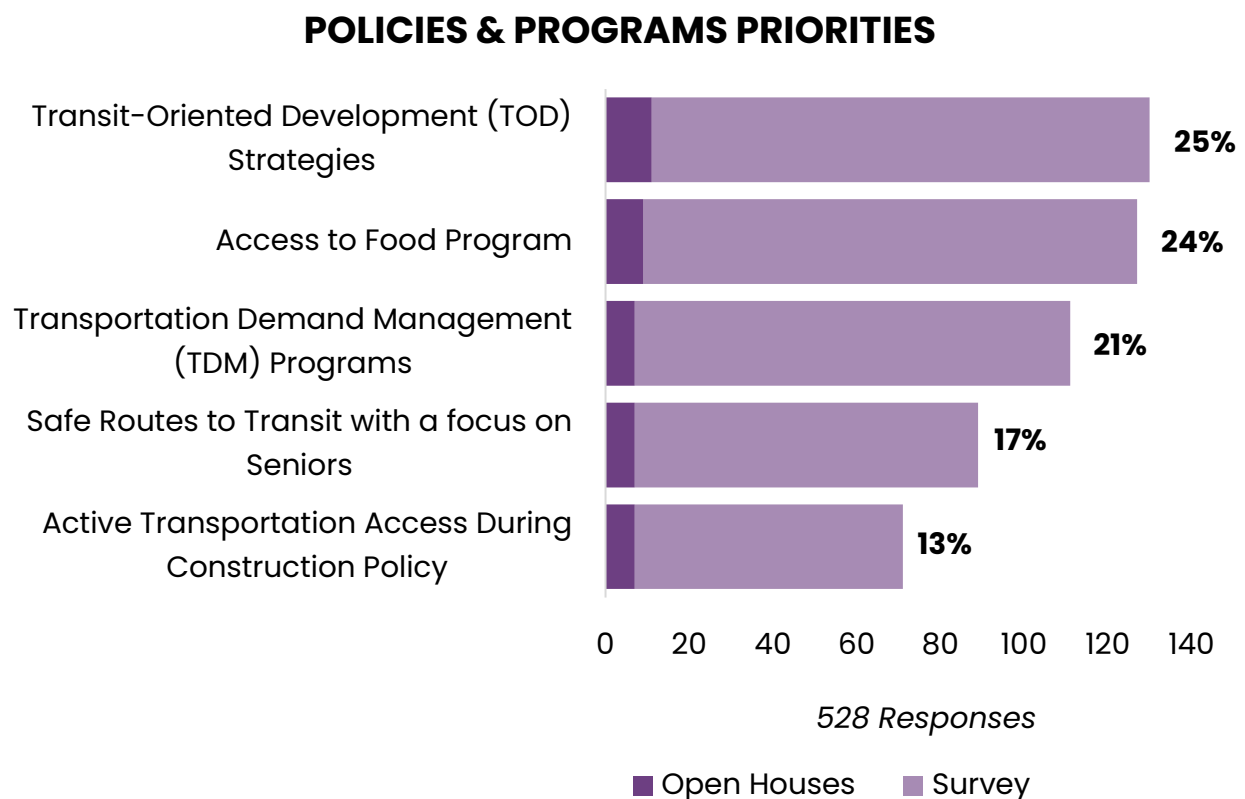


Figure 37: Community Priority Survey Results: Policies & Programs

5.3 Small Area Plan Recommendations

As a part of **Let's Move JC**, additional planning work was done for two neighborhoods within Jersey City: **Journal Square** and the **West Side**. These two areas of the City have a large influx of ongoing and planned development, and as a result, will see significant increases in population. Along with planned residential development, there will be increased demand for retail and services.

The **Small Area Plans** component of the Transportation Master Plan looks at each of these areas of the City and provides recommendations to improve transportation from a multimodal perspective, covering walking, cycling, transit, street network circulation, and neighborhood freight.

The **Small Area Plans** were developed through detailed consultation with local community members and government agency stakeholders. Key meetings for this effort were held over two days, on December 8–9, 2025.

Each neighborhood **Small Area Plan** is intended to complement the Citywide master plan, which includes policies and programs that span across the entire City. The intent of the Small Area Plans is to provide highly localized recommendations that go into a greater level of detail than the Citywide recommendations. These projects are included in separate Appendix documents and are intended to be read in conjunction with Citywide projects.

