

Appendix

Mobility Report 2050



2050 Jersey City Mobility Study

Quantitative and Qualitative Research Initiative

Sponsored by
City of Jersey City
North Jersey Transportation Planning Authority
NJ Urban Enterprise Zone Authority

Directed and Written by
Eastland Systems Group, Inc.

Contributing Partners
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Executive Summary

A. Purpose

The City of Jersey City commissioned a citywide mobility survey initiative entitled “Jersey City 2050 Mobility Survey”. The initiative’s purpose was to provide community-based information for the Circulation Element of the Jersey City Master Plan. A significant by-product of the mobility survey is current, comprehensive transportation data revealing consumer behavior, preferences and attitudes toward travel to, from and within Jersey City. This new data is more current than the 2000 Journey-to-Work Census and more detailed than the American Community Survey and will be used by major transportation agencies in the region including North Jersey Transportation Planning Authority, New Jersey Transit, and Port Authority of New York and New Jersey.

B. Design and Methodology

The Jersey City 2050 Mobility Survey focused on three travel markets.

- ◆ Market Segment 1: People working in Jersey City and living elsewhere
- ◆ Market Segment 2: People living in Jersey City and working elsewhere or not working
- ◆ Market Segment 3: People both living and working in Jersey City

The survey was designed to capture travel needs, preferences and attitudes among people in each market segment traveling to, from and within Jersey City.

The study began in April 2008 and ended in May 2008. A representative sample of 600 completed questionnaires was expected for each market segment. An intensive outreach and field program yielded over 2,500 useable responses substantially exceeding the sample goal as follows.

- ◆ Sample for Market Segment 1: 1,437
- ◆ Sample for Market Segment 2: 668
- ◆ Sample for Market Segment 3: 694

An ambitious data collection goal was to obtain data that also represented Neighborhood Level Analysis Zones (NLAZ) for each market segment given a very limited budget. There were seven zones as defined by New Jersey Transit.

The survey instrument was developed in close collaboration with Jersey City, the study’s Technical Advisory Committee which included members from New Jersey Transit, Port Authority of New York and New Jersey, North Jersey Transportation Planning Authority, Hudson County Planning, various departments within Jersey City Planning and Development, and the lead consultant firm, T&M Associates.

The Jersey City Mobility Survey was conducted online and also administered in the field at various locations including the Mayor’s Office, public libraries in each NLAZ area,

local community organizations and through intercepts at various locations throughout Jersey City. This extensive outreach program was designed to give Jersey City residents and workers the broadest access possible to the mobility survey given limited funding constraints.

Finally, Resource Systems Group (RSG) was hired to provide peer review and guidance on sampling strategies, confidence levels and margin of error for the Jersey City Mobility Study. RSG was also responsible for weighting the Jersey City Mobility data set to match the census data.

C. Summary of Findings

Principle findings from the Jersey City 2050 Mobility Study provide mobility patterns to, from and within Jersey City, attitudes towards existing transit services, and preferences on transit service attributes and transportation goals. The findings also point to Transportation Demand Management (TDM) preferences and challenges to address through effective transportation improvement strategies.

Most notable is the consistency found in responses across market segments and neighborhoods, even in the presence of very small sample for some neighborhoods. Consistency abounds in the themes that emerged from this study. The major themes, listed below, were validated as important concerns because they also emerged through independent communication with stakeholder groups, TAC members and participation by the general public in public meetings.

Emergent Themes

- ◆ Mass Transportation
 - a. Service from each neighborhood into major destinations within Jersey City such as Journal Square, Downtown, Newport and Route 440.
 - b. Service to major regional transit hubs such as Amtrak, Secaucus Transfer.
 - c. Expanded service levels throughout the day and on weekends, at higher frequencies and less crowding.
 - d. Service expansion of Hudson-Bergen Light Rail and PATH.
- ◆ Roadway
 - a. Strong repair and maintenance program.
 - b. Solutions to traffic congestion, particularly at major locations such as Route 1&9, approaches from 139 and the NJ Turnpike to the Holland Tunnel, and the merge at Montgomery Street from the Turnpike.
 - c. Solutions for traffic accidents/unsafe conditions on many roads including JFK, Erie Street, 2nd Street and Christopher Columbus, Communipaw Avenue, Route 440 and Route 1&9.
 - d. Solutions for construction inducted traffic delays.
 - e. Use of traffic signals to control traffic and reduce delays.
- ◆ Parking
 - a. Parking requirements for all new buildings.
 - b. Parking bans/restrictions during certain times and on certain thoroughfares.
- ◆ Pedestrian/Bicycle

- a. Bike racks/facilities near transit stations and major facilities like Liberty State Park.
- b. City-employer partnerships for citywide biking initiatives including showers, racks, lanes and storage facilities.
- c. Bike-friendly streets and safe walkways.
- d. Bike allowances on board rail facilities such as PATH and light rail.
- e. Pedestrian and bike-friendly Jersey City.
- ◆ Mobility for Disabled
 - a. Expanded and improved access for disabled and physically challenged including seniors and mothers with babies.
 - b. Adequate capacity for disabled equipment including space for wheelchairs to fit properly, working elevators at transit facilities.
 - c. Reduced walk time to access transit services.
- ◆ Safety
 - a. Enforced traffic laws.
 - b. Improved security in and around transit facilities/services.
 - c. Trained transit operators.
 - d. Longer delays for doors on train cars.
 - e. Improved road construction notices.
 - f. Improved street intersection control for all vehicle/transit traffic.
 - g. Improved light control for ease and safety of pedestrian traffic.
 - h. Installation of cameras.
- ◆ General/Other/Global
 - a. Develop a comprehensive mobility strategy for Jersey City.
 - b. Address all areas in the city including low income areas.
 - c. Develop an integrated communication system for transportation.
 - d. Develop an integrated fare system for transportation involving all transportation agencies.
 - e. Encourage alternative means of travel citywide like pedestrian and bicycle modes of travel.

The vast amount of data obtained through the Jersey City 2050 Mobility Survey and the themes that emerged helped shape the identification and definition of 14 mobility goals for the Circulation Element Plan and ensuring goal objectives and strategies. Provided below is a summary of key findings.

Mobility Patterns

- ◆ Origin and destination patterns are reasonably close to expectations even where small sample was obtained for some neighborhoods.
- ◆ Overall transit share and by market segment is much higher than the 2000 Journey-to-Work Census. This increase in transit share is easily explainable by structural changes in Jersey City such as the Hudson-Bergen Light Rail system and rapid and continuous residential and commercial development, particularly in Downtown Jersey City.

- ◆ Areas East-of-the Hudson River and the counties of Essex, Morris, Bergen, Hudson, Monmouth, Middlesex, Ocean and Union continue to be major labor markets for Jersey City employers¹.
- ◆ Transit options abound within certain origin-destination paths such as commuters from areas east-of-the Hudson into Downtown Jersey City. Alternatively, transit options are limited within other origin-destination paths such as Jersey City Heights to work outside or within Jersey City.
- ◆ Almost half of the people surveyed across all markets do not use transit as their primary means for travel.
- ◆ AM peak hour arrival time for people
 - Working in Jersey City: 8:00 AM to 9:00 AM
 - Working and Living in Jersey City: 8:00 AM to 9:00 AM
- ◆ AM peak hour departure time for people
 - Living in Jersey City: 7:30 AM to 8:30 AM
- ◆ PM peak hour departure time for people
 - Working in Jersey City: 6:00 PM to 7:00 PM
 - Working and Living in Jersey City: 5:00 PM to 6:00 PM
- ◆ PM peak hour arrival time for people
 - Living in Jersey City: 6:00 PM to 7:00 PM

Attitudes Towards Transit Service

- ◆ “*Stops close to home,*” “*Service is cheaper*” and “*Service is safe*” are important priorities for non primary transit users to consider transit as a primary mode of travel.
- ◆ Non primary transit users have an overall low impression of existing transit service for “*travel to Jersey City*” – only 23% of these respondents gave existing transit a high rating (8 to 10; where 10 is “*excellent*” and 1 is “*extremely poor*”).
- ◆ Non primary and primary transit users have an overall low impression of existing transit service for “*travel within Jersey City*” – only 21% of both groups gave an 8 to 10 rating.
- ◆ Non primary transit users and primary transit users also have an overall low impression of existing transit service for “*travel from Jersey City*” – respectively only 21% and 26% of these respondents gave an 8 to 10 rating.

¹ Research conducted in the late 1980s and early 1990s for the Hudson-Bergen Light Rail (HBLRT) system first illustrated this pattern.

Challenges and Improvement Strategies

- ◆ Planning Goal 2: *“Increase, improve, and enhance public transit service to, from, and within all areas of Jersey City”* is the number one priority among all market segments.
- ◆ Planning Goal 8: *“Improve access between Jersey City and the greater region”* is the number two priority among people who “Work in Jersey City”
- ◆ Planning Goal 3: *“Integrate and connect neighborhoods, and improve public access to waterfront areas”* is the number two goal for people who “Work outside Jersey City” or who “Work and Live in Jersey City”.
- ◆ Transit shares can be increased further through effective TDM strategies and integrated, reliable transit services.
- ◆ Specific *“Transportation Priority Goals”* ranked high by respondents include:
 - a. *Fix and maintain existing transportation systems*
 - b. *Increase transit options*
 - c. *Fix and maintain existing roads and bridges*
 - d. *Reduce motor vehicle accidents*
 - e. *Improve pedestrian safety and security*

D. Actionable Recommendations

Results obtained from the Jersey City 2050 Mobility Study are useable for the transportation planning purposes of this study. Specific recommendations for planning uses include the following.

- ◆ Update transit versus non transit shares by market segment – data is more recent than the Census or other data available through transportation agencies in the region.
- ◆ Rely on origin and destination patterns in the Circulation Element Plan – patterns are reasonably consistent with known data and are remarkably similar to patterns revealed more than a decade old during peer-reviewed planning efforts for the \$1.3 billion dollar Hudson-Bergen Light Rail project.
- ◆ Develop highway volumes using on O-D patterns from the survey and the North Jersey Transportation Planning Authority (NJTPA) trip tables – the NJTPA is the recognized transportation planning agency in New Jersey and has a model appropriate for this use.
- ◆ Plan and develop specific transportation goals and improvement strategies targeted to each market segment – the vast quantitative and qualitative data obtained in this study identifies relevant, comprehensive, community-based needs that can be addressed through cooperative planning in the region and within Jersey City.
- ◆ Collaborate with regional transportation providers such as New Jersey Transit and Port Authority of New York & New Jersey to identify and recommend transit-

based capital improvement projects that specifically address needs and challenges identified by respondents – quantitatively and qualitatively.

- ◆ Identify, develop and implement more directly the “unaddressed” needs such as those of senior citizens, disabled and geographic-based challenges based on respondent feedback obtained in this study.
- ◆ Identify and provide funding to support development of survey data detailed enough for transportation modeling and specific engineering needs – the survey provides a great start, but study limitations may require more effort for these purposes, particularly in areas outside of Downtown Jersey City.

Limitations of this study are small samples obtained in some cases at the neighborhood level. Resource Systems Group, the peer review firm, also notes the sparseness of the data at the neighborhood level. Thus, care, through experienced-based knowledge, consistency with other quality information, and assessments of reasonableness is needed when using small samples at the neighborhood level before making sweeping generalizations for planning, modeling or engineering purposes. This knowledge, other information and assessments of reasonableness should be identified and transparent in application.

Finally, it is recommended that Jersey City work closely with New Jersey Transit to support and collaborate on the design of another study needed for the anticipated expansion of the Hudson-Bergen Light Rail in Jersey City. This next study should extend the work started for this 2050 Mobility Survey and address, where needed, any gaps identified (i.e. small sample sizes).

Methodology

The City of Jersey City commissioned a citywide mobility survey initiative – Jersey City 2050 Mobility Survey to support updating the Circulation Element of its Jersey City Master Plan. The survey was designed to support the planning document that describes an action-oriented plan for a citywide, multi-modal transportation network that serves today’s needs and future needs including movement of people and goods and the link between land use and transportation. The Jersey City Mobility 2050 Mobility Survey focused on three market segments regarding mobility challenges to, from and within Jersey City:

1. **Market Segment 1**: People work in Jersey City and live elsewhere
2. **Market Segment 2**: People who live in Jersey City and work elsewhere or do not work
3. **Market Segment 3**: People who both work and live in Jersey City

Field work for the mobility survey began in April 2008 and ended in May 2008. This survey is the most recent picture of mobility patterns, attitudes and preferences for the northern New Jersey transportation region. In fact, this survey provides more recent information than the 2000 Journey-to-Work Census or American Community Survey due to:

- ◆ 2000 Journey-to-Work does not account for major structural changes in transportation services that have occurred (e.g. Implementation of the Hudson-Bergen Light Rail system);
- ◆ 2000 Journey-to-Work does not account for the substantial and continued growth in economic development that has occurred since the year 2000; and
- ◆ American Community Survey provides only city level data and could not be used for neighborhood level analysis or weighting.

Data from the Jersey City 2050 Mobility Survey will be used by North Jersey Transportation Planning Authority, New Jersey Transit, Port Authority of New York & New Jersey, and the city of Jersey City for planning and projecting mobility needs in the region, and specifically within, to and from Jersey City.

A total of 600 completed questionnaires were expected for each market segment. A statistically representative sample for each market segment within a minimum margin of error of +/- 10% at a 95% level of confidence was the proposed goal, assuming a random sample selection of responses².

The use of 2000 Census data, primarily Journey-to-Work data, was initially recommended to:

- ◆ Weight completed responses to the total population of workers and residents in Jersey City;

² Details are provided in Appendix A.

- ◆ Develop a sampling distribution plan and check that population groups were adequately represented; and
- ◆ Examine the reasonableness of distributions received from the 2050 Mobility Survey.

Gender, income, geography, transit/non-transit users and the ability to identify respondents by neighborhood and UEZ or non-UEZ responses were considered in the sampling plan. Census data was aggregated based on census tracts into seven, distinct Neighborhood Level Analysis Zones (NLAZ). Mapping for these aggregations were provided by Jersey City from NJ Transit. Aggregations were used to develop sampling plans and report data. Neighborhood level aggregations also avoided inherent pitfalls because data in some census tracts are not reportable (i.e. confidentiality restrictions).

Eastland Systems Group reviewed the survey instruments provided by Jersey City Planning and developed a questionnaire, in close collaboration with Jersey City, the Technical Advisory Committee and the lead consultant firm, T&M Associates. Effectively, the survey instrument used to conduct the mobility survey was a collaborative effort between Jersey City, the Technical Advisory Committee which included members from New Jersey Transit (NJT), New York and New Jersey Port Authority (PANYNJ), New Jersey Transportation Planning Agency (NJTPA), Hudson County Planning and various departments within Jersey City Planning and Development.

The mobility questionnaire included questions to extract origin and destination work patterns, some non work behavior, attitudes and preferences towards existing transportation services, and ways to address mobility challenges that meet resident and worker needs. The survey included extensive quantitative and qualitative components. A final approved combined survey instrument was the product of this collaboration.

The combined mobility survey was delivered in both English and Spanish. Eastland Systems Group employed internet-based surveying techniques to administer the Jersey City Mobility 2050 Combined Survey. Jersey City provided support in conducting a comprehensive outreach program with Jersey City residents and employers and to notify employees of the availability of the mobility survey.

Various outreach channels were used including the Mayor's press release and the Jersey City Mobility 2050 website to encourage survey participation and to support other data collection channels where the online process was not feasible. The comprehensive, intensive outreach plan³ was developed and initiated by Jersey City, and where needed, supported by Eastland Systems Group. This intensive outreach began with the press release from the Mayor of Jersey City to announce the start date, need for and importance of the 2050 Mobility Survey.

Online surveys were monitored and reported daily to ensure adequate survey returns. Through the survey outreach implementation plan and screener questionnaire, Eastland was able to obtain adequate surveys from a wide cross-section of Jersey City residents and workers. Targeted outreach was used to reach under-responding target populations and included field and intercept surveys where needed. Where necessary, Eastland Systems Group also administered paper surveys in the field to augment sample cells.

³ See Appendix A for a full description of the outreach program.

Eastland Systems Group provided weekly summaries of survey results during the field period and worked closely with its peer review team, Resource Systems Group, throughout the sampling design and implementation process.

Finally, the peer review firm, Resource Systems Group, Inc. (RSG) was contracted to provide peer review and guidance on sampling strategies, confidence levels, and margin of error for the Jersey City Mobility Study⁴. RSG was also responsible for weighting the Jersey City Mobility dataset to match census data.

⁴ See Appendix B for the detailed peer review report.

Overall Findings

Principle findings from the Jersey City 2050 Mobility Study provide mobility patterns to, from and within Jersey City, attitudes towards existing transit services, and preferences on transit service attributes and transportation goals. The findings also point to Transportation Demand Management (TDM) preferences and challenges to address through effective transportation improvement strategies.

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⁵ Research conducted in the late 1980s and early 1990s for the Hudson-Bergen Light Rail (HBLRT) system first illustrated this pattern.

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 - Living in Jersey City but working elsewhere: 7:30 AM to 8:30 AM
- ◆ PM peak hour departure time for people
 - Working in Jersey City: 6:00 PM to 7:00 PM
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Attitudes Towards Transit Service

- ◆ “*Stops close to home,*” “*Service is cheaper*” and “*Service is safe*” are important priorities for non primary transit users to consider transit as a primary mode of travel.
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- ◆ Transit shares can be increased further through effective TDM strategies and integrated, reliable transit services.

- ◆ Specific “*Transportation Priority Goals*” ranked high by respondents include:
 - a. *Fix and maintain existing transportation systems*
 - b. *Increase transit options*
 - c. *Fix and maintain existing roads and bridges*
 - d. *Reduce motor vehicle accidents*
 - e. *Improve pedestrian safety and security*

Detailed Findings

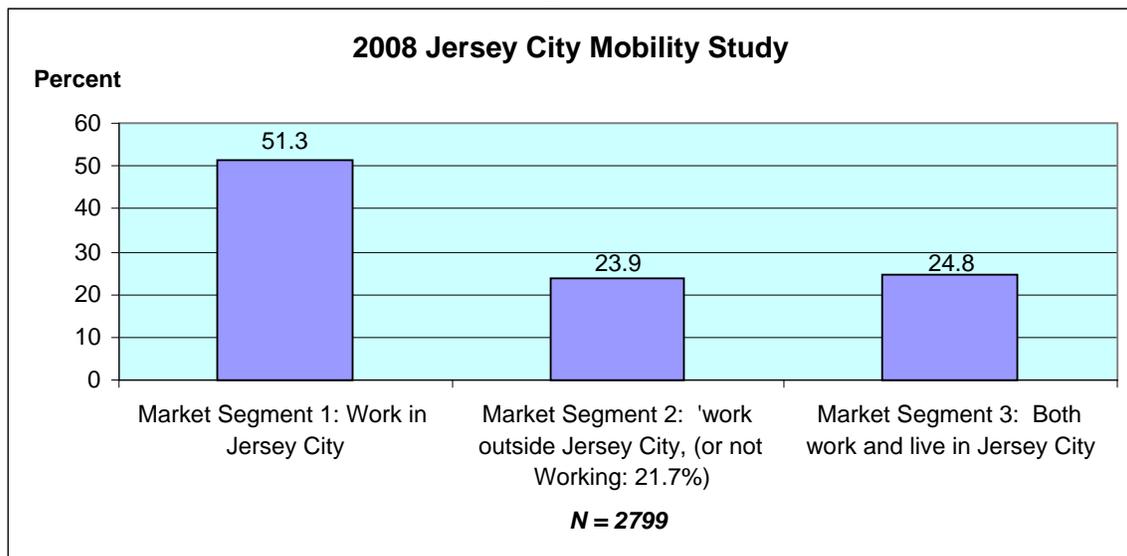
E. Socio-Demographic Profiles

The 2008 Jersey City 2050 Mobility Survey resulted in 2,799 respondents across three market segments.

- Market Segment 1: People working in Jersey City but living elsewhere
- Market Segment 2: People living in Jersey City but working elsewhere or not working (21.7% of all Market Segment 2)
- Market Segment 3: People both working and living in Jersey City

Over fifty percent of people surveyed consist of people who “Work in Jersey City” but are living elsewhere (see Figure 1).

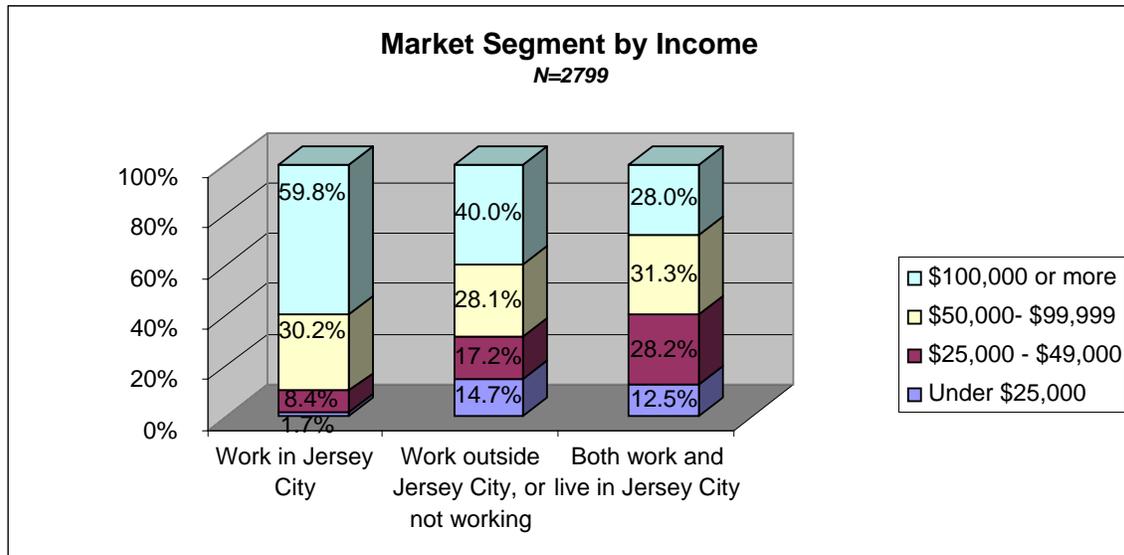
Figure 1



	Frequency	Percent
Work in Jersey City	1437	51.3
Work outside Jersey City, or not working	668	23.9
Both work and live in Jersey City	694	24.8
Total	2799	100.0

Respondents are also distributed across four income groups (Figure 2). People who identified themselves as respondents who only “Work in Jersey City” tended to have higher incomes. Approximately 60% of these respondents reported annual household incomes of at least \$100,000. Conversely, less than 2% of these respondents have incomes under \$25,000. While people who are Jersey City residents but “Work outside Jersey City”, or both “Work and Live in Jersey City”, also reported having high incomes, these respondents consisted of many more low income groups as well (i.e. under \$25K:15%;13% respectively).

Figure 2



	Work in JC	Work outside JC, or not working	Work/Live in JC
<i>Under \$25,000</i>	1.7%	14.7%	12.5%
<i>\$25,000 - \$49,000</i>	8.4%	17.2%	28.2%
<i>\$50,000- \$99,999</i>	30.2%	28.1%	31.3%
<i>\$100,000 or more</i>	59.8%	40.0%	28.0%

All market segments have fewer respondents among people 55 years of age and older (Figure 3). However, people who were in the 55+ category identified very specific mobility needs that apply in many neighborhoods for their age group. For instance:

“Our biggest concern is public transportation. We have no transportation available to us to Journal Square. We must take two buses. No one is addressing our issues. We are Senior Citizens and deserve better treatment.”

“I am disabled, on crutches, and lack of elevator at Grove St PATH is major problem! It is easier for me to use the jitney vans or local buses than PATH to get to NYC or get around due to lack of elevators for disabled or handicapped.”

