

# FY2024UPWP

## Unified Planning Work Program

### Chapter III

### Transportation Management Association Program





# NJTPA FY 2024 UPWP

## Chapter III

### TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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# NJTPA FY 2024 UPWP TMA PROGRAM

## PROGRAM DESCRIPTION

Eight transportation management associations (TMAs) operate in the state of New Jersey. EZ Ride, goHunterdon, Hudson TMA, Keep Middlesex Moving, RideWise, and Avenues in Motion (formerly TransOptions) operate in the North Jersey Transportation Planning Authority (NJTPA) region, Greater Mercer TMA operates in both the NJTPA and Delaware Valley Regional Planning Commission (DVRPC) regions, and Cross County Connection TMA serves the DVRPC and South Jersey Transportation Planning Organization (SJTPO) regions. All twenty-one counties in New Jersey are served by a TMA.

NJTPA, the federally-designated Metropolitan Planning Organization (MPO) for northern NJ, oversees the management and administration of the State of New Jersey's federally funded TMA program. The NJTPA guides the development of annual work programs and coordinates activities among the TMAs, the subregions (city and county members of the NJTPA), NJ TRANSIT, the New Jersey Department of Transportation (NJDOT) and other partners in regional mobility. To ensure overall statewide consistency, the NJTPA, in coordination with DVRPC, also administers the Greater Mercer TMA program, which covers Ocean County in the NJTPA region and Mercer County in the DVRPC region, and Cross County Connection TMA, which covers Burlington, Camden, and Gloucester counties in the DVRPC region and Atlantic, Salem, Cumberland and Cape May Counties in the SJTPO region. The NJTPA Executive Director, or their designee, serves as a non-voting member on each TMA's Board of Trustees.

The TMA Program is funded by the Federal Highway Administration (FHWA) Surface Transportation Program (STP-NJ and STP-SU). More information about eligible activities under FHWA sponsored programs can be found in the Title 23, U.S.C.—Highways, Subchapter 1.1, Section 133 at <http://www.fhwa.dot.gov/legsregs/title23.pdf> (page 73). All recommendations for new work program efforts by the TMAs must be reviewed and approved by the NJTPA, NJDOT and FHWA before any work can begin.

### **Program Guidance**

The purpose of the TMA work program is to support and advance broad federal and regional transportation goals. This guidance is outlined below.

#### ***Federal Guidance***

In response to USDOT metropolitan planning organization (MPO) planning priorities and federal transportation law, most recently updated in the Infrastructure Investment and Jobs Act (IIJA) (Public Law 117-58, also known as the Bipartisan Infrastructure Law”), the following federal emphasis areas will be incorporated into all NJTPA plans and programs. As partners in this regional planning work, the TMAs play a vital role in communicating and carrying out these

planning priorities in the programs and services that they provide to individuals, employers, community organizations, and government entities.

2021 USDOT emphasis areas are as follows:

- Tackling the Climate Crisis – Transition to a Clean Energy, Resilient Future
- Equity and Justice<sup>40</sup> in Transportation Planning
- Complete Streets
- Public Involvement
- Strategic Highway Network (STRAHNET)/U.S. Department of Defense (DOD) Coordination
- Federal Land Management Agency (FLMA) Coordination
- Planning and Environment Linkages (PEL)
- Data in Transportation Planning

### ***State Policy Guidance***

NJDOT actively supports and encourages the development and implementation of Transportation Demand Management (TDM) programs and projects to mitigate traffic congestion, improve mobility and accessibility, improve air quality, and optimize the efficiency of the transportation system throughout the State of New Jersey. The means to achieve these aims includes strategies that increase travel choices and reduce reliance on single occupant vehicles. Strategies may be implemented individually or through partnerships that include NJDOT, TMAs, MPOs, other state and local governments, public and private transportation service providers, businesses, and community organizations.

### ***Metropolitan Planning Organizations***

New Jersey is home to three federally-designated MPOs responsible for guiding transportation policy and federal transportation investments at a regional scale through a continuing, cooperative, and comprehensive process. Each MPO is made up of representatives from local government and governmental transportation authorities. MPOs are responsible for maintaining a long range transportation plan, developing a short-term transportation improvement program, and ensuring that transportation plans, programs, and projects conform to an air quality plan, known as a “state implementation plan.”

**North Jersey Transportation Planning Authority** – The NJTPA is the federally authorized Metropolitan Planning Organization (MPO) for 7 million people in the 13-county northern New Jersey region. Each year, the NJTPA oversees more than \$2 billion in transportation improvement projects and provides a forum for interagency cooperation and public input. It also sponsors and conducts studies, assists county planning agencies and monitors compliance with national air quality goals.

The NJTPA Board of Trustees includes 15 local elected officials representing 13 counties—Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren—and the cities of Newark and Jersey City. These are called the NJTPA “subregions.” The Board also includes a Governor’s Representative, the Commissioner

of the New Jersey Department of Transportation (NJDOT), the Executive Director of NJ TRANSIT, the Chairman of the Port Authority of New York & New Jersey and a Citizen's Representative appointed by the Governor.

The NJTPA develops a number of documents that detail the investments and planning activities that will help improve regional transportation. They include:

[Plan 2050: Transportation, People, Opportunity](#) – Updated every four years, the Long Range Transportation Plan (LRTP) sets out a vision for the development of the region's transportation infrastructure over the next twenty years. It includes goals and objectives, analysis of regional trends and planned improvement projects. Plan 2050: Transportation, People, Opportunity was adopted by the Board of Trustees in September 2021.

[Transportation Improvement Program \(TIP\)](#) – Updated every two years, the TIP is a four-year agenda of improvement projects that implements the Long Range Transportation Plan. To be eligible for federal funding, proposed projects must be approved by the NJTPA Board for inclusion in the TIP. The FY 2022-2025 TIP was adopted by the Board of Trustees in September 2021.

[Unified Planning Work Program \(UPWP\)](#) – Updated annually and guided by the Strategic Business Plan, the UPWP summarizes the transportation planning activities of the NJTPA staff, its member agencies and other transportation agencies in the region. The TMA work programs are contained within Chapter III of the UPWP.

[Title VI Implementation Plan](#) – The plan describes how the NJTPA, as a recipient of federal funding, will comply with various civil rights statutes, executive orders, and regulations that are intended to ensure that traditionally underserved populations are included in the planning process and have access to MPO activities.

[Together North Jersey \(TNJ\) Regional Plan](#) – A planning initiative in the NJTPA region created by Together North Jersey, this effort developed a comprehensive and balanced plan that invests in the region's existing communities to make housing, jobs, educational, cultural, and recreational opportunities more easily accessible to most residents while reducing dependence on cars.

[Go Farther: Coordinated Human Services Transportation Plan](#) – A 2017 planning effort that documents the transportation needs of four target populations: seniors, low-income persons, persons with disabilities, and veterans – and offers comprehensive recommendations for meeting these needs.

[Transportation Demand Management and Mobility Plan](#) – The plan identifies regional policies and strategies that will increase traveler choices while also minimizing the negative impacts of single-occupant vehicle travel on congestion, air quality, and safety. Six priority strategies include complete streets, local land use and transportation policy, telework and teleservices, mobility on demand, first and last mile services, and rideshare matching.

**Delaware Valley Regional Planning Commission** – DVRPC serves as the regional planning agency for the nine-county, bi-state, Greater Philadelphia region, providing guidance and assistance to local governments and partner agencies building sustainable, livable, and healthy communities. This includes the New Jersey counties of Mercer, Burlington, Camden, and Gloucester. DVRPC produces the following plans that can help guide TMA activities.

[Connections 2050 Long-Range Plan](#) – The Plan prioritizes transportation investments and enables our region to receive over a billion dollars annually in federal transportation funding. The Plan consists of two documents. The primary document is the Connections 2050 Policy Manual, which crafts a vision for regional growth and development, identifies strategies to obtain the vision, and contains a summary of the financial plan. In addition, the Connections 2050 Process Manual documents the Plan’s outreach, background info that informs the plan’s vision and strategies, and contains a detailed financial plan.

[Equity Through Access](#) – DVRPC’s 2016 Coordinated Human Services Transportation Plan (CHSTP) seeks to improve economic and social opportunity in the region by expanding access to essential services for vulnerable populations – those who are more critically impacted by barriers and gaps in infrastructure, service coordination, and policies. A 2020 update documented [Gaps and Bridges](#) and produced a [Map Toolkit](#).

[A New Route to Better Travel for All: The Regional TDM Plan](#) – The Plan guides the Travel Options Program, which addresses the goals of climate action and air quality improvement, equity, reliability, freedom of choice, and affordability through transportation demand management pilot projects that reduce driving alone.

**South Jersey Transportation Planning Organization** – SJTPO is the MPO for the four southern-most counties in New Jersey: Atlantic, Cape May, Cumberland, and Salem. SJTPO coordinates the planning activities of participating agencies and provides a forum for cooperative decision-making among state and local officials, transit operators, and the public. It serves as a technical resource, provides access to funding, and works to provide a regional approach to address transportation planning and engineering issues.