6 | Implementing Let's Move JC

Let's Move JC sets out a long list of recommendations that will shape the way people get around in the City – however, there needs to be a clear roadmap and resources to turn these ideas into reality.

Partnerships, funding, resources, and tracking progress are important to move these recommendations into implementation. This section outlines how Jersey City can translate *Let's Move JC* recommendations into on-the-ground improvements by sequencing actions, aligning partnerships and funding, dedicating resources, and tracking progress transparently.

Keys to Implementation

Partnerships



Funding



Resources



Tracking



What's next?

Following adoption of **Let's Move JC**, the City should focus on converting priority recommendations into implementable projects and programs. Near-term actions emphasize quick-build improvements, safety enhancements, and policy changes that can be advanced largely under City control. At the same time, the City will need to lay the groundwork for more complex, capital-intensive projects by advancing planning studies, conceptual designs, environmental review, and interagency coordination.

This plan also outlines a phased implementation strategy for each recommendation, providing a clear path from near-term actions to longer-term investments. This phased approach is described in greater detail in the “Phased Implementation Plan: Strategic + Practical Progression” section, where recommendations are translated into actionable steps and sequencing that support delivery over time.

Partnerships

Many of Jersey City's most important transportation facilities and services are owned or operated by agencies outside of the City's direct control. Strong partnerships are critical to advancing the plan's recommendations, particularly those for transit service, major corridors, and regional connections. Implementation parties generally fall into these three categories:



1. **City-led:** For improvements on City streets including traffic calming, active transportation infrastructure, curb and parking infrastructure, and City policies and programs.
2. **Co-led and/or Coordinated:** For improvements involving Hudson County, NJDOT, NJ TRANSIT, PANYNJ, and the NJTPA. These often require shared decision-making, joint funding strategies, and coordinated schedules.
3. **Regionally/Externally led:** For improvements to assets and operations outside of Jersey City's direct control. These require alignment with the leading agencies' plans and funding, as well as support from Jersey City.

Regardless of which partnership model a project falls under, all require strong coordination and engagement with community and private partners like neighborhood organizations, Special Improvement Districts (SIDs), and developers. This ensures that priorities are aligned, constraints are identified early, and solutions are responsive to Jersey City residents' needs.

In addition to capital investments, NJTPA and other regional partners can support Jersey City through planning and technical assistance programs. These efforts can help advance concepts such as curb management, e-commerce logistics, complete streets, and electric vehicle infrastructure from early planning through implementation.

Funding

Reliable and diversified funding is key to realizing this plan. **Let's Move JC** recommendations require capital investment and long-term, continuous funding for operations, maintenance, and state of good repair. Without adequate funding, Jersey City will face deferred maintenance, safety risks, and will miss opportunities to advance key mobility initiatives.



This section provides an overview of funding sources, for which individual recommendations will need to be aligned to as funding becomes available. These funding categories include:

- **Local funding**, such as the City's general fund, parking and curb revenues, permit and fee programs, and other locally controlled revenue sources that can support capital projects and ongoing operations.
- **Federal, state, and regional funding**, including formula and competitive grants that support safety, transit, and climate-related investment. Relevant grant opportunities and the recommendations they may align with are provided in the table below.
- **Development-based financing, funding and partnerships**, such as transportation demand management, funding through private developments, and parking benefit districts.

Current Funding Distribution

Of current funding for transportation improvements, maintenance and operations, it is estimated that about 75 percent of funding is sourced from local budgets, while the remainder is sourced from a combination of state and federal grants. These funds include those from NJDOT, such as the Municipal Aid, Transit Village, Local Freight Impact, Bikeway, and Local Bridges Improvement programs. NJDEP is also a source of state-level funding, particularly for projects that relate to electrification or resilience. NJTPA provides federal funding through its local assistance programs, notably for safety projects.