“Reduced or waived fare programs for light rail service for the disabled or limited income residents. A senior citizen or disabled person shuttle service to various shopping centers and other communal facilities.”

“Need transportation from Jersey City Heights to downtown JC and Newport. (I) Live off (the) Boulevard. and (my) only means of transportation is on Palisade Ave-too far and unsafe. Start bus service from Summit Ave”

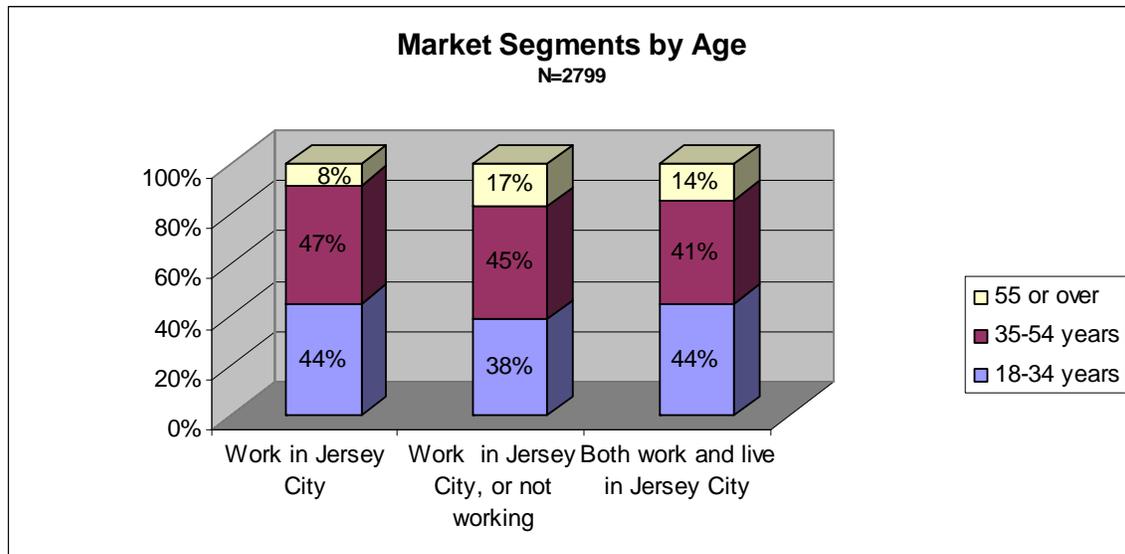
“Consideration should also be given to the issue of pedestrian behavior. Nobody seems to use the pedestrian crossings; and folks just cross at all sections of the street, even jaywalking diagonally at intersections, and leaving to motorists not to be surprised”.

“When developing an area such as Route 440 make the public aware of all traffic studies that are done. With all the development that is to come on RT 440 we need improved traffic patterns.”

“I would like to be able to get to work without always driving. Maybe some shuttle from Journal Square to Sip Ave and U.S. Hwy #1”

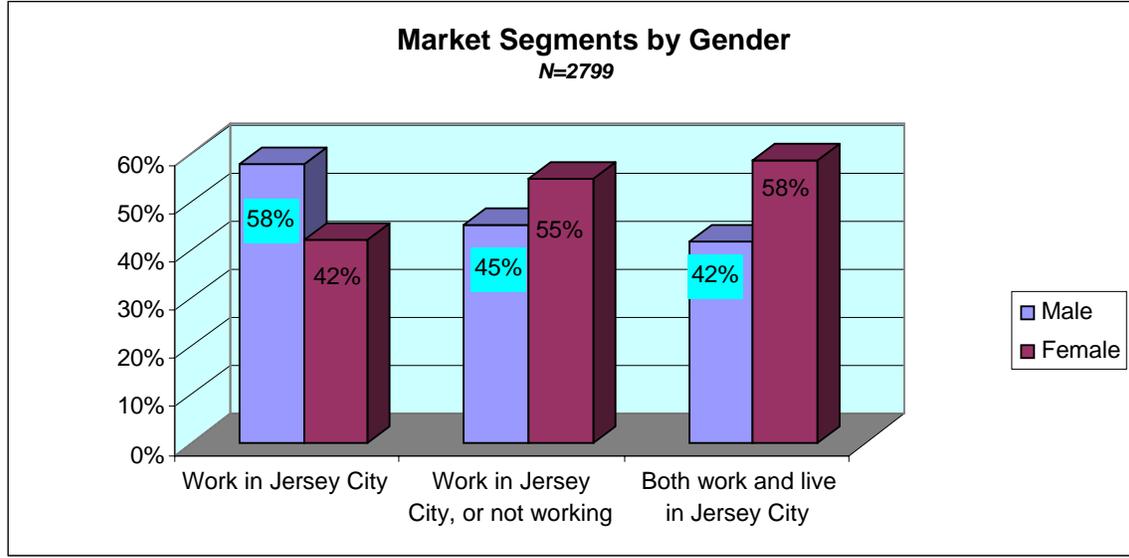
Thus, respondent verbatim information provides substantial data to evaluate mobility needs of this mature population and develop strategies that meet their needs.

Figure 3



Among the respondents who “Work in Jersey City”, close to 60% are males (Figure 4). Alternatively, more females than males responded to the survey in market segments 2 (Work outside Jersey City) and 3 (Work and Live in Jersey City) - 55% and 58% respectively.

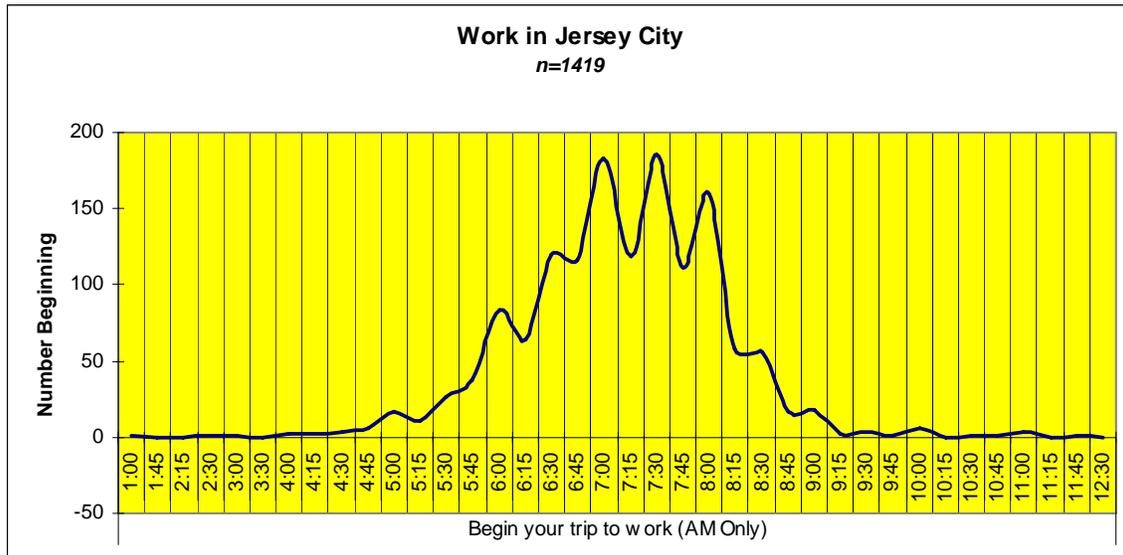
Figure 4



F. Peak Travel Period

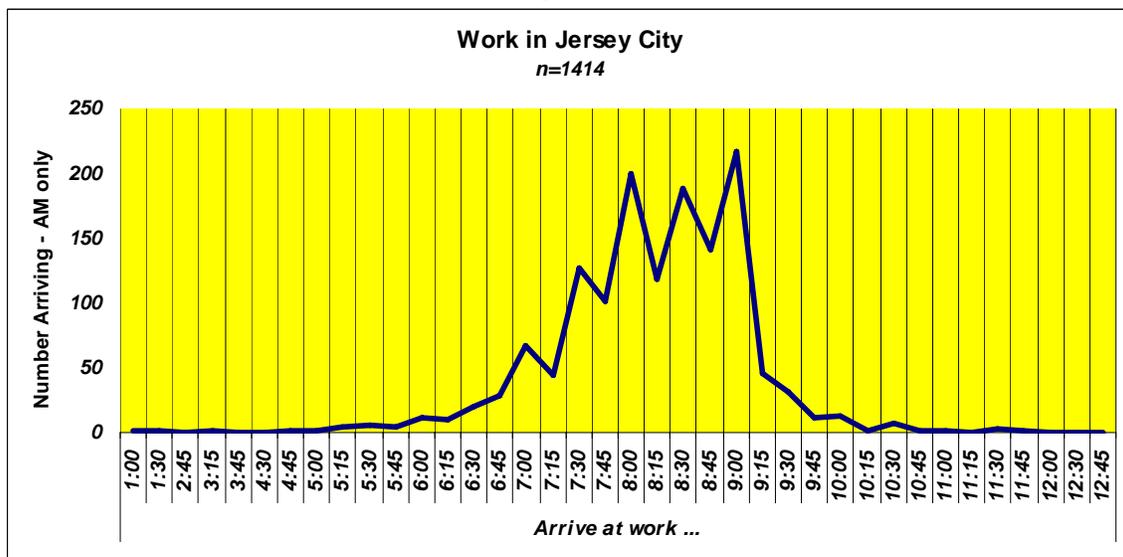
Analysis of when respondents leave for work and arrive is examined by market segment and time period (Figures 5 through 14). Most respondents (80%), who “Work in Jersey City, leave for work between the hours of 6:00 AM and 8:30 AM. The peak hour for these departures is 7:00AM to 8:00AM and the peak of this peak is 7:00AM to 7:30AM.

Figure 5⁶



The vast majority of these respondents (85%) arrive at work between 7:00AM and 9:15AM with a peak hour from 8:00AM and 9:00AM. The peak of the peak is 8:30AM to 9:00AM.

Figure 6⁷

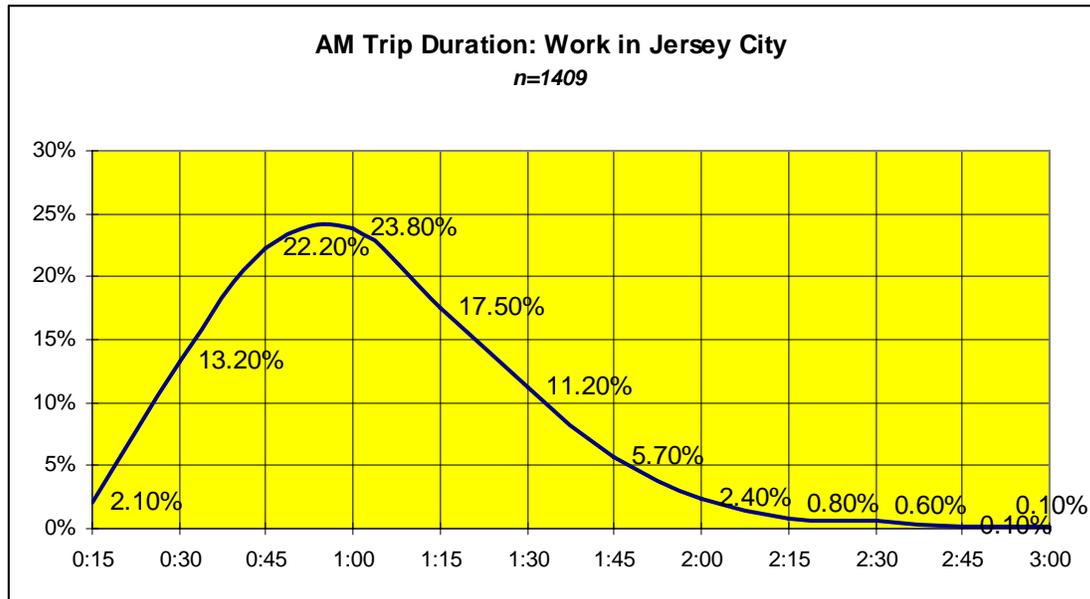


⁶ See Technical Appendix for data table.

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The amount of time most respondents (88%) who “Work in Jersey City” spend going to work in the AM generally falls within 30 minutes to one and a half hours. Half of these workers (52%) travel 45 minutes to one hour in getting to employment locations within Jersey City.

Figure 7



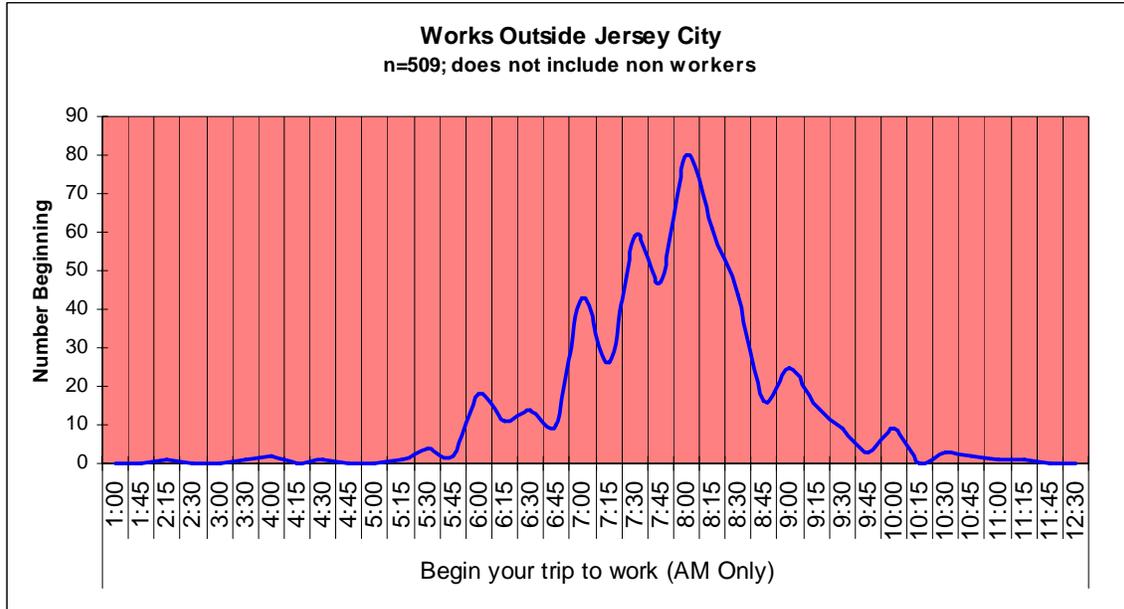
Data Table – AM Trip Duration⁸

Time	Count
0:15	30
0:30	187
0:45	314
1:00	336
1:15	247
1:30	159
1:45	80
2:00	34
2:15	11
2:30	8
2:45	1
3:00	2

⁸ Outliers or respondent errors are not included in the distribution figure or data table.

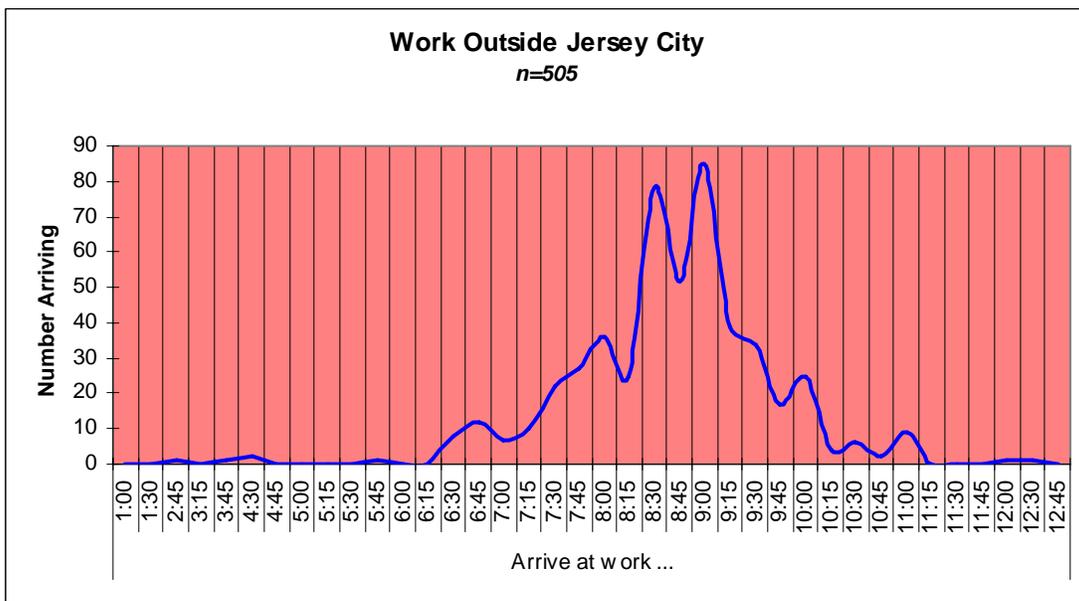
Respondents (92%) who live in Jersey City but go to employment beyond Jersey City borders start off for work in the AM between 6:00 and 9:15. Peak hour departure time is from 7:30AM to 8:30AM for 57%.

Figure 8⁹



Most respondents (87%) working outside Jersey City begin arriving at work between 7:30AM and 10:00AM. The AM peak hour arrival time for respondents working outside Jersey City is 8:30 to 9:30.

Figure 9¹⁰

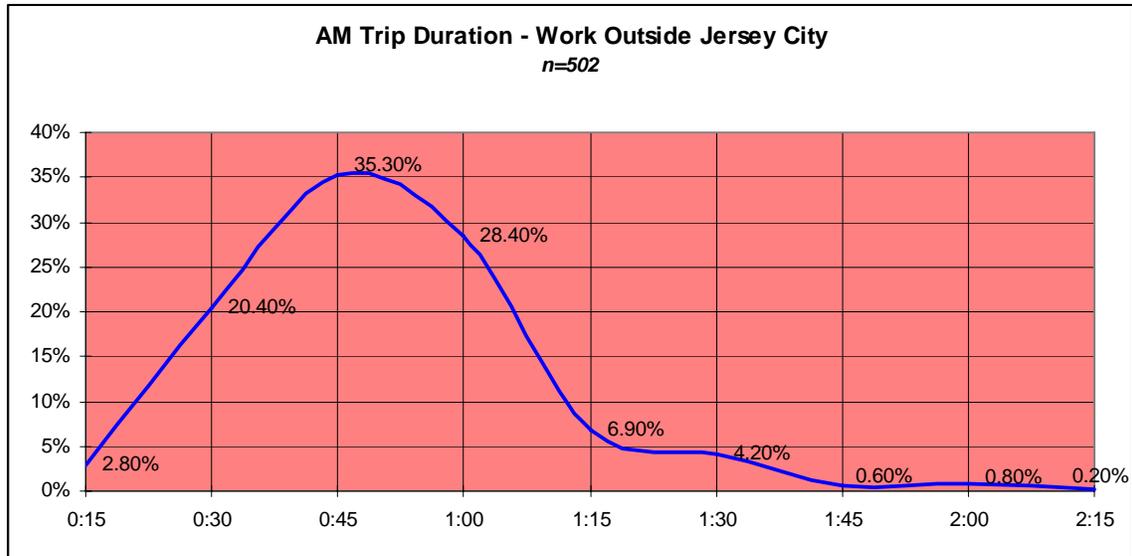


⁹ See Technical Appendix for data table.

¹⁰ See Technical Appendix for data table.

The duration of AM travel for most respondents (85%) going to work outside of Jersey City ranges between 30 minutes to one hour. Sixty-four percent of the respondents experience travel time between 45 minutes and one hour in getting to work.

Figure 10

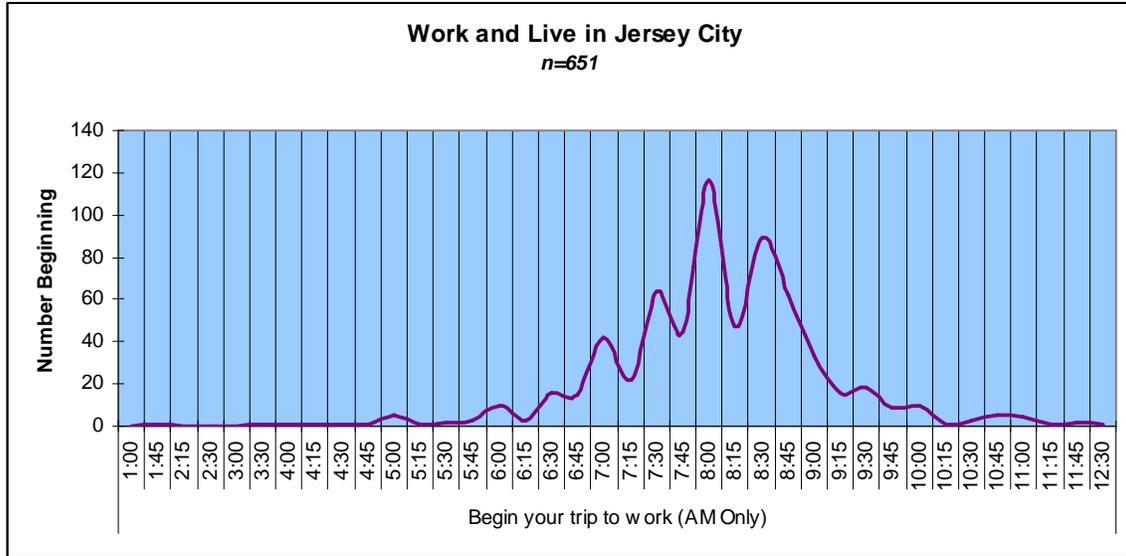


Data Table – AM Trip Duration¹¹

Time	Count
0:15	14
0:30	103
0:45	178
1:00	143
1:15	35
1:30	21
1:45	3
2:00	4
2:15	1

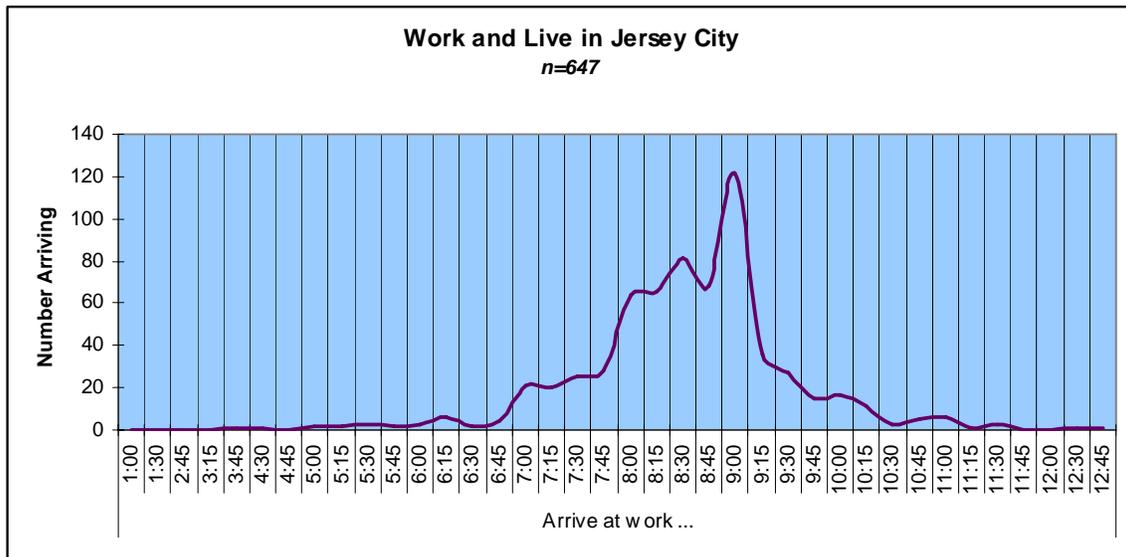
Respondents (95%), who both “Live and Work in Jersey City,” generally leave for work between 6:00AM and 10:00AM. The AM peak hour departure time is between 7:30AM to 8:30AM where 55% of the respondents reported leaving in this period.