The SJTPO Policy Board includes eight local elected officials, including one representative from each of the four counties, as well as municipal representatives in each county, including the cities of Atlantic City and Vineland in addition to municipal representation from Cape May County (Sea Isle City) and Salem County (Alloway Township). The Board also includes representatives from NJDOT, NJ TRANSIT, and the South Jersey Transportation Authority (SJTA).

SJTPO develops and maintains a number of products that guide the work and investments that help improve transportation in the SJTPO region. They include:

[RTP 2050: Moving South Jersey Forward](#) – Adopted in January 2021, and updated at least every four years, RTP 2050 serves as the current regional transportation plan for South Jersey. Its purpose is to establish a regional vision, identify critical issues, and educate the public and stakeholders on why transportation planning matters. It includes both long and short-range strategies and actions leading to the development of an



integrated transportation system that facilitates the efficient movement of people and goods.

[Transportation Improvement Program \(TIP\)](#) – Adopted in September 2021, and updated every two years, the TIP is a list of all projects and programs scheduled to be implemented over the next ten years. The TIP allows the SJTPO Policy Board to determine transportation needs that take precedence. These projects and programs are fiscally constrained in the first four years, allowing them to be eligible for federal transportation funds.

[Unified Planning Work Program \(UPWP\)](#) – Adopted in March 2022, and updated annually, the UPWP serves as the budget for SJTPO, programming staff and consultant resources to support upcoming efforts. Efforts include technical assistance to partner jurisdictions to identify and advance critical needs that support regional transportation.

[Title VI Implementation Plan](#) – Adopted in May 2022, and updated periodically, the plan describes how SJTPO, as a recipient of federal funding, will ensure compliance with Title VI of the Civil Rights Act of 1964 and subsequent statutes, court decisions, executive orders, and regulations in all efforts undertaken by or funded through SJTPO. These efforts are intended to ensure that traditionally underserved populations are included in the planning process and have access to MPO activities.

[Limited English Proficiency \(LEP\) Plan](#) – Adopted in May 2022, and updated periodically, the LEP Plan identifies populations with limited English proficiency, including languages spoken, and identifies how SJTPO will ensure compliance with executive orders, regulations, and guidance and provide accommodation to the needs of these populations.

[Access for All Transit Plan](#) – Adopted in March 2021, the Access for All Transit Plan serves as the 5-year update to the 2015 Coordinated Human Services Transportation Plan. The purpose of this federally required plan is, along with regional stakeholders, to identify unmet transportation needs and recommend measures to meet these needs, while also reducing the cost of providing services to a segment of the region’s population that is unable to or not permitted to operate a vehicle.

## **Eligible Applicants**

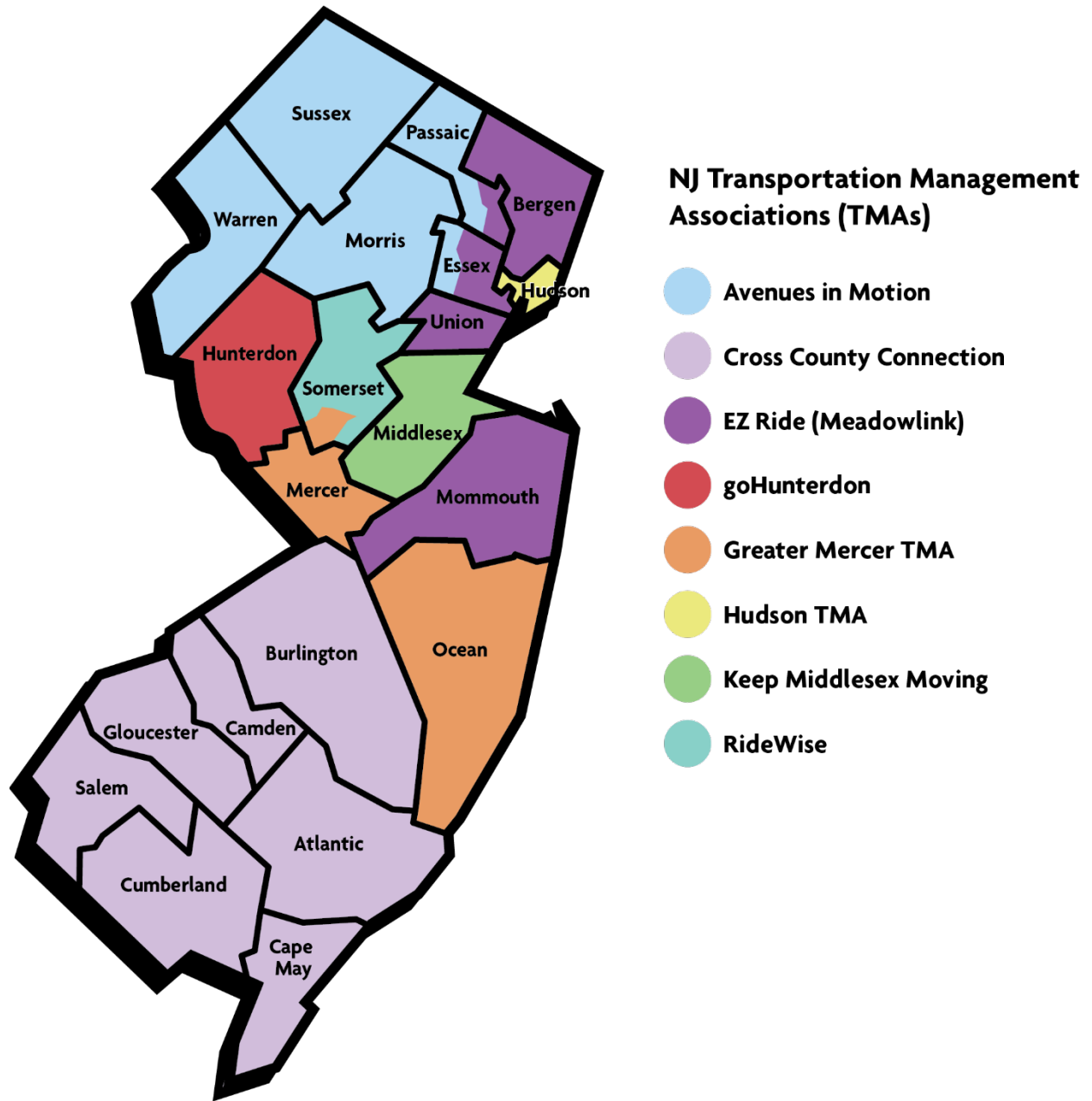
Work Program proposals may only be submitted by the following eight TMAs currently operating in New Jersey.

- Avenues in Motion
- Cross County Connection TMA
- EZ Ride
- goHunterdon
- Greater Mercer TMA
- Hudson TMA
- Keep Middlesex Moving
- RideWise

## SERVICE AREAS

TMA are funded by this program to provide services in their respective service areas, as shown in the service area map in Figure 1.

**Figure 1: TMA Service Areas Map**



## NJTPA FY 2024 UPWP TMA PROGRAM

### FINANCIAL SUMMARY

(Source: Federal Surface Transportation Program Funds)

<b>TMA</b>	<b>Proposed Budget</b>
Avenues in Motion	\$ 955,000
Cross County Connection*	\$ 1,100,000
EZ Ride	\$ 1,405,000
Greater Mercer TMA *	\$ 865,000
goHunterdon	\$ 460,000
Hudson TMA	\$ 520,000
Keep Middlesex Moving	\$ 620,000
RideWise	\$ 490,000
<b>TOTAL PROGRAM</b>	<b>\$ 6,415,000</b>

\* Please note that funding for Cross County Connection and Greater Mercer TMA will be furnished through the DVRPC sub-allocation.



# **FY 2024 TMA WORK PROGRAMS**



**NJTPA FY 2024 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

*Avenues in Motion*  
**FY 2024 WORK PROGRAM**

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## TMA WORK PROGRAM OVERVIEW

### Organizational Summary

Avenues in Motion was incorporated in November 1986. Then known as Morris County Rides (MCRIDES), it legally changed its name to TransOptions as of February 2001 to reflect that the organization provided services not only in Morris County, but throughout greater Northwest New Jersey. In spring 2022, the organization began doing business as Avenues in Motion.

For over thirty years, Avenues in Motion's mission has been to deliver programs that improve mobility, the environment and quality of life in Northwest New Jersey. As a 501(c)(3) non-profit organization, the Transportation Management Association (TMA) works with employers, communities, travelers, schools and school districts and human service organizations in Morris, Sussex, and Warren counties, as well as suburban Essex, Passaic, and Union Counties. The office of Avenues in Motion is located at 2 Ridgedale Avenue, Suite 200 Cedar Knolls, NJ 07927. Avenues in Motion does not maintain any other office locations. Avenues in Motion currently has 13 full-time staff members and no part-time staff members.

Avenues in Motion receives funding from a Federal Highway Administration (FHWA) grant administered by the North Jersey Transportation Planning Authority (NJTPA), NJ TRANSIT, NJDOT, NJ Division of Highway Traffic Safety, Morris County Commissioners and some private foundation and corporate support.

### Geographic and Demographic Information

Avenues in Motion's service area covers Morris, Sussex and Warren Counties in their entirety, plus the Essex County towns of Fairfield, Livingston, Millburn, Roseland, Short Hills, and West Caldwell; the Union County towns of Berkeley Heights, New Providence, Murray Hill, and Summit; and the Passaic County towns of Bloomingdale, Little Falls, Pompton Lakes, Ringwood, Totowa, Wanaque, Wayne Township, West Milford, and Woodland Park. At the request of NJDOT, the Board of Directors of Avenues in Motion, by resolution dated September 19, 2002, consolidated the above-named geographic areas into one "Service Area".

