



## Jersey City Parking Plan: Public Perception Survey

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The Jersey City Parking Plan study team conducted a public perception survey that was shared widely through e-blasts, social media, and via the project website. Paper surveys were also available at each of the public libraries in the Jersey City system and at Jackson Hill Main Street Development Corporation. The survey was live from December 15, 2019 to February 28, 2020. In total, 2,501 surveys were completed. This document outlines the responses and the results will be used to inform the recommendations in the final report. The document is organized around three questions:

- Where do drivers in Jersey City park their cars?
- What are the priorities and challenges related to parking in Jersey City?
- Who responded to the survey?

Results pertaining to key challenges and potential solutions are broken out by ZIP code as the preferences varied throughout the city. A copy of the survey is available at the end of this document.

Key takeaways include the following:

- Availability is by far the greatest parking challenge among residents, and building centralized parking is the most popular solution to address this challenge.
- Less than 10% of respondents pay to park their car in a garage or lot. Among those who pay to park, the majority pay \$100 to \$199 per month per vehicle.
- Most respondents who park their vehicle on the street spend less than 10 minutes looking for a space. Respondents from ZIP code 07307 (The Heights) reported spending more time looking for parking than other ZIP codes.
- In addition to availability, curb cuts were commonly shared as a challenge because they reduce the number of available spaces. This challenge was mentioned most frequently in ZIP code 07307 (The Heights).
- Respondents said improving transit and shared parking initiatives were two potential solutions to alleviating their parking issues.
- Opinions on parking zone policies vary considerably, but nearly half of respondents living in a parking zone said they are satisfied or very satisfied with the effectiveness of providing parking for residents.

It should be noted that this survey is not representative of the Jersey City population. Vehicle owners are over-represented in this survey by a wide margin. Only 15% of respondents said they did not have access to a vehicle. According to the U.S. Census,<sup>1</sup> 38% of Jersey City households do not have access to a vehicle. This survey also received more than half of its responses from two ZIP codes: 07302 (Downtown, Exchange Place, Hamilton Park, Harsimus Cove) and 07307 (The Heights). Non-white Jersey City residents are under-represented, as are older residents.

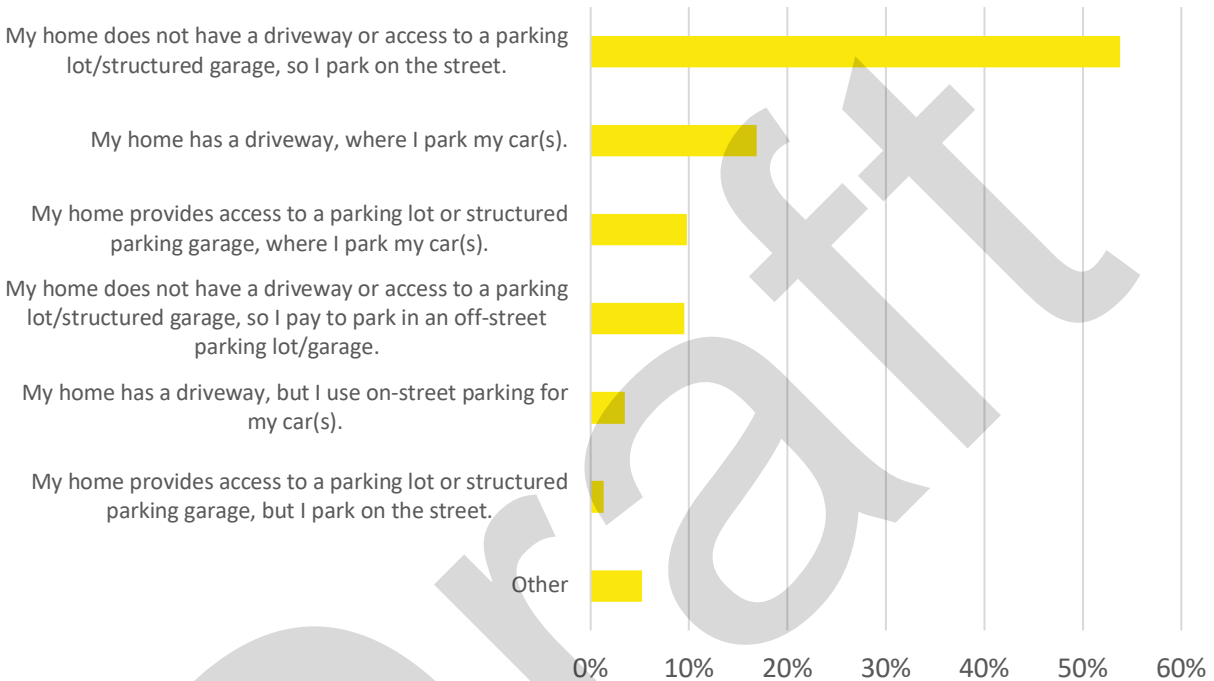
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<sup>1</sup> 2013-2017 American Community Survey 5-Year Estimates

## Where do drivers in Jersey City park their cars?

More than half of respondents with access to vehicles said they park their cars on the street. Seventeen percent reported having a driveway. About 10% said they use the parking lot or structure at their home, and another 10% said they pay to park in an off-street lot or garage.

**Figure 1** Select the statements that apply to how you usually park at or near your home (n=2175)



A small share of respondents (about 4%) say their home offers a driveway, lot, or garage, yet they park on the street. Among respondents who have a driveway but park on the street, most of them reported doing this because they do not have room for multiple vehicles in their driveway. Additional responses include:

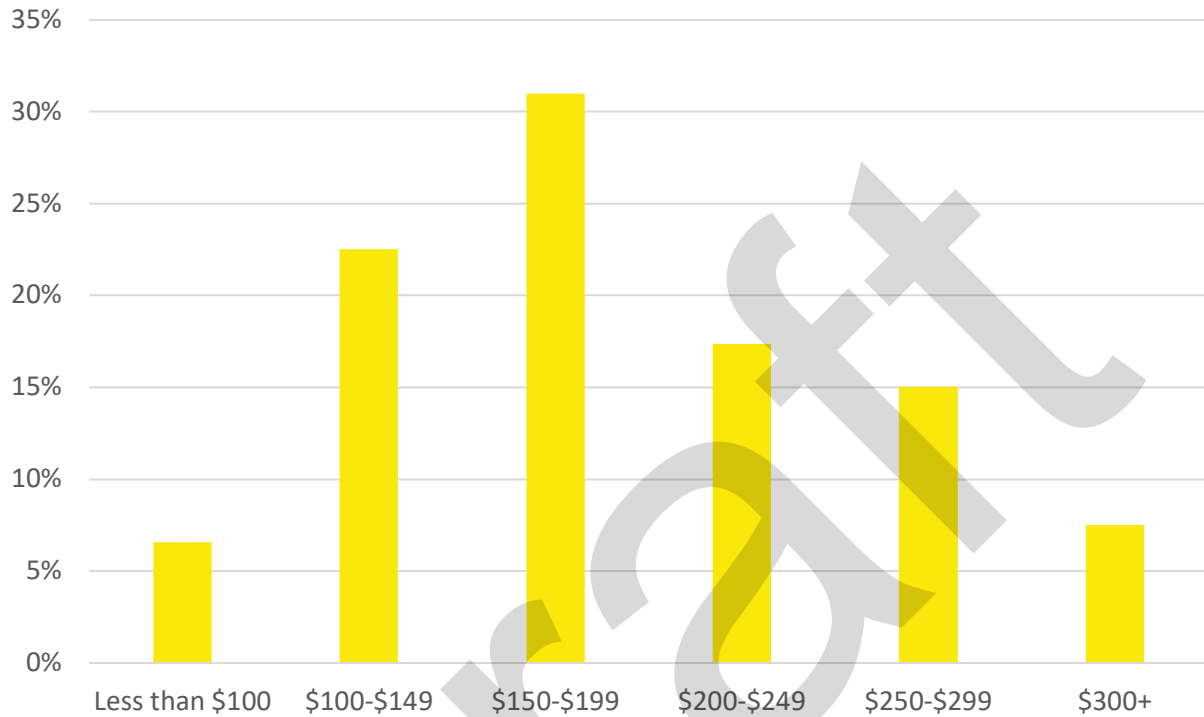
- Their vehicle is too large for the driveway.
- They reserve the space for their guests.
- Their landlord reserves the space for own use.
- There are concerns that people will block the driveway, and the resident will not be able to back out.

For residents who have access to a lot or garage but do not use it, the most common reasons are:

- The garage/lot is too expensive.
- The garage/lot has limited parking availability.
- The garage/lot is less convenient than parking on the street.

Among those who pay to park (less than 10% of respondents), the majority pay between \$100 to \$199 per vehicle per month. About 40% of respondents who pay for parking pay more than \$200 per vehicle per month.

**Figure 2** How much do you pay per month per vehicle? (n=213)



**What are the priorities and challenges related to parking in Jersey City?**

Perceptions on priorities and challenges are not always the same throughout the city. Table 1 shows the neighborhoods that make up those ZIP codes. Note that 07310 covers a relatively small geographic area and has a small resident population.