Figure 11¹²



Arrival times to work for most respondents (93%) who live and work within Jersey City occur between 7:00 AM and 10:15 AM. Peak hour arrivals occur from 8:00AM and 9:00AM for 62% of the respondents in this market segment.

Figure 12¹³

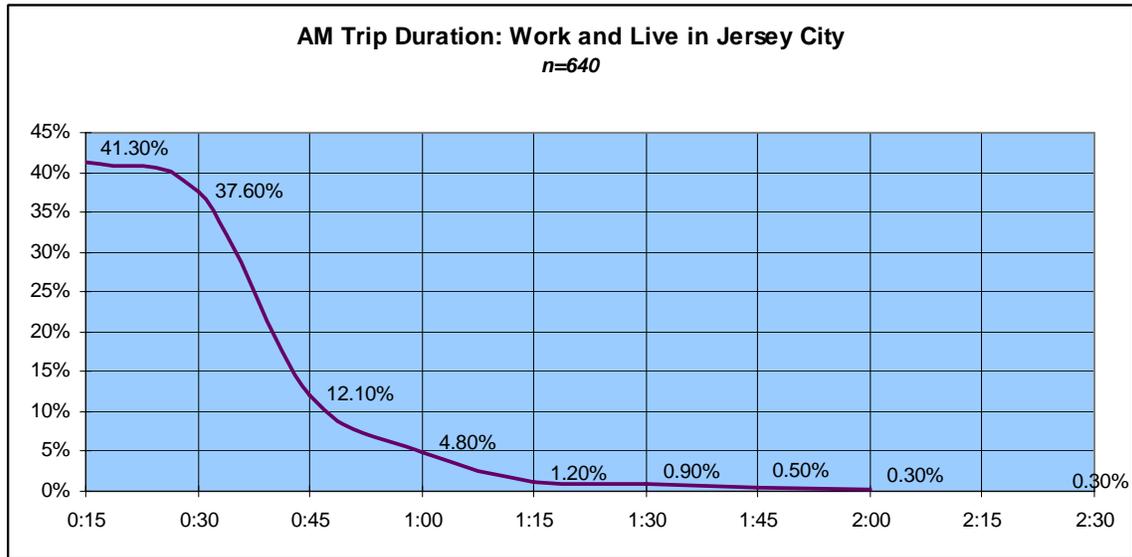


¹² See Technical Appendix for data table.

¹³ See Technical Appendix for data table.

The AM duration of travel to work for 97% of respondents living and working within Jersey City is 15 minutes up to one hour. Eighty percent of the respondents in this market segment can get to work within 15 to 30 minutes. Difficulty in AM travel appears to occur for approximately 20% of these Jersey City residents where travel to work exceeds 30 minutes.

Figure 13



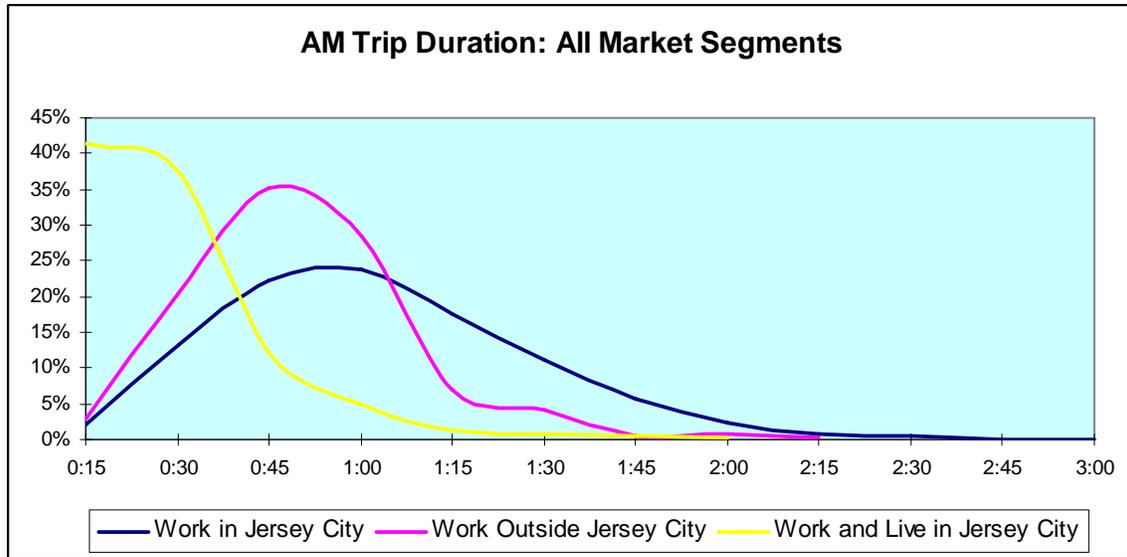
Data Table – AM Trip Duration

Time	Count
0:15	267
0:30	243
0:45	78
1:00	31
1:15	8
1:30	6
1:45	3
2:00	2
2:15	0
2:30	2
2:45	0

A visual comparison of the AM travel duration for all market segments reveals:

- ◆ The shortest travel duration is experienced by respondents both living and working in Jersey City – travel duration peaks between 15 and 30 minutes.
- ◆ Most people traveling to enter or leave Jersey City in the AM experience longer trip times to get to work – travel duration peaks at 45 minutes for respondents working outside of Jersey City and peaks at 1 hour for those commuting into work locations within Jersey City.

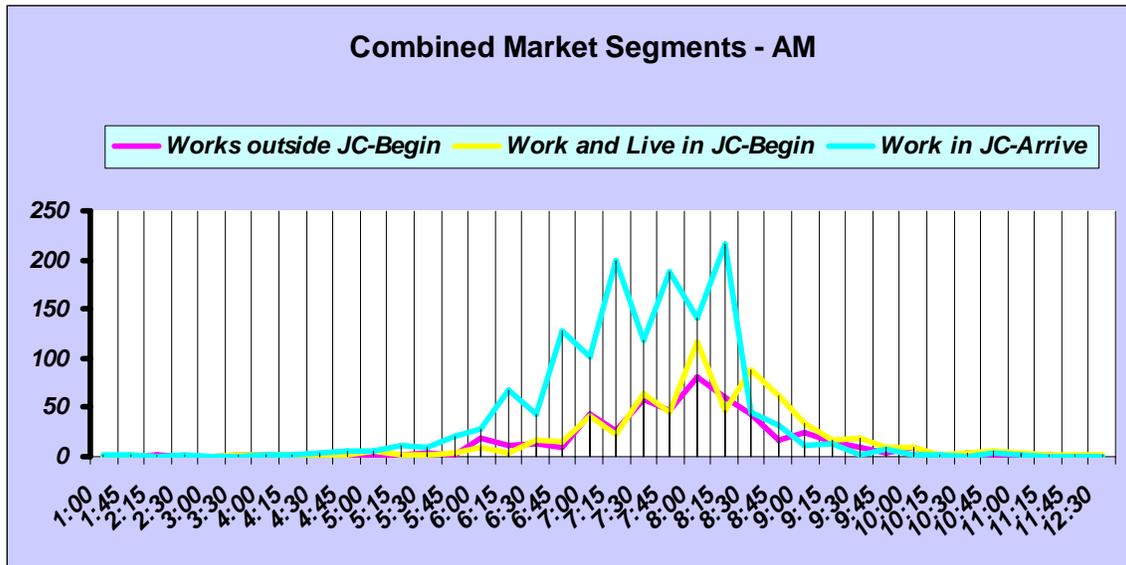
Figure 14



Finally, a combined graph (Figure A: AM Work Travel) giving AM travel time of people who arrive at work from outside Jersey City (Market Segment 1) with people who depart for work within Jersey City (Market Segment 2 and Market Segment 3) shows AM peaking characteristics for all market segments.

Figure A: AM Travel shows that, while specific markets are peaking at different times, the overall busiest time for morning travel within Jersey City among all markets is between 6:00 AM and 10:00 AM. People who come to work from outside Jersey City appear to have two separate peaking times: 7:15 AM and 8:15 AM, while people living within Jersey City whether going to work inside or outside of Jersey City have similar peaking times (around 8:00 to 8:15 AM) when for leaving for work.

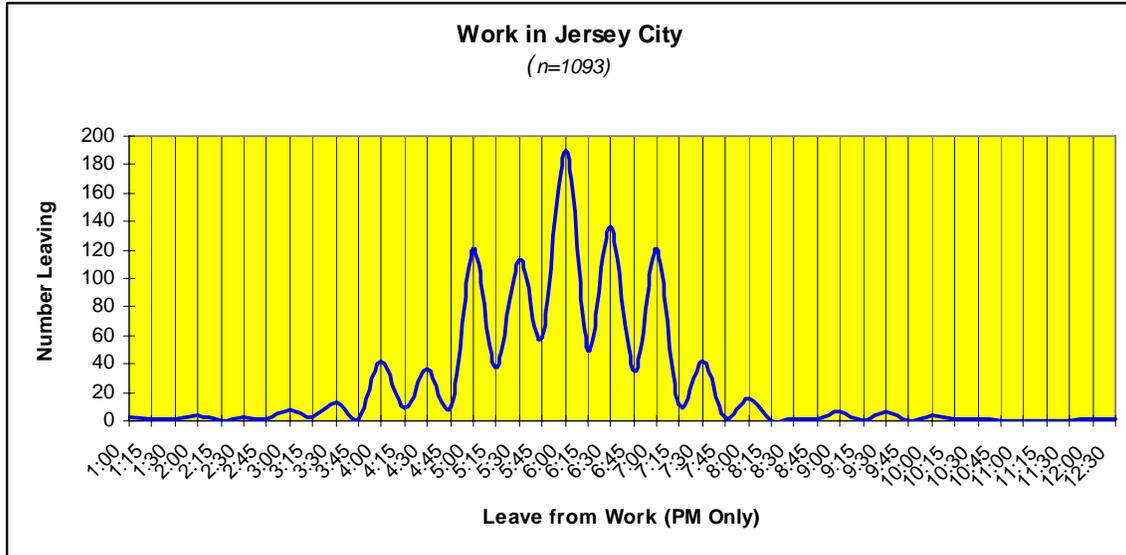
Figure A: AM Work Travel



Figures 15 to 24 provide PM travel frequency patterns.

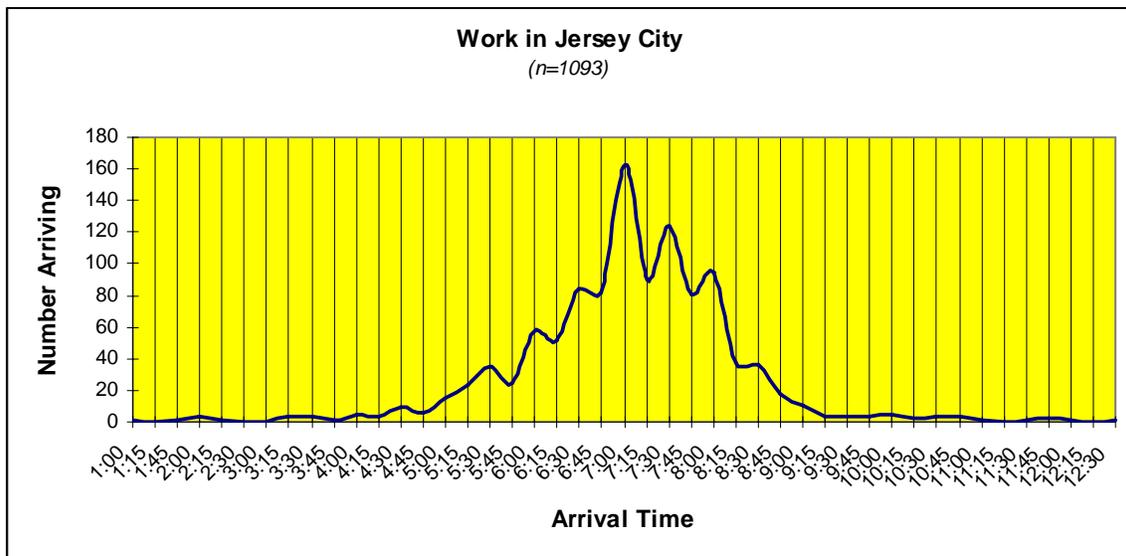
Departure time from work begins at 3:30PM and ends at 8:00PM for most respondents (96%) who “Work in Jersey City.” The peak hour is 6:00PM to 7:00PM where 49% of the respondents leave work.

Figure 15¹⁴



Respondents who “Work in Jersey City” typically begin arriving home between 4:30PM and 9:00PM (95%). The peak hour arrival time at home is 7:00PM to 8:00PM where over 50% are getting to their home destination.

Figure 16¹⁵

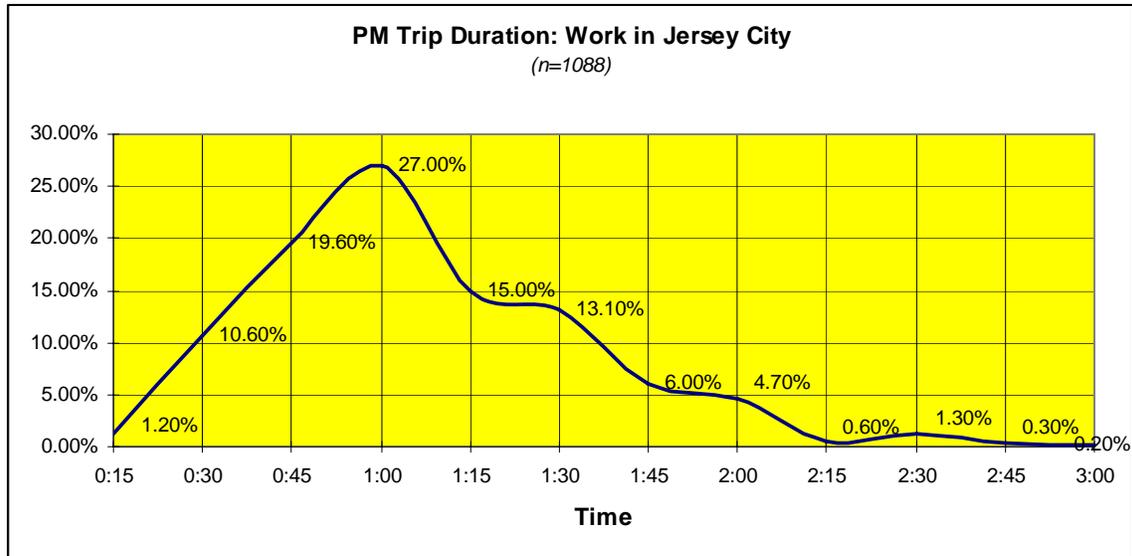


¹⁴ See Technical Appendix for data table..

¹⁵ See Technical Appendix for data table.

Eighty-six percent (86%) of respondents who “Work in Jersey City” take 30 minutes to one and half hours to get home at the conclusion of their normal work day. Forty-eight percent (48%) of respondents travel from 45 minutes to an hour to get home.

Figure 17



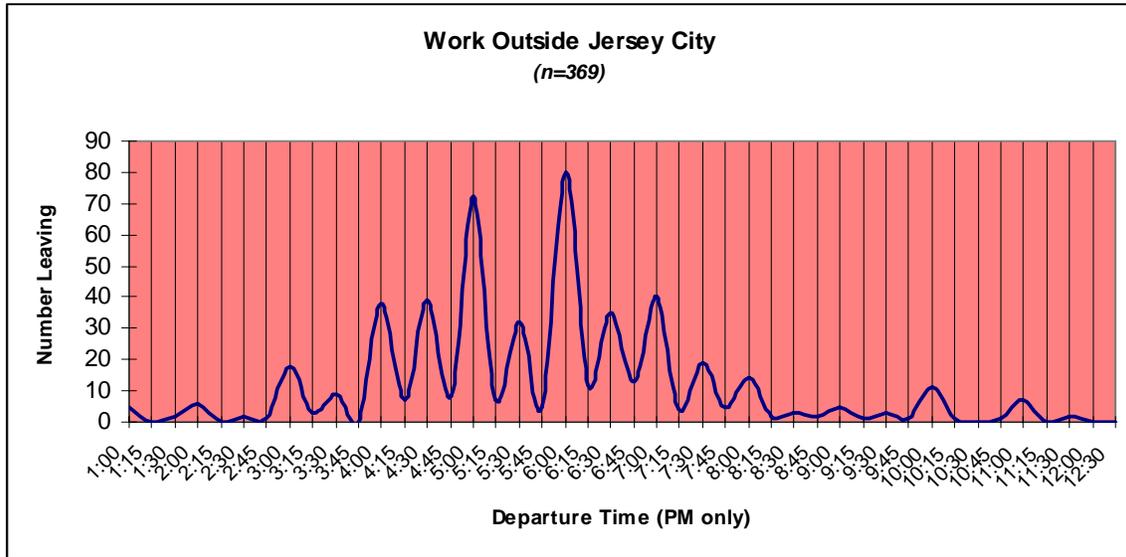
Data Table – PM Trip Duration¹⁶

Time	Count
0:15	13
0:30	116
0:45	214
1:00	295
1:15	164
1:30	143
1:45	66
2:00	51
2:15	7
2:30	14
2:45	3
3:00	2

¹⁶ Outliers or respondent errors are not included in the distribution figure or data table.

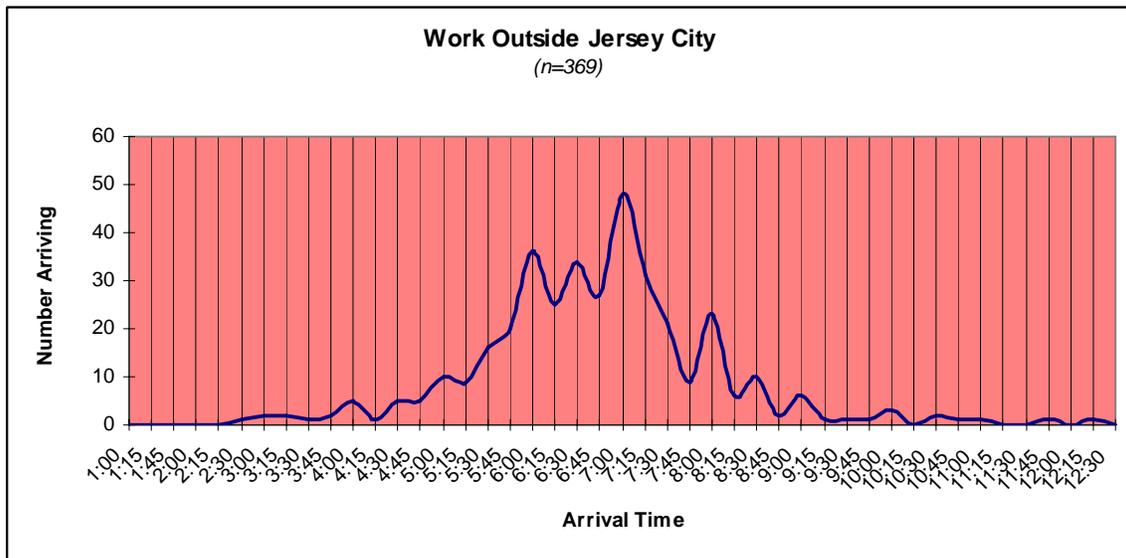
Respondents (86%) who “Work Outside of Jersey City” leave work between 4:00PM and 7:00PM. These respondents have a peak hour departure from 5:00PM to 6:00PM.

Figure 18¹⁷



Respondents (88%) working in locations outside of Jersey City begin arriving at home from 5:30PM to 8:30PM. The peak hour arrival time for these respondents is 6:00PM to 7:00PM when 46% arrive at home.

Figure 19¹⁸

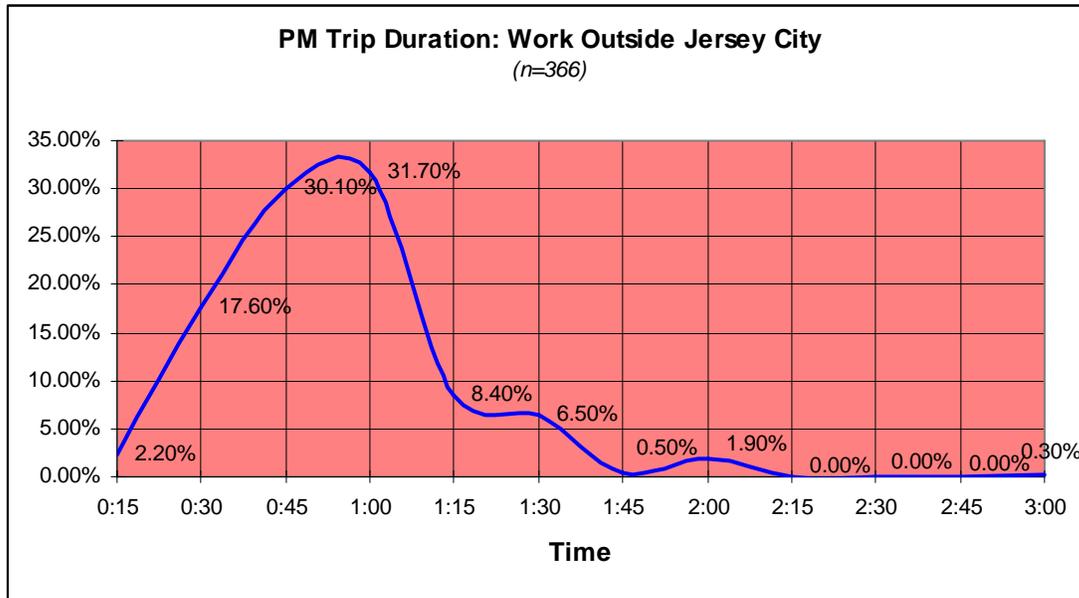


¹⁷ See Technical Appendix for data table.

¹⁸ See Technical Appendix for data table.

Respondents (95%) going to employment outside of Jersey City spend between 30 minutes to one and a half hours getting home. Sixty-two percent take between 45 minutes and one hour to arrive at home.

Figure 20



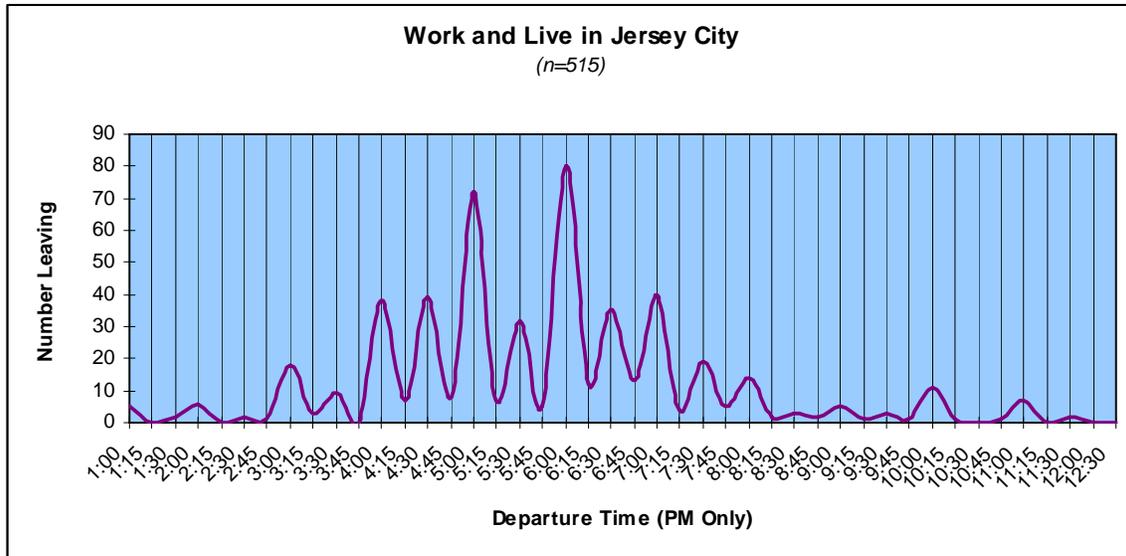
Data Table – PM Trip Duration¹⁹

Time	Count
0:15	8
0:30	65
0:45	111
1:00	117
1:15	31
1:30	24
1:45	2
2:00	7
2:15	0
2:30	0
2:45	0
3:00	1

¹⁹ Outliers or respondent errors are not included in the distribution figure or data table.