According to the 2020 Census, the total population residing within the Avenues in Motion service area is 1,050,580.

Northwest New Jersey offers a large network of transportation infrastructure that consists of:

- Roadways:
  - Interstate Routes: 80, 287, 78
  - State Routes: 24, 22, 124, 206, 202, 15, 23, 94, 46, 10, 57
- Railways:
  - NJ TRANSIT Montclair-Boonton Line
  - NJ TRANSIT Morris & Essex Line
  - Portions of the NJ TRANSIT Gladstone Branch
- Buses:
  - Community Coach
  - De Camp

- Lakeland: 46, 80
- Livingston Express Shuttle
- Martz
- Morristown Colonial Coach
- NJ Transit: 11, 28, 29, 70, 71, 72, 73, 74, 75, 79, 191, 193, 194, 195, 197, 198, 324, 704, 705, 712, 744, 748, 871, 872, 873, 874, 875, 878, 879, 880, 890, 891, 986
- Route 57 Shuttle
- Sussex County Transit
- Trans-Bridge Lines: 97, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145

Northwest New Jersey offers many attractions, healthcare facilities, college/universities and corporations that are the major trip generators for the region. These include but are not limited to:

- Vernon Ski and Water Park Resort Area
- County and State Parks and the Delaware National Recreation Area
- Major Employers/Places of Employment (not exhaustive):
  - County of Morris
  - County of Sussex
  - AbbVie
  - ADP
  - Atlantic Health System
  - Barclays
  - BASF
  - Bayer
  - Coldwell Banker
  - Crum & Forster
  - GAF
  - Givaudan
  - GSK (Warren Township)
  - Honeywell International Inc.
  - Howmet (Formerly Arconic)
  - Mack-Cali – Florham Park
  - Mack-Cali Corporate Center - Parsippany
  - Maersk
  - MetLife
  - Novartis Pharmaceuticals Corp.
  - Pfizer
  - Picatinny Arsenal
  - Realogy
  - Robertet Inc.
  - Selective Insurance
  - SJP Properties

- Teva Pharmaceuticals
- Thorlabs
- Tiffany and Co.
- Wyndham Worldwide
- Zoetis
- Hospitals/Healthcare:
  - Saint Clare's Health System
    - Saint Clare's Health Center (Sussex)
    - Saint Clare's Hospital (Dover)
    - Saint Clare's Hospital (Denville)
    - Saint Clare's Hospital (Boonton)
  - Atlantic Health Systems
    - Morristown Medical Center
    - Newton Medical Center
    - Hackettstown Medical Center
    - Overlook Medical Center
    - Chilton Medical Center
    - Atlantic Rehabilitation Institute
    - Atlantic Health Corporate Headquarters
  - St. Luke's Warren Hospital (Phillipsburg)
  - Saint Barnabas Medical Center (Livingston)
- Colleges and Universities:
  - Centenary University
  - College of St. Elizabeth
  - County College of Morris
  - Drew University
  - Fairleigh Dickinson University
  - Sussex County Community College
  - Warren County Community College
  - William Paterson University

## **Goals and Objectives**

Avenues in Motion is dedicated to delivering services that improve mobility, the environment, and the quality of life of the residents of Northwest New Jersey and those who travel to and/or through it by:

- Generating programs that increase the efficiency, accessibility, safety and reliability of transportation networks, ultimately contributing to a reduction in traffic congestion and improving air quality thereby aiding economic development by the resultant improvement in mobility of people, goods and services;
- Identifying and addressing transportation connectivity gaps, especially accessibility to work sites;
- Actively supporting and encouraging the implementation of Transportation Demand Management (TDM) strategies that increase travel choices and reduce reliance on single occupancy vehicles (SOVs), while promoting programs and strategies that contribute to

regional performance goals, in furtherance of NJTPA’s UPWP, TIP and Plan 2050: Transportation, People, Opportunity;

- Offering programs that reduce number of trips and vehicle miles traveled (VMTs), optimizes the efficiency of the transportation system, mitigates congestion, encourages tele-working/hoteling and alternative work scheduling, and promotes ridesharing so as to reduce emissions in the region;
- Improving access to job opportunities and improving choices for transportation disadvantaged populations including the elderly, disabled and low-income populations.
- Encouraging the use of all alternative means of transportation;
- Delivering safety programs that aim to reduce the instances of pedestrian injuries and fatalities within the service area through grassroots and community-driven campaigns;
- Educating all persons, ranging from youth to senior, on environmental, air quality, and emissions issues to inform them of transportation’s impact and encourage them to act to reduce those impacts.
- Acting as a conduit for up-to-date travel related information to all travelers in, to and through the service area;
- Supporting Models of Regional Planning Cooperation through participation and assistance in the implementation of regional and local Comprehensive Economic Development Strategy activities as well as any Ladders of Opportunity efforts to increase job access in the region;
- Acting as a resource for providing important travel information during natural disasters (e.g., hurricanes and major snowstorms) and large-scale construction projects, maintenance projects and special events to help mitigate related congestion;
- Assisting counties and municipalities in the implementation of Complete Streets and Sustainable Jersey strategies in accordance with policies and goals of the NJTPA, NJDOT and NJ TRANSIT.

## **Title VI/Environmental Justice**

Avenues in Motion is committed to ensuring that the organization’s programs are offered and delivered equitably to all communities, especially those that are underserved by transportation and considered to be communities of concern regarding Title VI and Environmental Justice. The Avenues in Motion service area contains a number of Environmental Justice communities that will be considered a high priority for outreach and programming, including locations in the Towns of Dover, Morristown, Parsippany, Wharton, Hopatcong, Newton, Phillipsburg, Hackettstown and others. Throughout the planning phase, Avenues in Motion considers equitable delivery of programs and prioritizes communities of concern based on the equity factors outlined in NJTPA’s Equity Assessment Guide (Minority, Place of Birth, Low Income, Limited English Proficiency, Age, People with Disabilities, Sex, Zero-Vehicle Households, and Education). Avenues in Motion programs that provide a particular benefit to traditionally underserved populations include, but are not limited to, human services TNC projects in Morris and Sussex Counties, bike and helmet use education for individuals with lower incomes who rely on bicycles for job access, and pedestrian safety efforts in communities that have disproportionate crash rates among low income and non-English-speaking populations.

The table below highlights minority, low income, and low English proficiency data for selected

high priority communities within the service area. Selected municipalities are higher than their county’s average (indicated in **bold**) in at least two of the three factors. We used data from NJTPA’s equity data profile using American Community Survey 2016-2020 5-year estimates.

	<b>Minority (%)</b>	<b>Low Income (%)</b>	<b>LEP (%)</b>
<b>Morris County</b>	<b>29.5%</b>	<b>12.1%</b>	<b>8.5%</b>
Dover	<b>81.1</b>	<b>37.6</b>	<b>39.0</b>
Victory Gardens	<b>78.8</b>	<b>34.6</b>	<b>35.3</b>
Wharton	<b>60.0</b>	<b>29.7</b>	<b>27.4</b>
Parsippany-Troy Hills	<b>51.7</b>	11.0	<b>14.7</b>
Mine Hill	<b>46.0</b>	<b>16.6</b>	<b>9.8</b>
Morristown	<b>43.1</b>	<b>20.0</b>	<b>15.8</b>
Boonton	<b>35.4</b>	<b>23.3</b>	<b>10.3</b>
Mount Olive	<b>33.2</b>	<b>18.3</b>	8.4
Netcong	25.2	<b>26.6</b>	6.1
<b>Sussex County</b>	<b>14.7%</b>	<b>13.8%</b>	<b>2.7%</b>
Hopatcong	<b>26.1</b>	9.9	<b>4.8</b>
Newton	<b>23.8</b>	<b>27.0</b>	<b>3.7</b>
Green	<b>19.0</b>	13.5	<b>4.8</b>
Hamburg	<b>18.3</b>	<b>14.8</b>	<b>7.5</b>
Ogdensburg	<b>17.5</b>	9.4	<b>3.5</b>
Franklin	<b>15.2</b>	<b>28.0</b>	1.6
Andover	10.7	<b>23.1</b>	<b>7.6</b>
Andover	10.6	<b>14.0</b>	<b>3.5</b>
Sussex	10.1	<b>32.6</b>	1.7
Hampton	9.2	<b>14.8</b>	<b>4.1</b>
Lafayette	7.8	<b>14.3</b>	<b>4.6</b>
<b>Warren County</b>	<b>19.2%</b>	<b>17.9%</b>	<b>4.2%</b>
Phillipsburg	<b>33.3</b>	<b>37.8</b>	<b>6.7</b>
Hackettstown	<b>31.3</b>	<b>22.3</b>	<b>10.5</b>
Mansfield	<b>28.9</b>	15.4	<b>8.6</b>

## AVENUES IN MOTION PROGRAM REPORT FY 2024

### **GOAL AREA: ACCESSIBILITY**

**Description:** Within our service area, Avenues in Motion will assist travelers and communities to increase mobility and accessibility of alternate travel modes through various strategies such as carpooling, vanpooling, shuttle service, public transit, bicycling, walking, micromobility, telework, and other non-SOV modes of travel. This assistance shall include, but not be limited to, outreach to commuters and other travelers to promote alternative modes of travel, delivery of rideshare matching assistance, trip planning for commuters, tourists, and other travelers, provision of up-to-date information about park and rides and bicycle facilities, provision of Emergency Ride Home services to commuters using alternative modes, vanpool empty seat management, mapping services as needed, assisting schools and other organizations in need of assistance of implementing walking and biking programs, and delivery of other travel assistance services.

