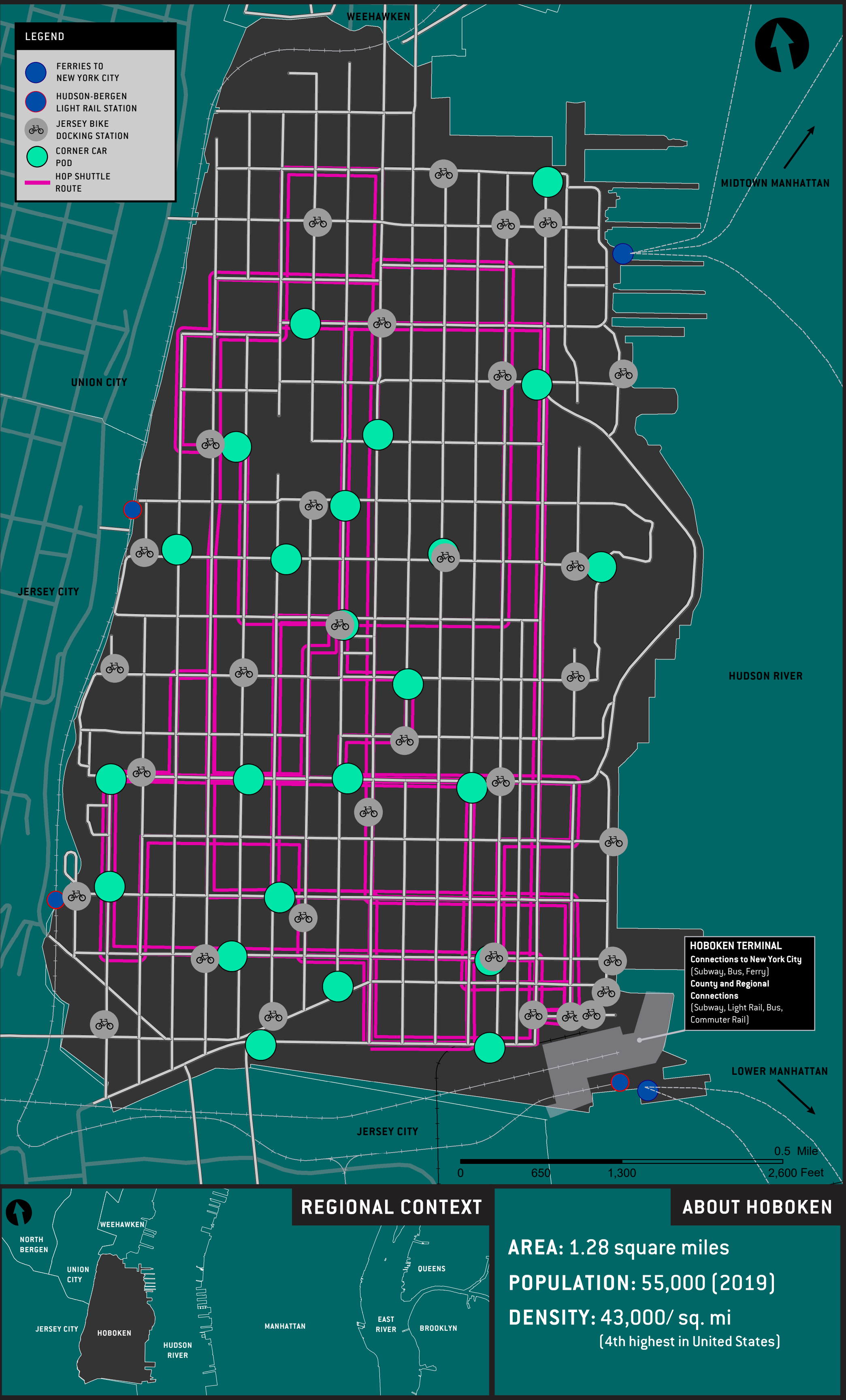


HOBOKEN

NEW JERSEY

NACTO designing / TORONTO cities 2019/

MEETING LAST-MILE DEMAND IN THE MILE-SQUARE CITY



A MULTI-MODAL CITY

59% of Hoboken residents commute by transit - the highest share in the United States.