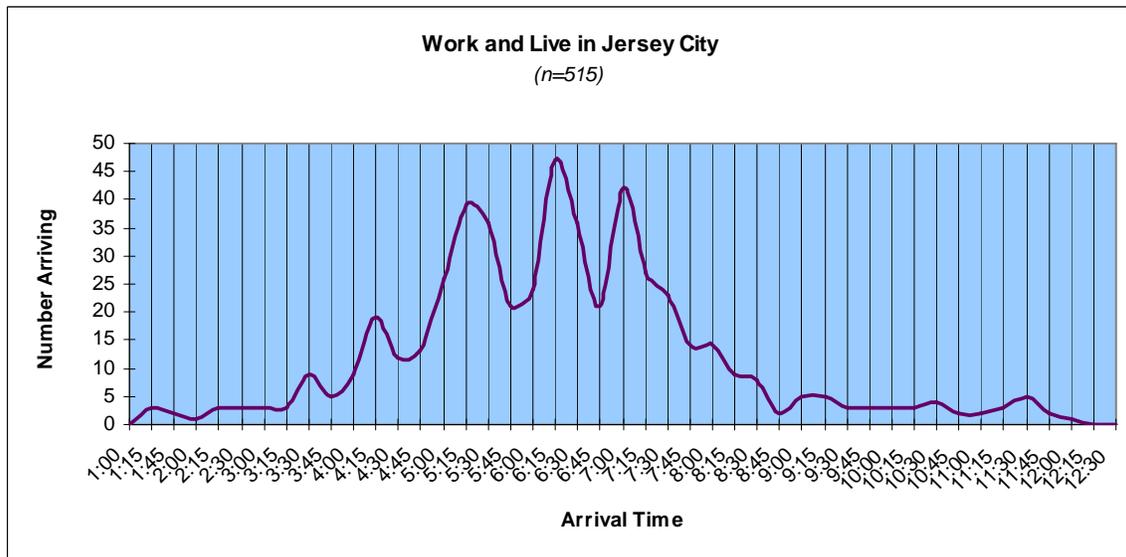
Respondents (89%) who “Live and Work in Jersey City” begin departing from work locations as early as 3:00PM and as late as 8:00PM. The peak hour for these departures is 5:00PM to 6:00PM.

Figure 21



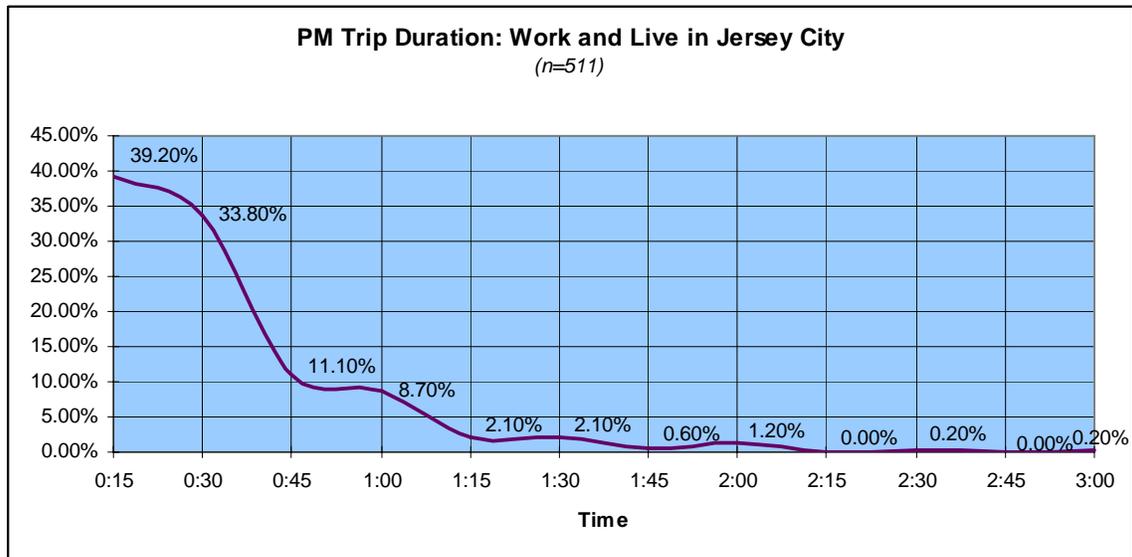
Respondents (85%) both working and living in Jersey City arrive home between 4:00PM and 8:30PM. The peak hour arrival time is 6:00PM to 7:00PM.

Figure 22



Respondents who “Work and Live in Jersey City” have the shortest travel time to get home from work. Ninety-four percent (94%) experience duration of travel from 15 minutes to one hour when returning home. Seventy-four percent (74%) are home within 15 to 30 minutes.

Figure23



Data Table – PM Trip Duration²⁰

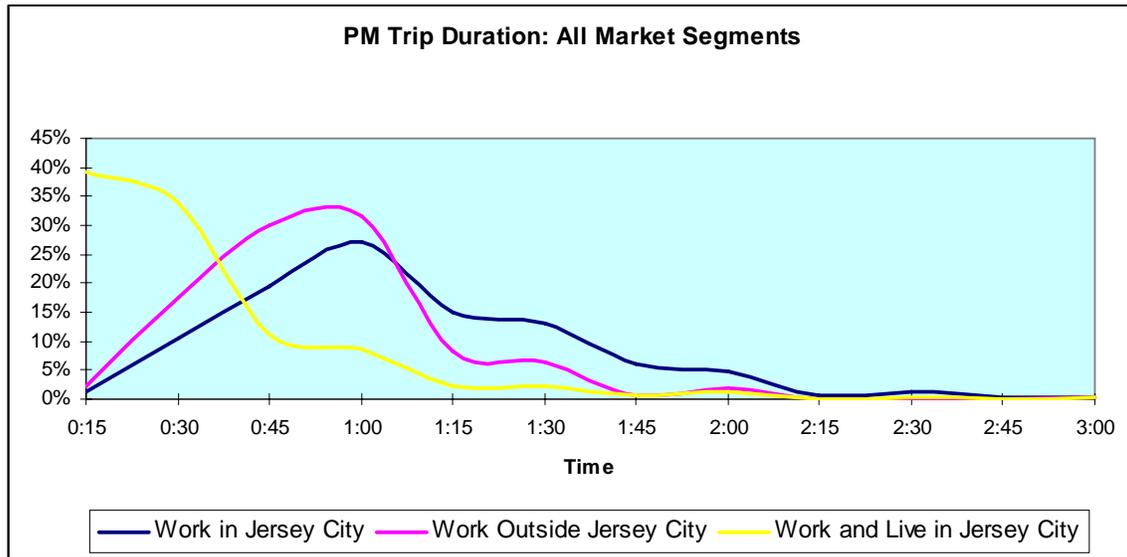
Time	Count
0:15	202
0:30	174
0:45	57
1:00	45
1:15	11
1:30	11
1:45	3
2:00	6
2:15	0
2:30	1
2:45	0
3:00	1

²⁰ Outliers or respondent errors are not included in the distribution figure or data table.

Comparison of the PM travel duration for all market segments reveals:

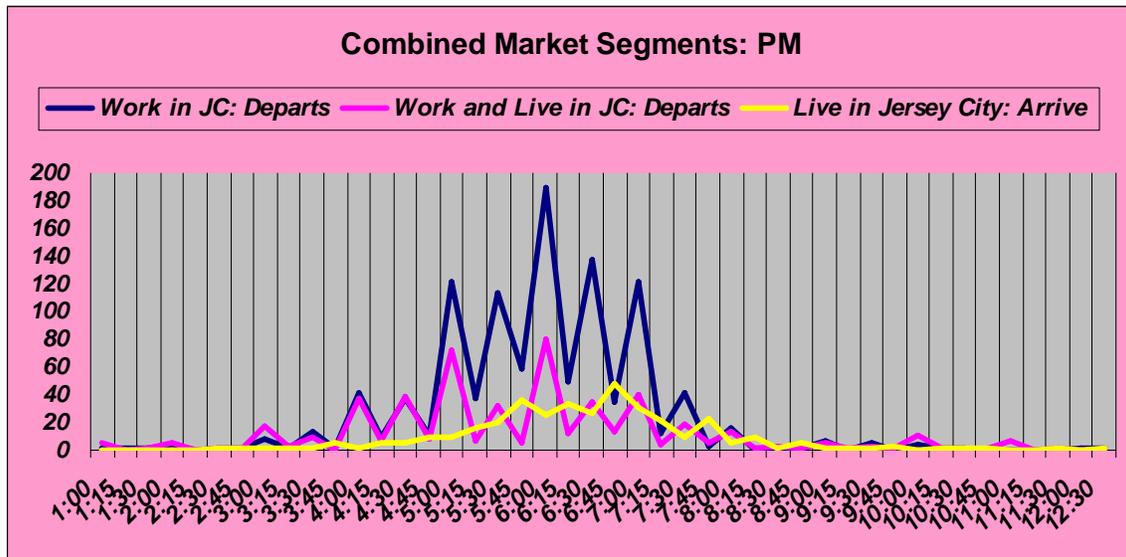
- ◆ The shortest travel duration in getting home is experienced by respondents both living and working in Jersey City – travel duration peaks between 15 and 30 minutes.
- ◆ The longest travel time in getting home occurs for people who have to leave the city to return home (Market Segment 1) and those who return home from jobs outside Jersey City (Market Segment 2).

Figure 24



Finally, a combined graph (Figure B: PM Work Travel) giving PM travel time of people who depart from work in Jersey City (people living outside or inside Jersey City) with people who arrive at home in Jersey City from jobs outside shows:

- ◆ Travel activity between 3:00 PM and 8:00 PM occurs for at least 90% of the people departing from work within Jersey City.
- ◆ Travel activity between
- ◆ 3:45 PM and 8:45 PM occurs for 95% of those arriving home from work places outside of Jersey City.
- ◆ Travel from work for approximately 75% people:
 - Coming to work from outside Jersey City occurs between 5:00 PM and 7:00 PM; and
 - Between 4:00 PM and 7:00 PM for people living and working within Jersey City.
- ◆ Travel for people trying to get home from work places outside Jersey City occurs for approximately 75% during the hours of 5:30PM and 7:45 PM.



G. Origin and Destination

Overall, one third (33%) of the people surveyed in Market Segment 1 originate mainly from New York counties that are east-of-the-Hudson River (Table 1). In addition, approximately one third (31%) of these respondents go to work in Downtown Jersey City. Respondents residing in New York counties east of the Hudson have significant transit options into Jersey City work locations – PATH, ferry and use of multiple transit modes.

Respondents coming from Monmouth, Middlesex, Union or Ocean counties represent another 20% of the workforce from Market Segment 1 into Jersey City. Sixteen percent (16%) of these respondents are working in Downtown Jersey City. Workers from Monmouth, Middlesex, Union or Ocean counties have good transit and highway access into Jersey City. Possible transit options include driving to the Light Rail Station at Liberty State Park, taking NJ Transit into Hoboken to board PATH into Jersey City, and using bus service into Jersey City.

Table 1
Residential Origins and Work Destinations for Market Segment 1: Work in Jersey City (n=1434)

Origin:	Bergen	Downtown	Greenville	Heights	Journal Square	Lafayette	Marion	All Destinations
Bergen County	7	133	2	1	15	0	1	159
% of Total	0.5%	9.3%	0.1%	0.1%	1.0%	0.0%	0.1%	11.1%
Essex or Morris	5	119	10	4	14	1	2	155
% of Total	0.3%	8.3%	0.7%	0.3%	1.0%	0.1%	0.1%	10.8%
Hudson County	7	139	7	7	18	6	5	189
% of Total	1%	10%	1%	1%	1%	0%	0%	13%
Monmouth, Middlesex, Union or Ocean County	6	235	5	3	32	4	6	291
% of Total	0.4%	16.4%	0.3%	0.2%	2.2%	0.3%	0.4%	20.3%
Somerset or Warren County	0	32	1	0	2	0	0	35
% of Total	0.0%	2.2%	0.1%	0.0%	0.1%	0.0%	0.0%	2.4%
Passaic or Sussex	0	27	3	0	3	0	0	33
% of Total	0.0%	1.9%	0.2%	0.0%	0.2%	0.0%	0.0%	2.3%
Other county in New Jersey	0	21	0	0	1	2	0	24
% of Total	0.0%	1.5%	0.0%	0.0%	0.1%	0.1%	0.0%	1.7%
New York– east of the Hudson River	8	450	3	1	11	0	0	473
% of Total	0.6%	31.4%	0.2%	0.1%	0.8%	0.0%	0.0%	33.0%
New York – west of the Hudson River	2	65	0	1	1	1	0	70
% of Total	0.1%	4.5%	0.0%	0.1%	0.1%	0.1%	0.0%	4.9%
Other	1	3	1	0	0	0	0	5
% of Total	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%
All Origins	36	1224	32	17	97	14	14	1434
% of Total	2.5%	85.4%	2.2%	1.2%	6.8%	1.0%	1.0%	100.0%

Combined, respondents from Bergen, Essex, Morris counties along with respondents from areas in Hudson County outside of Jersey City represent approximately one-third (respectively 11%, 11% and 13%) of all respondents that reported they “Work in Jersey City”. Workers from these origins also have some transit options into Jersey City via multi-modal access through PATH, New Jersey Transit train and bus service, as well as the Hudson-Bergen Light Rail System.

Bergen, Essex, Morris, Hudson, Middlesex, Monmouth, Union and Ocean counties in New Jersey along with areas east-of-the-Hudson River were always expected to provide a major source of workers into Jersey City, primarily into Downtown Jersey City. These expectations were based on previous limited but focused quantitative and qualitative research including employer and resident surveys and evaluation of the enormous commercial and residential growth that was expected. In fact, the expected economic growth is still occurring in Downtown Jersey City.

Original expectations of origin-destination and growth patterns played a major role in planning and designing the Hudson-Bergen Light Rail system now in operation. The 2008 Jersey City Mobility Survey has provided evidence that original expectations were well founded. The mobility survey also provides evidence that Jersey City can continue to look Bergen, Essex, Morris, Hudson, Middlesex, Monmouth, Union and Ocean counties and east-of-the-Hudson as a major origin markets from which to attract workers.

Many people working outside Jersey City (Market Segment 2) came from respondents living in Downtown Jersey City (45% - see Table 2). Many (34%) of these respondents are attracted to work destinations east-of-the Hudson River. Less favorable, but also attractive to respondents living in Downtown Jersey City are work locations in Hudson, Essex, Morris, Monmouth, Middlesex, Union and Ocean counties – combined employment in these areas draw close to another 8% of Downtown Jersey City residents.

Work areas outside of Jersey City on both sides of the Hudson River provide well traveled highway and transit access to respondents living in these Jersey City neighborhoods such as Hudson-Bergen Light Rail to parts of Hudson County; PATH and ferry service into Manhattan; Holland Tunnel and New Jersey Turnpike auto access; and New Jersey Transit train service into Morris, Essex, Monmouth, Middlesex, Union and Ocean counties.

Thirty-eight percent of people responding from Market Segment 2 originate from Greenville, Jersey City Heights and Journal Square neighborhoods – respectively 11%, 17% and 10%. While the distribution of sample from these neighborhoods is quite small²¹, it appears that people from these areas are working mainly in Hudson, Essex/Morris counties and east-of-the Hudson.

Table 2
Residential Origins and Work Destinations for Market Segment 2: Working Outside Jersey City (excludes non workers); (n=523)

Origin:	Bergen County	Essex or Morris County	Hudson County	Monmouth, Middlesex, Union or Ocean County	Somerset or Warren County	Passaic or Sussex County	Other NJ County	New York counties – east of the Hudson River	New York counties – west of the Hudson River	Other	All Destinations
Bergen	2	4	10	2	0	0	1	26	0	2	47
<i>% of Total</i>	0.4%	0.8%	1.9%	0.4%	0.0%	0.0%	0.2%	5.0%	0.0%	0.4%	9.0%
Downtown	4	15	16	11	3	1	3	176	2	3	234
<i>% of Total</i>	0.8%	2.9%	3.1%	2.1%	0.6%	0.2%	0.6%	33.7%	0.4%	0.6%	44.7%
Greenville	2	4	5	4	0	5	2	34	0	0	56
<i>% of Total</i>	0.4%	0.8%	1.0%	0.8%	0.0%	1.0%	0.4%	6.5%	0.0%	0.0%	10.7%
Heights	1	8	14	1	1	0	2	62	1	0	90
<i>% of Total</i>	0.2%	1.5%	2.7%	0.2%	0.2%	0.0%	0.4%	11.9%	0.2%	0.0%	17.2%
Journal Square	4	8	3	2	0	1	0	32	1	0	51
<i>% of Total</i>	0.8%	1.5%	0.6%	0.4%	0.0%	0.2%	0.0%	6.1%	0.2%	0.0%	9.8%
Lafayette	2	2	4	0	0	1	1	18	0	0	28
<i>% of Total</i>	0.4%	0.4%	0.8%	0.0%	0.0%	0.2%	0.2%	3.4%	0.0%	0.0%	5.4%
Marion	0	5	4	1	0	0	0	4	0	0	14
<i>% of Total</i>	0.0%	1.0%	0.8%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	2.7%
Don't Know/ No Answer	0	0	0	0	0	0	0	3	0	0	3
<i>% of Total</i>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%
All Origins	15	46	56	21	4	8	9	355	4	5	523
<i>% of Total</i>	2.9%	8.8%	10.7%	4.0%	0.8%	1.5%	1.7%	67.9%	0.8%	1.0%	100.0%

²¹ A minimum sample size of 50 is desired. Smaller sizes may be more indicative of qualitative findings.

Finally, with three exceptions, a greater percentage of respondents surveyed who both “Work and Live in Jersey City” (Market Segment 3) are working within their origin area (e.g. internal-to-internal trip pattern), thus the diagonal of Table 3 is where most of these respondents are going. For example, many of the respondents surveyed who reside in Bergen neighborhoods are also working in the Bergen section of Jersey City (3%). The three exceptions are Greenville, Heights and Lafayette, where Downtown Jersey City is also an attractive employment market for respondents from these neighborhoods. Journal Square residents are primarily working in Journal Square (4%) and Downtown (4%).

Internal-to-internal trip patterns are consistent with patterns found in many transportation studies, including the original survey work done to evaluate, plan and implement mobility strategies in Jersey City for. These original I-I patterns was another significant reason for building the Hudson-Bergen Light Rail.

Overall, the majority of respondents surveyed came from Bergen/Marion combined (100 respondents); Downtown (215 respondents); Greenville (159 respondents); Heights (99 respondents); Journal Square (73 respondents). The number of respondents surveyed from Lafayette neighborhoods (41 respondents) was the smallest sample for any neighborhood.

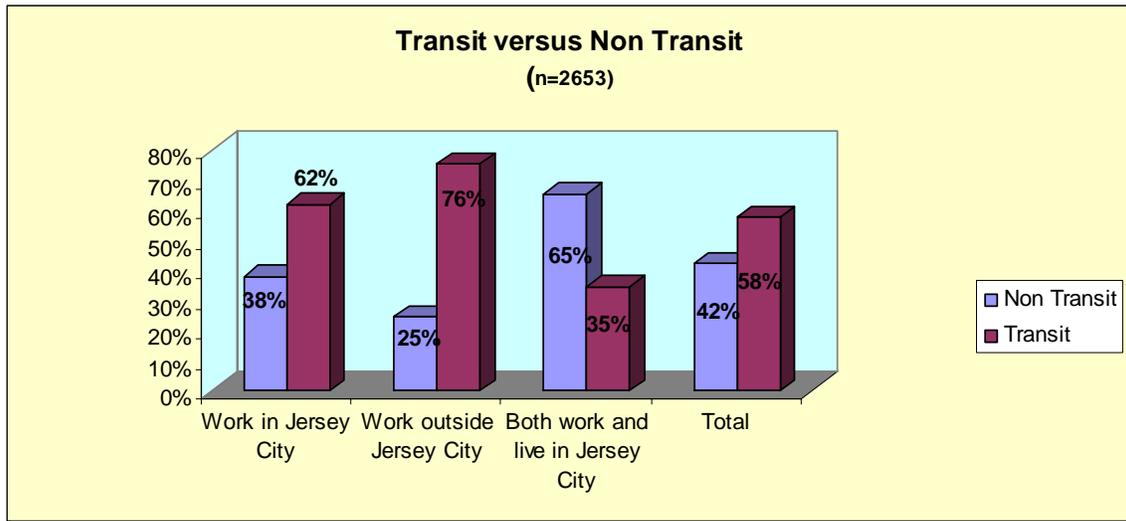
Table 3
Residential Origins and Work Destinations for Market Segment 2: Work and Live in Jersey City
(n=694)

Origin:	Bergen	Downtown	Greenville	Heights	Journal Square	Lafayette	Marion	Other/DK	All
Bergen	19	28	14	0	10	0	5	1	77
<i>% of Total</i>	2.7%	4.0%	2.0%	0.0%	1.4%	0.0%	0.7%	0.1%	11.1%
Downtown	2	182	8	2	16	4	0	1	215
<i>% of Total</i>	0.3%	26.3%	1.2%	0.3%	2.3%	0.6%	0.0%	0.1%	31.0%
Greenville	7	81	34	6	25	4	2	0	159
<i>% of Total</i>	1.0%	11.7%	4.9%	0.9%	3.6%	0.6%	0.3%	0.0%	22.9%
Heights	3	49	7	20	18	1	1	0	99
<i>% of Total</i>	0.4%	7.1%	1.0%	2.9%	2.6%	0.1%	0.1%	0.0%	14.3%
Journal Square	5	29	7	3	27	0	2	0	73
<i>% of Total</i>	0.7%	4.2%	1.0%	0.4%	3.9%	0.0%	0.3%	0.0%	10.5%
Lafayette	6	17	2	0	2	12	2	0	41
<i>% of Total</i>	0.9%	2.5%	0.3%	0.0%	0.3%	1.7%	0.3%	0.0%	5.9%
Marion	5	5	2	2	2	0	7	0	23
<i>% of Total</i>	0.7%	0.7%	0.3%	0.3%	0.3%	0.0%	1.0%	0.0%	3.3%
Other/DK	0	5	0	0	1	0	0	0	6
<i>% of Total</i>	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.9%
All Origins	47	396	74	33	101	21	19	2	693
<i>% of Total</i>	0.068	0.571	0.107	0.048	0.146	0.03	0.027	0.003	1

H. Mode Share

Transit versus Non Transit share overall and by market segments (Figure 25) are closest to current estimates than are shares reported in the 2000 Journey-to-Work census. The lowest transit share (35%) is among respondents who both “Live and Work in Jersey City” (Market Segment 3). These findings are consistent with qualitative research among respondents who expressed insufficiency in transit services to meet routine needs such as going to work, shopping or recreating within Jersey City. Market segments experiencing higher transit share (Work in Jersey City; Work outside Jersey City) reflects the extensive rail, PATH, ferry, light rail, bus transit network available.