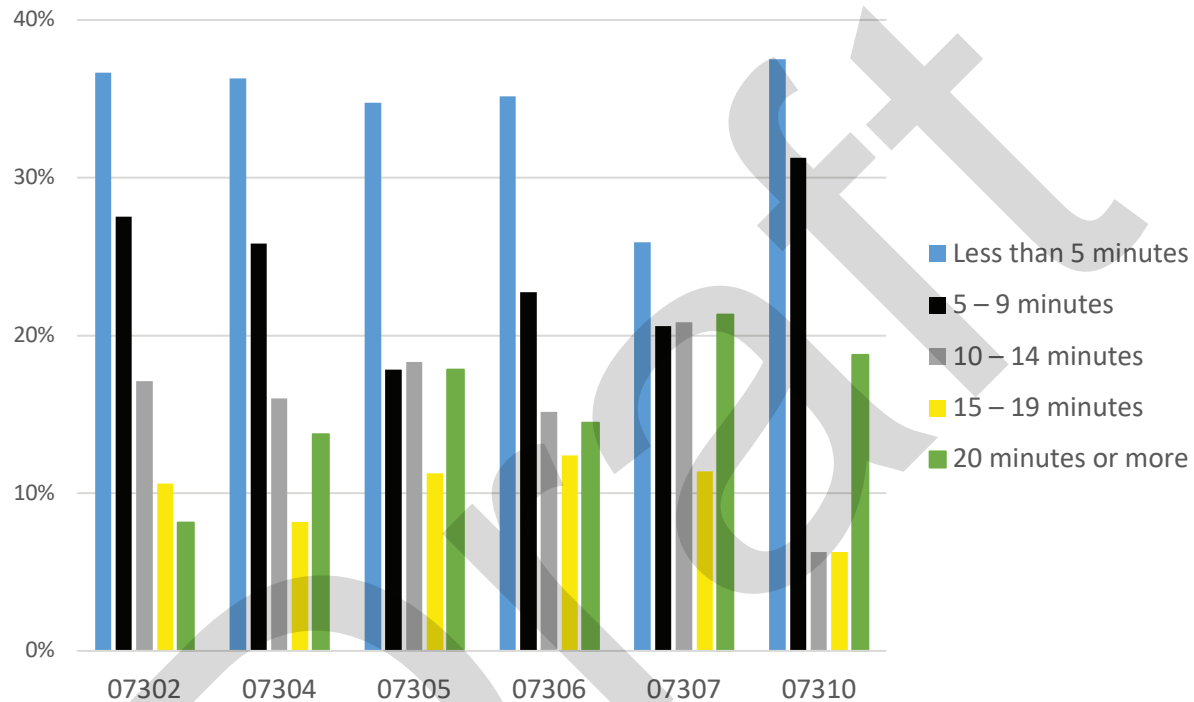
**Table 1 Jersey City ZIP Codes**

Home ZIP Code	Neighborhoods
07302	Downtown, Exchange Place, Hamilton Park, Harsimus Cove
07304	West Side, Communipaw, northern Bergen-Lafayette
07305	Greenville, southern Bergen-Lafayette
07306	Journal Square, McGinley Square
07307	The Heights
07310	Newport

### Time to Find Parking

Most respondents said it takes them less than 10 minutes to find parking once they arrive home. The most common answer was less than 5 minutes, but it's worth noting that respondents living in The Heights appear to spend more time looking for parking than other areas. More than 20% of respondents from The Heights said it takes them 20 minutes or more to find a space.

**Figure 3 Time Drivers Spend Looking for Parking by ZIP Code (n=1841)**



### Priorities

Respondents were asked to rank their highest priorities related to the following themes:

- *Availability* of parking spaces, loading zones, or pick-up/drop-off areas.
- *Cost* of parking permits, garages, and lots.
- *Safety* of parking locations and level of comfort walking to/from parked vehicles.
- *Access* to using modes of transportation other than driving (e.g., transit access).
- *Enforcement* of parking violations such as double parking or blocking bus stops and bike lanes.

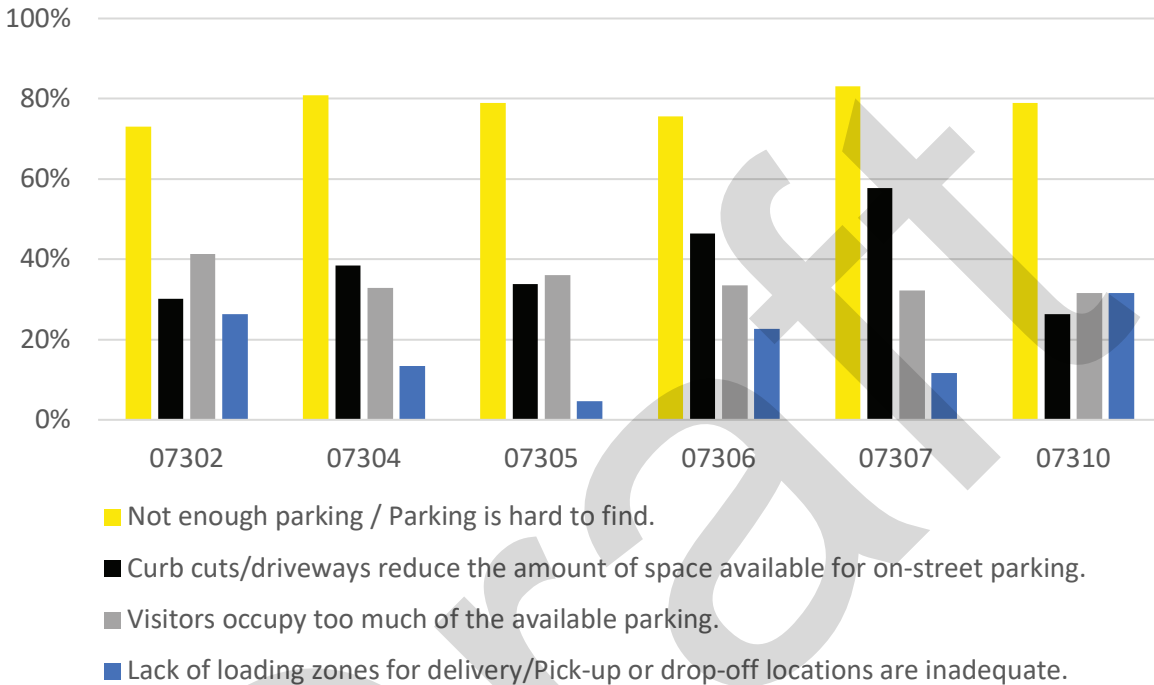
Availability was by far the top concern among respondents regardless of ZIP code. The remaining themes received roughly the same average rank. There was some slight variation across ZIP codes:

- Safety was ranked higher in 07305 (Greenville, southern Bergen-Lafayette) than in any other area.
- Access was ranked lower in 07305 (Greenville, southern Bergen-Lafayette) than any of the other areas.

- Cost was ranked more highly in 07310 (Newport) than in any other area.

The survey asked respondents to answer questions pertaining to availability, cost, safety, access, and enforcement. Regarding availability, more than 70% of respondents said there was not enough parking or parking was hard to find (Figure 4).

**Figure 4 Top Availability Concerns (n=2176)**

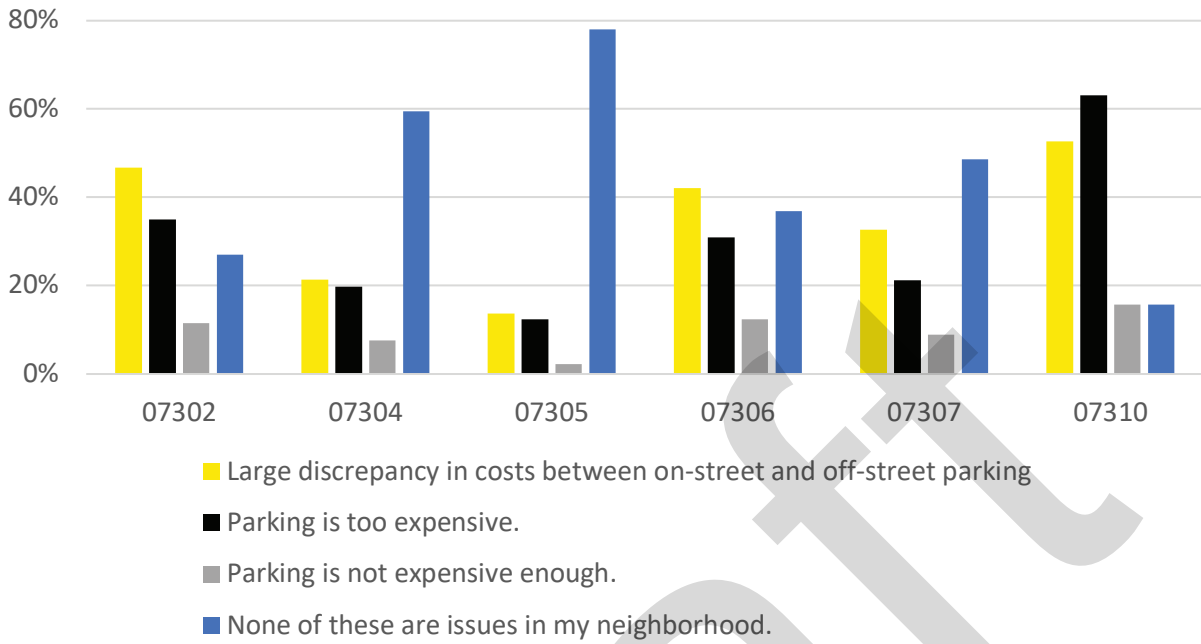


The other availability concerns included curb cuts reducing the amount of on-street parking spaces, visitors taking up too much parking, and lack of loading zones. Note that curb cuts were mentioned by more than half of respondents from ZIP code 07307 (The Heights). Whereas the concerns regarding visitors taking on-street spaces was fairly uniform across all ZIP codes, lack of loading zones was only a major concern in 07302 (Downtown), 07306 (Journal Square and McGinley Square), and 07310 (Newport).