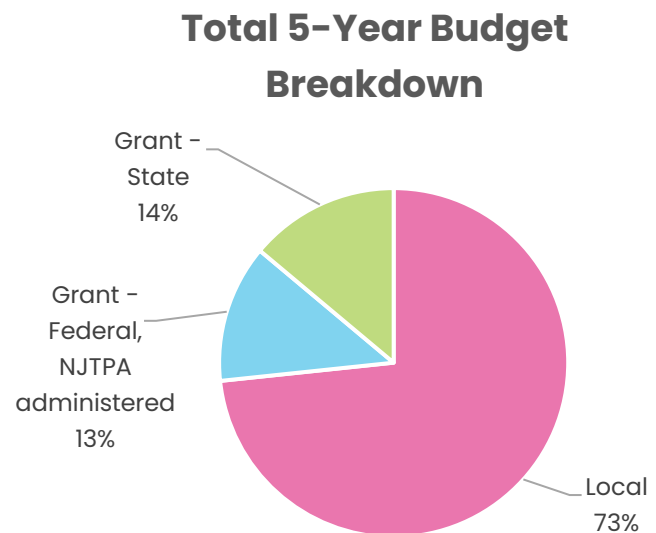


Figure 38: Estimated Transportation Breakdown
(Source: Jersey City)

It is estimated that about \$18–\$20 million per year is budgeted by the city for transportation expenditures such as paving, concrete, striping, traffic signals (\$12.5 million), and the City’s microtransit and bike share systems (around \$7–8 million). Additional funding is provided through grants, which have funded projects such as Central Avenue improvements, the West Side Avenue Improvement Project, and reconstruction of Caven Point Road.

Due to the nature of grant funding, transportation funds can often fluctuate based on available grant funds and the City’s successful grant applications, as these are generally competitive, or discretionary grants. This points to the need for reliable transportation funding to ensure that programs are sustained and not subject to cancellation due to annual budget fluctuations. Local funding is generally more stable, though insufficient to address all infrastructure needs.

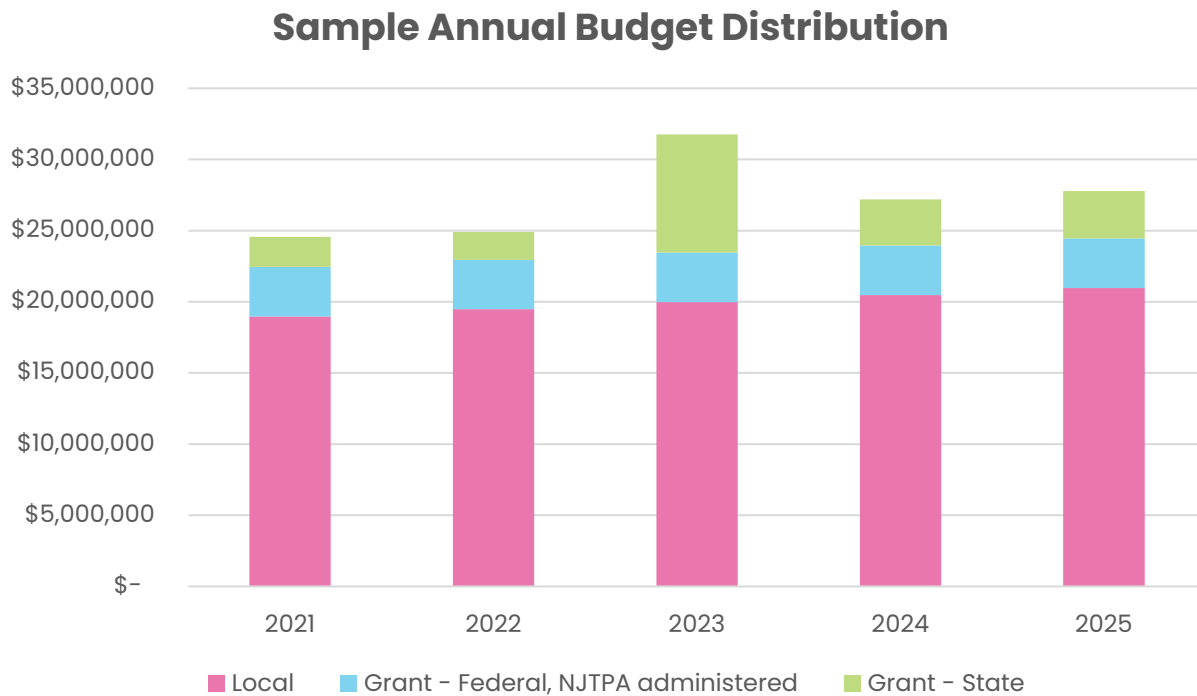


Figure 39: Annual Funding Distribution, 2021-2025 (Source: Jersey City Department of Infrastructure)

Agency Funding Sources

Primary federal funding agencies are agencies of the US Department of Transportation (USDOT). The majority of grants that could help Jersey City advance this Plan's recommendations are administered by the Federal Highway Administration (FHWA). As the region's metropolitan planning organization, the NJTPA also helps coordinate federal funding sources.

