

Exhibit A

From Page 2 “Based on citations for the 3 months of CLEAR, the City of Hoboken is projected to earn **\$1.5M annual revenue** from citations with yearly program costs of \$160,000.”

TO: Hoboken City Council

FROM: Hoboken Transportation and Parking Department

DATE:

RE: Hoboken CLEAR Program – Key Results & Impact Summary

Overview

Since launching October 1, 2025, Hoboken’s CLEAR Program has significantly enhanced safety, accessibility, and compliance at critical curb areas including bike lanes, bus stops, and commercial loading zones in Hoboken. The program leverages technology from Automotus to generate violation evidence packages which are reviewed by Hoboken parking enforcement officers for enforcing loading zone dwell times as well as bike lane and bus stop violations — in an equitable and effective manner that has already demonstrated huge improvements to safety.

Hoboken’s CLEAR program, a part of the City’s comprehensive Vision Zero strategy, has successfully improved compliance with rules of the roadway, reduced illegal stopping and parking in high conflict areas, and supported local business with proper loading zone management, all while maintaining equitable and safe access to the curb.

Program Goals at launch

- Improve safety for cyclists, transit riders, and pedestrians by reducing obstructions in protected lanes and stops.
- Increase access and turnover at loading zones by enforcing dwell time limits.
- Empower city enforcement teams with data and tools to act proactively and efficiently.

Key Results - 3 month pilot period (October 1, 2025 - January 1, 2025)

Since the start of enforcement, CLEAR has tracked the these significant safety improvements:

- **59% reduction in incidents of vehicles blocking bike lanes** — protecting cyclists and improving traffic flow.
- **44% reduction in blocked bus stops**, keeping bus stops clearer and more accessible, improving transit reliability and ADA access.

Improved Compliance Across Key Curb Areas

- **66% reduction in loading zone violations with freight vehicle use of loading increasing by 67%.**
- **93%** of drivers that have received a citation have not received a second violation.
- Based on citations for the 3 months of CLEAR, the City of Hoboken is projected to earn **\$1.5M annual revenue** from citations with yearly program costs of \$160,000.
- Significant improvements in behavior were achieved by **focusing on the most serious infractions**, with citations issued for only **11% of violations**.
- **93% of citations were issued to non-Hoboken residential** permit holders
- Since the loading zone hour changes that went in place 12/2/25, there has been a **29% increase in the number of parks during policy hours and a 17% drop in average dwell time** compared to the enforcement period before the loading zone hour changes.

Looking Ahead

While the CLEAR program has demonstrated major safety results, there is still a need to maximize curb usage to support the varied parking needs of the corridor. We are proposing Smart Loading Zones to help balance commercial deliveries, passenger drop-offs, retail access in high demand commercial areas. This system, utilized by several other major cities to much success (Pittsburgh, Philadelphia, Fort Lee), can utilize the same Automotus technology by layering automated payment with real-time enforcement. Smart Loading Zones can support:

Benefits of Smart Loading Zones:

- Increased Turnover:
 - Dwell times decreased 22% in Fort Lee, 23% in Pittsburgh.

- Loading zone turnover increased 70% in Pittsburgh, 53% in Fort Lee.
- Hoboken's CLEAR program with enforcement alone increased turnover for freight vehicles, but largely did not have an impact on turnover broadly
- Accommodating Growth:
 - In Philadelphia, Smart Loading Zones led to double the amount of delivery and freight vehicle use of loading zones
- Improved Safety:
 - Double parking was reduced by 97% in Pittsburgh and 36% in Philadelphia.

Smart Loading Zones also introduce a new revenue stream. Depending on local policies, they can generate up to \$11,000/month per zone through CurbPass payments and enforcement.