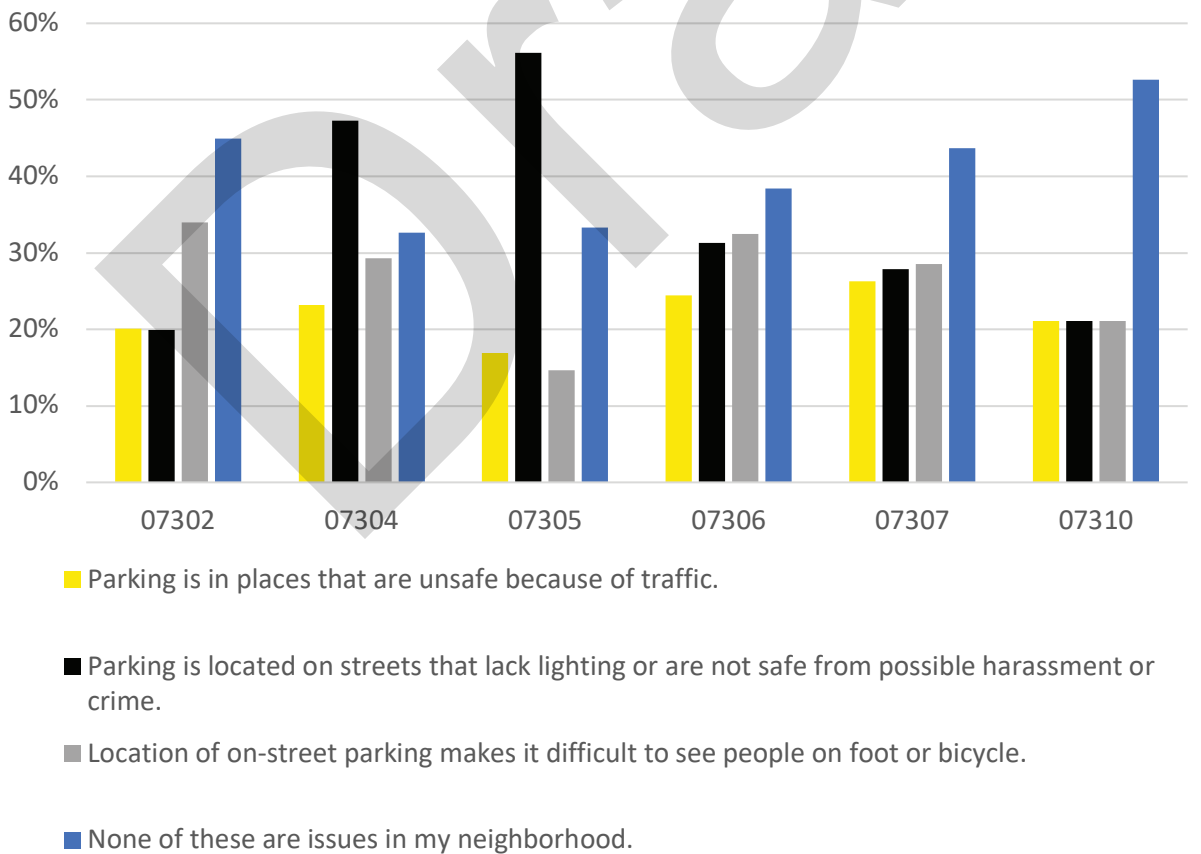
Relative to availability, cost concerns are not as frequently selected (Figure 5). However, it should be noted that paid parking is not an option in many of parts of the city, particularly in areas of ZIP code 07305 (Greenville, southern Bergen-Lafayette). This may help explain why so many respondents did not consider cost a concern. In 07310 (Newport), where paid parking is common, the majority of respondents noted that parking is too expensive and that there is a large discrepancy in costs between on-street and off-street parking. Few respondents in any ZIP code suggested that parking is not expensive enough.

Safety concerns are not uniform across all of Jersey City (Figure 6). Around half of respondents in ZIP codes 07305 and 07304, which encompass West Side, Communipaw, Bergen-Lafayette, and Greenville, said that parking is located on streets that lack lighting or are not safe from potential harassment or crime. Safety issues pertaining to traffic or visibility were common among respondents in all ZIP codes.

**Figure 5 Cost Concerns (n=2170)**

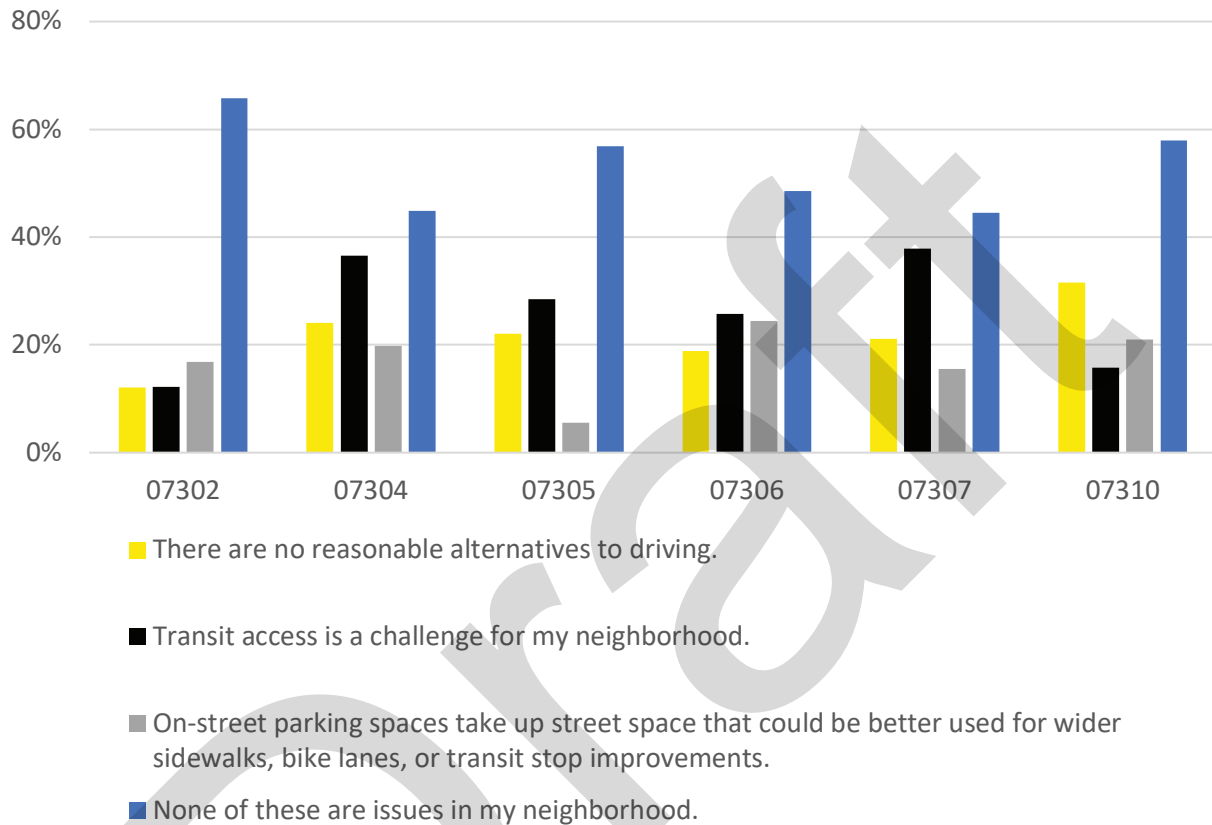


**Figure 6 Safety Concerns (n=2158)**



The majority of respondents did not consider access as an issue for their neighborhood. About a third of respondents in ZIP codes 07304 (West Side, Communipaw, northern Bergen-Lafayette) and 07307 (The Heights) said transit access was a challenge for their neighborhood. Fewer than 25% of respondents from all ZIP Codes other than 07310 (Newport) said there are no reasonable alternatives to driving.