90% of Hoboken residents live within a 3-minute walk of a public transportation stop.

24% of Hoboken households do not own a vehicle.

TRANSIT AND SHARED MOBILITY PROGRAM HIGHLIGHTS

- Subway, ferry, and bus connections to Manhattan
- Commuter rail, light rail, and bus connections to Northern New Jersey
- Corner Car on-street car share program debuted in 2010
- Hop intracity shuttle service began in 2014
- Bike share program launched in 2015
- E-scooter share program launched in 2019

TRIP TYPES

PURPOSE	FIRST- AND LAST-MILE TRIPS			
	Non-Commuting Trips Inside Hoboken	Commuting Trips Inside Hoboken	Commuting Trips Outside Hoboken	Non-Commuting Trips Outside Hoboken
DETAILS	Hoboken's compactness and flat topography allow non-motorized modes to dominate these trips. According to Walk Score, 95% of trips within Hoboken can be completed on foot. 56% of street mileage includes some level of bicycle accommodations.	Last-mile connections to transit for the 59% of residents who commute to work by transit and accommodations for the 7% of commuting trips occurring completely within Hoboken	93% of Residents Commute to Locations Outside Hoboken	Weekend Trips and Errands
AVAILABLE MODES	<div><div>Walking</div><div>Shared Mobility</div><div>Jersey Bike (Bike Share)</div><div>Lime & Ojo (E-Scooter Share)</div><div>Corner Cars (Car Share)</div><div>Public Transportation</div><div>Hudson-Bergen Light Rail</div><div>Hop Shuttle</div><div>NJ Transit Bus</div></div> <div><div>Private Transportation</div><div>Bicycles</div><div>Ride hailing / taxi</div><div>Private car</div></div>	<div><div>Walking</div><div>Shared Mobility</div><div>Jersey Bike (Bike Share)</div><div>Lime & Ojo (E-Scooter Share)</div><div>Public Transportation</div><div>Hudson-Bergen Light Rail</div><div>Hop Shuttle</div><div>NJ Transit Bus</div></div> <div><div>Private Transportation</div><div>Bicycles</div><div>Jitney shuttles</div><div>Ride hailing / taxi</div><div>Private car</div></div>	<div><div>Connections to New York City, where 56% of residents work, on public transit:</div><div>PATH Subway</div><div>NJ Transit Bus</div><div>Ferry</div><div>Regional connections for 26% of residents who work outside Hoboken and NYC</div><div>PATH Subway</div><div>NJ Transit Bus</div><div>NJ Transit Rail</div><div>Hudson-Bergen Light Rail</div></div>	<div><div>Shared Mobility</div><div>Corner Cars (Car Share)</div><div>Jersey Bike</div><div>Public Transportation</div><div>Hop Senior Shuttle</div><div>NJ Transit Bus</div><div>NJ Transit Rail</div><div>Hudson-Bergen Light Rail</div><div>Ferry</div><div>Private Transportation</div><div>Ride hailing/taxi</div><div>Private automobiles</div></div>

MEETING LAST-MILE DEMAND IN THE MILE-SQUARE CITY

BIKE SHARE

75% OF TRIPS ARE LESS THAN 1.5 MILES

- Privately-owned and operated as JerseyBike
- Dock-dockless hybrid model serving Hoboken and six surrounding cities
- Began in late 2015 with 29 stations and 250 bikes
- As of 2019, system includes **39 stations and 338 bikes** in Hoboken
 - >> station density of 32.5 stations per sq mi;
 - >> NACTO encourages high density network of 28 stations per sq mi;
- 27 stations are curbside, with many helping to “daylight” intersections, improving intersection visibility and pedestrian safety
- **16,500+ members**
- **35,000+ users taking 585,000 trips since late 2015** (90% of rentals occur in Hoboken)
- Majority of trips provide first- and last-mile solutions
- **21% of users have replaced vehicle trips by using Jersey Bike**