Not all federal funding sources are available to local applicants, and as such much of this funding should be applied via partnerships or state funding programs. Additionally, as these funding sources are often one-time in nature, carry administrative requirements, and require matching funds, they may not all be suitable as sustainable funding sources for the City.

Summary of Potential Funding Sources

The following tables provide a summary of potential grant programs that the City could be eligible for and potentially applicable recommendations. Note that grant programs are subject to ongoing change according to available funding.

Table 5: Federal Funding Options

Grant	Relevant Recommendations (Including, but not limited to)
Safe Streets and Roads for All (SS4A), Promoting Resilient Operations for Transformative, Efficient, and Cost-saving Transportation Program (PROTECT), Charging and Fueling Infrastructure (CFI) Discretionary grants, BUILD (formerly RAISE), INFRA, and TIFIA (Build America Bureau Credit assistance)	Vision Zero Improvements, Crossing Improvements, School Safety and Access, Traffic Calming, Green Infrastructure, Public EV Charging, Corridor Redesigns and Intersection Improvements, Area Circulation and Safety Improvements
Transportation Alternatives (TA) Set-Aside, Congestion Mitigation and Air Quality (CMAQ) Program	Greenway Network Build Out, Bike Lane Expansion, SRTS Program, Vision Zero Improvements and Safety Upgrades, Bus Priority, TSP, and BRT elements
Formula Grants: FTA 5307 Urbanized Area Formula, FTA 5339(a) Bus and Bus Facilities Formula, FTA 5310 Enhanced Mobility of Seniors and Individuals with Disabilities	Bus Stop Improvements, Transit Hub Improvements, Bus Stop Improvements, Transit Hub Improvements, Senior Access, ADA Improvements
National Electric Vehicle Infrastructure (NEVI) Formula	Public EV Charging
Urban and Community Forestry (UCF) Grant Program	Green Infrastructure
Community Development Block Grant (CDBG) Low- and Moderate-Income Area Benefit Activity	Green Infrastructure, Safe Routes to Transit for Seniors, School Safety and Access, Vision Zero Improvements, Crossing Improvements, ADA Improvements, Bus Stop Improvements, Transit Hub Improvements
Building Resilient Infrastructure and Communities (BRIC) Program	Green Infrastructure, Under-Highway Public Realm Improvements

Table 6: State Funding Options

Agency	Grant	Relevant Recommendations (Including, but not limited to)
NJDOT	Municipal Aid, Safe Streets to Transit (SSTT), Bikeways, and Transit Village Grants	Sidewalk and ADA upgrades, Traffic Calming (including curb extensions, street redesigns, etc.), Transit Access Improvements, Safe Routes to Transit for Seniors, Greenway Network Build Out, Transit Hub Improvements
NJ TRANSIT	New Jersey Job Access and Reverse Commute Program	Microtransit Expansion, East-West Transit Connection Enhancement
NJIB	New Jersey Infrastructure Bank (NJIB) Clean Water / Stormwater / Green Infrastructure Financing	Green Infrastructure, Under-Highway Public Realm Improvements, Route 440 Corridor Redesign, Route 139 Corridor Redesign, Greenway Network Build Out
NJDEP	Green Acres Program	Greenway Network Build Out, Under-Highway Public Realm Improvements
NJBPU	Clean Fleet EV & EV Charging Program	City Fleet Electrification, Public EV Charging
ANJEC	Association of New Jersey Environmental Commissions (ANJEC) Open Space Stewardship Grant Program	Greenway Network Build Out, Under-Highway Public Realm Improvements

Table 7: Regional/Local Funding Options

Agency	Grant	Relevant Recommendations (Including, but not limited to)
NJTPA	Subregional Safety Improvement Program (formerly Local Safety Program),	Vision Zero Improvements, Crossing Improvements, Traffic Calming, Safe Routes to School, Safe Routes to Transit for Seniors
Jersey City	Jersey City Open Space, Recreation & Historic Preservation Trust Fund (JCOSTF), Jersey City Capital / General Improvement Bonds (local match/capital)	Sidewalk and ADA upgrades, Traffic Calming (including curb extensions, street redesigns, etc.), Crossing Improvements, Greenway Network Build Out, Green Infrastructure, Under-Highway Public Realm Improvements
Hudson TMA	Assistance and Education Programs	Regional Shuttle and Jitney Coordination, Learn to Ride Initiative, School Safety Initiatives

Grant Programs – Keys to Success

A key component of discretionary grant eligibility is a **Benefit-Cost Analysis** (BCA), a systematic process for identifying, quantifying, and comparing expected benefits and costs of a potential infrastructure project. BCA guidance is issued by USDOT and updated based on current federal government policy. Many municipalities have adopted a standard methodology for BCA, with common data sources such as crash data and traffic data made available for grant applications, to reduce the need to develop bespoke studies each time a grant application is made.