**Figure 7 Access Concerns (n=2139)**

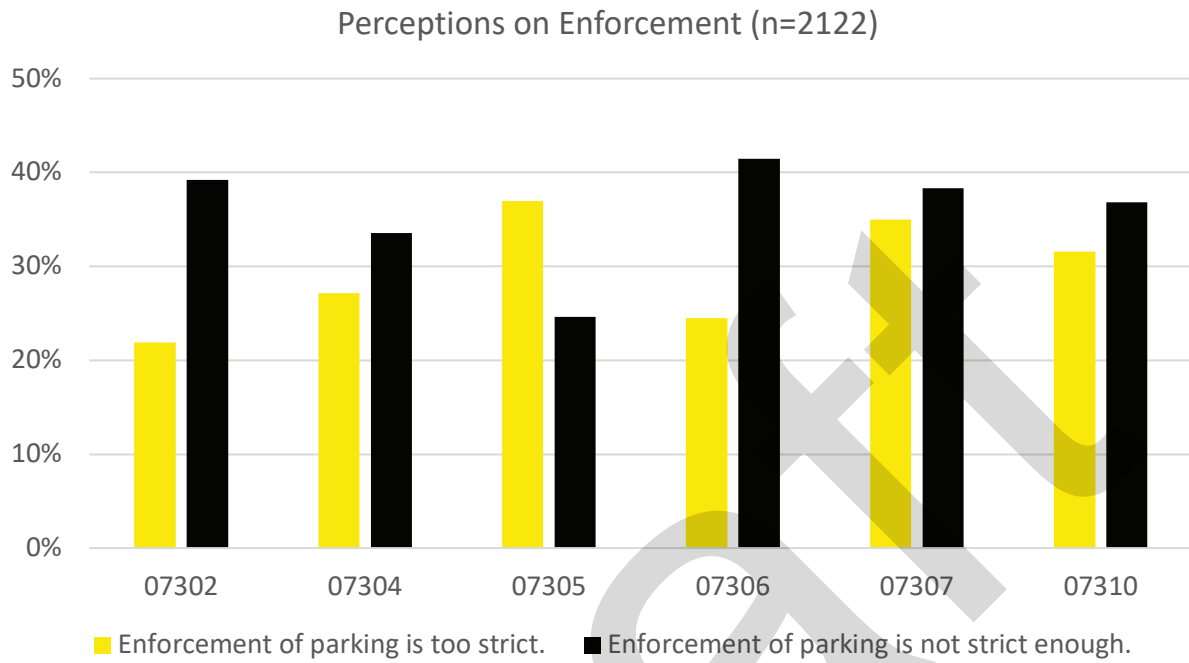


The JC Parking Team discussed the issue of parking enforcement at the ward meetings in 2019. At the time, responses varied as to whether there is too much or too little enforcement. In most of the ZIP Codes, survey respondents said parking enforcement is not strict enough, however this was not by a wide margin in most cases (Figure 8). Respondents from ZIP code 07305 (Greenville, southern Bergen-Lafayette) said enforcement was too strict. Considering the relatively high concentration of Black and African-American residents in this neighborhood, this could be an equity consideration needing further discussion.

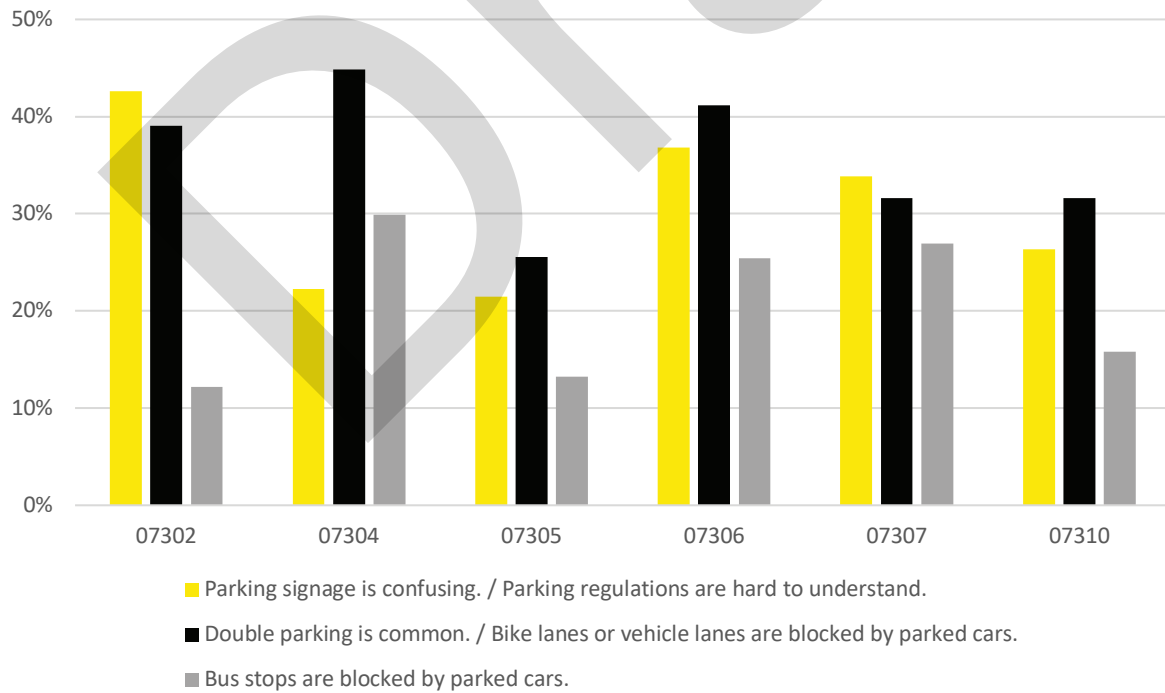
Additional enforcement concerns, shown in Figure 9, include the following:

- **Confusion over parking regulations.** Understanding parking regulations was a challenge raised in all parts of the city, but respondents from 07302 (Downtown) found it particularly confusing.
- **Double parking is common.** This was an issue most frequently mentioned in the densest parts of the city (Downtown and Journal Square).
- **Bus stops are blocked by parked cars.** This was found to be a less common but still noteworthy issue in Journal Square, West Side, and The Heights.

**Figure 8 Perceptions on Enforcement (n=2122)**



**Figure 9 Enforcement Concerns (n=2122)**





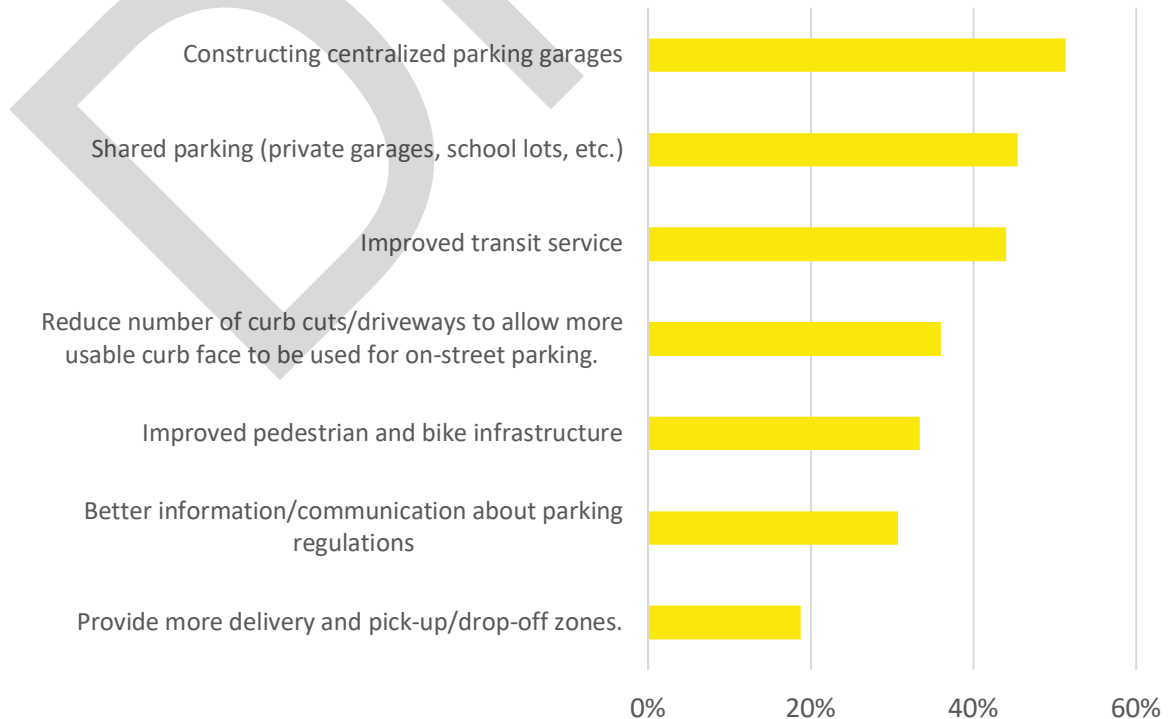
### Possible Solutions

The survey aimed to gain an understanding of public perception of potential solutions. The most popular solution among residents was constructing centralized parking garages (Figure 10). Expanding shared parking initiatives (e.g., allowing public parking in school lots outside of school hours) and improving transit were two other popular solutions. About a third of respondents hoped to see curb cuts reduced, pedestrian and bicycle infrastructure improved, and better communication about parking regulations.

