



Hoboken Hop Overhaul - Team HoboTrans
Executive Summary

The City of Hoboken operates a shuttle bus service within the city limits, with the primary purpose of bringing convenient shuttle bus service to within two blocks of every resident. Hoboken has operated a "Crosstown Shuttle" on and off over the past several years. However, the system was not effectively being operated and did not address the needs of potential riders. The rebranded "Hop" was established in May of 2009, and since its inception has grown steadily, now including three shuttle buses with four routes.

The city realizes that routes are not followed correctly, shuttles do not follow their time schedules, and ridership is low, leading to an annual deficit. The City Director of Transportation & Parking, Ian Sacs P.E., sees the potential to improve the Hop. Recognizing the need for change, a project team was created with the mission to analyze, survey, and improve the Hop system.

The team has developed a grouping of viable options, solutions, and incremental improvements that can be incorporated into the Hop. To establish a more loyal customer base, the reliability of the Hop system must be addressed, since it is the foundation for further improvements. This can be accomplished via driver training, fixed "HopStops", a new shuttle schedule, and route re-assignment. Other possible solutions center around increasing profitability, which include advertising on the bus and extended nights and weekend operating hours.

Later, development measures can be taken to reduce operating costs with lower cost shuttles and more efficient power sources. This document's purpose is to serve as a basis for justification to the Hoboken City Council on allocating funds and resources to improving the Hop system.