A **Capital Improvement Program (CIP)**, or Capital Budget, is also a common tool used by local governments. CIPs are intended to be short-term, actionable budgets that outline most immediate infrastructure investments and funding sources for projects within the immediate budget cycle. Two-year cycles are often used to identify specific capital projects, while second years are tentative and serve as funding estimates. These shorter-term budgets help City staff connect long-term plans, like Let's Move JC, into plans that can be balanced with fiscal constraints. CIPs need to be reviewed and updated annually to reflect changing needs, priorities and funding opportunities. CIPs also help align spending with City goals and priorities, which can also be cited in grant applications.

Additional recommendations to enhance the City's competitiveness for grants include:

- **Preparing “shovel ready” projects** – projects that have been studied, documented, and designed to a construction-ready level are often more favorable for grantees
- **Demonstrate local support** – securing local match funds or in-kind support shows a commitment to seeing projects through. Letters of support from stakeholders can also enhance competitiveness of grant applications.

Development-Based Funding

Transportation Demand Management (TDM) Ordinances

TDM is a set of strategies that developers must commit to implementing on their sites to reduce car trips from new developments as part of the development review process. TDM measures may include transit improvements such as subsidized transit passes for residents or employers, shuttle buses, reduced parking supply, secure bike parking or shower facilities for workplaces. These improvements are usually tracked through TDM “checklists” and are often subject to monitoring or reporting.

In many TDM ordinances, developers have the option to implement on-site TDM measures or pay a fee that funds citywide transportation improvements in lieu of TDM. These TDM fees are assessed based on project size – for example by gross floor area or number of residential units – and are also tied to magnitude of transportation impacts. These arrangements are established through agreements, for example the Transportation Access Plan Agreement system in Boston, MA.

Payment in Lieu of Taxes (PILOT) Agreements

PILOT agreements pay a percentage of annual revenue to the city in lieu of property tax. Various municipalities in New Jersey have entered into PILOT agreements that generate considerable revenue that can be authorized for improvements to transportation, green space, and pedestrian and bicycle infrastructure.

Municipal Bonds

Municipalities can issue bonds directly or through authorities for redevelopment and other projects under the Local Bond Law. There is existing precedent for bond issuance for infrastructure purposes, and they are very common across New Jersey.

Parking Benefit Districts (PBDs)

PBDs take parking revenue collected in set areas of cities to reinvest directly in the surrounding neighborhood. By investing in local improvements, these areas then continue to draw more visitors, which generates additional parking revenue and creates a sustained source of local funding.

PBDs are typically enacted in areas of high parking demand and are administered with considerable coordination with neighborhood associations / special improvement districts. In cities across the country, PBD funds are used for improvements such as public art, wayfinding, landscaping, bike racks, lighting, street furniture, and trash compactors.

Currently, parking management and revenue is managed by the Jersey City Division of Parking. Implementation of PBDs would be strongly recommended as part of the Let's Move JC recommendation to overhaul city parking system.

Resources

In addition to funding, successful implementation requires sufficient organizational capacity. Delivering transportation improvements is resource-intensive and involves technical analysis, community engagement, engineering and design, environmental review, grant development, construction management, and interagency coordination.



As the number and complexity of recommended projects increases, the City may need to augment staff capacity through targeted hiring, training, and on-call professional services. Aligning staffing and technical resources with implementation priorities reduces delivery risk, improves accountability, and helps ensure that projects move efficiently from concept to completion.

As a benchmark reference, the number of staff at City transportation departments is shown in Table 7. (Note: this is intended to refer to professional and administrative staff only, and not maintenance workers, and many other

cities are less dense than Jersey City and have considerably more lane miles to manage). These cities may have a considerable number of in-house staff, and may include parking management and administration, however, were chosen as they are also executing considerable transportation capital and operating programs.