Avenues in Motion will educate travelers about available travel alternatives and transportation services and will coordinate with NJDOT, NJTPA, and other agencies on traveler promotional and outreach efforts. These activities will utilize outreach strategies including maintaining complete and up-to-date information on our website, publishing newsletters and press releases, social media promotion, conducting “on-site” transportation fairs and/or delivering “Lunch and Learn” presentations for public and private entities and at community fairs. Avenues in Motion will disseminate information related to TDM strategies both in-person and through web-based formats.

Avenues in Motion will promote walking, biking, and micromobility as a healthy and active alternative to using SOVs while encouraging communities to provide infrastructure to support these modes as well as safe behaviors. Events, activities, and incentive programs for encouraging alternative mode use can be organized and tracked using our web based GoForGood platforms.

All activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in our service area. Census and other relevant data sources will be used to examine travel modes in communities and promote alternatives.

**Strategy:** Trip planning and information

**Description:** Avenues in Motion will provide community stakeholders and the public with information and trip planning assistance using non-SOV travel options via phone, email, website, social media, at in-person events and other forms of communication methods. Trip planning assistance and information will be available for modes such as walking, biking, micromobility, public transit, carpooling, vanpooling, shuttles, paratransit, telework, and other alternate modes of travel. In coordination with NJTPA, ridematching services will continue to be provided and promoted using njrideshare.com to encourage ridesharing and reduce SOV usage.

**Products and Outcomes:**

- Serve as a local resource for assistance in trip planning using alternative modes of travel, maintain information and promote the use the njrideshare.com service, promote use of walking, biking, micromobility, public transit, carpooling, vanpooling, shuttles, paratransit, telework, and other alternate modes of travel

**Strategy:** Bicycle and Pedestrian Encouragement

**Description:** Avenues in Motion will promote walking, biking, the use of micromobility devices, and other forms of active transportation as viable TDM strategies for all travelers and support improvements to the infrastructure that will create safe, accessible, and connected systems for these modes. Avenues in Motion will also be proactive in encouraging safety for people walking, biking or using micromobility by promoting safe behaviors and awareness of traffic safety laws that are relevant to these modes. Focus will be given to communities where walking, biking, and using micromobility are prevalent and will support municipal bikeways and regional bicycle and pedestrian efforts, such as the Morris Canal Greenway, Complete Streets initiatives and Transit Oriented Development. Avenues in Motion will assist community partners, including schools and other local organizations, in implementing programs that encourage increased usage and safety of walking, biking, and micromobility modes and provide notification of funding opportunities and programs.

**Products and Outcomes:**

- Assist communities in supporting the use of active transportation modes such as walking, biking, and micromobility, by encouraging improved infrastructure, safety, and implementing programs to increase use of active forms of transportation

**Strategy:** Public Outreach and Education

**Description:** Conduct education and outreach activities to promote use of alternate travel modes such as public transit, teleworking, flexible work schedules, shuttles, carpool, vanpool, and other forms of travel without use of SOV. Efforts will be available to municipalities, employers, schools and other organizations in Avenues in Motion's service area. Education, training, and trip planning services will be available for travelers and organizations in need of assistance. Avenues in Motion may implement and promote events and incentive programs that encourage travelers to use alternate modes.

**Products and Outcomes:**

- Provide education, outreach, and promotional activities to change behaviors and increase use of shared and sustainable forms transportation

**Strategy:** Interagency Coordination on Accessibility Issues

**Description:** Assist, support, and participate with NJTPA, NJDOT, NJ TRANSIT, counties, municipalities, and other stakeholders in studies of the accessibility and reliability of the transportation system in Avenues in Motion's service area. Avenues in Motion will promote and assist in implementing TDM strategies in support of NJTPA's efforts, including activities outlined the long-range transportation plan, Plan 2050: Transportation, People, Opportunity and

Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP).

Avenues in Motion will assist our counties and municipalities in identifying and addressing transportation connectivity gaps, particularly in low-income areas as related to the development of Ladders of Opportunity, as well as through the Workforce Development Board (WDB) of Morris, Sussex and Warren counties, the Human Resources offices in those counties, and the United We Ride Committee in Passaic County.

Avenues in Motion will partner with local organizations, schools, employers, and other groups in developing and implementing programs to increase vanpool, carpool, shuttle, telework, transit, walking, biking, and micromobility usage.

**Products and Outcomes:**

- Maintain involvement in local and regional transportation improvement efforts by serving as a stakeholder and promoting TDM strategies. Develop partnerships and participate in studies, committees, and activities alongside other agencies to increase alternate travel modes with a focus on underserved populations.

**GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** Avenues in Motion will serve as the primary resource for employers and economic development organizations in our service area and conduct community outreach activities to inform and educate travelers of alternative transportation options. The focus of these efforts will be aimed at transportation considerations in supporting economic growth and activity in our service area. Avenues in Motion will utilize the statewide ride-matching software, administered by NJTPA, as well as the Go-For-Good tracking tool developed by Avenues in Motion to identify commute trends and potential targets for TDM strategy implementation in our service area. The TMA will provide outreach and education aimed at promoting economic development, fostering ridesharing, assisting entities looking to expand or relocate within our service area, supporting tourism and regional event planning as well as parks and recreational groups. Avenues in Motion will coordinate with Together North Jersey as appropriate. The TMA will also participate in activities related to NJTPA’s Plan 2050, as well as coordinate with the Morris, Sussex, Warren Workforce Development Board, the Morris County Economic Development Corporation (MCEDC), and implementation efforts of the Regional Comprehensive Economic Development Strategy (CEDS). Avenues in Motion will engage with stakeholders including transportation agencies, counties, municipalities, employers, developers, brokers and building and property managers to advance TDM strategies at worksites and other locations in our service area.

Avenues in Motion will focus on the implementation of TDM services at employer locations, transportation facilities, recreational facilities, entertainment venues, shopping centers, local events, housing facilities and other locations. These activities include working closely with employers and municipalities to promote the use of travel alternatives and TDM strategies through in-person and web-based outreach efforts such as on-site transportation fairs and/or Lunch and Learn presentations for public and private entities and at community fairs. Avenues in Motion will administer, evaluate and update, as necessary, the New Jersey Smart Workplaces



program to recognize businesses in our service who support these TDM efforts.

All activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives as well as working to advance Ladders of Opportunity with emphasis being given to programs that benefit underserved communities in our service area.

**Strategy:** Worksite-based Transportation Demand Management

**Description:** Partner directly with employers in our service area to implement TDM strategies. Avenues in Motion will work with employer representatives to address the specific needs of employers and employees using TDM strategies to promote travel and commute options. Types of strategies include utilizing and connecting to mass transit, shuttles, relocation services, flexible schedules, teleworking, non-SOV commute options and other strategies. To support worksite TDM strategies, Avenues in Motion will provide information on transportation infrastructure, assist in utilizing commuter tax benefits and incentives, provide customized mapping services and surveys, conduct education on TDM strategies to employers and employees, and promote commute alternatives including telework plans to businesses currently in our service area or considering locating to the region. Employers successfully implementing TDM strategies can be eligible for recognition through the NJ Smart Workplaces program.

**Products and Outcomes:**

- Maintain partnerships with employers in our service area, support worksites in implementing TDM strategies, provide services such as mapping and surveys to employers, conduct worksite-based education and outreach on TDM strategies, assist employers and employees in utilizing commuter benefits and incentives, recognize employers through the NJ Smart Workplaces program

**Strategy:** Employer liaison

**Description:** Avenues in Motion will serve as a liaison between employers in our service area and the NJTPA as well as other major transportation agencies. Avenues in Motion will maintain relationships and communications with current employers in our service area and contact businesses that are planning to relocate to the region. Avenues in Motion will support plans, studies, and other activities being conducted by the NJTPA that impact employers in our service area and will facilitate discussions between stakeholders.

**Products and Outcomes:**

- Maintain relationships with worksites in our service area, facilitate discussions and interactions between worksites and the NJTPA, participate and support in studies, projects and activities by the NJTPA and other transportation agencies that impact worksites in our region

**Strategy:** Public Outreach and Education

**Description:** Avenues in Motion will provide education and outreach to promote TDM strategies and improve commuting and travel behaviors in our service area. These strategies will include in-person and web-based strategies such as informational and educational events at worksites, Lunch and Learn presentations, webinars, trainings, and other strategies to promote TDM.

