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Jersey City Council Approves \$9 Million for Traffic Safety as Part of ‘Vision Zero’ Initiative

Nearly 20% of the the Approved \$47 Million Capital Budget Will Go Towards Safety Improvements and Roadway Infrastructure Enhancements

JERSEY CITY – Last night, the **Jersey City Municipal Council** approved \$9 million in traffic safety projects to support the City’s new Vision Zero initiative in the 2018 Capital Budget. Earlier this year, **Mayor Fulop** signed an Executive Order adopting the Vision Zero initiative in Jersey City in an effort to eliminating traffic fatalities. The 2018 Capital Budget includes funding for projects that work to reduce traffic fatalities, as well as make the City’s roadways more pedestrian and bicycle accessible.

“Our commitment to preventing fatalities on our roadways and building a safer, more pedestrian-friendly City goes beyond simple rhetoric: last night’s multi-million dollar traffic safety budget is proof that we will make real progress towards this goal in the upcoming year,” said Mayor Fulop. “From traffic calming measures to building more complete streets, we are focused on making important changes to the safety of our roadways, so that no more lives will be senselessly lost in traffic-related crashes.”

The approved budget includes \$1 million for major safety improvements to Montgomery Street Corridor, Communipaw Avenue, Marin Boulevard, and nine intersections on Martin Luther King Boulevard, through partnership funding with the New Jersey Transportation Authority (NJTPA). In addition, the City will make over \$5 million in improvements to traffic signals, speed humps, traffic communications equipment, as well as updates to bicycle and pedestrian safety infrastructure.

The Grand Street and Montgomery Street projects included in the budget are part of the City’s Complete Streets policy, which was adopted in 2011 to enhance roadways so that they are safe and convenient for all users, including pedestrians, cyclists, and drivers. The City is currently in the process of finalizing concepts for the Grand Street corridor, which will improve pedestrian safety, traffic flow, and bike lane connectivity. On Montgomery Street, the roadways design changes aim to more efficiently accommodate all road users, and is expected to be completed during the upcoming months. Both projects will include a final presentation to the communities involved during the next few months.

In addition to the \$9 million in street safety infrastructure projects, the Council has approved an additional \$1 million for the creation of a Bus Rapid Transit System to create dedicated lanes and streets for bus or bike movement only. This system will aim to enhance connectivity to residents on the North and South side of the City in a safer and more efficient way. During the next few months, the City will be issuing an RFP for a team to assist with a feasibility study for this

project. Over 200 cities around the world have implemented similar systems with improved traffic flows and safer connectivity for bicycle users.

To date, the Fulop Administration has implemented several initiatives, projects and plans in order to develop a holistic solution to enhancing roadway safety throughout the city, including the working towards creating a citywide Bicycle Master Plan and a Pedestrian Enhancement Plan, evaluating safety opportunities along major corridors such as Bergen Avenue, and redesigning Montgomery Street and Christopher Columbus Drive to more efficiently accommodate all road users.

About Vision Zero

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. In the 1990s, officials in Sweden adopted a set of traffic management policies which fundamentally differed from traditional traffic safety policies and set the goal of eliminating traffic-related deaths and severe injuries. This set of policies became known collectively as “Vision Zero” and its guiding principle is that deaths and injuries caused by traffic crashes should be treated as a public health problem which can be eliminated through better planning, not as an inevitable by-product of the vehicle-based transportation system. Since officials in Sweden began Vision Zero, officials in cities all over the world, including 32 cities in the United States, have adopted their own versions of the Vision Zero initiative.

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