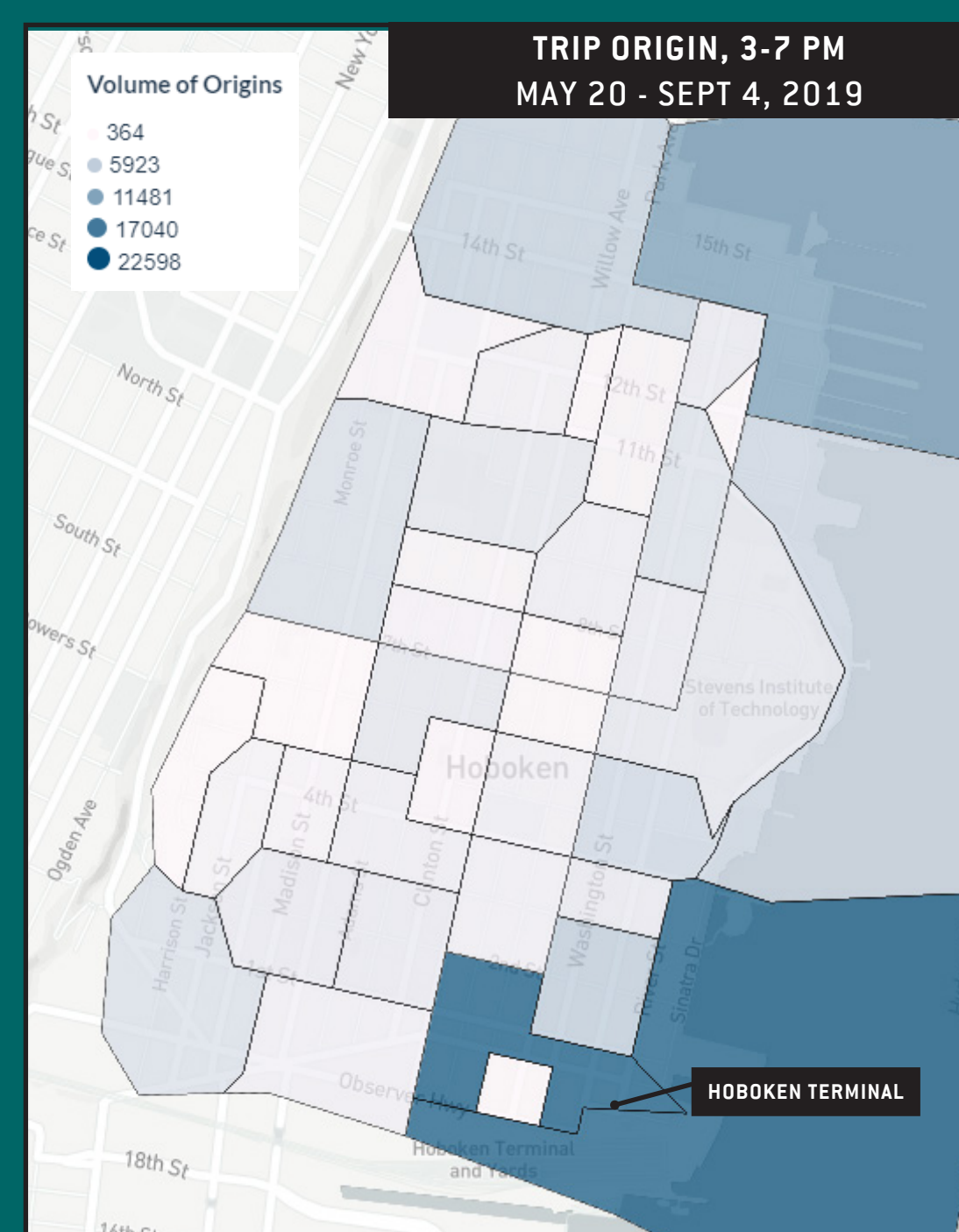