Individual ZIP codes generally follow the pattern of the citywide totals, with a few exceptions:

- Although constructing centralized parking garages was popular in all ZIP codes, 07307 (The Heights) had more than 60% of response supporting this potential solution.
- Shared parking initiatives were also popular in all ZIP codes, but the only ZIP Code with the majority of respondents saying they supported this potential solution was 07306 (Journal Square and McGinley Square).
- Improved transit was selected among the majority of respondents in ZIP codes 07304 (West Side, Communipaw, northern Bergen-Lafayette) and 07307 (The Heights).
- Respondents from ZIP code 07307 (The Heights) showed a higher interest in reducing the number of curb cuts relative to the other ZIP codes.
- More than a third of respondents from all ZIP codes supported improving pedestrian and bicycle infrastructure except for 07305 (Greenville, southern Bergen-Lafayette), where only 12% of respondents supported this potential solution.
- Providing more delivery and pick-up/drop-off zones was most popular in 07310 (Newport), followed by 07302 (Downtown) and 07306 (Journal Square, McGinley Square).

**Figure 10** Possible Solutions - Citywide (n=2097)

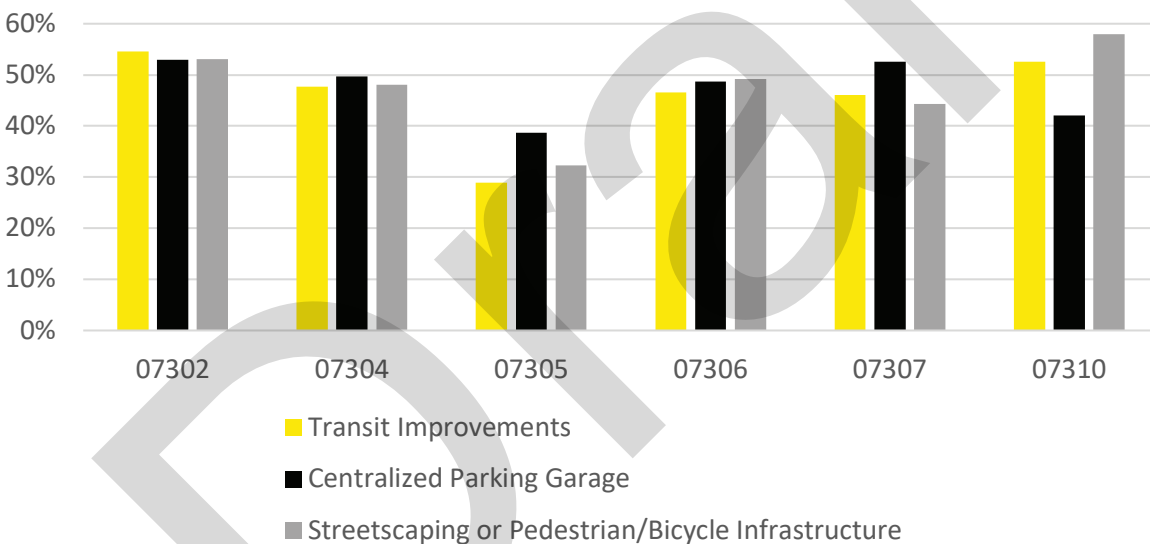


A separate question pertaining to potential solutions asked respondents to consider how parking revenue could be used if the annual \$15 fee per vehicle were raised. The question asked if the respondent would support an increase in the annual fee if the revenue went toward the following options:

- Transit improvements (e.g., new transit stop, more service, etc.)
- Construction of centralized parking structures
- Sidewalk improvements, lighting, bicycle amenities, or street trees

In ZIP codes 07302 (Downtown), 07304 (West Side, Communipaw, northern Bergen-Lafayette), and 07306 (Journal Square, McGinley Square) about half of respondents supported increasing the annual fee regardless of which option was selected (Figure 11). In ZIP code 07307 (The Heights), building a centralized parking garage was slightly more popular than the other options. The inverse was reported from respondents living in ZIP code 07310 (Newport). ZIP code 07305 (Greenville, southern Bergen-Lafayette) showed less support for raising revenue than other ZIP codes.

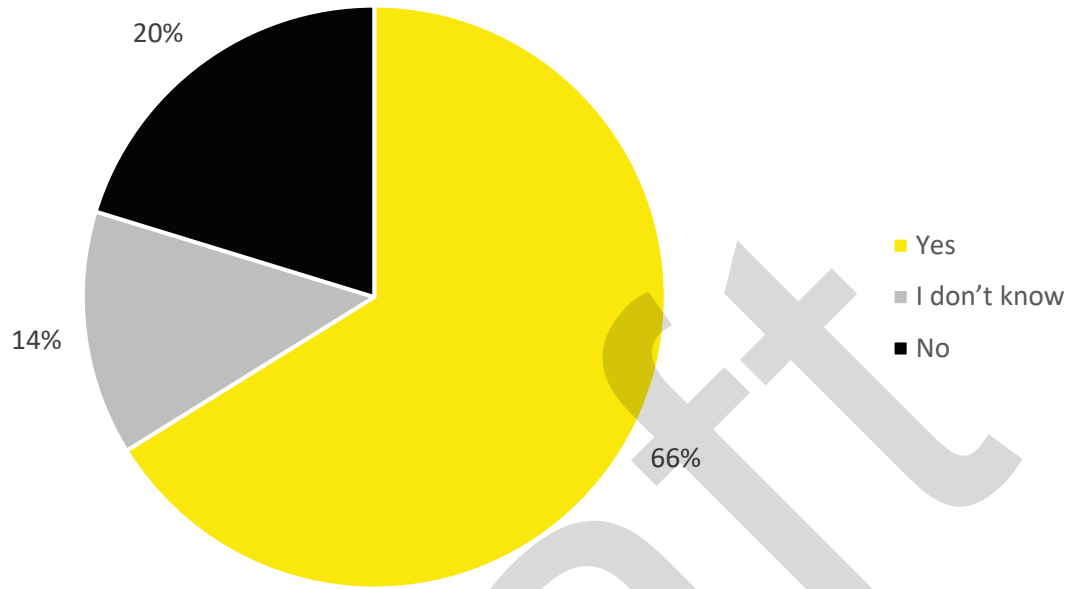
**Figure 11 Support for Increasing Annual Permit Fee by Improvement Type & ZIP Code (n=1966)**



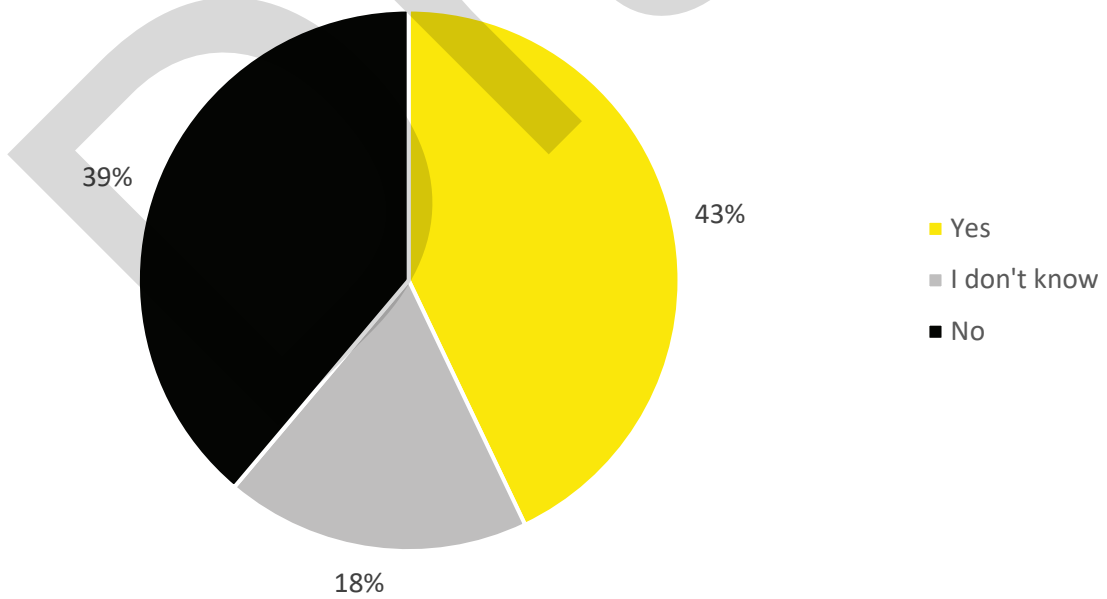
### **Parking Zones**

Two thirds of respondents reported being in a parking zone (Figure 12). Among respondents who did not live within a parking zone, 43% suggested that a parking zone might alleviate their parking problems (Figure 13). Respondents who live within parking zones, however, have varying levels of satisfaction when it comes to zone boundaries, effectiveness, enforcement, and the designated hours (Figure 14). About a third of respondents living in residential zones suggested that they are dissatisfied or very dissatisfied with how these policies are working. It should be noted that many respondents were satisfied or very satisfied with the regulations. For instance, nearly half of respondents suggested that parking zones are effective at providing visitor parking.

