

CLIENT

Hudson County, New Jersey

DATES

2024

COLLABORATORS

Sam Schwartz

REFERENCE

Stephanie Shaw

Principal + General Manager

stephanie.shaw@samschwartz.com

BUDGET

\$67,000

EXECUTIVE SUMMARY

Connect the Dots supported Hudson County, NJ in partnership with Sam Schwartz to develop a Vision Zero plan aimed at eliminating all deaths and serious injuries on roadways, and ensuring that safe, comfortable transportation is a right for everyone traveling through the County. Connect the Dots developed communications content in five languages to keep community members informed about the project and opportunities for participation. The demonstration project, including an audio tour, and shareback meetings gathered public feedback to inform actionable recommendations for prioritizing safety. The final Vision Zero plan will provide a foundation for Hudson County municipalities to seek funding and resources to support traffic safety measures.

SERVICES PERFORMED

Connect the Dots led the design and implementation of a demonstration project to evaluate potential roadway designs, including traffic patterns, pedestrian and cyclist behavior, and safety. Connect the Dots facilitated a virtual project shareback and developed materials for in-person project sharebacks led by Hudson County. Connect the Dots also provided advisory support throughout other phases of outreach and engagement.

- Supported the materials design and logistics planning for the demonstration project.
- Led the creation of outreach communications materials including flyers, website communications content, newsletter, and social media posts in Spanish, Portuguese, Arabic, and Gujarati.
- Designed, recorded, and published an audio tour to guide participants through the components of the demonstration project, that was available to the community beyond the one-day event.
- Facilitated a virtual shareback meeting and designed in-person shareback meeting materials to inform stakeholders on proposed actions and gather input on how to prioritize each action.

PROJECT OUTCOMES

Engagement Outcomes:

- 31 community members participated in the Demonstration Project and 45 comments were collected from participants
- 56 participants joined the public informational meetings, one of which was virtual and three of which were in-person at various locations around Hudson County. Participants had an opportunity to learn more about the project and outcomes, and offered feedback on various proposed actions that informed the final Vision Zero plan.

Insights and Implications:

- Connect the Dots' creative audio tour offered an engaging opportunity for participants to explore the Demonstration Project and learn more about Hudson County's Vision Zero project beyond the one-day event itself.
- The insights and recommendations from the engagement process helped shape traffic safety actions and countermeasures that will inform the future of Hudson County's roadways.