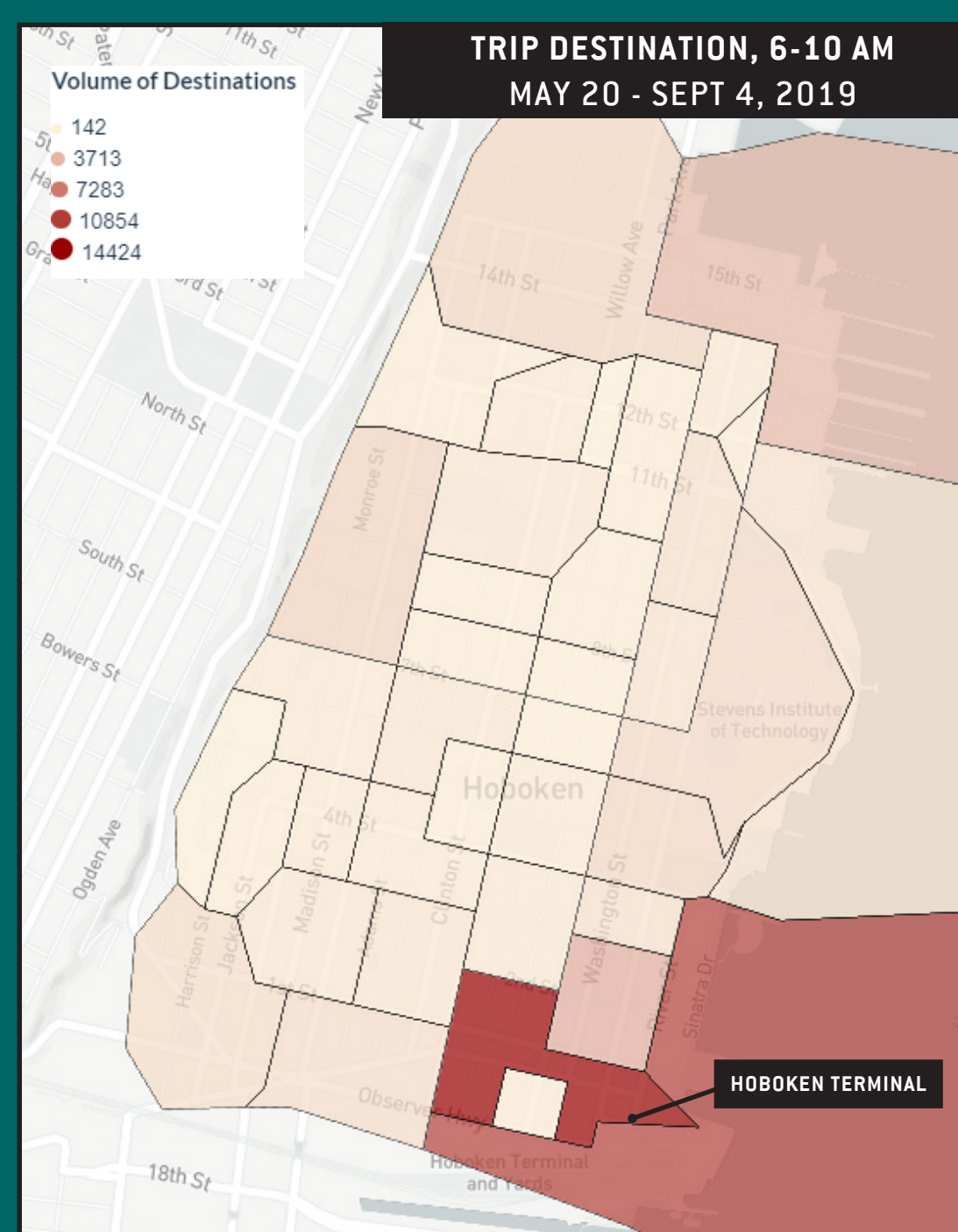


