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STEVEN M. FULOP
MAYOR

**Superceding and
Rescinding E.O. 2018-001**

**Report of Directors
8.e
Meeting 04.11.18**

E.O. 2018- 007

April 4, 2018

AN EXECUTIVE ORDER OF THE MAYOR OF THE CITY OF JERSEY CITY ADOPTING A "VISION ZERO" INITIATIVE TAILORED FOR JERSEY CITY AND CREATING A VISION ZERO TASK FORCE TO DRAFT AN ACTION PLAN

Pursuant to the authority vested in the Mayor of the City of Jersey City by law, I hereby issue the following Executive Order:

WHEREAS, in the 1990s, officials in Sweden adopted a set of traffic management policies which fundamentally differed from traditional traffic safety policies and set the goal of eliminating traffic-related deaths and severe injuries; and

WHEREAS, this set of policies became known collectively as "Vision Zero" and its guiding principle is that deaths and injuries caused by traffic crashes should be treated as a public health problem which can be eliminated through better planning, not as an inevitable by-product of the vehicle-based transportation system; and

WHEREAS, since officials in Sweden began Vision Zero, officials in cities all over the world, including 32 cities in the United States, have adopted their own versions of the Vision Zero initiative; and

WHEREAS, Jersey City adopted a Complete Streets Policy in May of 2011, which mandated that all public streets be designed to safely accommodate travel by pedestrians and bicyclists as well as motorized vehicles; and

WHEREAS, significant accomplishments have already been achieved as a result of this policy as well as through the City's collaboration with the North Jersey Transportation Planning Authority's Local Safety Program, which addresses high priority crash locations on local roadways; and

WHEREAS, despite these efforts, the City currently averages approximately 300 traffic crashes involving pedestrians and nine traffic fatalities within the City per year, inclusive of crashes on State and County roadways, with an average of three fatal crashes per year occurring on City streets; and

WHEREAS, children, the elderly, people of color and people in low-income communities face a disproportionate risk of traffic injuries and fatalities; and

WHEREAS, more needs to be done to eliminate traffic crashes within the City and it is clear that Jersey City would benefit from formally adopting its own Vision Zero Initiative based on the following five fundamental principles shared by the Vision Zero Network:

1. deaths and severe injuries caused by traffic crashes are preventable;
2. human life and health should be prioritized in all transportation systems and in all aspects of transportation planning;

3. human error is inevitable and transportation systems should be forgiving;
4. transportation planning should focus on systems-level changes above influencing individual behavior; and
5. speed is the single most important factor in crash severity.

WHEREAS, a commitment to Vision Zero will also create opportunities to invite meaningful community engagement, including communities that historically have been underserved, as well as collaboration between relevant governmental agencies.

NOW THEREFORE, pursuant to the authority vested in me by law as Mayor of the City of Jersey City, I hereby issue the following Executive Order formally adopting the Vision Zero Initiative and creating a multi-disciplinary Vision Zero Task Force to lead the planning effort and draft an Action Plan.

A. Adoption of a Vision Zero Initiative tailored for Jersey City

The City of Jersey City formally adopts the Vision Zero Initiative with the goal of eliminating traffic fatalities and severe injuries on Jersey City roadways by the year 2026.

B. Creation of a Vision Zero Task Force

There is hereby created a Vision Zero Task Force which shall draft a Vision Zero Action Plan within one (1) year from the date of this Executive Order for the Municipal Council's consideration.

C. Duties of the Vision Zero Task Force

The Task Force shall:

1. Publish a Vision Zero Action Plan which shall provide policy makers with a comprehensive proposal to eliminate traffic fatalities and severe injuries on Jersey City roadways within seven (7) years and which shall propose both short-term and long-term data-driven strategies complete with measurable goals;
2. Develop assurances against racial profiling and targeting as it pertains to Vision Zero enforcement and to ensure that communities of color, the Department of Public Safety, and community leadership are included in the decision-making and development of enforcement plans or policies;
3. Solicit information and input for the Vision Zero Action Plan from the public;
4. Report quarterly on the Task Force's findings and progress; and
5. Create a public website which shall include crash data and provide regular updates on the Action Plan's progress as well as provide a feature to solicit feedback from the public on traffic safety concerns.

D. Membership, Terms and Removal

1. The Vision Zero Task Force shall consist of fifteen (15) members, including the Director of Traffic & Transportation from the Division of Engineering, Traffic & Transportation and the City's Senior Transportation Planner from the Division of Planning, who shall serve as Co-Chairs of the Task Force.

In addition the task force shall consist of the following members:

The Business Administrator or his or her designee;
The Municipal Council President or his or her designee;
The Corporation Counsel or his or her designee;
The Chief of Police or his or her designee;
The Chief of the Division of Fire or his or her designee;
The Director of the Department of Public Works or his or her designee;
The Director of the Department of Health & Human Services or his or her designee;
The Director of the Division of Engineering; or his or her designee;
The Director of the Division of Parking Enforcement; or his or her designee;
The Mayor or his designee; and
A representative from Bike JC, the primary Jersey City bicycle safety organization;
A representative from Safe Streets JC, the primary Jersey City pedestrian and traffic safety organization; and
One representative for all schools in Jersey City.

2. The Vision Zero Task Force shall expire after one year following the issuance of this Order and it shall be renewable at the option of the Mayor. All the members shall be appointed by the Mayor and shall serve for a term of one (1) year. Vacancies created by resignation or otherwise shall be filled by the Mayor for the completion of the term.
3. All members of the Task Force, with the exception of the Co-Chairs, shall serve at the pleasure of the Mayor and can be removed from the Task Force by the Mayor at any time and for any reason.
4. The Task Force shall meet at least once every quarter at a time fixed by the Chairpersons. The Chairpersons may call special meetings as necessary.
5. The meetings shall not be subject to the Open Public Meetings Act.

E. Clerical and Technical Assistance

For the purposes of effectuating the goals of this Order, the Co-Chairs shall have the authority to create a budget, subject to the approval of the Mayor and Municipal Council, to meet the material needs of the Task Force. The Co-Chairs shall be empowered use their staff and resources to provide for the clerical and technical needs of the Task Force.

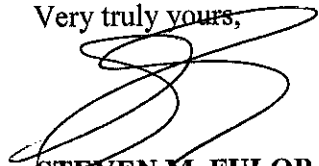
F. Cooperation with City Departments and Agencies

The Division of Engineering, Traffic & Transportation and the Department of Public Safety and all City departments and agencies shall cooperate with the work of the Task Force to the degree possible and permitted by law.

G. Effective Date

This Order shall be effective immediately. It shall be kept on file in the Offices of the City Clerk and the Business Administrator and it will also be made available to the public upon request.

Very truly yours,



STEVEN M. FULOP
MAYOR

SMF/jjh

cc: Brian Platt, Business Administrator
Robert Byrne, City Clerk
Jeremy Farrell, Corporation Counsel
All Department Directors