Figure 25



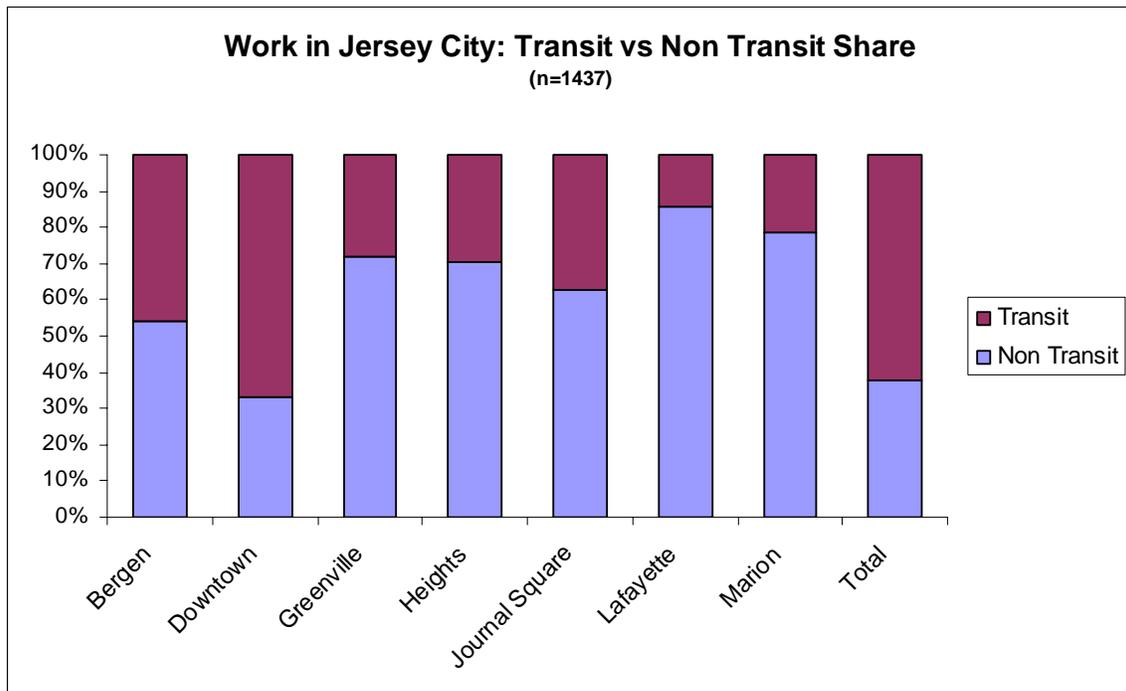
	Work in Jersey City (n=1437)	Work outside Jersey City (n=522)	Both work and live in Jersey City (n=694)	Total (n=2653)
Non Transit	38%	25%	65%	42%
Transit	62%	76%	35%	58%

Transit versus Non Transit share within each market segment to the various employment destinations are shown in figures 26 through 28.

The highest transit share (67%) is found among people going to downtown work locations in Jersey City within Market Segment 1: Work in Jersey City. This outcome is expected due to the many transit options available to these workers.

The lowest transit share is experienced by respondents going to work in Lafayette (14%) Greenville (28%) and Jersey City Heights (28%) illustrating the need to provide a comprehensive transit strategy to serve these neighborhoods.

Figure 26

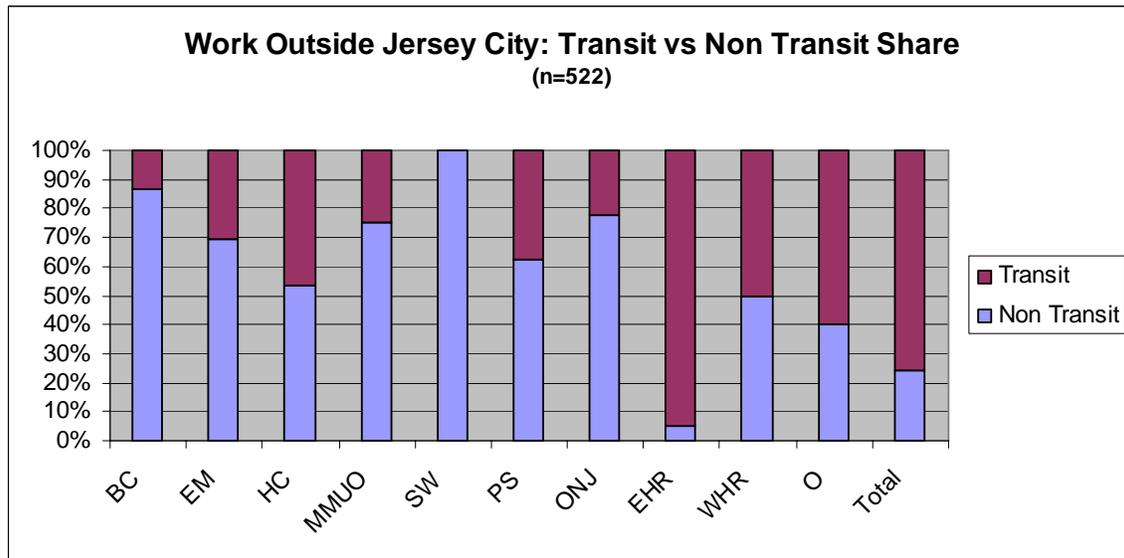


	Bergen	Downtown	Greenville	Heights	Journal Square	Lafayette	Marion	Total
Non Transit	54%	33%	72%	71%	63%	86%	79%	38%
Transit	46%	67%	28%	29%	37%	14%	21%	62%

Transit share for respondents working outside Jersey City (Market Segment 2) are shown in Figure 27. The highest transit share (95%) is from respondents commuting to work to locations east-of-the Hudson River – also an expected outcome due to high transit availability into New York City.

The lowest transit share (13%) is experienced by respondents going to work in Bergen, Sussex or Warren locations.

Figure 27



	BC	EM	HC	MMUO	SW	PS	ONJ	EHR	WHR	O	Total
Non Transit	87%	70%	54%	75%	100%	63%	78%	5%	50%	40%	25%
Transit	13%	30%	46%	25%	0%	38%	22%	95%	50%	60%	76%

Key

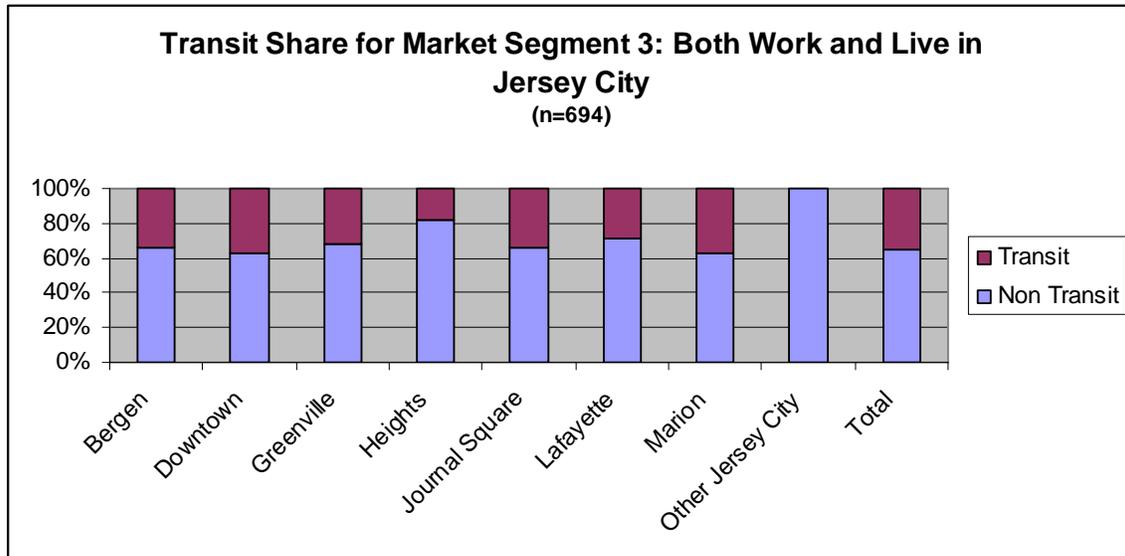
BC=Bergen County
 EM=Essex or Morris County
 HC=Hudson County
 MMUO=Monmouth, Middlesex, Union or Ocean County
 SW=Somerset or Warren County
 PS=Passaic or Sussex County
 ONJ=Other NJ County
 EHR=New York counties – east of the Hudson River
 WER=New York counties – west of the Hudson River
 O=Other (please specify)

Finally, the transit share among respondents who both “Live and Work in Jersey City” is provided in Figure 28. Transit share seems to reflect the experience many respondents living and working in Jersey City are having - limited transit options, limited knowledge regarding availability of existing services, transit and neighborhood connectivity and sufficient capacity. For instance:

- “Please increase the frequency of the path on the weekends”*
- “Traveling to Exchange Place is very difficult from the Heights sometimes 3 buses are used just to get to work .Light rail is an option but not easier in the cold...”*
- “It is time to expand the light rail so that it can go to the Square, especially since the square is being rebuilt”*
- “In the Greenville section of Jersey City there needs to be more bus service during the off rush hour service for senior citizens. The wait time is 30 to 45 minutes for a bus”*
- “The recent elimination of several bus routes to my place of employment (Newport center Mall) caused significant inconvenience, particularly since the last buses often end before my evening shift ends at the mall”*
- “Would like to be able to get to work without always driving. Maybe some shuttle from Journal Square to Sip Ave and U.S. Hwy #1”*

Jersey City residents destined to employment locations within Jersey City Heights have the lowest transit share (18%).

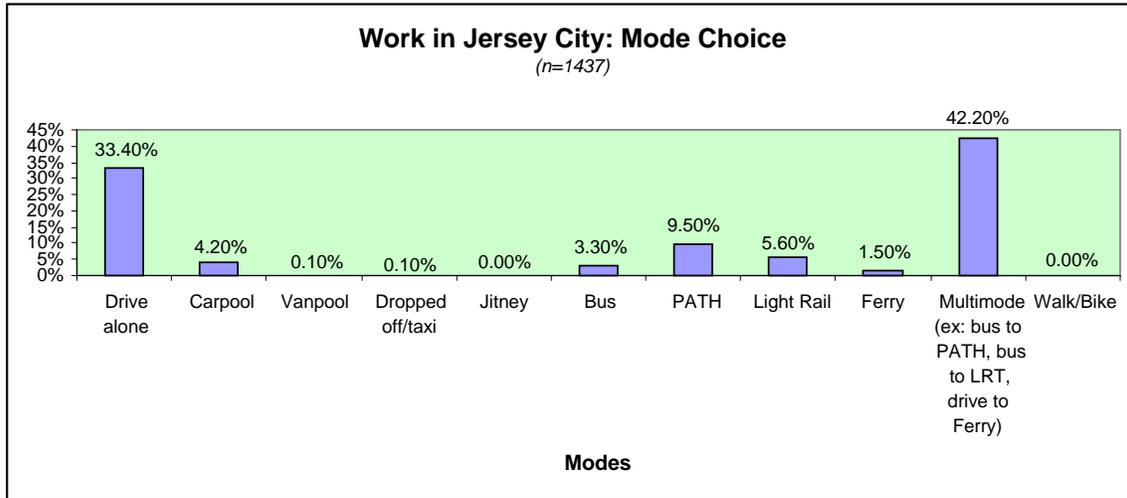
Figure 28



	Bergen	Downtown	Greenville	Heights	Journal Square	Lafayette	Marion	Other Jersey City	Total
Non Transit	66%	63%	68%	82%	66%	71%	63%	100%	65%
Transit	34%	37%	32%	18%	34%	29%	37%	0%	35%

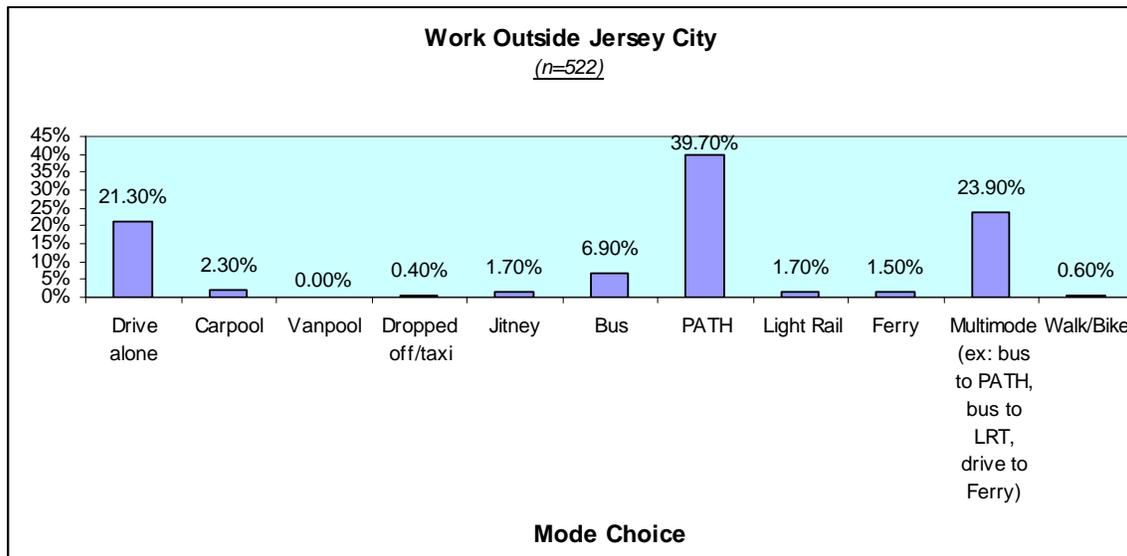
The Jersey City 2050 Mobility Study included questions on modes used by respondents to get to work. Results are shown in figures 29 through 31. Respondents who “Work in Jersey City” access work locations in Jersey City primarily using transit. For instance 42% appear to use a multi-modal system to get to work, 10% on PATH and 6% on Light Rail. One-third of these respondents use single-occupancy driving to get to work.

Figure 29



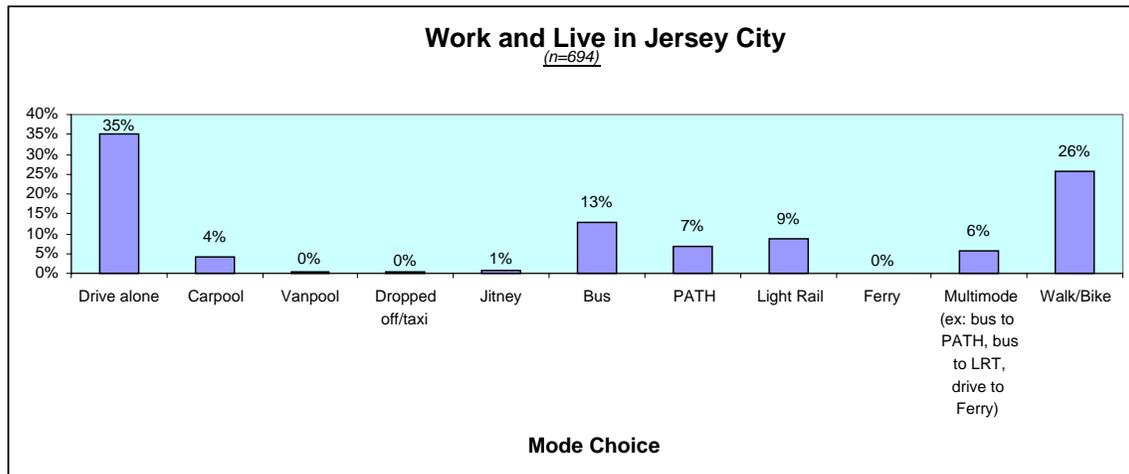
Respondents who “Work outside Jersey City” also make use of various transit options in getting to work. Forty percent (40%) use PATH, 24% exercise multi-modal choice and 7% take bus to work. Twenty-one percent (21%) of these “Work in Jersey City” respondents take a car to work.

Figure30



Respondents both working and living in Jersey City use less transit and are walking and biking to work (26%) more. These respondents also have the highest use of “drive alone” (35%) as a means to get to work. These findings provide further evidence for the need to support “walk and bike” strategies within Jersey City and to explore ways to increase transit usage. The opportunity for increased transit use is demonstrated by the respective 13%, 7% and 9% use of bus, PATH and Light Rail as a means of traveling to work among respondents who “Work and Live in Jersey City.”

Figure 31

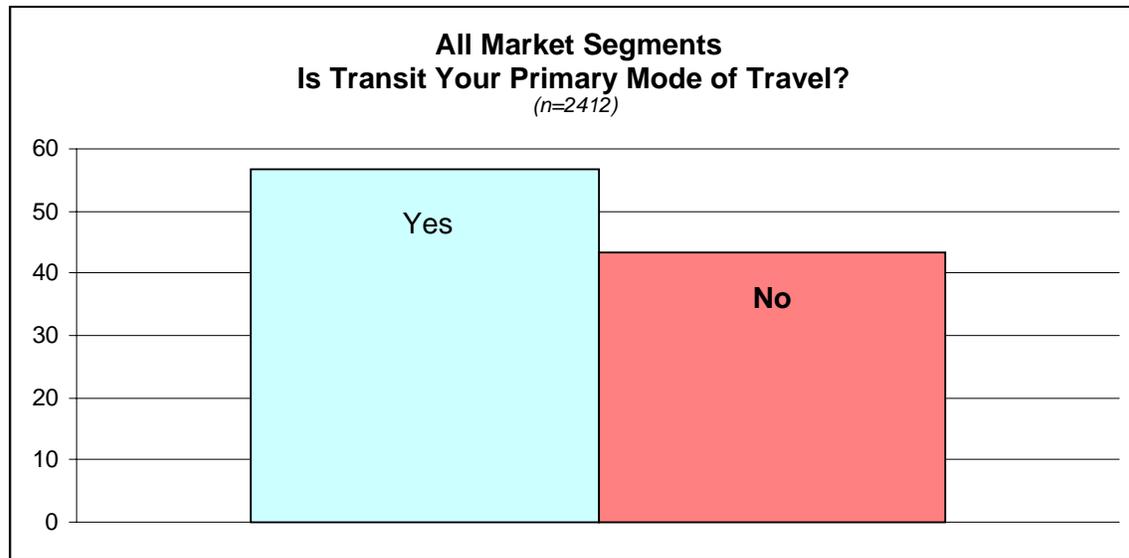


I. Preferences, Attitudes and Ratings

A large percentage of respondents stated that transit is not their primary mode for traveling. Thus, a planning challenge includes developing transportation strategies to decrease this percentage.

Respondents provided clues on what should be included in these transportation strategies based on their responses to “Which characteristics would you require, to consider using mass transit as your primary mode of travel?”

Figure 32



Data Table²²

Yes	1366
No	1046
Total	2412

A total of 1,046 respondents stated they do not use transit as their primary mode of travel. These respondents were given 13 characteristics²³ to select from in choosing their 1st, 2nd and 3rd highest priority in answering the question “Which characteristics would you require to consider using mass transit as your primary mode of travel?” Reporting their selection of the number one priority, the following observation is made.

- ◆ 49% said “Stops close to home” is number one
- ◆ 40% said “Service is cheaper than driving” is number one
- ◆ 36% said “Service is safe” is number one

In addition, 52% gave “Other” as their number one priority. The types of concerns listed among these respondents include the following.

²² Non responders are not included.

²³ Stops close to home; stops close to work; short trip times; frequent service; reliable service; service is safe; service is cheaper than driving; stops are near other services; schedules are clear and easy to use; information on transit services is readily available; information on transit services is always up to date

“No easy way to get to the Upper East Side. I would have to take at least 5 trains to get to work!”

“Disabled, walking difficult”

“(Service) must be the fastest mode to be useful”

“(Service is) Clean, no bums”

“(I am) not familiar with mass transit schedules”

“(Service must be) bicycle friendly”

“(Service must have) handicapped accessibility”

“(Service must have) monthly passes available”

“All (are number one priority)”

“(Service must be a) 7-day a week service”

“Light rail station (is) easier to get to”

“Leaves early enough (5:30 am or earlier) from my town and late enough from JC (up to 7pm or later)”

“Overall trip is faster than driving”

“Express Service-No Transfers”

“(There should be) one price per trip not per mode (i.e. pay once for trip using light rail and PATH)”

“Security for parked vehicles/bicycles at the mass transit stations”

“Free transfers to PATH and more EXPRESS Trains with less stops”

“I'd use light rail to Hoboken & train to Mahwah daily if there was a shuttle to work at Mahwah stop”

“Better service for disabled people”

“Access to City Vehicle”

“# of modes/connections”

“I have 3 kids - public transport is a hassle with all the crap we lug around.”

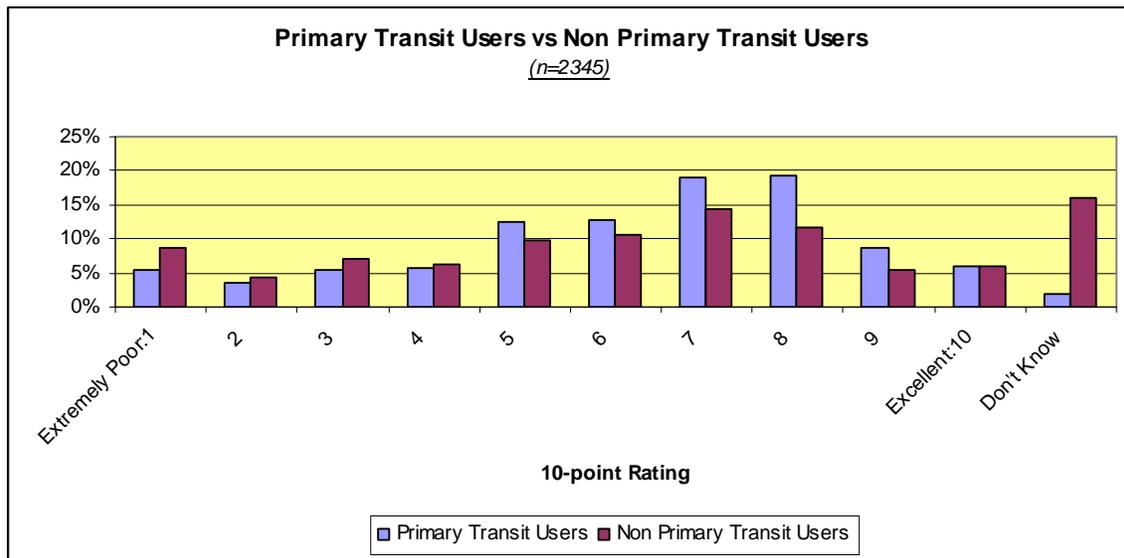
“Less Crowded on PATH”

“Something is wrong with my car”

Respondents who stated transit is not their primary mode gave lower ratings on their “overall impression concerning transit service...” when considering travel “to Jersey City”; as compared to respondents who are “Primary Transit Users.” Only 23% of Non Primary Transit Users gave an overall impression of transit service an “8 to 10” rating. In contrast, 34% of Primary Transit Users gave an “8 to 10” rating.

In addition, twenty percent (20%) of Non Primary Transit Users gave a poor rating (1 to 3) of transit service to Jersey City, while only 14% of Primary Transit Users gave this same rating. Notably, neither group had a majority (51% or higher) giving a rating of 8 to 10 which may suggest improvement is needed in existing transit service “to” Jersey City.

