

**From:** [Ravinder Bhalla](#)  
**To:** [Kelly Schmandt Ferguson](#)  
**Cc:** [vijay.chaudhuri](#); [Jesse McGowan](#); [Jordan Justus](#); [Gregory Francese](#); [Luca Basilone](#); [Marilyn Baer](#); [Marci Rubin](#)  
**Subject:** RE: CLEAR recap  
**Date:** Tuesday, January 6, 2026 6:07:00 PM  
**Attachments:** [image001.png](#)

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Thanks Kelly!



**Ravinder S. Bhalla**  
Mayor, City of Hoboken  
[201.420.2000 X1003](tel:201.420.2000)  
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**From:** Kelly Schmandt Ferguson <kelly@automotus.co>  
**Sent:** Tuesday, January 6, 2026 5:43 PM  
**To:** Ravinder Bhalla <rbhalla@hobokennj.gov>  
**Cc:** vijay.chaudhuri <vijay.chaudhuri@gmail.com>; Jesse McGowan <jmcgowan@hobokennj.gov>; Jordan Justus <jordan@automotus.co>; Gregory Francese <GFrancese@hobokennj.gov>; Luca Basilone <luca@automotus.co>; Marilyn Baer <mbaer@hobokennj.gov>; Marci Rubin <mrubin@hobokennj.gov>  
**Subject:** RE: CLEAR recap

Hi Mayor Bhalla,

Thanks for your support of the CLEAR program!


To clarify the first data point:

- 32% increase in loading zone utilization - This means that during loading-zone operating hours, **32% more vehicles are using the loading zones to park than before CLEAR began.** Because these spaces now turn over more, **fewer drivers likely need to resort to illegal parking.**

I leave it to Vijay and Marilyn to handle the quote.

Thank you,  
Kelly

**KELLY FERGUSON**  
**VP, Client Success & Operations**  
805-245-6294

  
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On Tue, Jan 06, 2026 at 11:10 AM, Ravinder Bhalla <[rbhalla@hobokennj.gov](mailto:rbhalla@hobokennj.gov)> wrote:

Looks good here. I only found this one confusing:

- 32% increase of loading zone utilization

Do you mean by freight trucks using loading zones instead of blocking the street? Also, I would also either elevate this data point and/or integrate it into a quote:

- 93% of citations were issued to non-Hoboken residential parking permit holders

This shows implicitly that non-residents are consistently violating the law and the source of tickets and corollary revenue generation from violations.



**Ravinder S. Bhalla**  
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**From:** Vijay Chaudhuri <[vijay.chaudhuri@gmail.com](mailto:vijay.chaudhuri@gmail.com)>

**Sent:** Tuesday, January 6, 2026 2:03 PM

**To:** Kelly Schmandt Ferguson <[kelly@automotus.co](mailto:kelly@automotus.co)>; Ravinder Bhalla <[rbhalla@hobokennj.gov](mailto:rbhalla@hobokennj.gov)>

**Cc:** Jesse McGowan <[jmcgowan@hobokennj.gov](mailto:jmcgowan@hobokennj.gov)>; Jordan Justus <[jordan@automotus.co](mailto:jordan@automotus.co)>; Gregory Francese <[GFrancese@hobokennj.gov](mailto:GFrancese@hobokennj.gov)>; Luca Basilone <[luca@automotus.co](mailto:luca@automotus.co)>; Marilyn Baer <[mbaer@hobokennj.gov](mailto:mbaer@hobokennj.gov)>; Marci Rubin <[mrubin@hobokennj.gov](mailto:mrubin@hobokennj.gov)>

**Subject:** CLEAR recap

Hi All,

I hope everyone is having a great start to the New Year!

First, thank you to Greg, Marilyn, Jesse, Marilyn and teams for the hard work getting camera assisted enforcement off the ground and for the positive results of the program. I think we've shown that this program works effectively, and is an important method to create safer streets, and will be a model that can be used across New Jersey.

I spoke briefly to Mayor Bhalla and Marilyn earlier today, and thought that an information piece/press release to the public in the next week would be helpful in providing the community a recap with stats of the program, and helping to be as

transparent as possible. I know that the Council will eventually be getting a briefing as well from the transportation department, and wanted to send this draft for consideration. Most of the stats below are updates (final numbers from Automotus) of what we've been periodically putting out publicly about the program at various times over the past several weeks so shouldn't be a total surprise.

Thanks again everyone.

### **Results of 3 month CLEAR program and safer streets initiative**

Mayor Ravi S. Bhalla and the City of Hoboken today provided the results of the recent three month CLEAR (Camera-based License plate Enforcement for Access & Response times) initiative. The statistics from the program, which took place between October 1, 2025 and December 31, 2025, demonstrated a significant improvement in safety for cyclists, transit riders, and pedestrians, as well as increased access and turnover at loading zones to support local businesses.

The specific data includes the following safety improvements, on Washington Street between Observer Highway and 8th Street during the three month period:

- 59% reduction in blocked bike lanes
- 21 hours 51 min reduction, per day, of bike lanes blocked
- 44% reduction in blocked bus stops
- 10 hours 34 mins reduction, per day, of all bus stops blocked
- 66% reduction in loading zone violations
- 67% increase of loading zone use by freight vehicles
- 32% increase of loading zone utilization
- 20 mins per day reduction of blocked travel lanes
- 93% of drivers receiving a citation have not received a second violation
- 93% of citations were issued to non-Hoboken residential parking permit holders
- XX increase in transactions of parking meters

“The data and results of the CLEAR program are clear as day - the three month period saw a drastic increase in street safety in Hoboken,” said Mayor Bhalla. “Crossing the street, riding a bike on Washington Street, getting off the bus, and driving along our main commercial corridor were all made substantially safer through camera-assisted enforcement. Washington Street has never been more efficient than it was during the CLEAR pilot, and it is my hope that this program will be refined and continued to prioritize the safety of our residents and visitors in the months and years to come.”

The CLEAR initiative was a part of the City's Vision Zero campaign to eliminate all traffic-related injuries and deaths by 2030. The program used camera-assisted enforcement to reduce dangerous and illegal parking behaviors that contribute to congestion, obstruct emergency response, and put vulnerable road users at risk.

The program used cameras, mounted along Washington Street from Observer Highway to Eighth Street, to capture images of potential violations. These images were then manually reviewed by Hoboken Parking Utility staff.

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