Outreach and education services will be targeted to employers and their employees, economic development organizations, chambers of commerce, developers, brokers and building and property managers, major event organizers, entertainment venues, housing facilities, and other groups that would benefit from TDM strategies. Avenues in Motion will also promote awareness, knowledge and utilization of TDM strategies to the public at events, on social media, our website, and other channels. Topics for education and outreach activities will include, but not be limited to, mass transit, relocation services, flexible schedules, teleworking, non-SOV commute options, commuter subsidies and benefits.

**Products and Outcomes:**

- Provide education and outreach to increase knowledge, awareness, and utilization of TDM strategies through employers and other agencies such as developers, economic development organizations, entertainment venues, and shopping centers. Strategies will include promoting shuttles, mass transit and other non-SOV transportation options as well as relocation assistance, NJ Smart Workplace recognition and using Lunch & Learn programs, on-site events, material distribution, webinars, and trainings

**Strategy:** Interagency Coordination

**Description:** Avenues in Motion will coordinate and participate in activities with the NJTPA, NJDOT, NJ Transit, and other transportation agencies as well as with local partners including counties, municipalities, worksites, economic development organizations, event coordinators, housing facilities and other relevant groups to implement TDM strategies in accordance with the Comprehensive Economic Development Strategy. This will include activities supporting current and relocating employers such as shuttle services, mass transit, other non-SOV options and participating in studies and projects alongside regional and local partners.

**Products and Outcomes:**

- Provide transportation information to Chambers of Commerce, Economic Development Councils (EDC) and other economic groups to support efforts to initiate economic and business growth. Partner with employers, local and regional stakeholders, education institutions, and municipalities on relocations, general commute and travel strategies. Participate in economic development studies, joint projects, and the implementation of strategies to increase TDM strategy utilization to sites including but not limited to employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations.

**GOAL AREA: RELIABILITY**

**Description:** Avenues in Motion will implement strategies to increase the dependability and predictability of the transportation system in our service area. Our efforts will focus on mitigating construction and congestion impacts on communities and road users through communication strategies and promotion of alternative travel modes and routes. Avenues in Motion will continue communicating travel disruptions due to crashes, incidents, and construction using our Traf-Alert messages and construction reports. Avenues in Motion will partner with the NJDOT or other operating agencies to plan traffic mitigation efforts for

significant construction projects in our service area, provide timely information to employers/employees on construction activity and incidents that might affect traffic conditions, and coordinate its efforts with NJDOT's Traffic Operations, the Division of Capital Programming, Regional Construction Offices, the Office of Communications, and the Traffic Mitigation Advocate, as well as local and state police.

All activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives with emphasis being given to mitigating traffic impacts in underserved communities in our service area.

**Strategy:** Construction- and Event-related Congestion Mitigation and Travel Alerts

**Description:** In areas that will be affected by major construction, maintenance, incidents, emergencies, weather, or large-scale regional events, Avenues in Motion will distribute congestion related information for NJDOT and or the county, and as requested, create marketing materials, press releases and media contacts to inform the public of available commute and/or alternative travel route options. Avenues in Motion will also provide information to commuters on teleworking and alternative work hours as well as the distribution of Traf-Alert notifications and construction reports to mitigate transportation-related impacts for communities and road users.

Avenues in Motion will continue to distribute notifications and messages via email and social media to inform subscribers of incidents, crashes, maintenance, construction, or major events with potential disruptions to the transportation system. Avenues in Motion will encourage audiences to subscribe to travel alerts for advanced notification of these events so other routes, travel, and commute options can be considered.

**Products and Outcomes:**

- Reduce impacts of construction, incident, and event related impacts on the transportation system through communication efforts including our Traf-Alert service that provides notice of daily and long-term construction activity, incidents, crashes, and special events and create and distribute other supportive materials. Provide information and encourage use of train, bus, shuttles, walking, biking, micromobility, shared rides, and park and rides
- Continue Traf-Alert and construction report services to distribute via email and social media, maintain subscriber lists, and promote new subscription to services to provide notification for all travelers, including commuters and tourists.

**Strategy:** Emergency Response/Contingency Plans

**Description:** Continue to coordinate and share information with municipalities, agencies, local organizations, and county Offices of Emergency Management (OEM) within our service area to ensure communications between all parties to provide key stakeholders transportation system information. Continue to work closely with Morris County OEM and maintain a "seat" in their command center when activated. Continue to build relationships and lines of communication with the other OEM's (Warren and Sussex) in our service area.

Work directly with towns needing assistance during strong storms that cause flooding, power

outages, transit interruptions and dangerous travel conditions. In working with County OEMs and towns, Avenues in Motion will provide critical information to commuters about road closures, transit disruptions and provide information about ridesharing options, park and rides, and shuttle services and encourage flextime and teleworking. The information provided to travelers will help to mitigate the effects of severe weather, emergencies, and emergency road construction.

Update and refine our Emergency Response Plan. Coordinate communication with other TMAs to help ensure state-wide availability of TMA services in the event of an emergency or catastrophic event. Avenues in Motion will assist other TMAs in the event their operations are adversely impacted by the emergency to ensure the continued operation of critical activities in the case of an interruption in business.

Utilize relationships with local and regional news agencies, especially radio and television stations, to enable the dissemination of timely and valuable transportation information during mass power outages.

### **Products and Outcomes:**

- Implement strategies in anticipation of and during emergency or catastrophic events to ensure communication between key stakeholders including counties, municipalities, businesses, the public, and travelers by providing pre- & post-event emergency information. Partner with traffic alert agencies and other key stakeholders such as NJ TRANSIT, NJDOT, NJ511, Transcom, NJTPA, PANYNJ, county transportation departments, county and municipal offices of emergency management, and other municipalities.
- Maintain an up-to-date emergency contingency plan that incorporates communication and outreach strategies for use in the event of local or regional emergencies/catastrophic events.

### **GOAL AREA: ENVIRONMENTAL**

**Description:** Avenues in Motion will address environmental issues through a variety of strategies to reduce air pollution and greenhouse gases from the transportation sector. The TMA will participate in activities that encourage the adoption of electric vehicles and related infrastructure, including in identified Environmental Justice communities. Avenues in Motion will use tools such as the NJTPA EV Resources page, NJDEP’s Drive Green website, the NJTPA Alternative Fuel Readiness Guidebook, and the NJTPA Equity Analysis Application as resources to support these efforts. Ride and Drive events, technical assistance to municipalities and other audiences, best practices guidance and assistance on charging station siting and grants applications are some of the ways Avenues in Motion expects to advance the state’s clean energy goals.

Avenues in Motion will continue to implement air quality education programming and anti-idling campaigns throughout the service area, as well as participate in climate change mitigation efforts. Avenues in Motion will also promote, and support actions included in Sustainable Jersey’s “Health & Wellness” and “Land Use & Transportation” categories, all of which align

with regional and local TDM goals and activities, ranging from complete streets and bicycle/pedestrian programs to anti-idling and NJ Smart Workplaces.

At the request of NJTPA, Avenues in Motion will begin to transition existing environmental education programs, specifically Junior Solar Sprints and The Hydrogen Car Challenge, away from this work program in FY 2024. Minimal hours under this Goal Area may be used to support that transition, with the expectation that no future hours on this program will be billed to this program after FY 2024. These programs are expected to continue in some capacity under separate funding sources. Avenues in Motion will deliver an environmental education program throughout the year to educate students about and foster behavioral change in fuel choice and the relationships between traffic congestion, fossil fuels, alternative fuels, air quality and health. The primary emphasis will be on programs for youth, especially middle-school aged children, which will emphasize the environmental damage caused by dependence on gas-powered vehicles and the internal combustion engine. Participants are provided with specific actions they can take that will affect the long-term future of air quality and the environment. By educating youth, Avenues in Motion expects that behavioral change messaging will be extended throughout the students' family and social networks, expanding the reach and impact of this program on the public.

Activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in the service area.

**Strategy:** Encourage the Adoption of Electric Vehicles and Related Infrastructure

**Description:** Advance efforts to support and encourage the adoption of electric vehicles (EVs) and related infrastructure, using NJTPA's Alternative Fuel Readiness Guidebook, NJDEP's DriveGreenNJ website, and the information and tools on the NJTPA EV Resources web page as resources. Present to, meet with, and/or host events for various audiences, including businesses, developers, schools, colleges and universities, medical centers, and municipal and county governments, to educate them about EV resources and availability of funds to advance the adoption of EV infrastructure throughout the service area. Support businesses in developing incentives to encourage their employees to purchase EVs. Provide best practices, educational, and technical support to municipalities interested in pursuing EV grants and adopting EV ordinances.

**Products and Outcomes:**

- Assist municipalities, counties, developers, businesses and/or other entities to use alternative fuel vehicles and create or improve infrastructure related to those vehicles. Work with various groups to encourage the installation of charging stations and adoption of EVs in fleet operations and assist businesses in incentive- development to encourage EV adoption among their employees.

**Strategy:** Environmental Outreach and Education

**Description:** Educate all members of the public, from students to seniors, about the negative impact of transportation fuels on air quality and the environment and the availability of commute and travel alternatives to SOVs and fossil-fuel-powered vehicles.

Continue to implement air quality and anti-idling outreach and education programming for Avenues in Motion's service area, targeted to residents, commuters, and students.