Figure 33: Travel to Jersey City

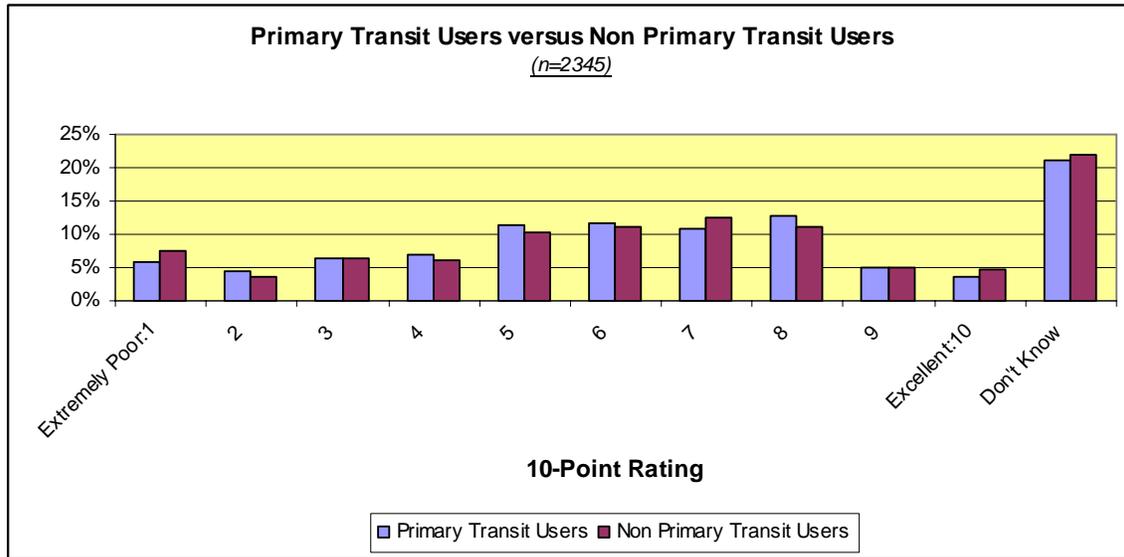


Data Table: Ratings on Overall Impression of Transit Service: to Jersey City

	Primary Transit User	Non Primary Transit User
Extremely Poor:1	72	85
2	47	43
3	73	69
4	76	61
5	169	95
6	174	104
7	261	142
8	264	116
9	119	52
Excellent:10	81	59
Don't Know	27	156
<i>Total responding</i>	1363	982

Impressions on overall transit services for travel “Within Jersey City” is relatively similar among Primary Transit Users and Non Primary Transit Users. Around 4% of both groups gave an 8 to 10 rating on their impression of transit services within Jersey City. These groups also had similar percentages of respondents (17%) rating transit services poor (1 to 3) for travel within Jersey City.

Figure 34: Travel within Jersey City

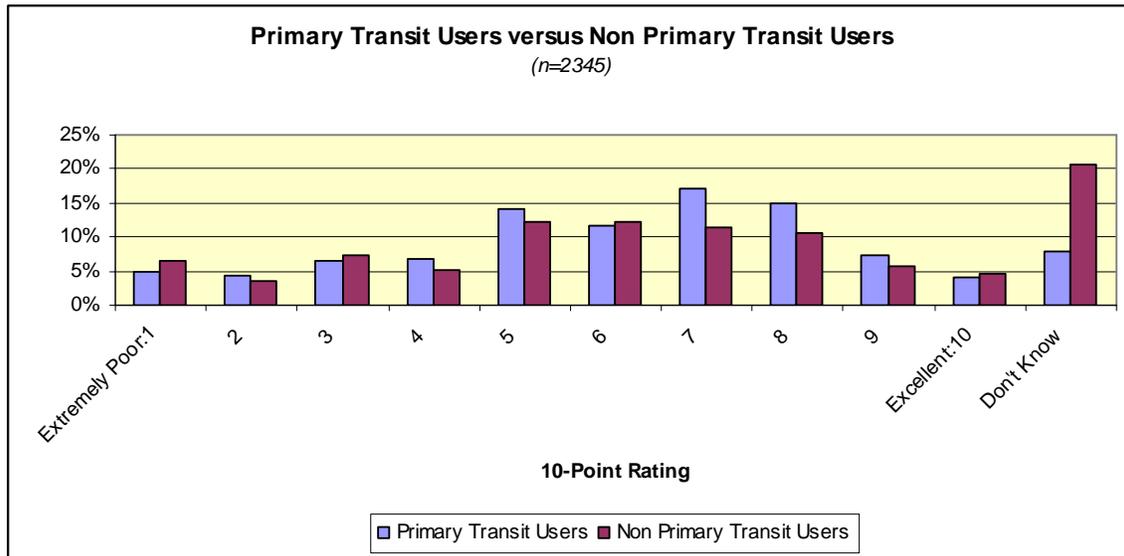


Data Table: Ratings on Overall Impression of Transit Services: within Jersey City

	Primary Transit User	Non Primary Transit User
Extremely Poor:1	81	73
2	60	34
3	86	63
4	94	59
5	155	102
6	159	108
7	149	122
8	175	109
9	70	50
Excellent:10	48	47
Don't Know	286	215
<i>Total responding</i>	1363	982

Perceptions among Non Primary Transit Users versus Primary Transit Users are not hugely different for travel from Jersey City to elsewhere. Respectively 21% and 26% of the respondents rated transit services to other places outside of Jersey City as being excellent or close to it (“8 to 10” to rating). Alternatively 17% and 16% of the respondents respectively gave a rating of 1 to 3 to indicate how poor they believed services from Jersey City to places outside of Jersey City are perceived.

Figure 35: Travel from Jersey City



Data Table: Ratings on Overall Impression of Transit Services: from Jersey City

	Yes: Primary Transit User	No: Non Primary Transit User
Extremely Poor:1	67	64
2	58	33
3	90	72
4	91	51
5	194	121
6	161	121
7	235	112
8	204	103
9	99	57
Excellent:10	55	45
Don't Know	109	203
	1363	982

All respondents were asked to rank 13 characteristics²⁴ to answer the question “*What are the five most important characteristics that make a great transit system*” along with an option to provide an open-end response. The following observation is made based on looking at the selection of the single most important characteristic chosen by the respondents (2,799).

- ◆ 31% chose “*Stops close to home*”
- ◆ 30% chose “*Frequent service*”
- ◆ 24% chose “*Service is safe*”
- ◆ 22% chose “*Service is reliable*”
- ◆ 17% chose “*Service is cheaper than driving*”

In addition, 32% of these respondents chose “Other” and their comments include the following.

“*Less crowded PATH trains*”

“*Longer service hours*”

“*(Service is) not too crowded*”

“*(It should be a) clean system*”

“*These are all important*”

“*Handi-cap Accessible*”

“*Light rail should also travel along the track W of Tonnelle Avenue from N tip of N Bergen to Journ(al) Square*”

“*Few intermodal transfers*”

“*Run according to the schedule*”

“*(Better weekend service) - service on weekends is deplorable*”

“*No crowding/comfortable ride*”

“*Choice of other bus lines within my neighborhood*”

“*Alert/sober drivers*”

“*State of the art vehicles, non-polluting, quiet, comfortable*”

“*Handicapped accessible/stroller friendly*”

“*Bicycle friendly*”

“*Direct - no connections*”

“*Monthly passes available for adults and children*”

“*(Should have) trash cans please*”

“*All (characteristics are important)*”

“*Less crowded platforms*”

“*More service during late night and weekend*”

“*Stops are accessible to safe parking*”

“*Later service and more frequent than currently at off-peak hrs*”

“*One price per trip not per mode*”

“*(Service should be) comprehensive-not just limited to a few areas or stops*”

“*Free Transfers between different modes - i.e. PATH to Light rail*”

²⁴ Stops close to home; stops close to work; short trip times; frequent service; reliable service; service is safe; service is cheaper than driving; stops are near other services; schedules are clear and easy to use; information on transit services is readily available; information on transit services is always up to date.

Respondents were asked to tell “How likely are you to change the way you commute to work?” after viewing 12 different transportation improvement strategies²⁵.

The five characteristics that received the greatest percentage of respondents giving a rating of 8 to 10 among people who “Work in Jersey City” are:

- ◆ Telecommuting or Tele-working (53%)
- ◆ Commute alternative subsidies (46%)
- ◆ Flextime (39%)
- ◆ Employer-sponsored shuttle services (35%)
- ◆ Car availability in emergency (28%)

The top five characteristics among respondents who “Work outside Jersey City” are:

- ◆ Commute alternative subsidies (44%)
- ◆ Telecommuting or Tele-working (43%)
- ◆ Flextime (38%)
- ◆ Facilities to walk/bike to work (32.3%)
- ◆ Employer-sponsored shuttle services (31.5%)

The transportation improvement strategies most desired by respondents who “Work and Live in Jersey City” are:

- ◆ Telecommute or Tele-work (37%)
- ◆ Commute alternative subsidies (35.6%) and Flextime (35.6%)
- ◆ Facilities to walk/bike to work (35.5%)
- ◆ Employer-sponsored shuttle services (32.8%)
- ◆ Car availability in emergency (30%)

These rankings across all three market segments are remarkably consistent and provide strong evidence that the transportation improvement strategies identified would likely have a favorable influence on decreasing auto use to, from and within Jersey City. Most specifically, employers located within Jersey City that attract people who live outside or within Jersey City can have an influence on reducing auto traffic by implementing these specific improvements.

²⁵ Join a carpool or vanpool; Join a car-sharing program; Preferential parking at the workplace; Parking “cash out;” Car available at workplace for use in emergency; Commute alternative subsidies; Flextime; Telecommuting or Teleworking; Employer-subsidized vanpool; Employer-subsidized carpool; Employer-sponsored shuttle services to/from transit stops/stations; Facilities to make it easier to walk or bike to work.

Respondents were asked to “Please rank the transportation goals to tell us your priorities for travel in Jersey City” and their rankings by market segments are provided in the table below. These rankings are noted in order of priority based on the percentage of respondents who gave a top 2-box rating (i.e. a rating of 1 or 2, where 1 is the highest priority and 5 is the lowest).

Table 4: Transportation Priority Goals

Transportation Goal	Work in Jersey City	Work outside Jersey City	Work and Live in Jersey City
Reduce motor vehicle accidents <i>(n=841)</i>	10	3	8
Improve bicycling safety and security <i>(n=519)</i>	9	9	7
Improve pedestrian safety and security <i>(n=1143)</i>	5	5	2
Improve pedestrian safety around schools <i>(n=552)</i>	8	8	5
Increase transit options <i>(n=1567)</i>	2	1	3
Fix and maintain existing roads and bridges <i>(n=1531)</i>	3	4	1
Fix and maintain existing transit systems <i>(n=1517)</i>	1	2	6
Reduce congestion on all roads <i>(n=1355)</i>	4	7	4
Emphasize more pedestrian and bicycle travel <i>(n=685)</i>	7	10	10
Reduce/eliminate auto traffic in selected areas <i>(n=841)</i>	6	11	9
Reduce travel speeds by traffic calming methods <i>(n=443)</i>	11	6	11

Generally, the top five ranked transportation goals are desired by respondents across all three market segments. The difference is that respondents who work outside Jersey City also view reducing motor vehicle accidents as a key goal and respondents who work and live in Jersey City believe improving pedestrian safety around schools is also important.

- ◆ Fix and maintain existing transit systems
- ◆ Increase transit options
- ◆ Fix and maintain existing roads and bridges
- ◆ Reduce congestion on all roads
- ◆ Improve pedestrian safety and security

Another need for the Jersey City 2050 Mobility Study was to understand ways in which respondents prefer to receive information about transit service for travel to, from and within Jersey City. The findings are noted in Table 5 below with highlights on the communication channels that have 35% or more of the respondents saying “yes” as the choice preference in each market segment. The Internet/Website and Email communication channels are favorites among respondents in all three market segments. These channels had at least a majority of the respondents saying “yes.” Receiving transit information from their employer is desired among people who “Work in Jersey City” and getting transit information from the newspaper is desired by 36% of the respondents who “Work and Live in Jersey City.”

Table 5: Receiving Transit Information Preferences; (n=2238)

Communication Preferences	Work in Jersey City	Work outside Jersey City	Work and Live in Jersey City
Word-of-mouth/from a friend	13.5%	19.9%	17.1%
Radio/TV	20.1%	30.6%	29.1%
Newspaper	18.6%	40.4%	36.1%
Internet/Website	51.2%	55.0%	49.7%
Email	50.2%	47.8%	41.1%
Direct mailing/Brochure	9.4%	29.4%	27.3%
From my employer	51.1%	8.2%	25.9%

J. Non Work Patterns

Respondents gave some non work behavior patterns in the Jersey City 2050 Mobility Study. This non work behavior was identified for the weekday and the weekend. In general, the main purpose of non work trips by market segment is listed in Table 6 below using only the highest trip frequencies (e.g. at least once a week for weekday trips; and at least one day for weekend trips). Trips incurring with this frequency for 5% or more of the respondents in each market are highlighted. In summary, the purpose of most weekday trips is as follows.

Purpose	Weekday	Weekend
<i>Work in Jersey City</i>		
♦ Pick-up/Drop-off Work/Transit		
♦ Pick-up/Drop-off School/Daycare		
♦ Attending School		
♦ Going to a Second Job		
♦ Grocery Shopping	✓	
♦ Retail Shopping, Cleaners, etc.	✓	
♦ Medical Visit		
♦ Cultural Events		
♦ Dining & Entertainment	✓	
♦ Sports and Recreation	✓	
♦ Visiting Religious Institutions		
♦ Visiting Friends	✓	
♦ Miscellaneous Errands	✓	
<i>Work outside Jersey City</i>		
♦ Pick-up/Drop-off Work/Transit	✓	
♦ Pick-up/Drop-off School/Daycare	✓	
♦ Attending School	✓	
♦ Going to a Second Job		
♦ Grocery Shopping	✓	✓
♦ Retail Shopping, Cleaners, etc.	✓	✓
♦ Medical Visit		
♦ Cultural Events		
♦ Dining & Entertainment	✓	✓
♦ Sports and Recreation	✓	✓
♦ Visiting Religious Institutions	✓	✓
♦ Visiting Friends	✓	✓
♦ Miscellaneous Errands	✓	✓
<i>Work and Live in Jersey City</i>		
♦ Pick-up/Drop-off Work/Transit	✓	
♦ Pick-up/Drop-off School/Daycare	✓	
♦ Attending School	✓	
♦ Going to a Second Job	✓	
♦ Grocery Shopping	✓	✓
♦ Retail Shopping, Cleaners, etc.	✓	✓
♦ Medical Visit		
♦ Cultural Events	✓	
♦ Dining & Entertainment	✓	✓
♦ Sports and Recreation	✓	✓
♦ Visiting Religious Institutions	✓	✓
♦ Visiting Friends	✓	✓
♦ Miscellaneous Errands	✓	✓

							Every Saturday and Sunday	2.93%	16.61%	14.77%	9.01%
Medical Visit	1 to 4 times a week	1.28%	4.08%	4.42%	2.74%	Medical Visits	Every Saturday	0.08%	0.67%	1.46%	0.55%
	Daily	0.07%	0.30%	0.29%	0.18%		Every Sunday	0.15%		0.65%	0.24%
							Every Saturday and Sunday	0.38%	0.67%	0.97%	0.59%
Cultural Events	1 to 4 times a week	2.07%	9.98%	12.39%	6.53%	Cultural Events	Every Saturday	0.53%	3.02%	4.38%	2.05%
	Daily	0.07%	0.45%	0.59%	0.29%		Every Sunday		2.18%	0.81%	0.71%
							Every Saturday and Sunday	0.98%	4.19%	4.06%	2.48%
Dining and Entertainment	1 to 4 times a week	14.34%	37.97%	40.86%	26.60%	Dining and Entertainment	Every Saturday	2.33%	14.26%	11.69%	7.40%
	Daily	0.93%	1.06%	2.65%	1.39%		Every Sunday	0.30%	3.19%	3.57%	1.77%
							Every Saturday and Sunday	3.61%	17.45%	21.10%	11.09%
Sports and Recreation	1 to 4 times a week	6.49%	20.27%	20.06%	13.17%	Sports and Recreation	Every Saturday	1.20%	6.88%	8.28%	4.25%
	Daily	0.36%	1.66%	2.95%	1.31%		Every Sunday	0.53%	3.19%	2.11%	1.53%
							Every Saturday and Sunday	2.78%	10.07%	13.47%	7.08%
Religious Institution	1 to 4 times a week	2.92%	11.35%	16.52%	8.32%	Religious Institutions	Every Saturday	0.38%	1.85%	2.11%	1.14%
	Daily	0.21%	1.06%	1.33%	0.69%		Every Sunday	3.91%	20.64%	25.00%	12.94%
							Every Saturday and Sunday	0.60%	1.01%	4.38%	1.61%
Friends	1 to 4 times a week	9.84%	34.95%	35.69%	22.29%	Friends	Every Saturday	2.18%	9.56%	9.90%	5.78%
	Daily	0.14%	2.72%	3.98%	1.71%		Every Sunday	0.38%	3.86%	2.44%	1.69%
							Every Saturday and Sunday	3.31%	18.62%	20.45%	11.05%

Misc.	1 to 4 times a week	15.26%	38.28%	35.84%	25.90%	Misc.	Every Saturday	3.46%	18.79%	21.59%	11.45%
	Daily	1.43%	5.90%	11.36%	4.96%		Every Sunday	0.90%	1.51%	1.14%	1.10%
							Every Saturday and Sunday	4.06%	29.19%	26.14%	15.30%

Respondents also provided information on the destination of their trips during the weekday in Question 19 of the mobility survey. The results are summarized below

- ◆ If respondents ($n=285$) were **picking/up dropping off someone at work or transit stop**, then the following shows the top destinations by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	36.2%	44.0%	32.8%	37.5%
Jersey City Heights area/neighborhood		9.0%	11.2%	8.4%
Journal Square area/neighborhood		13.0%	19.0%	13.3%
Bayonne	7.2%			
New York counties – east of the Hudson River	10.1%			

- ◆ If respondents ($n=319$) were **dropping off or picking up someone from school or day care**, then the following are the top destinations by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	22.4%	39.4%	29.6%	30.7%
Jersey City Bergen area/neighborhood			13.3%	
Jersey City Greenville area/neighborhood			14.8%	8.5%
Jersey City Heights area/neighborhood		12.1%		7.2%
Journal Square area/neighborhood		8.1%		
Monmouth, Middlesex, Union or Ocean County	15.3%			
New York counties – east of the Hudson River	12.9%			

- ◆ If respondents ($n=179$) were **attending school**, then the following are the top destinations by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette			15.9%	10.1%
Journal Square area/neighborhood	10.8%	18.5%	23.9%	19.6%
Monmouth, Middlesex, Union or Ocean County	10.8%			
Essex or Morris County		9.3%		
New York counties – east of the Hudson River	18.9%	20.4%	14.8%	17.3%
New York counties – west of the Hudson River	13.5%			

- ◆ If respondents ($n=148$) were **going to a second job**, then the following are the top destinations by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	10.3%	8.7%	15.1%	12.8%
Jersey City Greenville area/neighborhood		8.7%	14.0%	10.1%
Bergen or Passaic County	10.3%	8.7%		
Essex or Morris County		13.0%		
Monmouth, Middlesex, Union or Ocean County	10.3%			
New York counties – west of the Hudson River	10.3%	30.4%	11.6%	14.2%

- ◆ If respondents ($n=1332$) were going **grocery shopping** as part of their trip to work, then the following are the top destinations identified by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	13.0%	50.8%	43.1%	37.9%
Jersey City Greenville area/neighborhood			11.3%	6.6%
Journal Square area/neighborhood		8.1%	8.9%	7.1%
Hoboken		7.3%		
Monmouth, Middlesex, Union or Ocean County	14.1%			
New York counties – west of the Hudson River	20.8%			

- ◆ If respondents (n=1325) were **stopping at retail stores, going to cleaners** or similar places, then the following are the top destinations by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	24.8%	51.9%	46.1%	41.5%
Jersey City Greenville area/neighborhood			8.8%	
Jersey City Heights area/neighborhood		6.2%	7.3%	
Journal Square area/neighborhood		7.3%		6.0%
Monmouth, Middlesex, Union or Ocean County	19.6%			
New York counties – west of the Hudson River	19.6%			8.2%

- ◆ If respondents (n=250) take opportunities to make a **medical visit** during the week, then the key destinations are the following.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	11.0%	8.8%	16.5%	12.4%
Jersey City Greenville area/neighborhood		8.8%		
Journal Square area/neighborhood		10.0%	14.4%	9.2%
Bayonne			11.3%	
Essex or Morris County	8.2%			
New York counties – west of the Hudson River	30.1%	17.5%		18.4%

- ◆ If respondents (n=486) visit **cultural events** during the week, then the key destinations are the following.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	7.7%	22.8%	17.6%	17.5%
New York counties – east of the Hudson River	49.0%	47.1%	35.2%	42.8%
New York counties – west of the Hudson River		5.8%		
Other	9.6%		9.8%	7.2%

- ◆ If respondents ($n=1309$) take **dining and entertainment** trips during the week, then the following are the top destinations identified.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	25.6%	41.8%	31.3%	32.5%
Hoboken	8.5%	8.0%		8.3%
New York counties – east of the Hudson River	23.4%	21.6%	15.6%	20.2%
Other			8.7%	

- ◆ If respondents ($n=616$) go to **sports and recreation events** during the week, then the following destinations are key locations visited.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette		32.1%	26.3%	23.5%
Jersey City Heights area/neighborhood			9.3%	
Hoboken		9.6%		
Monmouth, Middlesex, Union or Ocean County	11.1%			
New York counties – east of the Hudson River	27.5%	11.5%	10.2%	15.4%
Other	9.9%			8.1%

- ◆ If respondents ($n=409$) visit **religious institutions** during the week, then the key destinations are the following.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood			11.4%	9.8%
Jersey City Downtown, but not in Lafayette		23.4%	18.4%	17.4%
Jersey City Greenville area/neighborhood		12.1%	16.8%	12.0%
Jersey City Heights area/neighborhood		13.5%		
Essex or Morris County	10.8%			
Monmouth, Middlesex, Union or Ocean County	18.1%			
New York counties – east of the Hudson River	21.7%			

- ◆ If respondents ($n=1096$) are *visiting friends*, then the following are key places.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	10.6%	20.8%	16.8%	16.6%
New York counties – east of the Hudson River	25.7%	18.1%	11.3%	17.64%
Other	9.9%	6.9%	11.0%	9.2%

- ◆ If respondents ($n=1262$) are doing **miscellaneous errands**, then the following is the top three destinations.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	17.8%	34.9%	26.8%	26.3%
Journal Square area/neighborhood			8.0%	
Monmouth, Middlesex, Union or Ocean County	9.1%			
New York counties – east of the Hudson River	21.0%	9.0%		11.9%
Other		10.7%	13.4%	10.3%

Information provided on the trip destination during weekend trips in Question 20 is summarized below.

