

Columbus Drive Conceptual Redesign Survey Analysis

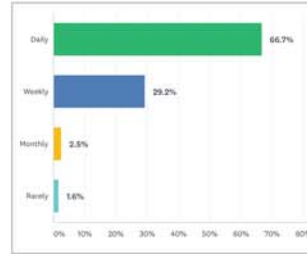
Overview

The public survey was launched in late May and remained open until July 20, 2018. A total of **315** people responded to the survey. The vast majority of respondents (**98%**) are Jersey City residents and **87%** of respondents live within walking distance of Columbus Drive. This survey provides window into local travel modes, perceptions and experiences, and is one of several outreach tools that inform the planning process.

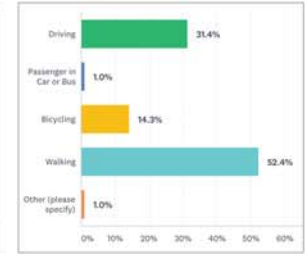


Key Findings

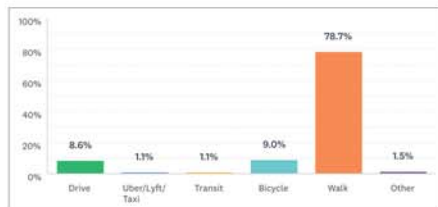
- **Frequency of Travel:** Two-thirds of respondents (**68%**) travel on Columbus Drive on a **daily** basis, and an additional **29%** use the corridor **weekly**.
- **Mode of Transport:** Over half of respondents (**52%**) cited **walking** as their primary mode of travel on Columbus Drive. Many respondents also **drive (31%)** and **bicycle (14%)**.
- **School Age Children & Travel:** **16%** of respondents have school age children who travel on Columbus Drive to get to school. The majority (**58%**) of those children **walk** to school. Among those who do not walk or bike to school, distance was the biggest factor (**61%**), along with a lack of safe bike routes (**33%**).
- **VisionZero Awareness:** The majority of respondents (**78%**) are aware of Jersey City's VisionZero policy, and **90%** of respondents feel that it is **very important** to improve roadway safety for all users.



How often do you travel on Columbus Drive?



What is your primary mode of transportation when you travel on Columbus Drive?



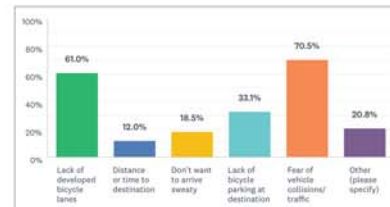
You indicated that you support businesses along Columbus Drive. What is your primary mode of travel to businesses on the corridor?

Walking Trends

- **Walking** is a primary mode for: shopping (**66%**), dining out (**83%**), social engagements (**70%**), and recreation (**64%**)
- **61%** visit Columbus Drive businesses at least once a week, and **79%** walk to these destinations
- **25%** of all respondents **walk to school or work** on a **daily** basis
- **58%** of children under 18 **walk to school**

Bicycling Trends

- **Bicycling** is most common for recreation and exercise (**27%**)
- **11%** of all respondents **bike to school or work** on a **daily** basis
- **9%** **bike to stores or businesses** on Columbus Drive
- **71%** indicated they would be more likely to **walk or bike to businesses** on Columbus Drive if traffic-calming measures were implemented
- **11%** would not bike on Columbus Drive under any circumstances



What prevents you from riding a bicycle more, other than weather? (Check all that apply)

- "Other" includes:**
- Lack of convenient access to a bicycle
 - Poor driving behaviors
 - Poor road conditions
 - Lack of secure bicycle storage at home



23 near misses reported at Columbus & Jersey



20 near misses reported at Columbus & Grove



18 near misses reported at Columbus & Marin

Safety Concerns

- **19%** of respondents indicated that they or someone close to them have been involved in a **crash** on Columbus Drive
- **67%** reported a **near miss**
- **52%** of **crashes** reported involved a pedestrian hit by a car
- **71%** of respondents cited vehicle traffic or fear of a collision with a vehicle as preventing them from riding a bicycle more frequently
- **61%** cited a lack of developed bike lanes as a barrier to cycling

Improvements

- **68%** believe **continuous bike lanes** would improve safety for all roadway users
- **67%** would like to see **high-visibility crosswalks**
- **65%** would like to see **traffic-calming measures**
- **59%** would like to see **consistent roadway configuration**
- **54%** would like to see **longer pedestrian crossing signals**



Above images from: New Jersey Complete Streets Guide 2017