**Products and Outcomes:**

- Present in-class activities for students to support an understanding of transportation emissions and their impact on the environment. Provide classroom environmental education programs, initiatives, and activities with the focus on the use of fossil fuels and their effect on air pollution.
- Development and delivery of air quality and anti-idling programs. Provide programming that will encourage changes in behavior with the goal of mitigating air pollution and the adoption of electric vehicles. Encourage the use of zero-emissions modes and provide air quality education and air quality alerts.

**Strategy:** Interagency Coordination and Assistance and Support for Sustainability Efforts

**Description:** Coordinate with NJTPA, NJTPA subregions, NJDOT, NJDEP, and other agencies as appropriate on issues related to the environment and sustainability to reduce SOV driving and greenhouse gas emissions while meeting people's mobility and quality of life needs. Participate in all MPO-sponsored planning studies within the TMA service area. Coordinate, support, and/or partner with other agencies to advance the various environmental, air quality, and EV-adoption goals described in this work program.

Expand sustainability programs beyond the traditional involvement in the Sustainable Jersey program. The focus will be on improving the livability of Northwest New Jersey. Efforts will be both "place-based" and "issue based" and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework.

Conduct outreach and education about the benefits of sustainability projects and then assist municipal leaders and community members and leaders in adopting sustainable transportation practices and, where appropriate, attaining Sustainable Jersey (SJ) action points. The aim is to provide guidance and manpower for municipalities interested in improving the sustainability of their transportation and land use policies and practices.

Provide guidance through participation in Transportation and Land Use functions and/or task forces of the Sustainable Jersey program and other sustainability-focused groups such as the Morris County Chamber of Commerce's Sustainability Committee.

**Products and Outcomes:**

- Conduct educational campaigns with various organizations. Participate as partners with transportation agencies, organizations or community and private stakeholder groups and planning agencies to conduct environmental activities, including those focused on electric vehicles, air quality, and transportation sector emissions.
- Support Sustainable Jersey and other sustainability groups, and assist municipalities to adopt sustainable transportation practices, by participating with community environmental groups and other organizations performing studies or undertaking actions to protect the environment.

## **GOAL AREA: SAFETY**

**Description:** Avenues in Motion will conduct activities to actively contribute to the National Roadway Safety Strategy’s goals of significantly reducing injuries and reaching zero fatalities on roadways in our service area. Avenues in Motion will aim to incorporate the principles and elements of the Safe Systems Approach into our work as well as other traffic safety approaches, such as Vision Zero and Towards Zero Deaths, to advance a culture of safety on our roadways.

Avenues in Motion will serve as a traffic safety resource for northwestern New Jersey to prevent crashes involving vehicle occupants, pedestrians, bicyclists, micromobility users and people using personal mobility devices. This will be accomplished through public education and outreach in coordination with other agencies and initiatives. The focus will be on working to directly address the traffic safety needs in our designated counties, municipalities, and with local organizations and groups. Programs will include advancing Complete & Green Streets initiatives, participation in Local Road Safety Action Plans, conducting speed and safety audits, serving as educators and promoters of traffic safety in our service area, establishing and maintaining partnerships, performing data collection and analysis and advancing the emphasis areas of the NJ’s 2020 Strategic Highway Safety Plan (SHSP).

All safety activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives. Avenues in Motion will implement traffic safety strategies in communities based on additional population indicators, crash data, and community interest and support. Priority will be given to reducing disparities in traffic safety outcomes in communities with low-income, minority, Limited English Proficiency, and disabled persons populations. Resources that can be used to evaluate safety needs include, but are not limited to, the Numetric crash analysis tool, the Safety Voyager crash analysis tool, Census data, the USDOT, and the Center for Disease Control and Prevention.

**Strategy:** Complete Streets

**Description:** Avenues in Motion will advance the state’s Complete & Green Streets objectives in our service area by encouraging municipalities and counties to consider the needs of all users and abilities in roadway design to develop a safe connected system. This will be accomplished by supporting municipalities and counties with complete streets implementation, including education of stakeholders and the public, sharing of best practices, participation in planning or infrastructure projects, and encouraging adoption of policy, checklists, and ordinances guided by Complete & Green Streets for All: Model Policy & Guide. Avenues in Motion will assist with municipal and county grant applications for construction projects, planning studies, technical assistance programs or other project implementation efforts and notify local partners of these opportunities. Avenues in Motion will also implement temporary demonstration projects to test potential improvements in coordination with local communities, roadway operators, and other agencies and evaluate project impacts.

### **Products and Outcomes:**

- Support Complete & Green Streets implementation through education of stakeholders, sharing of best practices and policies, participation in planning or infrastructure projects,

implementing temporary demonstration projects, and notifying and assisting stakeholders with grant applications for construction projects, planning studies, technical assistance programs or other project implementation efforts.

**Strategy:** Local Safety Action Plan

**Description:** Avenues in Motion will support Local Road Safety Action Plans in our service area and serve as a stakeholder in activities related to development and implementation of these countermeasures. Avenues in Motion will educate stakeholders, outreach to local partners to encourage participation, and assist municipalities, counties, NJTPA, and other agencies in planning efforts related to Local Road Safety Action Plans.

**Products and Outcomes:**

- Assist coordinating agencies by serving as stakeholder and participating in development and implementation of Local Road Safety Plans in our service area as well as encourage participation and support from local partners.

**Strategy:** Safety Audits

**Description:** Continue to organize and lead safety audits in our service area including walk audits, speed audits, and bicycle audits for municipalities, schools, or other organizations to address safety concerns in coordination with local stakeholders. Avenues in Motion will organize walk audits in our service area for municipalities, schools, or other organizations and utilize our Speed Sentry radar device to assess speeding concerns. Safety audits will be offered to support other activities in communities being coordinated by Avenues in Motion, such as Street Smart NJ or Safe Routes to School efforts. Qualitative and quantitative findings of audits will be evaluated in a report to share with stakeholders and the NJTPA. Avenues in Motion will participate as a stakeholder for additional safety audit activities coordinated by NJTPA, NJDOT or other agencies, such as Road Safety Audits, in our service area.

**Products and Outcomes:**

- Assess safety concerns by organizing audits and evaluating the findings or by participating as a stakeholder in assessments being conducted by other transportation agencies.
- Complete and provide a final report of qualitative and quantitative findings following a safety audit

**Strategy:** Public Outreach and Education

**Description:** Avenues in Motion will serve as the resource for providing education and outreach activities to prevent crash-related injuries in northwestern New Jersey. Our programs will serve as an educational function to coincide with other “E” approaches to traffic safety, such as engineering and enforcement. Education and outreach activities will aim to increase safety awareness, knowledge, and improve behaviors for people driving, walking, biking, using micromobility and other modes of travel. Dissemination will be through in-person activities, printed materials, and web-based channels to audiences including schools, older adults, municipalities, law enforcement agencies, organizations, businesses, and any other organization



demonstrating a need for traffic safety education and outreach services.

Activities will also support the SHSP emphasis areas and other statewide traffic safety education programs, including Safe Routes to School and Street Smart NJ. Street Smart NJ activities will include community and stakeholder engagement, presentations, targeted social media advertisements, and assisting communities in receiving campaign materials.

**Products and Outcomes:**

- Conduct traffic safety-related education and outreach to promote safety for all road users to a variety of audiences as well as support other statewide educational initiatives, including activities associated with the SHSP and Street Smart NJ

**Strategy:** Interagency Coordination

**Description:** Avenues in Motion will coordinate activities with agencies that impact traffic safety, injury prevention, and crash-related health outcomes. This includes state, county, and local agencies, counties, municipalities, non-profits, health organizations, local organizations, and other TMAs. Partnerships will be utilized to expand the impact and reach of traffic safety-focused efforts to prevent serious crashes in our service. Avenues in Motion will participate in meetings, coalitions, committees, tasks, events, and activities with organizations that impact the advancement of traffic safety on state and local levels. Coordination with other agencies will be done, as needed, for activities such as Complete Streets, Local Road Safety Action Plans, safety audits, and education and outreach initiatives, Street Smart NJ, the SHSP, for data collection and analysis purposes, and other traffic safety-related needs. Avenues in Motion will also be available to provide education on traffic safety topics, including the Safe Systems Approach, to local governments to advance safe roads and infrastructure.

**Products and Outcomes:**

- Partner, coordinate, and participate with other organizations in activities to advance traffic safety through programs including, but not limited to, Complete Streets, Local Road Safety Action Plans, safety audits, education and outreach initiatives, Street Smart NJ, the SHSP, for data collection and analysis purposes, and other traffic safety-related needs.

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** Avenues in Motion will conduct activities to address the needs of identified transportation disadvantaged populations with a focus on four target groups: older adults, low-income persons, persons with disabilities, and veterans. Using the recommendations outlined in Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP), and partnerships already in place, Avenues in Motion will focus on connecting those with limited transportation options to employment, education, medical, personal care, and social support needs to address disparities in access to care and resources while maintaining independence. Activities will include additional data collection and planning efforts, as well as coordination and leveraging of other entities and funding streams to develop pilot projects or other transportation programs. Education, outreach, and promotion of our services will be conducted, as needed.