- ◆ If respondents ($n=116$) were **picking up/dropping off someone on the weekend at work or a transit stop**, then the following are the top destinations for this activity.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood	23.5%		9.8%	9.5%
Jersey City Downtown, but not in Lafayette	23.5%	33.3%	23.5%	27.6%
Jersey City Heights area/neighborhood	11.8%		11.8%	
Hoboken		12.5%	11.8%	10.3%
Essex or Morris County	11.8%			
Other			9.8%	

- ◆ If respondents ($n=59$) were **dropping off/picking up someone at school or daycare**, then the following are the top destinations for this activity.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood	15.4%			
Jersey City Downtown, but not in Lafayette	15.4%	30.0%	19.2%	22.0%
Jersey City Heights area/neighborhood			23.1%	13.6%
Journal Square area/neighborhood		15.0%		
Essex or Morris County	15.4%			
Other New Jersey		10.0%		
New York counties – east of the Hudson River	15.4%			
Other		10.0%	15.4%	

- ◆ If respondents ($n=52$) spend time **attending school** on the weekend, then the main destinations are the following.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood	25.0%			
Jersey City Downtown, but not in Lafayette		14.3%		
Jersey City Greenville area/neighborhood		14.3%	8.7%	
Jersey City Heights area/neighborhood		13.0%		
Journal Square area/neighborhood	12.5%	14.3%	8.7%	11.5%
Other New Jersey	12.5%			
New York counties – east of the Hudson River	12.5%	19.0%	13.0%	15.4%
New York counties – west of the Hudson River	12.5%			
Other	12.5%	9.5%	26.1%	17.3%

- ◆ If respondents ($n=107$) go to **second jobs** during the weekend, then the following are the top destinations.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood	12.0%		11.7%	10.3%
Jersey City Downtown, but not in Lafayette	16.0%	13.6%	16.7%	15.9%
Jersey City Heights area/neighborhood		9.1%		
Journal Square area/neighborhood	8.0%	9.1%		
Bergen or Passaic County	8.0%		8.3%	
Essex or Morris County	8.0%	13.6%		
Other New Jersey		9.1%		
New York counties – east of the Hudson River	8.0%	13.6%		
Other	12.0%	13.6%	11.7%	12.1%

- ◆ If respondents ($n=1002$) were going **grocery shopping** during the weekend, then the most visited destinations are as follows.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette		51.3%	38.3%	38.7%
Jersey City Greenville area/neighborhood			11.8%	7.0%
Jersey City Heights area/neighborhood			7.2%	5.8%
Journal Square area/neighborhood		7.4%		
Hoboken		7.1%		
Bayonne	9.0%			
Essex or Morris County	9.0%			
Monmouth, Middlesex, Union or Ocean County	13.9%			
New York counties – east of the Hudson River	12.7%			

- ◆ If respondents ($n=977$) were **shopping at retail establishments, visiting cleaners and other similar establishments**, then the following are the most visited destinations by market segment.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	18.1%	46.8%	39.4%	38.2%
Jersey City Greenville area/neighborhood			8.7%	
Journal Square area/neighborhood		7.0%		
Monmouth, Middlesex, Union or Ocean County	14.4%			
New York counties – east of the Hudson River	9.6%	6.8%		6.2%
Other			9.4%	6.1%

- ◆ If respondents ($n=182$) were **visiting medical establishments**, then the following are their top destinations.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood			10.2%	
Jersey City Downtown, but not in Lafayette		12.5%	17.0%	12.6%
Jersey City Greenville area/neighborhood	7.9%	8.9%		
Jersey City Heights area/neighborhood		8.9%	10.2%	7.7%
Journal Square area/neighborhood	13.2%	10.7%	9.1%	10.4%
Bayonne	7.9%	8.9%	12.5%	10.4%
Bergen or Passaic County	7.9%			
Essex or Morris County	7.9%			
Monmouth, Middlesex, Union or Ocean County	10.5%			
New York counties – east of the Hudson River	10.5%	10.7%		
Other	7.9%			

- ◆ If respondents ($n=509$) were attending **cultural events** during weekends, then the following are the main destinations.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	13.4%	16.7%	16.0%	15.9%
New York counties – east of the Hudson River	19.5%	47.4%	31.1%	36.1%
Other	12.2%	7.9%	10.4%	9.6%
Other	7.9%			

- ◆ If respondents ($n=998$) were out **dining and entertaining** on weekends, then the following are the main destinations.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	19.3%	37.5%	26.9%	29.6%
Hoboken		8.5%		
Monmouth, Middlesex, Union or Ocean County	9.9%			
New York counties – east of the Hudson River	16.1%	20.1%	17.3%	18.1%
Other	9.4%		10.6%	8.4%

- ◆ If respondents ($n=560$) were attending **sports and recreation** events on weekends, then the following are the main locations of this activity.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	12.2%	33.3%	22.2%	24.6%
Jersey City Heights area/neighborhood			9.5%	
Hoboken		7.6%		
Bergen or Passaic County	13.3%			
New York counties – east of the Hudson River	20.4%	12.9%	9.5%	12.7%
Other			8.7%	7.7%

- ◆ If respondents ($n=477$) were **visiting religious institutions** during weekends, then the following are the top destinations visited.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Bergen area/neighborhood			11.7%	9.9%
Jersey City Downtown, but not in Lafayette		24.4%	17.9%	18.0%
Jersey City Greenville area/neighborhood		12.2%	20.6%	14.3%
Journal Square area/neighborhood		11.6%		
Bayonne 8.5%	8.5%			
Essex or Morris County	13.4%			
Monmouth, Middlesex, Union or Ocean County	20.7%			
New York counties – east of the Hudson	8.5%			

- ◆ If respondents ($n=929$) spent time **visiting friends**, then the top destinations are the following.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	14.0%	18.4%	15.7%	16.5%
Jersey City Greenville area/neighborhood			10.5%	
Essex or Morris County	7.8%			
Monmouth, Middlesex, Union or Ocean County	10.1%			
New York counties – east of the Hudson River	14.0%	22.9%	13.0%	17.2%
Other	10.1%	6.1%	10.3%	8.5%

- ◆ If respondents ($n=890$) were doing **miscellaneous activities**, then the top destinations are the following.

Destination	Work in Jersey City	Work outside Jersey City	Both Work and Live in Jersey City	All Market Segments
Jersey City Downtown, but not in Lafayette	13.2%	43.4%	32.6%	33.7%
Jersey City Greenville area/neighborhood			9.9%	
Jersey City Heights area/neighborhood			8.2%	
Journal Square area/neighborhood		7.1%		
Monmouth, Middlesex, Union or Ocean County	13.8%			
New York counties – east of the Hudson River	14%	6.6%		7.5%
Other			9.3%	7.0%

1. Non Work Trips by Mode - Weekday

Travel by mode during non work hours for weekdays is provided below in “*Table A: Weekday Non Work Travel by Mode.*” Trips are provided for each of the three market segments. In summary, the highlights are the following.

- ◆ Fifty-five percent or more of non work trips to drop or pick someone up from a train station, work, or school/daycare is by car across all three market segments.
- ◆ Respondents make good use of car or PATH to attend school during non work hours. Respectively, by market segments 1, 2, and 3²⁶, the percent of people using cars is 32%, 24% and 36%; and the percent using PATH respectively is 27%, 19% and 14%.
- ◆ Respondents who live in Jersey City also make good use of walking or biking (19% and 11% respectively for people living in JC but working elsewhere; and people living and working in JC) to attend school.
- ◆ Respectively, 69% and 61% of people working in Jersey City (and living elsewhere) and living in Jersey City (and working elsewhere) use their car to get to a second job. A smaller percentage (48%) of respondents who live and work in Jersey City take their car to a second job.
- ◆ Most respondents drive their cars to go grocery shopping (61%; 54%; 68% respectively for market segments 1, 2 and 3).
- ◆ Approximately 50% or more of the respondents use some form of passenger vehicle to shop at retail establishments, cleaners and similar purposes for each market segment.
- ◆ Passenger vehicles are used at least 40% of the time to get to medical establishments; however visits to cultural sites are done via mass transit at least 45% of the time.
- ◆ Respondents seem to prefer their cars or carpooling when dining or entertaining out during the weekday (at least 40% in all markets); however respondents show a likely preference for mass transit as well (at least 30% in all market segments).
- ◆ High percentage of respondents (at least 40% in all market segments) favored their car or carpooling to attend sports and recreation activities or visit religious establishments during the weekday.
- ◆ Respondents use cars often (around 50%) to visit friends or conduct miscellaneous errands.

²⁶ Market Segment 1: Works in Jersey City (and lives outside Jersey City); Market Segment 2: Works outside Jersey City (but lives in Jersey City); Market Segment 3: Lives and Works in Jersey City.

Table A: Weekday Non Work Travel by Mode

Drop-off/Pick-up someone at work (or transit stop) (n=285):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	36	83	78	197
Carpool	18	6	17	41
Dropped off/taxi	2	3	1	6
Bus	4	1	7	12
NJ Transit Train	2	0	2	4
PATH	3	3	5	11
Light Rail	2	1	0	3
Ferry	1	0	1	2
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	1	1	1	3
Walk/Bike	0	2	4	6
<i>Total</i>	69	100	116	285
Drop-off/Pick-up someone at school/daycare (n=319):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	54	49	79	182
Carpool	10	7	12	29
Dropped off/taxi	0	1	1	2
Jitney	1	2	0	3
Bus	7	5	13	25
PATH	3	3	2	8
Light Rail	3	3	8	14
Ferry	1	0	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	3	4	3	10
Walk/Bike	3	25	17	45
<i>Total</i>	85	99	135	319
Attend school (179):	Work in Jersey City	Work in Jersey City	Work in Jersey City	Work in Jersey City
Drive alone	12	13	32	57
Carpool	0	0	4	4
Dropped off/taxi	0	1	0	1
Bus	3	12	21	36
NJ Transit Train	1	2	2	5
PATH	10	10	12	32
Light Rail	3	1	5	9
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	5	5	2	12
Walk/Bike	3	10	10	23
<i>Total</i>	37	54	88	179
Go to a second job (n=148) :	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	27	14	41	82
Carpool	1	1	2	4
Vanpool	0	1	0	1

Dropped off/taxi	1	0	0	1
Jitney	0	0	1	1
Bus	0	4	15	19
NJ Transit Train	0	0	1	1
PATH	2	0	7	9
Light Rail	1	1	2	4
Ferry	0	1	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	3	1	4	8
Walk/Bike	4	0	13	17
<i>Total</i>	39	23	86	148
Go grocery shopping (n=1332):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	216	265	280	761
Carpool	16	32	39	87
Vanpool	0	2	0	2
Dropped off/taxi	2	5	10	17
Jitney	0	2	2	4
Bus	15	35	49	99
NJ Transit Train	2	2	1	5
PATH	13	14	11	38
Light Rail	20	21	18	59
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	35	6	6	47
Walk/Bike	36	108	69	213
<i>Total</i>	355	492	485	1,332
Stop at retail store, cleaners, etc' (n=1335) :	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	196	189	228	613
Carpool	19	28	21	68
Vanpool	1	1	1	3
Dropped off/taxi	1	4	1	6
Jitney	0	3	4	7
Bus	11	23	50	84
NJ Transit Train	2	1	3	6
PATH	21	30	17	68
Light Rail	49	19	34	102
Ferry	2	0	0	2
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	43	15	10	68
Walk/Bike	63	138	97	298
<i>Total</i>	408	451	466	1,325
Medical visit (n=250):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	37	33	50	120
Carpool	1	5	2	8
Vanpool	0	1	2	3
Dropped off/taxi	2	2	1	5
Jitney	0	0	2	2
Bus	3	16	15	34

NJ Transit Train	2	0	0	2
PATH	8	9	10	27
Light Rail	3	1	3	7
Ferry	4	0	1	5
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	8	7	3	18
Walk/Bike	5	6	8	19
<i>Total</i>	<i>73</i>	<i>80</i>	<i>97</i>	<i>250</i>
Cultural events (n=486):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	24	46	53	123
Carpool	8	13	29	50
Vanpool	0	0	1	1
Dropped off/taxi	4	6	2	12
Jitney	0	1	3	4
Bus	4	10	15	29
NJ Transit Train	3	2	1	6
PATH	17	61	44	122
Light Rail	8	4	5	17
Ferry	5	0	1	6
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	26	25	21	72
Walk/Bike	5	21	18	44
<i>Total</i>	<i>104</i>	<i>189</i>	<i>193</i>	<i>486</i>
Dining and entertainment (n=1309) :	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	145	105	149	399
Carpool	68	58	89	215
Vanpool	1	0	1	2
Dropped off/taxi	2	13	7	22
Jitney	1	1	4	6
Bus	12	18	26	56
NJ Transit Train	5	3	2	10
PATH	45	72	58	175
Light Rail	33	10	22	65
Ferry	8	0	0	8
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	61	32	25	118
Walk/Bike	76	90	67	233
<i>Total</i>	<i>457</i>	<i>402</i>	<i>450</i>	<i>1,309</i>
Sports and recreation (n=616):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	71	65	82	218
Carpool	17	18	32	67
Vanpool	1	0	2	3
Dropped off/taxi	2	3	1	6
Jitney	0	1	2	3
Bus	7	9	15	31
NJ Transit Train	4	1	4	9
PATH	17	30	20	67
Light Rail	12	4	6	22

Ferry	2	0	0	2
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	23	13	10	46
Walk/Bike	15	65	62	142
<i>Total</i>	<i>171</i>	<i>209</i>	<i>236</i>	<i>616</i>
Visit religious institution (n=409):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	35	49	79	163
Carpool	13	18	32	63
Vanpool	0	2	2	4
Dropped off/taxi	0	1	0	1
Jitney	0	0	2	2
Bus	5	9	21	35
NJ Transit Train	1	2	1	4
PATH	4	3	8	15
Light Rail	2	3	4	9
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	6	5	7	18
Walk/Bike	17	49	29	95
<i>Total</i>	<i>83</i>	<i>141</i>	<i>185</i>	<i>409</i>
Visit friends (n=1096):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	144	138	152	434
Carpool	18	30	47	95
Dropped off/taxi	3	9	4	16
Jitney	0	2	5	7
Bus	4	31	38	73
NJ Transit Train	5	3	4	12
PATH	37	68	48	153
Light Rail	12	8	17	37
Ferry	1	0	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	46	32	24	102
Walk/Bike	22	83	61	166
<i>Total</i>	<i>292</i>	<i>404</i>	<i>400</i>	<i>1,096</i>
Miscellaneous errands/other (n=1262):	Work in Jersey City	Live in Jersey City	Work and Live in Jersey City	Total
Drive alone	223	186	207	616
Carpool	17	27	34	78
Vanpool	2	0	1	3
Dropped off/taxi	2	4	2	8
Jitney	0	3	5	8
Bus	7	25	32	64
NJ Transit Train	4	2	0	6
PATH	31	40	26	97
Light Rail	32	11	17	60
Ferry	11	1	1	13
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	53	28	29	110
Walk/Bike	56	86	57	199
<i>Total</i>	<i>438</i>	<i>413</i>	<i>411</i>	<i>1,262</i>

2. Non Work Trips by Mode – Weekends

Travel by mode during non work hours on weekends is provided below in “*Table B: Weekend Non Work Travel by Mode.*” Trips are provided for each of the three market segments²⁷. In summary, the highlights are the following.

- ◆ Respondents answering stated that driving alone or carpooling was their primary means of travel to conduct miscellaneous errands or visit friends during the weekend – approximately 50% or more across all there market segments.
- ◆ Many more respondents (approximately 74%) who only work in Jersey City use car alone or in a pool to get to a religious institution, get to a sports or recreation event or dine or entertain out, while roughly 40% (Market Segment 2) to 60% (Market Segment 3) of respondents who live here use some form of auto travel.
- ◆ Thirty-four percent to 58% of respondents living in Jersey City use a car to attend a cultural event, visit a medical establishment or do shop at retail locations, go to the cleaners on the weekend. Respondents who only work in Jersey City stated they use a car 60% to 70% to conduct these activities.
- ◆ Over sixty percent of reporting respondents said they use a car for grocery shopping on the weekends.
- ◆ Thirty-eight to 92% of reporting respondents said they use a car to get to a second job or drop/pick-up someone on the weekend from work, transit stop, school or day care. However, only a very small few²⁸ reported doing these activities on the weekend.

Table B: Weekend Non Work Travel by Mode

Miscellaneous errands/other (n=890):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	105	175	190	470
Carpool	12	34	34	80
Vanpool	1	0	0	1
Dropped off/taxi	1	2	1	4
Jitney	1	2	4	7
Bus	9	25	26	60
NJ Transit Train	2	0	0	2
PATH	5	37	15	57
Light Rail	9	9	14	32
Ferry	0	1	2	3
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	4	16	18	38
Walk/Bike	10	77	49	136
<i>Total</i>	<i>159</i>	<i>378</i>	<i>353</i>	<i>890</i>

²⁷ Market Segment 1: Works in Jersey City (and lives outside Jersey City); Market Segment 2: Works outside Jersey City (but lives in Jersey City); Market Segment 3: Lives and Works in Jersey City.

²⁸ Ex: the smallest number of respondents reporting was eight, the maximum was 60 across the three market segments.

Visit friends (n=929):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	96	136	144	376
Carpool	26	37	54	117
Vanpool	1	0	0	1
Dropped off/taxi	1	5	2	8
Jitney	0	2	3	5
Bus	10	22	32	64
NJ Transit Train	4	4	4	12
PATH	13	65	48	126
Light Rail	6	11	10	27
Ferry	0	1	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	10	30	18	58
Walk/Bike	12	67	55	134
<i>Total</i>	<i>179</i>	<i>380</i>	<i>370</i>	<i>929</i>
Visit religious institution (n=477) :	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	50	47	88	185
Carpool	11	27	42	80
Vanpool	0	1	1	2
Dropped off/taxi	1	3	1	5
Jitney	1	0	2	3
Bus	7	18	23	48
NJ Transit Train	1	1	2	4
PATH	2	8	9	19
Light Rail	1	3	4	8
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	2	2	10	14
Walk/Bike	6	62	41	109
<i>Total</i>	<i>82</i>	<i>172</i>	<i>223</i>	<i>477</i>
Sports and recreation (n=560):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	56	58	95	209
Carpool	14	28	39	81
Vanpool	0	0	2	2
Dropped off/taxi	3	3	2	8
Jitney	0	1	2	3
Bus	4	14	17	35
NJ Transit Train	2	2	2	6
PATH	3	27	22	52
Light Rail	6	5	7	18
Ferry	0	1	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	6	5	11	22
Walk/Bike	4	66	53	123
<i>Total</i>	<i>98</i>	<i>210</i>	<i>252</i>	<i>560</i>
Dining and entertainment (n=998):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	88	111	142	341
Carpool	46	59	99	204

Vanpool	0	1	2	3
Dropped off/taxi	2	6	5	13
Jitney	0	1	5	6
Bus	10	15	29	54
NJ Transit Train	5	0	4	9
PATH	12	69	59	140
Light Rail	11	12	14	37
Ferry	0	1	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	9	30	20	59
Walk/Bike	9	84	38	131
<i>Total</i>	192	389	417	998
Cultural events (n=509):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	36	51	61	148
Carpool	14	21	34	69
Vanpool	0	0	1	1
Dropped off/taxi	2	1	4	7
Jitney	0	0	2	2
Bus	4	14	17	35
NJ Transit Train	1	1	3	5
PATH	7	64	52	123
Light Rail	5	3	5	13
Ferry	0	1	1	2
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	9	35	21	65
Walk/Bike	4	24	11	39
<i>Total</i>	82	215	212	509
Medical visit (n=182):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	25	24	40	89
Carpool	2	3	9	14
Vanpool	0	0	1	1
Dropped off/taxi	3	1	3	7
Jitney	0	1	3	4
Bus	5	11	13	29
PATH	0	5	4	9
Light Rail	2	2	5	9
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	1	3	4	8
Walk/Bike	0	6	6	12
<i>Total</i>	38	56	88	182
Stop at retail store, cleaners, etc' (n=977) :	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	106	164	185	455
Carpool	26	41	49	116
Vanpool	0	0	1	1
Dropped off/taxi	1	2	1	4
Jitney	0	5	3	8
Bus	11	20	46	77
NJ Transit Train	2	0	1	3
PATH	7	32	21	60

Light Rail	13	17	22	52
Ferry	0	1	0	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	7	7	14	28
Walk/Bike	15	96	61	172
<i>Total</i>	<i>188</i>	<i>385</i>	<i>404</i>	<i>977</i>
Go grocery shopping (n=1002):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	101	218	222	541
Carpool	20	46	57	123
Vanpool	0	2	1	3
Dropped off/taxi	1	3	8	12
Jitney	1	2	1	4
Bus	14	28	36	78
NJ Transit Train	1	0	0	1
PATH	5	13	12	30
Light Rail	5	11	17	33
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	4	6	10	20
Walk/Bike	14	92	51	157
<i>Total</i>	<i>166</i>	<i>421</i>	<i>415</i>	<i>1,002</i>
Go to a second job (n=107):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	16	10	34	60
Carpool	1	1	3	5
Dropped off/taxi	1	1	1	3
Jitney	1	0	2	3
Bus	1	3	6	10
NJ Transit Train	1	0	0	1
PATH	0	2	4	6
Light Rail	0	2	1	3
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	2	1	2	5
Walk/Bike	2	2	7	11
<i>Total</i>	<i>25</i>	<i>22</i>	<i>60</i>	<i>107</i>
Attend school (n=52):	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	4	7	9	20
Vanpool	1	1	1	3
Jitney	0	2	2	4
Bus	1	5	3	9
PATH	2	4	2	8
Light Rail	0	1	2	3
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	0	1	1	2
Walk/Bike	0	0	3	3
<i>Total</i>	<i>8</i>	<i>21</i>	<i>23</i>	<i>52</i>
Drop-off/Pick-up someone at school/daycare (n=59)	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	11	8	16	35
Carpool	1	4	1	6

Vanpool	0	0	2	2
Bus	0	2	3	5
NJ Transit Train	0	1	0	1
PATH	0	1	0	1
Light Rail	1	0	0	1
Ferry	0	1	1	2
Walk/Bike	0	3	3	6
<i>Total</i>	13	20	26	59
Drop-off/Pick-up someone at work (or transit stop) (n=116)	Work in JC	Live in JC	Work and Live in JC	Total
Drive alone	9	37	27	73
Carpool	4	5	10	19
Dropped off/taxi	1	0	2	3
Bus	1	2	3	6
NJ Transit Train	1	1	1	3
PATH	0	1	3	4
Light Rail	1	0	2	3
Ferry	0	0	1	1
Multimode (ex: bus to PATH, bus to LRT, drive to Ferry)	0	1	2	3
Walk/Bike	0	1	0	1

Qualitative Research Summary

An online bulletin board qualitative study was designed and implemented in a four-day period: July 24, 2008 through July 28, 2008. The purpose of this study was to provide more-in-depth qualitative feedback from people who took the Jersey City 2050 Mobility Survey. This qualitative study sought feedback on five specific transportation themes that emerged from the extensive survey initiative and through various public sessions with community-wide stakeholder groups.

- ◆ Transit Integration
- ◆ Connected-Integrated Neighborhoods
- ◆ Regional Transportation Access to/from Jersey
- ◆ East-West Access between Hackensack River Waterfront and Hudson River Waterfront
- ◆ Regional and Local Movement of Goods

Two hundred and fifty mobility survey respondents were recruited, screened and selected to participate in this qualitative study. The goal was to obtain a maximum of 30 respondents regularly participating over the four-day period. The study ended with 28 participants.

The following include some key findings from this qualitative study.

Perceptions and Requirements for an Integrated Transit System

Participants had substantive thoughts and needs regarding the concept of an Integrated Transit System. The requirements revealed in the qualitative component of the mobility study helped shape the Jersey City Circulation Element planning goals and strategies²⁹. Requirements include service integration, linked payment systems, one operator or one responsible operating organization, and affordable, reliable and responsive service to meet user needs.

“I suppose an “integrated transit system” is one that uses various forms of public transportation to link the whole city or region together. As an example, one would walk a few blocks to pick up a small bus or jitney which would take you to the light rail station, bus station or train station.”

“...The buses in Jersey City to me are a mess. I see that some lines are run by different companies and we need one company servicing the city not small lines that run horrible busses and out of date equipment and charging over 1.00 for ridership. So in my opinion, I believe that an integrated transportation system will work best using cards that link NJ and NYC with ridership privileges.”

“My idea of an “integrated transit system” is one that some what models the MTA in NYC, but one that's even better. Both buses and trains are run under one

²⁹ Detail available on CD: Q34 Comments versus Planning Goals and Strategies.

system and where transportation is available throughout all parts of the city and extends and/or connects to other tri-state area transportation systems. In addition to a transportation system that is reliable and affordable for its commuters.

“For me, the greatest benefit of an integrated transit system would be the ability to buy just one ticket, or have just one monthly pass, that would get me on the light rail, PATH, ferry, and bus. I have experienced a system like this in Vancouver, CA.”

“An "integrated transit system" allows people to easily make connections to get from point A to point B. For example, people can catch the ferry to the Paulus Hook terminal, and walk a few minutes to catch the PATH at Exchange Place. The PATH and MTA NYC Transit systems should partner more extensively, to provide one smooth travel experience for the customers. It is also important that public transportation runs often enough so that people can make connections easily and don't have to stand on very crowded trains.”

“My idea of an integrated transit system would be for all similar methods (ie trains, rail systems) be connected. And/or have close connections to other type systems (ie buses). The current rail (Light rail and PATH) transit system is completely not integrated. The light rail does not connect with the PATH and it does not use the same payment systems (i.e. smartcard or Metrocard), nor does the PATH connect with the NYC MTA.”

