



From: [Ravinder Bhalla](#)
To: [Jordan Justus](#); [vijay.chaudhuri](#)
Cc: [Marilyn Baer](#); [Kelly Schmandt Ferguson](#); [Jesse McGowan](#); [Gregory Francese](#); [Luca Basilone](#); [Marci Rubin](#)
Subject: RE: CLEAR recap
Date: Thursday, January 8, 2026 12:19:00 PM
Attachments: [image001.png](#)
[image004.png](#)

Thanks Jordan! Much appreciated.



Ravinder S. Bhalla
Mayor, City of Hoboken
201.420.2000 X1003
www.hobokennj.gov
 

From: Jordan Justus <jordan@automotus.co>
Sent: Thursday, January 8, 2026 10:11 AM
To: vijay.chaudhuri <vijay.chaudhuri@gmail.com>
Cc: Ravinder Bhalla <rbhalla@hobokennj.gov>; Marilyn Baer <mbaer@hobokennj.gov>; Kelly Schmandt Ferguson <kelly@automotus.co>; Jesse McGowan <jmcgowan@hobokennj.gov>; Gregory Francese <GFrancese@hobokennj.gov>; Luca Basilone <luca@automotus.co>; Marci Rubin <mrubin@hobokennj.gov>
Subject: Re: CLEAR recap

That sounds great. Thank you for all your support on this program, Mayor Bhalla, and congratulations on completing another great term as Mayor. Wishing you all the best in the Assembly and future endeavors.

Best,
Jordan
||

JORDAN JUSTUS
Chief Executive Officer



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HQ: Automotus, 1150 South Olive ST 10th FL Los Angeles, CA 90015
[GovTech 100](#) | [AI 50 - Public Sector](#)

On Thu, Jan 8, 2026 at 6:47 AM, Vijay Chaudhuri <vijay.chaudhuri@gmail.com> wrote:

That works for me if it works for the team. Thank you.

Vijay Chaudhuri
917-485-1126
Vijay.Chaudhuri@gmail.com

On Thu, Jan 8, 2026 at 9:17 AM Ravinder Bhalla <rbhalla@hobokennj.gov> wrote:

Why don't we aim to get this out Monday morning and I'll do a closing "goodbye" message by Nixle on Tuesdya morning – sound good?



Ravinder S. Bhalla
Mayor, City of Hoboken
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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
917-485-1126
Vijay.Chaudhuri@gmail.com

On Wed, Jan 7, 2026 at 12:53 PM Ravinder Bhalla <rbhalla@hobokennj.gov> wrote:

Correct - Vijay/team – we need to collect some data from local businesses and the HBA. We're looking to have a draft completed by Friday and will keep you posted re timing for the release, but we do want to make sure it's more comprehensive, for the benefit of continuation of the program. Thanks.



Ravinder S. Bhalla
Mayor, City of Hoboken
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From: Marilyn Baer <mbaer@hobokennj.gov>
Sent: Wednesday, January 7, 2026 12:49 PM
To: Ravinder Bhalla <rbhalla@hobokennj.gov>; Kelly Schmandt Ferguson <kelly@automotus.co>
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>; Marci Rubin <mrubin@hobokennj.gov>
Subject: Re: CLEAR recap

Hi everyone,

As just discussed with the Mayor and discussed with Vijay yesterday, we are looking to incorporate some data from the HBA to strengthen the positive narrative around the program's success and dispel the misconception that CLEAR is "bad for business." As such, we will aim to do a release next week. I will follow up with a draft for your review.

Vijay & the Automotus team, thank you so much for putting this draft together and compiling all the end of pilot data. It is a great start and really highlights how much safer downtown Washington St. is!

Best,
Marilyn



Marilyn Baer
Communications Manager
City of Hoboken
(201) 714-1517
www.hobokennj.gov

From: Ravinder Bhalla <rbhalla@hobokennj.gov>
Sent: Wednesday, January 7, 2026 11:53 AM
To: Kelly Schmandt Ferguson <kelly@automotus.co>
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

Marilyn,

Can we get this press release out this week? Please send the draft final when it's ready.

Thanks,

Ravi



Ravinder S. Bhalla
Mayor, City of Hoboken

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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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Sent via [Superhuman](#)

On Tue, Jan 06, 2026 at 11:10 AM, Ravinder Bhalla <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
Mayor, City of Hoboken

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From: Vijay Chaudhuri <vijay.chaudhuri@gmail.com>

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

To: Kelly Schmandt Ferguson <kelly@automotus.co>; Ravinder Bhalla <rbhalla@hobokennj.gov>

Cc: 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: 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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