Table 8: Benchmarking – DOT Staff by Population

City	Population	Number of DOT Staff*	Staff per 100,000 population
Oakland, CA	443,554	125	28
Nashville, TN	704,963	120	17
San Jose, CA	997,368	150	15
Boston, MA	670,000	100	15
Philadelphia, PA	1,573,916	200	13

* Estimates. Excludes maintenance workers

The Phased Implementation Plan: Strategic and Practical Progression

A Phased Implementation Plan is critical to translating planning into action, enabling the City to deliver early wins, build momentum over time, and strategically advance more complex, high-impact investments that collectively achieve the **Let's Move JC** goals.

As a part of **Let's Move JC**, a Phased Implementation Strategy was created to clearly translate each recommendation into a phased path from concept to delivery, with defined short- (0-2 years), medium- (2-5 years), and long-term (5+ years) actions that build on one another over time. Early phases focus on quick-build, policy, or pilot initiatives that can demonstrate immediate progress, while subsequent phases advance design, coordination, and capital delivery, ultimately embedding each recommendation into long-term programs or infrastructure.

This approach is intentionally designed to show a clear progression that is legible to both the City and the community, highlighting what can be done now, what can be scaled, and what will ultimately move the needle in achieving the **Let's Move JC** goals. The Strategy also includes high-level guidance for tracking progress, outlining how success can be monitored through key measures such as safety outcomes, improved access, network performance, and delivery milestones, ensuring that implementation remains measurable and aligned with the plan's broader objectives.

Delivering the **Let's Move JC** vision requires a clear understanding of the scale of investment needed and where strategic, phased funding can unlock the plan's highest-impact outcomes.

The table below synthesizes the plan's recommendations into a high-level, rough order-of-magnitude (ROM) estimate of potential investment needs across categories and cost tiers.

This shows that recommendations in the infrastructure & resilience category are generally more expensive, and as such obtaining funding may take a longer time.

Parking, freight, curb management, and programs and policies recommendations are relatively low cost. As such, many of these recommendations could potentially move forward while funding for larger projects is in progress.

Table 9: Recommendations by Cost Tier

Category	\$ (less than \$100k)	\$\$ (\$100k- \$500k)	\$\$\$ (\$500k- \$2m)	\$\$\$\$ (\$2m-10m)	\$\$\$\$\$ (\$10m+)
Transit & Multimodal	● 1	●●●●● 5	●●● 3	●● 2	●●● 3
Active Transportation & Safety	●●● 3	●●●●● 5	●●● 3	● 1	

Category	\$ (less than \$100k)	\$\$ (\$100k- \$500k)	\$\$\$ (\$500k- \$2m)	\$\$\$\$ (\$2m-10m)	\$\$\$\$\$ (\$10m+)
Infrastructure & Resilience			●●●●● 5	●●●●● 5	●●● 3
Parking, Freight, and Curb Management	●●●●●● 6	●●●●●●● 7	● 1		
Programs & Policies	●●●●●● 6	●●●● 4			

● Each dot denotes one recommendation

Tracking Progress

Tracking progress is essential to keeping **Let's Move JC** relevant, transparent, and effective. Monitoring allows the City and the public to understand what has been accomplished, what is underway, and where adjustments may be needed.



Progress tracking can include metrics across several categories, such as:

- **Safety**, including trends in fatal and serious injury crashes, High Injury Network street redesigns, safety infrastructure installed (curb extensions, speed humps, etc.), and safety projects completed.
- **Access**, such as changes in access to transit (coverage and frequency), schools, jobs, and services, particularly in historically underserved areas.
- **Network performance**, including transit reliability, travel times, curb or parking utilization, perceptions of safety on transit.
- **Project delivery**, including advancement of short-term actions and progress from planning to design to construction.

Where possible, tracking for **Let's Move JC** should align with existing reporting and monitoring efforts, such as Vision Zero updates, capital planning processes, and grant reporting requirements. Regular public updates like annual progress summaries can help maintain accountability, support future funding applications, and inform updates to the plan.

The Phased Implementation Strategy further supports this approach by providing high-level guidance on how to track each recommendation as it advances from early actions to long-term delivery. By linking each phase to measurable outcomes, the strategy helps the City monitor progress consistently and understand how individual actions contribute to broader system performance and the realization of the **Let's Move JC** goals.

7 | Appendices

Appendix A: Recommendations

Appendix B: Outreach

Appendix C: Existing Conditions and Plan Review

Appendix D: Scenario Planning

Appendix E: Small Area Plans