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**Circulation Element of Jersey City Master Plan
Technical Advisory Committee Meeting
Wednesday, March 5, 2008, 10 AM**

Minutes

In attendance:

- R.J. Palladino, NJ Transit
- Mathew Safer, NJ Transit
- The Honorable Michael Sottolano, Jersey City Ward A Councilman
- Jay DiDomenico, Hudson Transportation Management Association
- John Lane, Hudson County Engineering
- Michael Tumbarello, NJ Meadowlands Commission
- Steve Brown, Port Authority of NY and NJ
- Vince Mantero, Port Authority of NY and NJ
- Liz DeRuchie, North Jersey Transportation Planning Authority
- Ben Delisle, Jersey City Redevelopment Agency
- Claire Davis, Jersey City Division of City Planning
- Richard Brundage, NJ Turnpike Authority
- Dan Frohwirth, Jersey City Economic Development Corporation
- Bob Cotter, Jersey City Division of City Planning
- Doug Greenfeld, Jersey City Department of Housing, Economic Development and Commerce
- Haseeb Ahson, TechniQuest Corporation
- Lee Klein, T&M Associates
- Brenda Johnson, Eastland Systems Group
- John Jennings, T&M Associates
- Edwin Reimon, Medina Consultants
- Naomi Hsu, Jersey City Division of City Planning

The following were available to those in attendance:

- Agenda for March 5 TAC meeting
- Project team organizational chart
- Draft worker survey
- Draft resident survey
- Draft survey announcements
- Draft content for project website
- Draft list of organizations to invite to participate on Stakeholders Group

- Proposed TAC meeting schedule
- Project Schedule

John Jennings, Principal Planner with T&M Associates and Project Manager of the consultant team, made a brief PowerPoint presentation on the consultant team's work program for the preparation of a new Circulation Element of the Jersey City Master Plan. Mr. Jennings noted that the consultant team will prepare a build-out analysis of Jersey City in the year 2050 and use NJTPA 2030 population and employment forecasts to inform the task. The team will examine activity patterns in Jersey City to understand how the City's transportation network functions. The updated Circulation Element will include maps of the transportation system, a report on the methodology and data collection process, implementation plan for recommended projects, and a street regulating plan. Mr. Jennings outlined the public outreach plan, which includes three public hearings, surveys of workers and residents in Jersey City, and meetings with a Stakeholders Group.

A website will be created and maintained for the duration of the project: **www.jerseycitymobility2050.com**. It is anticipated to launch in mid-March 2008. The website will include background information, the portal to the on-line survey, and meeting materials for download. The Technical Advisory Committee (TAC) will have the opportunity to approve TAC meeting summaries before they are posted on the website.

The TAC agreed that TAC meetings will be held, as needed, on the first Wednesday of the month at 10 AM. All meetings will be held at the Jersey City Department of Housing, Economic Development and Commerce located at 30 Montgomery Street in the large conference room on the 14th floor.

The TAC discussed the draft list of invitees to the Stakeholders Group. The purpose of the Stakeholders Group is to assist with public outreach. At the first Stakeholders Group meeting, planned for April 2008, the Stakeholders Group will discuss potential agenda items for the first public meeting, planned for May 2008. (The purpose of the first public meeting is to present the data collected during Task 1 and to ask the public for input on current and anticipated needs of the transportation network.) Members of the TAC suggested that the invitation to participate on the Stakeholders Group include the project website and states that each organization on the Stakeholders Group send no more than two representatives. It was suggested that organizations on the Stakeholders Group represent all wards and be as evenly distributed throughout the City as possible. Dan Frohwirth of Jersey City Economic Development Corporation offered to provide Naomi Hsu with additional organizations to invite to the Stakeholders Group.

T&M Associates will prepare various maps of Jersey City for presentation at the first meetings of the Stakeholders Group and the general public. The consultant team will create the following maps: a land use map that shows key community facilities, a map of roadway functional classification, and a map that shows development projects that are

proposed, approved, or under construction throughout Jersey City, similar to the existing Downtown Development map.

Proposed locations for public meetings included Hudson County Community College and the Hank Gallo room at Lincoln Park. The TAC agreed that the location of meetings of the Stakeholders Group and of the general public should be accessible by both car and mass transit.

As part of data collection, the consultant team will design and administer an on-line survey of workers and residents in Jersey City to collect data on travel patterns and begin the visioning process for the new Circulation Element. The plan to advertise the survey includes placing ads in local newspapers, running an ad on JC1, the local cable channel, and making announcements at Council Caucus meetings. It was suggested that a survey announcement be distributed with tax bills.

Members of the TAC noted that it was important to reach out to low-income populations, who may not have access to the internet. Brenda Johnson of Eastland Systems Group explained that survey responses will be validated, i.e., the response rate of a particular segment (e.g., gender, income, age) of the population will be compared to Census data for that segment for each neighborhood. (For purposes of survey administration, the City has been divided into 7 neighborhoods per NJ Transit's travel model.) Ms. Johnson said that, if the response rate is lower than the percentage, the consultant team will go out in the field and administer surveys on-site. Ms. Johnson noted that 400-600 responses are necessary to make the survey results statistically accurate.

Comments from the TAC on the draft resident survey include:

- Respondents should be prevented from taking the survey multiple times.
- The survey should make it clear that respondents cannot go back through the on-line version of the survey to change responses once they are submitted.
- Rephrase question #4 to say "During a typical workday, how to you make your day-to-day trips?"
- Delete question #5 on race, since it is not a category that will be used to check that survey responses are representative of a neighborhood.
- Question #28 should force respondents to choose their top three priorities instead of asking respondents to indicate all that apply. This question should ask directly why those who drive to work do not use mass transit.

Comments on the worker and resident survey should be submitted in writing to Naomi Hsu by Tuesday, March 11.

The next meeting of the TAC is scheduled for Wednesday, April 2 at 10 AM.