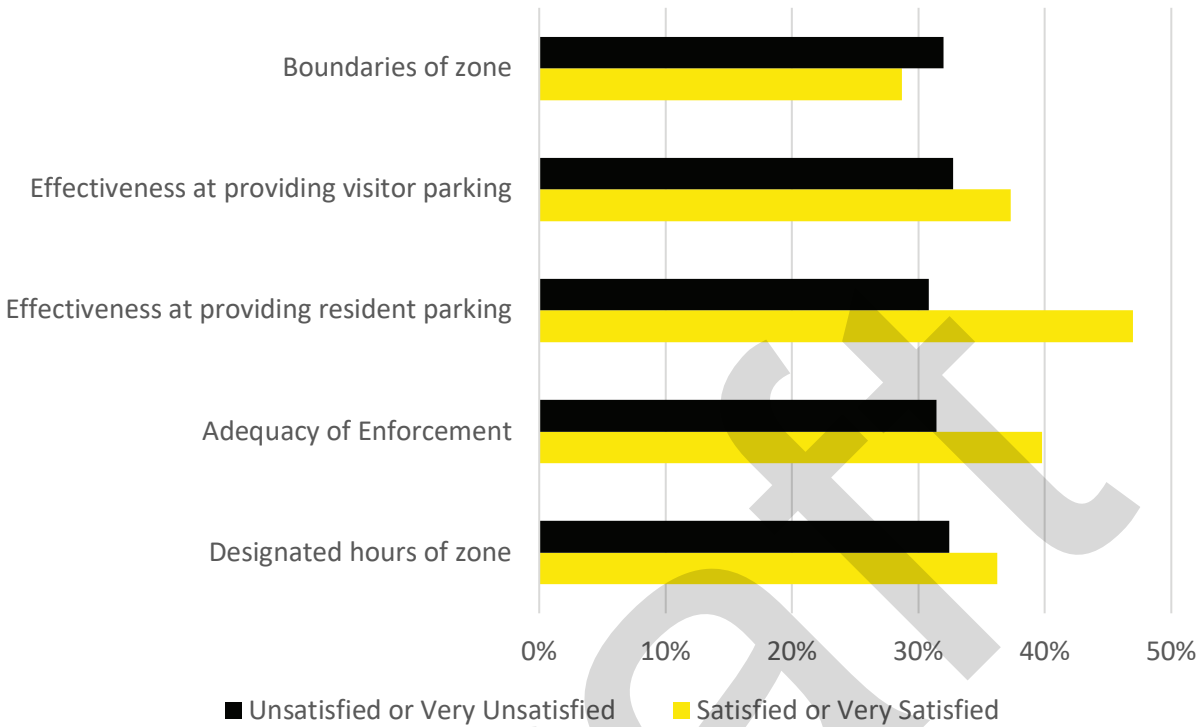
**Figure 12** Is Your Neighborhood/Street within a Parking Zone? (n=2063)



**Figure 13** Would a Parking Zone Alleviate Your Parking Problems? (n=417)



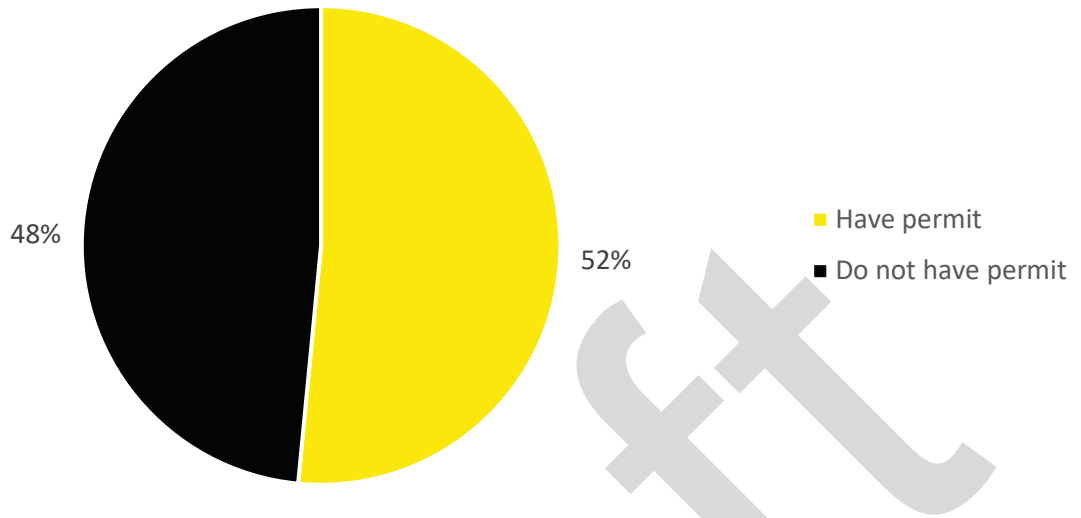
**Figure 14** Satisfaction with Parking Zones (n=1639)



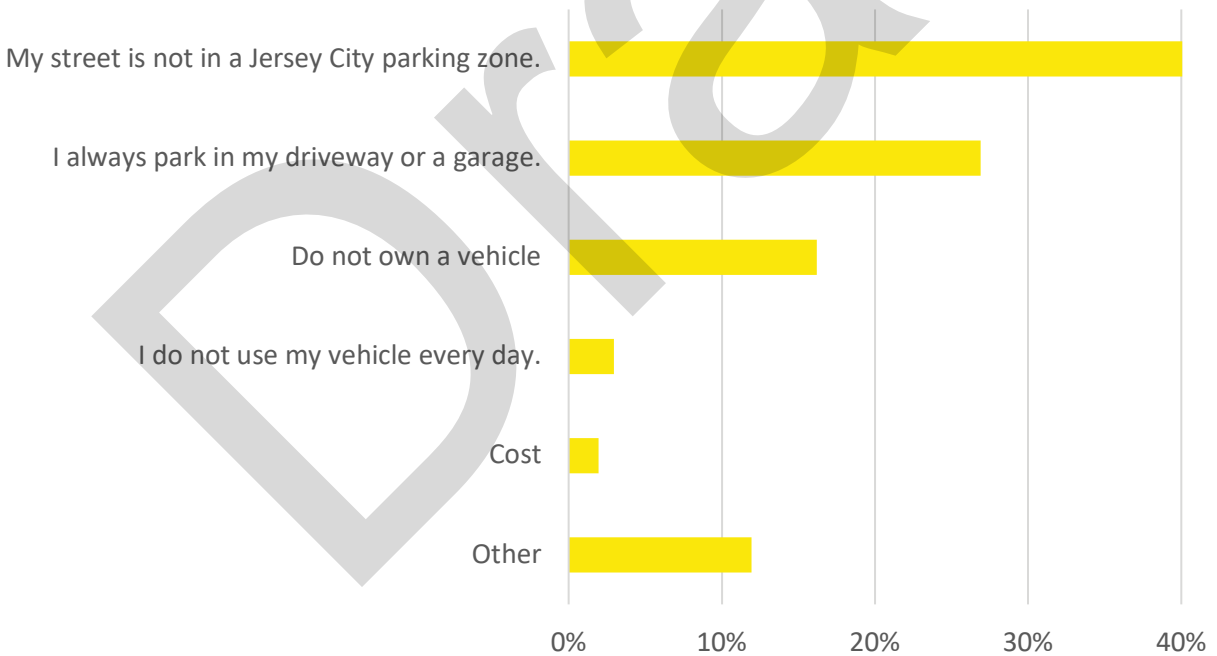
***Parking Permits***

A little more than half of respondents said they have a Jersey City Zone Parking Permit (Figure 15). For respondents who do not have a permit, most said they did not own a permit because they do not live in a parking zone, use their driveway or garage, or do not own a vehicle (Figure 16). For respondents who selected “Other,” the most common reasons were because they do not qualify, the process is hard to understand, or they pay for parking in off-street locations.

**Figure 15** Whether Respondents Have Parking Permit (n=2026)



**Figure 16** Why Respondents Do Not Own Parking Permit (n=981)



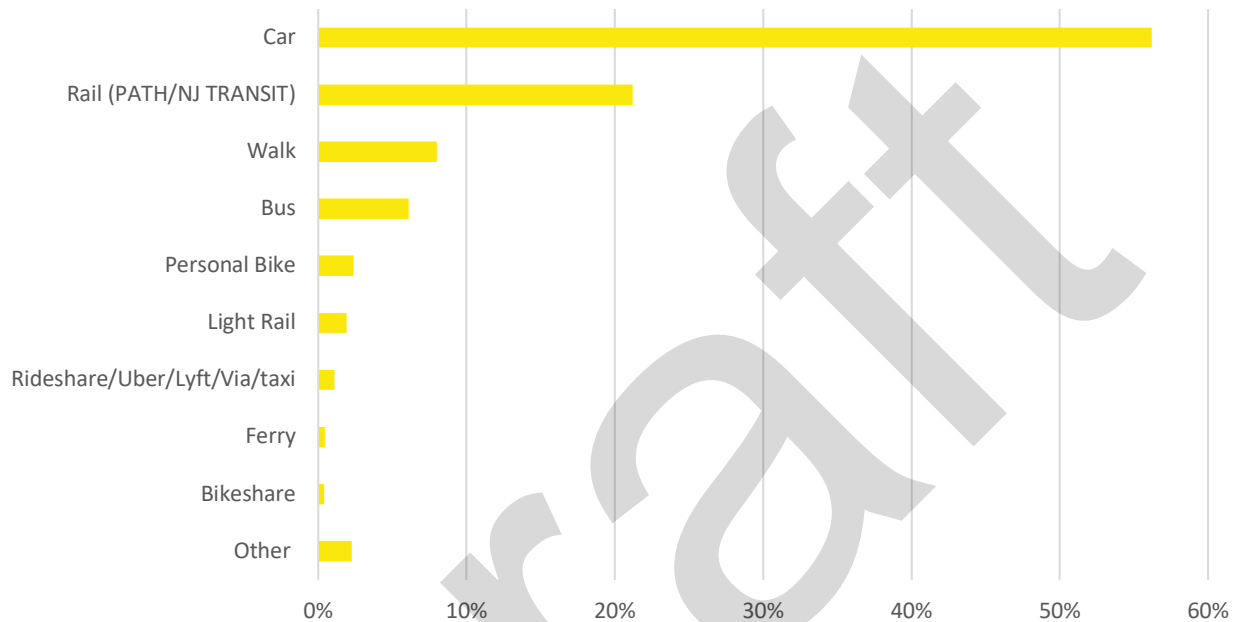
### Who responded to the survey?