Reactions (rating scale: 1=lowest; 10=highest) to having an Integrated Transit System were highly positive.

“An Integrated Transit System would be an ideal solution to our transportation woes. It would make the system more manageable in terms of costs and reliability. We live in one of the busiest and most commercial regions of the country yet we have such a poor transportation system.”

“Anything that helps people in JC avoid driving to work gets a 10 from me. It really does make a difference to not have to constantly keep track of four different types of payment systems for light rail, bus, PATH, and ferry. And then of course I would need another type of card for a fifth payment system for the NYC subway system.”

“People are busy nowadays and should be able to manage a smooth commute to where they need to be. With the oil crises, the growing population, increased traffic bottlenecks, and increased pollution, people should feel more encouraged to take public transportation. For that to happen, the entire public system (PATH, MTA, LightRail, Bus, NJ Transit, NY Waterway, etc) should engage in integration discussions.”

“My reaction is 10! - Better interconnectivity with other systems, more frequent schedule on weekends, more Path stations throughout JC. Anyone who lives on

the other side of the Mall or away from Grove St has a long tiring walk ahead of them just to access the Path trains.”

Participants identified several benefits that would accrue from an Integrated Transit System including effective inter-agency communication, increased use of public transit, reduced costs, improved travel times, reduction in pollution and overall increase in the quality of life.

“It would encourage people to consider public transportation, allow all the different transportation boards to engage in discussions, allow for repair and “beautification” hubs/stations, and encourage others in the boroughs of NYC to seriously consider Jersey City as a great place to live/work/visit.

“Mostly it would save time and allow people to board buses and trains without bottlenecks. If people could use a card to board buses, for instance, we wouldn't have to wait while they stick their dollars in the machine, which takes forever.”

“Such a system would bring make getting around much easier. In addition, the people who plan the routes, train schedules, etc. would all hopefully coordinate and speak to each other. At this point I'm not sure that there is much communication going on between the various bus lines/Path/Light Rail.”

“If done right, it should result in less of a hassle from the ticket perspective as well as shorter commute times due to better scheduling. In addition, it would result in increased ridership which would ultimately reduce pollution, further reduce commute times, create jobs, and make JC a more attractive place to live and work.”

Perceptions and Requirements for Connected-Integrated Neighborhoods

Online Bulletin Board participants also gave their opinions regarding the concept of Connected-Integrated Neighborhoods. Their feedback includes the following considerations.

- ◆ Quality and effective public transit service should be equally available in all Jersey City neighborhoods.
- ◆ Community leaders and citizens would have input on determining how to meet neighborhood needs.
- ◆ People could move seamlessly between neighborhoods.
- ◆ Economic development and attractive ‘neighborhood personalities’ could exist in each neighborhood.

“More service should be in neighborhoods that rely on the busses. Why doesn't NJ transit have all the bus routes in Jersey City? That is the reason why the neighborhoods get half served - when the small companies decide to sell or stop running busses then the people suffer and NJ transit is operating one or two lines in area(s) that are very, very overcrowded busses...”

“Transportation would be available to all neighborhoods in Jersey City. Where every neighborhood regard(less of) its social-economic circumstances would not be excluded

from having access to adequate transportation. In addition community leaders and citizens would be able to have a say in the needs of their neighborhood's transportation needs. In addition all neighborhoods in JC would be a part of a Centralized-Integrated transportation system.

“This concept means to me traveling to throughout JC with relative ease via mass transit. But, aside from the mall, I don't know of anywhere I'd want to go. I think the fundamental issue in JC, at least in Ward E, is that there's a demographic that'd largely welcome a Hoboken-style business environment--restaurants, pubs, shops, but for whatever reason, there's no mandate. I'd love to see a Connected-Integrated system with somewhere to go for leisure, not only for commuting.”

“If you make it easier to get around town, people can discover destinations in other neighborhoods. There may be restaurants or cultural groups around town that are suffering in obscurity but if people had better access to them, they might become popular.”

“I think the LRT is a pretty good example of integration, because it hits most of the downtown JC neighborhoods, except for Hamilton Park. It should be easy to get from one neighborhood to another. While each neighborhood has its own 'personality', we still want Downtown Jersey City to be one cohesive area. It shouldn't be a lot harder for people in certain neighborhoods to reach public transportation.”

The concept of Integrated-Connected Neighborhoods would include the following attributes.

Your feedback has been translated into a possible design for “Integrated-Connected Neighborhoods” within Jersey City that contain the following features.

1. Reliable, frequent, safe and affordable transportation, specifically in the form of mass transportation, would be available to all neighborhoods in Jersey City.
2. All neighborhoods, regardless of social-economic circumstance, would have access to adequate transportation.
3. Community leaders and citizens would have a say in defining the transportation needs of their neighborhoods.
4. All neighborhoods would be connected to a Centralized, Integrated Transportation System within Jersey City.
5. The Centralized, Integrated Transportation System would serve all major activities including Route 440, Journal Square, Downtown, local neighborhood businesses, schools, libraries and hospitals.
6. The Centralized, Integrated Transportation System would connect physically to all major transportation services providing access to/from Jersey City including PATH, Hoboken Terminal and the Ferry.
7. Access to the Centralized, Integrated Transportation System within Jersey City would be accessible from each neighborhood via multiple methods – walk, bike, and shuttle services.
8. System is able to accommodate disabled people adequately.
9. Communicate the existing systems and the neighborhood inter-connectivity to the public.

10. All neighborhoods are “walkability” features that are safe, environmentally friendly, easy to navigate and include transit villages.

Perceptions and Requirements for Regional Transportation Access to/from Jersey

Participant’s ideas regarding regional accessibility were varied. Their requirements included a comprehensive bus, train, ferry and LRT system that provides safe, reliable and convenient transit access throughout New Jersey and parts of New York; a universal fare package that is simple and affordable; and provides airport access.

“A transportation system where people can commute via bus, train, ferry and LRT...”

“Transportation to and from the airport!!!”

“Ready access to Jersey City's major hubs--Pavonia, Journal Square, Exchange Place, Grove Street, and even the Hoboken train station.”

“YES! Traveling to and from any of this area's airports is an embarrassment. Buses trains, monorails... with a population base as large as Hudson County how can there not be a direct link, at least to EWR? I usually take a taxi because I just can't be bothered with this mess.”

“Regional transportation allows for easy access to places outside of Jersey City and the closer parts of Manhattan. This includes easy access to NJ Transit, LIRR and MetroNorth. Connections can be better in some areas.”

“Public transportation in JC is very much aimed at the east (NYC) but once you try to travel elsewhere in New Jersey by public transportation, things become very complicated.”

“It should be a major part of the Integrated Transit system we were discussing the other day. Perhaps direct linkage via express bus to the existing hubs (both Penn Stations, Hoboken's train station . . .) from the Centralized Neighborhood stations in the last question. Adding to the "regional" part of the question, trains that go south toward Atlantic City-Cape May.”

“Strong multimodal linkages with the surrounding region, including northern NJ counties and communities as well as Manhattan and the rest of New York City. It would include strong linkages between modes as well as some form of fare integration, or at least, a joint fare card to make transit connections relatively seamless. It would include cooperation between all the various operators in the region.”

“I think that means easy mass transit access to the surrounding towns and suburbs. The most important features should be convenience and speed. Currently it is a huge headache to take a NJ Transit train to the suburbs on a weekend, it easily takes twice as long as if I had driven there instead. It also costs twice as

much once you throw in the PATH ride. and it's not actually in JC, I have to go to Hoboken or NYC. It would also be nice if it operated like the LIRR with express trains on nights and weekends (not just during rush hour) and the bar car was fantastic!"

"A transit system that would make it easier to access other parts of New Jersey. For example, other than the PATH train, there does not seem to be too many ways to get from Jersey City to Newark. One way for better access to Newark, I think, could be an expansion of the Light Rail. Newark already has its own Light Rail system, and I'm sure that it could be expanded in a way where it could link to the Light Rail in Jersey City. Additionally, if someone who doesn't drive wants to get to other parts of New Jersey, one either has to get to Newark, Hoboken, or even go into Manhattan and the Port Authority Bus terminal. So I think the transit system in Jersey City should expand to include transportation to other parts of the state."

"It should include fare cards that allow you to transfer seamlessly from one form of transportation to another (e.g. bus to light rail to PATH), bike lanes and rerouted bus systems -- the way things are now, if you want to go to, say, Secaucus, it's often easier to take a bus into Manhattan to do so. Same deal with North Bergen/Union City."

Overall reaction to the regional concept was high due to the many benefits that would accrue including the positive environmental and economic impacts perceived by participants.

"It is so vital for a city's growth and prosperity to have a Regional Transportation Access System. It would allow growth for areas that are run down and economically depressed. It would make the city more inviting, the quality life would definitely improve."

"I think it's a great idea. Look what it did for Hoboken. Hoboken is a model transit village. That's what JC needs to transform itself into."

"This will reduce the amount of cars on the road, reduce the amount of congestion and pollution, and encourage more people to mobilize and take advantage of what JC & beyond have to offer. We also need to consider people who cannot drive a car for one reason or another. Improved regional transportation opens a lot of doors for them."

"More public transportation needs to be aimed to the west."

"Regional access that is comprehensive, ie reaches enough places to serve everyone well, is imperative. All it needs after that is to be enough cheaper than driving to gain ridership."

The specific features desired in this regional system should include the following.

1. Seamlessly integrates and makes use of existing regional systems – such as NJ Transit trains into Hoboken or New York, ferry services and PATH services.

2. Avoids bringing cars into Jersey City, but instead relies on bringing more people into/out of Jersey City by transit services.
3. Stops, where necessary, regional auto traffic at intercept points outside of Jersey City.
4. Integrates well with a local “Integrated Transit System” so that people who live and work in Jersey City can, as much as possible, use transit within Jersey City and traveling to/from Jersey City rather than auto travel.

Perceptions and Requirements for East-West Access between Hackensack River Waterfront and Hudson River Waterfront

Some participants believe the concept of an East-West access between the two waterfronts was highly desirable.

“Improved east-west access would be a great idea. How would it be achieved? Building a new bridge that doesn't open for boat traffic. Where would it be located? Changing existing bridges, what happens to the traffic until that's accomplished?”

“I'm assuming the easiest way to do this is expanding/improving upon the Light Rail system? If that's the case, I'd say it's an 8 or 9, this should happen & it's an excellent idea.”

“I live near the Hackensack River and it's very difficult to get downtown on public transportation. Making it easier to get back and forth would encourage development along the Hackensack River, which is sorely needed.”

“The Hackensack River borders JC to the west right? I'd think that people living in that area would appreciate better access so I'll rate it an 8.”

“Yes (a “9”) for example access from the heights to Route 440 mall is really only convenient with a car. The light rail should extend westward via an overpass over 440 to the center of the mall and planned parks along the river.”

“It would be ideal if there was a east-west access between Hackensack River and Hudson river water fronts that would help in accessing other counties in NJ.”

“Adding more bus lines would be a quicker and cheaper (way) to help with the east-west connectivity.”

“For JC, the 6th Street Embankment has been proposed and becoming a part of the Greenway, if it is preserved and used as a park. But I would be happy with bike lanes on the shopping streets, since I use my bike for utilitarian purposes usually, like commuting to work and shopping, a lot more than for recreational.”

Perceptions and Requirements for Regional and Local Movement of Goods

Reactions to movement of goods were diverse. Generally, participants do not like trucks into Jersey City but recognize that a better system is needed.

“Much of goods entering JC now are coming in from Trucks. Trucks on the streets in Jersey City is very dangerous and unsightly. It's very treacherous to share the roads with trucks. JC does not have the design to have trucks running along it's streets.”

“I don't have too much problems with the way things are now.”

“One thing I would like to add is that there appears to be no actual access route specifically for JC, all roads seem to lead to the Holland tunnel, but you can almost not make into the city without having to deal with some sort of tunnel traffic, so for people delivering to JC this is probably a huge issue.”

“How frustrating is it to sit in tunnel traffic when you have no intention of going into the tunnel? It makes no sense and our friends/family dread visiting. I don't blame them. If the tunnel is backed up close to an hour, they will sit in it for no reason just to get to our place. Same with delivery trucks: they're not going to the tunnel but they have to navigate that traffic in order to make it anywhere. That is one of the biggest Jersey City traffic issues & it needs to be addressed immediately.”

“I think the trucks around here are one of the scariest factors I face when driving, especially on narrow roads, like the Witt Penn bridge, so I would rate the current system of moving goods around JC a 5.”

“I live near a freight train track and do not mind it at all. They are some of the longest, slowest trains I have ever seen and my two-year-old loves looking at them. But the trucks on Communipaw are so obnoxious, and they should be using Garfield to get where they are going I think. But no-one enforces this.”

“When I think of the movement of goods through JC, I think of the 1/9, Tonnelle Ave circle by the U-Haul shop. What a god-awful entrance into the waterfront. It's hideous. When I can, I drive through Hoboken just so I don't have to see it.”

“That Tonnelle Circle is a pattern I avoid at all costs - ugly, congested & DANGEROUS.”

Recommendations and Next Steps

Results obtained from the Jersey City 2050 Mobility Study are useable for the transportation planning purposes of this study. **The following are specific recommended uses a result of this study.**

Update transit versus non transit shares by market segment – data is more recent than the Census or other data available through transportation agencies in the region.

Rely on origin and destination patterns in the Circulation Element Plan – patterns are reasonably consistent with known data and are remarkably similar to patterns revealed more than a decade old during peer-reviewed planning efforts for the \$1.3 billion dollar Hudson-Bergen Light Rail project.

Develop highway volumes using on O-D patterns from the survey and the North Jersey Transportation Planning Authority (NJTPA) trip tables – the NJTPA is the recognized transportation planning agency in New Jersey and has a model appropriate for this use.

Plan and develop specific transportation goals and improvement strategies targeted to each market segment – the vast quantitative and qualitative data obtained in this study identifies relevant, comprehensive, community-based needs that can be addressed through cooperative planning in the region and within Jersey City.

Collaborate with regional transportation providers such as New Jersey Transit and Port Authority of New York & New Jersey to identify and recommend transit-based capital improvement projects that specifically address needs and challenges identified by respondents – quantitatively and qualitatively.

Identify, develop and implement more directly the “unaddressed” needs such as those of senior citizens, disabled and geographic-based challenges based on respondent feedback obtained in this study.

Identify and provide funding to support development of survey data detailed enough for transportation modeling and specific engineering needs – the survey provides a great start, but study limitations may require more effort for these purposes, particularly in areas outside of Downtown Jersey City.

Limitations of this study are small samples obtained in some cases at the neighborhood level. Resource Systems Group, the peer review firm, also notes the sparseness of the data at the neighborhood level. Thus, care, through experienced-based knowledge, consistency with other quality information, and assessments of reasonableness is needed when using small samples at the neighborhood level before making sweeping generalizations for planning, modeling or engineering purposes. This knowledge, other information and assessments of reasonableness should be identified and transparent in application.

Finally, it is recommended that Jersey City work closely with New Jersey Transit to support and collaborate on the design of another study needed for the anticipated expansion of the Hudson-Bergen Light Rail in Jersey City. This next study should

extend the work started for this 2050 Mobility Survey and address, where needed, any gaps identified (i.e. small sample sizes).

Appendix A: Outreach and Significance

Outreach

A comprehensive and holistic outreach program was undertaken to provide as much access to the Jersey City 2050 Mobility Survey as possible to encourage public participation and avoid excluding any particular group. The specific elements of the outreach program are listed below.

- ◆ Councilman Sottolano announced survey at March 24 Council Caucus meeting which is broadcast on JC1.
- ◆ Mayor's Press Conference on Wednesday, April 2 (resulted in articles in The Jersey Journal on April 4 and The Star-Ledger on April 3).
- ◆ Display ads appeared in The Jersey Journal on April 3 and 8 and The Jersey City Reporter on April 6.
- ◆ Paper copy of survey available through Mayor's Action Bureau, drop box located at City Hall, computer stations set up at City Hall and Jersey City public libraries.
- ◆ Survey announced on homepage of City of Jersey City website, press release posted on City website and at project website (www.jerseycitymobility2050.com).
- ◆ Link to project website from websites for following organizations:
 - City of Jersey City
 - Hudson County
 - Hudson TMA
 - NJ Transit Home Page
 - Van Vorst Park Association
 - Central Avenue SID (www.jcheights.com)
 - Jersey City Redevelopment Agency
 - New Jersey Transit
- ◆ Survey announcement e-mailed by various City employers to employees at various organizations, including City of Jersey City, Hudson County, Liberty Health Care system, and Connell Foley (Jersey City office). Survey announcement included with Hudson County employee paychecks.
- ◆ Survey announcement e-mailed to attendees of past public meetings for Jersey City transportation studies.
- ◆ English flyer announcement mailed to all Jersey City community groups that are known by the City.
- ◆ Letter from Mayor mailed to 72 largest employers in Jersey City to ask for assistance with outreach to employees. During follow-up phone calls, employers asked to distribute flyer announcement to employees via work e-mail and/or post flyer announcements in common areas.
- ◆ English and Spanish flyer announcements mailed to all certified UEZ businesses in Jersey City.
- ◆ English and Spanish flyer announcements e-mailed to Joan Eccleston, employee in the City of Jersey City Department of Health and Human Services, for distribution to senior groups.

- ◆ English and Spanish flyer announcements e-mailed to Aida Sanchez, employee in the City of Jersey City Office of Emergency Management, for distribution to building managers.
- ◆ English flyer announcement e-mailed by Division of Community Development to all of its grant sub-recipients (including but not limited to American Red Cross, Let's Celebrate, Inc., Hudson Pride, Catholic Charities of the Archdiocese of Newark, Houses of Hope, Inc., Jersey City Episcopal CDC, Hudson County HIV/AIDS Planning Council, Horizon Blue Cross Blue Shield, Visiting Homemaker Services of Hudson County, MASSH).
- ◆ English and Spanish flyer announcements e-mailed to Jennifer Morrill, Press Secretary for Mayor Jerramiah Healy, for distribution to City Council members to distribute to constituents.
 - English and Spanish flyer announcements e-mailed to Maria Maio, Executive Director of the Jersey City Housing Authority, for posting in common areas at JCHA housing complexes.
 - Announcement made and flyer announcements distributed at April 8 Planning Board meeting.
 - Flyer announcements provided to Lefrak Organization for distribution to retail tenants and employees and residential building lobbies.
 - Flyer announcements distributed by Special Improvement Districts:
 - Central Avenue: link to website on CASID website, flyer announcement mailed to all businesses
 - Journal Square: ambassadors distributed the flyer announcement to commuters at PATH station and to business owners in SID, flyer announcement distributed to board members for circulation among employees
 - McGinley Square: flyer announcement distributed to 120 businesses in SID
- ◆ Flyer announcement distributed by Neighborhood Improvement District (NID) staff.
- ◆ Flyer announcements distributed at various lunch locations in the Exchange Place area.
- ◆ Follow-up display ad appeared in The Jersey Journal on April 24.
- ◆ Follow-up notices appearing in the NJN after Mayor's Press Conference.
- ◆ Targeted field work by Eastland Systems Group consultant team:
 - Spoke at Jersey City Housing Authority Resident Advisory Board (which is comprised of representatives from each resident association in the JCHA system) meeting and walked board members through paper survey on April 17, followed by field visits to various public housing complexes.
 - Outreach in Marion, Bergen, Heights, Downtown, Journal Square, Lafayette and Greenville neighborhoods via distribution of flyers at regional and local libraries and onsite intercept surveys in and around libraries.
 - Outreach in retail areas along Route 440, Newark Avenue, Westside Avenue, Central Avenue, Pacific Avenue, Communipaw Avenue and Bergen Avenue through distribution of flyers at a various retailers and some banks and conducting onsite intercept surveys in and around these retailers and banks.

- Outreach among low income working and unemployed residents including senior citizens in Greenville, Downtown, Journal Square, Lafayette and Marion neighborhoods via distribution of flyers, survey questionnaires for distribution and collection at specific housing developments, and onsite intercept surveys.
- ◆ Mayor’s office announced survey at numerous community meetings throughout the city.
- ◆ Private sector employer outreach by Jersey City Planning Division, Jersey City Economic Development Corporation, Hudson County Economic Development Corporation, Jersey City Workforce Investment Board, Hudson Transportation Management Association, Jersey City Special Improvement Districts, HEDC Director’s Office and Jersey City Mayor’s Office.

To support the outreach process the following locations were specifically identified to ensure survey access.

- ◆ Pavonia/Newport Mall
- ◆ Retail centers on Route 440
- ◆ Colleges and Universities
- ◆ Major/large transit terminals such as Journal Square and PATH stations
- ◆ Hospitals and schools
- ◆ Public Housing
- ◆ Major residential developments
- ◆ One-Stop Career Center locations
- ◆ Libraries
- ◆ City Hall and other City buildings
- ◆ Employers in each neighborhood

Sample Error

“The percentages obtained in a sample survey are estimates of what the distribution of responses would be if the entire population had been surveyed. “Sampling error” is a social science term that describes the probable difference between interviewing everyone in a given population and a sample drawn from that population”³⁰. Thus, the 2000 Journey-To-Work census reported the Jersey City sample catchment area as 156,341 trips. While it is likely that this number of trips has not changed somewhat between 2000 and when this survey was taken, no other comparable data was available for use in this study. Thus, using this census trip catchment area, the overall sampling error associated with an overall sample of 2,804 is +/- 3.5 percent at a 95 percent confidence interval.

“It should be noted, however, that sampling error does not take into account other possible sources of error inherent in any study of public opinion, attitudes, interests, or behaviors, particularly when estimates are based on self-reports of “socially desirable...or

³⁰ Contributing Source: Central New Jersey Regional Social Capital Benchmark Survey, Edward J.; Bloustein School of Planning and Public Policy Rutgers, The State University of New Jersey

undesirable” behaviors³¹” for instance behavior and preferences regarding transportation or substantial changes to planning landscape (e.g. new service, increased development).

“Sampling error is inversely proportional to sample size; in other words, sampling error decreases as the effective sample size increases. A corollary consequence to the inverse proportional relationship between sample error and sample size is that sampling error increases as the effective sample size is reduced³²”. Thus, this fact must be kept in mind when comparing the responses of different groups within the sample such as market segments or neighborhoods within each market segment. Other means of interpretation could be included in interpreting findings, such as current data from transportation planning and operating agencies, level of precision required in the data, uses of data, professional judgment, and historic practices used in previous survey and analysis for transportation needs in Jersey City (e.g. employee and resident surveys that led to major transportation infrastructure investments including Hudson-Bergen Light Rail, new bus service and park-n-rides). “Note: While it is perfectly acceptable in survey research to report the overall margin of sampling error, it technically should be calculated based on bivariate responses to each separate question in the survey³³”. Further, these calculations must be performed on unweighted data.

Sample Weighting

“Ideally, a survey sample will have the same demographic characteristics as the population from which it was drawn. In practice, however, this is rarely the case and a statistical procedure known as “weighting” is commonly used to adjust samples for differences between the demographic portraits of the population and the sample³⁴”. Using standard approaches accepted within the survey profession, Resource Systems Group, the survey’s peer review firm, weighted these data to assure that the demographic parameters of the samples correspond, within a reasonable degree of statistical tolerance, to the demographic parameters of the relevant populations: Market Segments, Income, and Transit versus Non Transit. The source for the weights was the 2000 Journey-to-Work census data, which by all accounts, gives the most conservative perspective. Specifically, since the Journey-to-Work census data is based on year 2000 information and many structural shifts have occurred in Jersey City since then, the decision to conduct analysis on unweighted data has been approved by Jersey City as a reasonable approach for the 2050 Jersey City Mobility Study.

³¹ Ibid.

³² Ibid.

³³ Ibid.

³⁴ Ibid.