Proposed Policy Updates

- **Convert Loading Zones to Paid 'Smart' Loading Zones:**
 - Convert loading zones along Washington between Observer & 12th
 - Proposed rates:
 - 0-20 minutes - \$0.00 per minute
 - 20-30 minutes - \$0.15 per minute
 - 30-60 minutes - \$0.20 per minute
 - 60-120 minutes - \$0.30 per minute
 - >120 minutes, violation
 - Unregistered use >15 minutes, violation

Proposed Smart Loading Zone Rates	Option 1	Option 2
0-5 minutes	\$0.00 per minute	\$0.00 per minute
5-20 minutes	\$0.00 per minute	\$0.10 per minute
20-30 minutes	\$0.15 per minute	\$0.15 per minute
30-60 minutes	\$0.20 per minute	\$0.20 per minute
60-120 minutes	\$0.30 per minute	\$0.30 per minute
Violations		
Exceeds 120 minutes		
Unregistered use >15 minutes, violation		

- **Bus Stop Enforcement:** Continue enforcement, but communicate that violations will not be generated for commercial vehicles or vehicles dwelling less than 4 minutes.
- **Bike Lane Enforcement:** Continue enforcement, but communicate that violations will not be generated for freight vehicles or vehicles dwelling less than 4 minutes.

Exhibit B

Kevin Note: These were the pre-program projections from Automotus on how much revenue CLEAR could generate for an entire year with only a three minute grace period.

Automated Curb Safety Enforcement Financial Estimates - Observer to 8th (3 minute buffer)				
			Annual	Monthly
Bus Stops	\$62	Bus Stop Violations	35,357	2946
		Bus Stop Revenue	\$2,192,121.60	\$182,676.80
		Bus Stop Costs	\$176,784.00	\$14,732.00
Bike Lanes	\$150	Bike Lane Violations	14,962	1246.8
		Bike Lane Revenue	\$2,244,240.00	\$187,020.00
		Bike Lane Costs	\$74,808.00	\$6,234.00
Loading Zones	\$55	Loading Zone Lane Violations	1,848	154
		Loading Zone Revenue	\$101,640.00	\$8,470.00
		Loading Zone Costs	\$9,240.00	\$770.00
Total Based on Current Behavior	Based on current camera footprint	Total Annualized Violations	52,166	4347.2
		Total Revenue	\$4,538,001.60	\$378,166.80
		Total Cost	\$260,832.00	\$21,736.00
Totals based on % behavior change	50%	Total Annualized Violations	26,083	2,174
		Total Revenue	\$2,269,000.80	\$189,083.40
		Total Cost	\$130,416.00	\$10,868.00

Exhibit C

Kevin Note: Vijay Chaudhuri resigned as Mayor Bhalla's Chief of Staff until February 2025, less than a year after leaving his position, he was involved with Automotus in lobbying the city on the CLEAR program. This is one of many emails he sent or was copied on, not including emails that included his wife who Mayor Bhalla hired to succeed him as Chief of Staff.

From: Vijay Chaudhuri <vijay.chaudhuri@gmail.com>
Sent: Wednesday, January 7, 2026 10:19 PM
To: Ravinder Bhalla <rbhalla@hobokennj.gov>
Cc: Marilyn Baer <mbaer@hobokennj.gov>; Kelly Schmandt Ferguson <kelly@automotus.co>; Jesse McGowan <jmcgowan@hobokennj.gov>; Jordan Justus <jordan@automotus.co>; Gregory Francese <GFrancese@hobokennj.gov>; Luca Basilone <luca@automotus.co>; Marci Rubin <mrubin@hobokennj.gov>
Subject: Re: CLEAR recap

Thanks Mayor and Marilyn. Appreciate everyone's efforts on this.

Just looking at the calendar in terms of timing, it's likely that Mayor-Elect Jabbour will, understandably, want other initiatives or coverage of her inauguration highlighted via Nixle/press release as she gets sworn in on the 15th. So as long as it goes out on or before the 14th, we're good although the quote from Mayor Bhalla would need to say "former Mayor Bhalla" if it goes out Tuesday or Wednesday, which is why it may make the most sense to go out on Friday or Monday morning, with the assumption that later day Monday Mayor Bhalla may want to put out a closing message via press release and Nixle thanking residents/closing message.

Thanks again.

Vijay Chaudhuri
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