Avenues in Motion will continue to leverage its partnerships with Sussex County's Department of Health and Human Services, Morris County's Department of Human Service's Division of Community Assistance & Resources, Warren County's Transportation Advisory Council, AARP, and other groups to evaluate and continue to advance ongoing efforts related to CHSTP implementation. Avenues in Motion will also identify and partner with appropriate hospital administration and health providers to advance programs that meet patient transportation needs. Other agencies and organizations may be identified as partners in this process, including healthcare foundations, nonprofit organizations and patient advocates. Avenues in Motion will facilitate discussion between health systems and transit, paratransit, shuttle, taxi and/or TNCs.

Avenues in Motion will develop or improve data visualization tools to improve human services transportation coordination. This visualization will assist in identification of areas where gaps in service exist and guide coordination among stakeholders to address transportation needs. Local transportation information and data visualization will be available on the MapIt Tool on our website for focus populations and community stakeholders to access. Avenues in Motion will leverage work already completed by Cross County Connection and support ongoing data efforts from NJTPA and the other TMAs.

Additional focus will be given to areas with documented transportation deficiencies using health data, census data and data collected for the updated CHSTP. All Coordinated Human Services Transportation activities described below will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives.

### **Strategy: Human Services Trip Coordination**

**Description:** In conjunction with Sussex County and Morris County human services staff, Avenues in Motion will assist in the facilitation of on-demand ride programs that increase availability of rides for target populations based on the concepts in the CHSTP. As appropriate, Avenues in Motion will serve as dispatch and schedule for rides that will improve access to care and other key destinations. Rides will be scheduled to support transportation limited populations in these regions using Lyft and Uber platforms, taxi services, transit, paratransit, shuttles, and other organizations with ability to provide rides.

In addition, Avenues in Motion will track trips and analyze ride data to identify usage rates in specific locations in our service area as well as types of needs being addressed through our programs. Avenues in Motion will also pursue additional opportunities for partnerships with health providers, medical centers, and other organizations to increase rides throughout our service area for focus populations.

### **Products and Outcomes:**

- Continue partnerships with Morris and Sussex County to schedule rides to assist individuals with accessing care and resources using Lyft, Uber, and taxi services, analyze trip data, and pursue additional opportunities for partnerships to increase rides

### **Strategy: Public Outreach and Education**

**Description:** Avenues in Motion will conduct outreach and education efforts related to the updated regional Coordinated Human Services Transportation Plan (CHSTP) to support

transportation disadvantaged groups with focus on the identified target populations. Avenues in Motion will remain informed of trends and research related to human services transportation needs and provide education, outreach, or communications to support advancing focus on reducing transportation disparities. Where possible, education and outreach will be conducted to members of the target populations, community stakeholders, and agencies on the availability of services. The availability of information on the MapIt Tool on our website will be promoted on social media, newsletter, and other platforms to increase awareness of current transportation options in our service area.

Avenues in Motion will assess the readiness of both Morris and Sussex County in conducting education, outreach and promotion of their ride coordination programs and will support these efforts where possible.

**Products and Outcomes:**

- Participate in education, outreach, and promotional activities to increase awareness and focus on human services transportation needs and promote the availability of transportation information on our MapIt tool

**Strategy: Interagency Coordination**

**Description:** Avenues in Motion will continue scheduling rides in partnership with Sussex and Morris County. Currently, Sussex and Morris County have rides for their programs subsidized through the Senior Citizen and Disabled Residents Transportation Assistance Program (SCDRTAP) grant funds provided through NJ Transit. Avenues in Motion will pursue opportunities to engage in partnerships with other governmental agencies as well as leverage non-Federal dollars at the county or private sector level to enhance the affordability and availability of these rides. In addition, Avenues in Motion will pursue transportation projects in conjunction with local hospital and health providers to address patient needs and opportunities, encourage and promote shared maintenance and service programs, including shared use of transportation infrastructure and fleets such as county vehicles or buses, and provide support and training for medical center staff on transportation programs and resources. Where appropriate, Avenues in Motion will facilitate conversations between agencies and organizations to develop and improve services for focus populations.

**Products and Outcomes:**

- Continue coordination, schedule rides, and evaluate both Sussex County’s and Morris County's TNC programs with appropriate county human services staff and serve as dispatch for each county’s on-demand human services transportation project.
- Identify and partner with health providers, medical centers, and other organizations to coordinate and plan patient transportation programs and advance projects involving local health providers and TNCs or transportation providers.

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** Avenues in Motion will provide administrative support for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** Avenues in Motion will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year's work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**WORK FUNDED BY OTHER SOURCES**

**Description:** The following activities related to the TMA work program are funded by other public sources.

**Strategy:** Safe Routes to School

**Description:** Bike and pedestrian safety education for grades K-8.

**Products and Outcomes:**

- Bike and pedestrian safety education for grades K-8

**Strategy:** NJ Division of Highway Traffic Safety

**Description:** Bike (all ages) and pedestrian (seniors) safety programs and distracted driving programs for teens and adults.

**Products and Outcomes:**

- Bike (all ages) and pedestrian (Seniors) safety programs and distracted driving programs for teens and adults.

**Strategy:** NJ Transit

**Description:** Promotion of existing transit system (including vanpools) as an alternative mode of travel.

**Products and Outcomes:**

- Promotion of existing transit system (including vanpools) as an alternative mode of travel.

**Strategy:** County of Morris

**Description:** General support for TDM activities.

**Products and Outcomes:**

- General support for TDM activities.

## AVENUES IN MOTION PROMOTION PLAN FY 2024

Avenues in Motion will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis, and submitted to the TMA Project Manager with the quarterly report attachments.

### **Media Formats**

Avenues in Motion will use the following types of media in FY 2024 for the promotion of the programs, goals, and objectives of the work program:

- Newsletters: Avenues in Motion will publish a monthly email newsletter titled “Go Smart! with Avenues in Motion.” The newsletter will discuss transportation issues of local, regional and, when applicable, national importance. It will promote Avenues in Motion’s work program efforts and support the efforts of NJTPA within the Avenues in Motion service area and the region. Effectiveness will be tracked by traffic generated by the email distribution and email open rates.
- Facebook: Avenues in Motion will maintain an active presence on Facebook to promote work program efforts, build relationships with the public and other organizations, and drive traffic to other Avenues in Motion outlets such as the website and monthly newsletter. Effectiveness will be tracked by the number of impressions, page consumptions, and increases in Page “likes”. These performance measures are subject to change based on how Facebook collects and presents data on Pages.
- Twitter: Avenues in Motion will maintain two Twitter accounts. The first, @TrafAlerts, will be used to disseminate timely traffic alerts, construction alerts, and similar messaging to alert commuters of delays or hazards. The second, @AvenuesinMotion, will be used to disseminate short messages about local or regional transportation events and issues as well as Avenues in Motion’s work program efforts. Effectiveness will be tracked by tweets, followers, impressions and engagements. These performance measures are subject to change based on changes to Twitter’s analytics tools.
- Instagram: Avenues in Motion will use Instagram to create and share more visually appealing content that may be unique to the Instagram account (@AvenuesinMotion), or shared across other social platforms. Effectiveness will be tracked by the number of likes and views on posts.
- Website: Avenues in Motion will promote its services and programs through its website at [www.AvenuesinMotion.org](http://www.AvenuesinMotion.org). It will house up-to-date information that helps promote or implement TDM measures. Additionally, it will serve as a promotional tool for Avenues in Motion’s work program efforts. Effectiveness will be tracked by web traffic through Google Analytics.
- Press and Editorials: Avenues in Motion may promote various programs through press releases seeking media coverage from both print and online outlets in an effort to increase Avenues in Motion’s audience. Avenues in Motion will also seek to have several Op-Ed

letters published in local press outlets on transportation issues of local importance in an effort to increase awareness of those issues, especially safety and the availability of ridesharing options. Effectiveness will be tracked by stories and letters published and estimated circulation rates.

### **Goal Area Activity Promotion Plans**

Avenues in Motion plans to use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

In addition to the efforts listed above, Avenues in Motion may utilize its GoForGood app to encourage involvement in Avenues in Motion commuter challenges and other interactive accessibility-focused programming.

#### ***Economic Development***

In addition to the efforts listed above, Avenues in Motion may create, distribute, and promote video or webinar content for the local workforce to access at any time, and host or partner on public events that will advance economic development goals.

#### ***Reliability***

Avenues in Motion will use the @TrafAlerts Twitter account in conjunction with direct emails to its subscriber list to promote incidents, construction and air quality alerts in the service area.

#### ***Environmental***

Avenues in Motion will leverage all platforms to promote upcoming and ongoing environmental programs, air quality issues, and alternative fuel vehicle promotion.

#### ***Safety***

In addition to efforts listed above, Avenues in Motion will produce safety-focused videos for a variety of audiences, particularly videos that incorporate targeted and localized information to encourage safe behaviors among motorists, bicyclists, and pedestrians that will be shared across social media platforms. Avenues in Motion will print materials as developed by NJTPA and distribute to communities participating in the Street Smart NJ program.

#### ***Coordinated Human Services Transportation***

Avenues in Motion will use all platforms to promote the availability of human services transportation and maintain resources on its website, specifically through the Map It Tool.