Overflow JerseyBike parking at Hoboken's multi-modal transit hub

E-SCOOTER SHARE

TYPICAL TRIP DISTANCE IS 1.2 MILES

- Launched in May with 250 Lime scooters and 50 Ojo scooters
- 400,000 trips through early Sept
- 60,000+ people have taken rides, more than the population of Hoboken
- Typical trip distance is 0.8 miles for Lime riders and 1.54 miles for Ojo riders
- According to June survey of riders, 31% of Lime riders and 48% of Ojo riders used a scooter to travel to their home or work on their most recent trip.



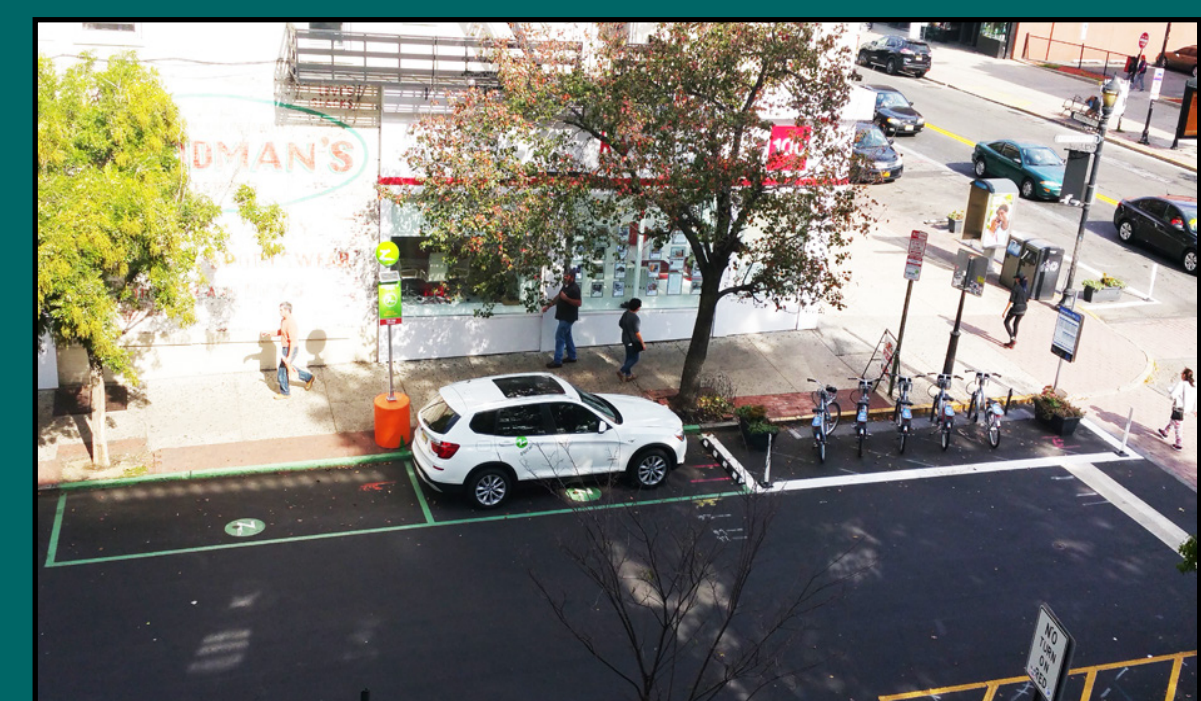
- 28% of Lime riders and 24% of Ojo avoided a vehicle trip by taking an e-scooter.
- 76% used Lime or Ojo to connect to transit.
- Transit hubs are popular trip destinations during the morning and trip origins during the evening.
- Revenue sharing agreements instituted in August with Lime and Ojo to help fund additional infrastructure and enforcement efforts

HOP SHUTTLE



- Free intracity transit service owned and operated by the City of Hoboken. Parking meter revenue covers operating expenses.
- Real-time GPS tracking ensures convenience and predictability.
- Three fixed routes give 90% of Hoboken residents access to transit within a 3-minute walk
- A senior shuttle provides access to shopping destinations for residents with limited mobility
- 143,000+ rides since the beginning of 2019

CORNER CARS



- City-wide on-street car share program launched in 2010 and operated by ZipCar
- 42 vehicles parked at on-street locations across Hoboken
- 3,000+ members
- 24% of Hoboken households do not own a vehicle, so Corner Cars supports a car-lite lifestyle by giving members access to a vehicle for long trips or transporting bulky objects
- Corner Cars has lowered demand for on-street parking by hundreds of vehicles per year