The section below describes the survey respondents' transportation and household characteristics, home ZIP codes, and demographics.

**Transportation & Household Characteristics**

More than half of respondents listed car as their primary mode of transportation (Figure 17). However, the survey also asked respondents how many days per week they use different modes. Nearly 90% of respondents use a car once a week (Table 2). These results suggest that drivers are overrepresented in the survey sample relative to the city residents as a whole.<sup>2</sup>

**Figure 17 What is your primary mode of transportation? (n=2,501)**



**Table 2 Respondents Who Use Mode at Least Once a Week (n=2,406)**

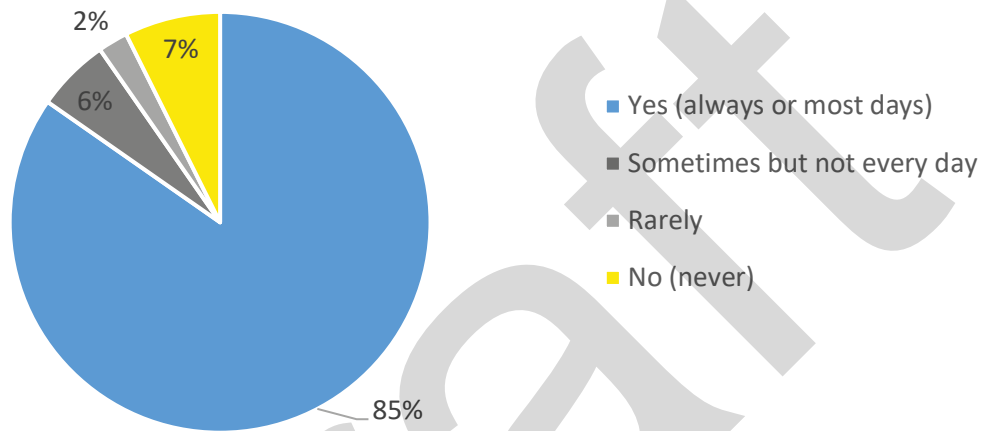
Mode	Share
Car	87%
Walk	75%
Rail (PATH/NJ TRANSIT)	60%
Rideshare	47%
Bus	25%
Light Rail	18%
Personal Bike	17%
Bikeshare	9%
Ferry	8%
Other	2%

<sup>2</sup> According to the 2013-2018 American Community Survey 5-Year Estimates, only 39% of workers commute to work by car, and nearly half commute to work by public transit.

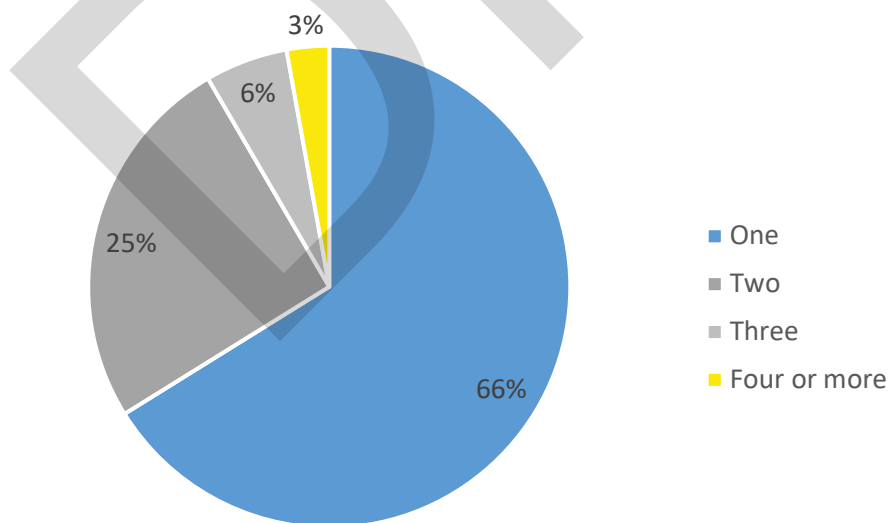
### Car Ownership

Eighty-five percent of respondents reported having access to a vehicle for their own personal use. Of those who have access to a vehicle, two-thirds of respondents have access to one vehicle, 25% have access to two, and about 9% have access to more than two. According to the U.S. Census,<sup>3</sup> 38% of Jersey City households do not have access to a vehicle and 45% of households have only one vehicle. This suggests that the public perception survey has an overrepresentation of car owners.

**Figure 18** Do you have access to a vehicle for your own personal use? (n=2,399)



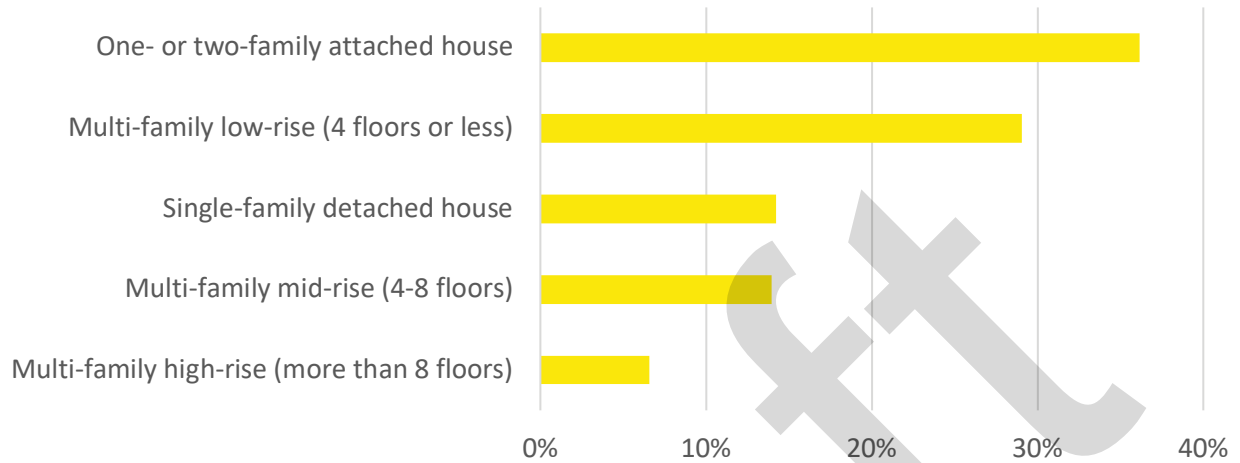
**Figure 19** If you have access to a vehicle, how many vehicles do you have in your household? (n=2,216)



<sup>3</sup> 2013-2017 American Community Survey 5-Year Estimates

The respondents live in a variety of housing types (Figure 20). One- or two-family attached houses were most common followed by multi-family low-rise buildings (four floors or less).

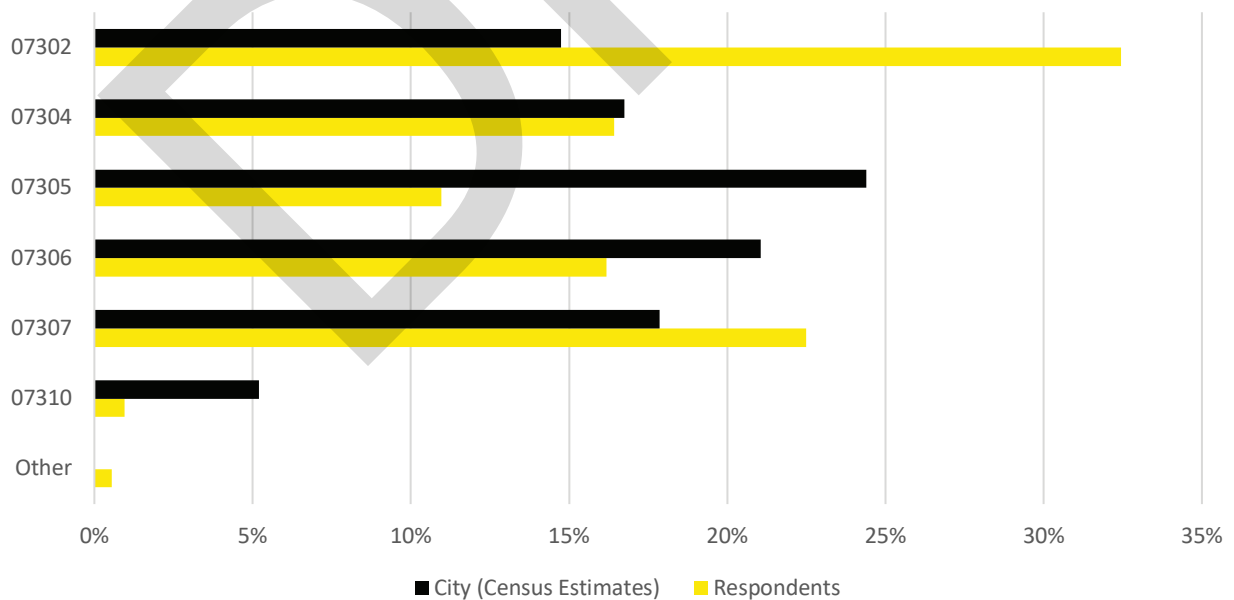
**Figure 20 Respondent Household Type (n=2065)**



**ZIP Code & Demographics**

All Jersey City ZIP codes were represented in this survey (Figure 21). However, the majority of responses came from just two ZIP codes: 07302 (Downtown, Exchange Place, Hamilton Park, Harsimus Cove) and 07307 (The Heights). It should be noted that 07310 (Newport) is a relatively small geographic and population ZIP code.

**Figure 21 Share of Respondents (n=1997) v. Estimated Population<sup>4</sup> by ZIP Codes**

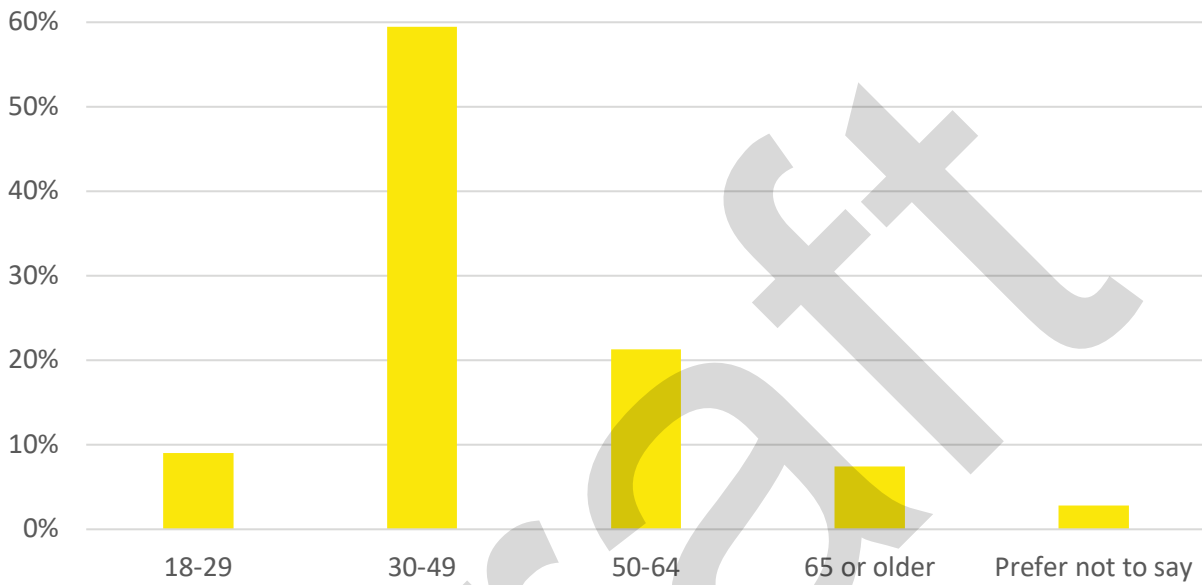


<sup>4</sup> U.S. Census 2010 Estimates (n=244,165)

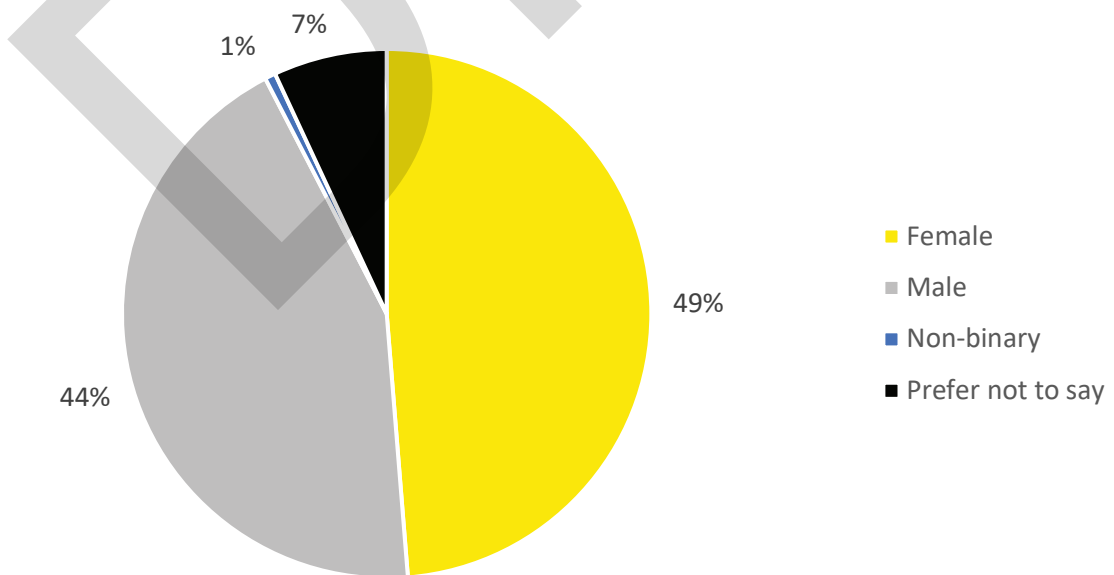


The majority of respondents were between the ages of 30 and 49 (Figure 22). Women accounted for 49% of respondents, and men accounted for 44% of respondents.

**Figure 22 Respondent Age (n=1998)**

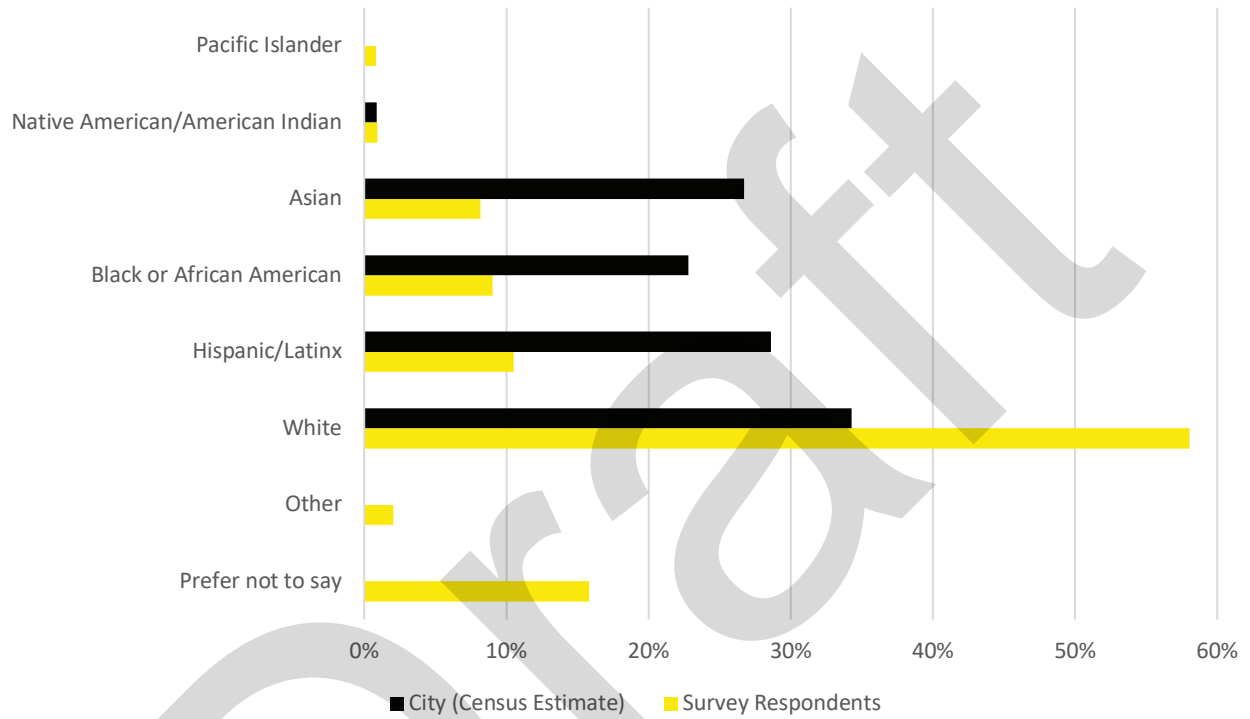


**Figure 23 Respondent Gender (n=1996)**



Nearly 60% of respondents reported themselves as White. Eleven percent of respondents said they are Hispanic/Latinx, and less than 10% of respondents said they were Black/African American or Asian. Relative to the U.S. Census estimates, white residents are overrepresented. Most minority populations are underrepresented (Figure 24).

**Figure 24 Race/Ethnicity of Respondents (n=1985) v. Census Estimates<sup>5</sup>**



*Note: Survey respondents could select all that applied.*

<sup>5</sup> U.S. Census 2018 American Community Survey 1-Year Estimates (n=265,560)