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**AVENUES IN MOTION  
FY 2024 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 480,555		
	2. FRINGE BENEFITS	42.2771% FT, 0% PT	\$ 203,165		
			<b>SUBTOTAL \$ 683,720</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 4,027		
	3. PRINTING & REPRODUCTION		\$ 2,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 200		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 1,000		
			<b>SUBTOTAL \$ 7,227</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	54.9474%	\$ 264,053		
			<b>SUBTOTAL \$ 264,053</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 955,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

**Federal Share: \$ 955,000                      Local Share: \$ -                      Total: \$ 955,000**



**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**AVENUES IN MOTION  
 FY 2024 WORK PROGRAM  
 BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Empty Seat & Emergency Ride Home	\$ 1,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 1,000.00</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**AVENUES IN MOTION  
FY 2024 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	3,200	\$ 149,086	\$ 1,920	\$ 57,577	\$ -	\$ 208,584
Core Goal Area Activities - Economic Development	2,040	\$ 97,369	\$ 920	\$ 37,604	\$ -	\$ 135,893
Core Goal Area Activities - Reliability	1,540	\$ 72,835	\$ 247	\$ 28,129	\$ -	\$ 101,211
Core Goal Area Activities - Environmental	2,888	\$ 125,991	\$ 1,100	\$ 48,658	\$ -	\$ 175,749
Core Goal Area Activities - Safety	4,935	\$ 205,047	\$ 2,940	\$ 79,189	\$ -	\$ 287,177
Core Goal Area Activities - Coordinated Human Services Transportation	439	\$ 21,675	\$ 100	\$ 8,371	\$ -	\$ 30,145
Core - Program Management	160	\$ 11,716	\$ -	\$ 4,525	\$ -	\$ 16,240
<b>TOTAL</b>	<b>15,202</b>	<b>\$ 683,720</b>	<b>\$ 7,227</b>	<b>\$ 264,053</b>	<b>\$ -</b>	<b>\$ 955,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Anne Adier-Vivino, Manager, Business and Community Partnerships	74%	1,536
Daniel Callas, President	65%	1,359
Laura Cerutti, Director of Program Development	64%	1,330
Emily Gates, Active Transportation Manager	48%	1,000
Justin Jenkins, GIS Program Coordinator	66%	1,370
Denis Kelleher, Program Specialist	69%	1,440
Jackeline Leon, Communications & Outreach Coordinator	61%	1,269
Lisa Leone, Bicycle and Pedestrian Programs Coordinator	31%	640
Judith Maltese, Program Coordinator	72%	1,500
Melissa McCutcheon, Program Specialist	75%	1,570
Danielle Scassera, Business Manager	4%	80
Jeremy Szeluga, Program Specialist	31%	640
Kristen Tomasicchio, Environmental Education Manager	71%	1,468
<b>TOTAL*</b>	<b>56%</b>	<b>15,202</b>

\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.

**NJTPA FY 2024 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

Cross County Connection TMA  
FY 2024 WORK PROGRAM

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**CROSS COUNTY CONNECTION TMA  
TMA FY 2024 WORK PROGRAM**

**TMA WORK PROGRAM OVERVIEW**

**Organizational Summary**

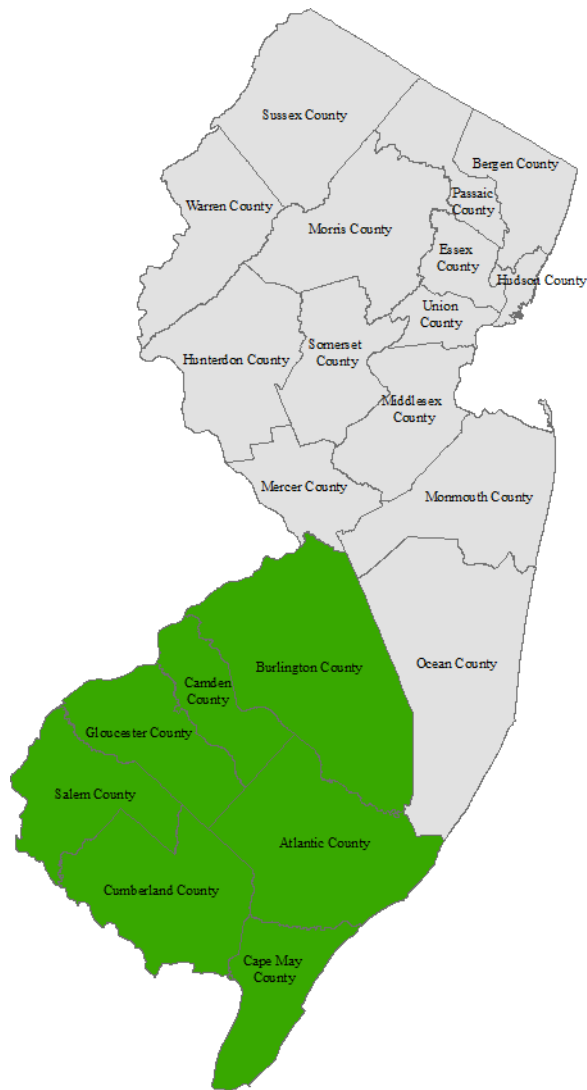
Official Name	Cross County Connection Transportation Management Association, Inc. (CCCTMA)
Date of incorporation	July 25, 1989
Incorporation Status	501(c)(3) Non-Profit
Mission Statement	To improve the quality of life in southern New Jersey through transportation solutions.
Major sources of funding	NJTPA/FHWA TMA Work Program = \$1,100,000 NJDOT/Safe Routes to School Work Program = \$191,060 NJ TRANSIT/TMA Work Program = \$80,000 NJDHTS = \$ 50,000 Atlantic County Shuttles = \$135,500 UWGC-Pureland East-West Shuttle Grant = \$ 85,000 DVRPC TOP GRANT = \$ 100,000 over course of two years
Office location	One Greentree Centre, 10,000 Lincoln Drive E., Suite 102, Marlton, NJ 08053
Staff summary	12 Full Time Positions; 1 Part time position

**Geographic and Demographic Information**

Cross County Connection’s service area includes seven counties in southern NJ, as follows: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester & Salem, as shown in green

on the map below. As the map and table below show, the Cross County Connection service area is extremely diverse and covers a large geographic area. The service area covers rural, suburban and urbanized areas.

This diversity requires Cross County Connection to offer a wide variety of programs and services to fit each county's unique needs.



**CROSS COUNTY CONNECTION SERVICE AREA CHARACTERISTICS AND DEMOGRAPHICS**

<b>County</b>	<b>Population (2017)</b>	<b>Persons under 18 years</b>	<b>Persons over 65 years</b>	<b>Area (sq. mi.)</b>	<b>Population Density (per sq. mi.)</b>	<b>Housing Units</b>	<b>Private Jobs*</b>
Burlington	461,860	21.1%	16.6%	799.1	578	184,775	165,029
Camden	523,485	22.9%	15.4%	221.3	2,365	212,759	162,752
Gloucester	302,294	22.1%	15.4%	321.9	939	117,208	81,253
DVRPC Region	1,287,640	22.07%	15.8%	1,342.3	959	514,742	409,034
Atlantic	274,534	21.5%	17.5%	555.4	494	132,038	113,919
Cape May	95,263	17.6%	25.8%	251.4	379	99,606	31,388
Cumberland	154,152	23.8%	14.9%	483.2	319	57,119	45,757
Salem	64,837	21.7%	18.3%	331.8	195	27,763	17,053
SJTPO Region	588,786	21.5%	18.3%	1,621.8	363	316,526	208,117
CCCTMA Region	1,876,426	21.89%	16.6%	2,964.1	633	831,268	617,151

*Source: US Census Bureau, 2020 American Community Survey 1-Year Estimates*

*\*US Census Bureau, 2010 Census*

***Transportation Infrastructure***

**Service Area Roadways:**

Cross County Connection’s seven county service area includes roughly 12,000 miles of public roadways. The table below includes a breakdown of mileage by road type within each county.

**Cross County Connection Public Road Mileage by County**

COUNTY	State Highway	Toll Road	County	Municipal	Park	Federal/Military	Total
	<b>Miles</b>						
Atlantic	143	59	369	1,398	7	10	1,986
Burlington	154	38	501	1,945	71	61	2,769
Camden	105	28	393	1,529	2	1	2,056
Cape May	74	31	209	724	8	0	1,046
Cumberland	89	0	534	685	9	0	1,317
Gloucester	146	20	410	1,147	5	0	1,728
Salem	86	9	356	430	6	1	888
<b>TOTAL</b>	797	185	2,772	7,858	108	73	11,790

*Source: Bureau of Transportation Data Development, Roadway Systems Section 2020*

I-295 is the main north/south interstate highway in New Jersey which traverses the entire CCCTMA service area beginning at the Delaware Memorial Bridge in Pennsville, Salem County and continuing to Bordentown, Burlington County. This toll-free highway continues for 58 miles with multiple travel lanes in each direction. Between the Delaware Memorial Bridge and Bordentown there are 43 exits in the CCCTMA service area which provide connections with state highways and other interstate routes.

The New Jersey Turnpike is a toll road operated by the New Jersey Turnpike Authority which begins at the Delaware Memorial Bridge in Pennsville, Salem County and continues for 51.3 miles until Exit 7 in Bordentown, Burlington County at the northern extent of the CCCTMA service area. Included in this stretch of turnpike are 10 exits and four service plazas, two for each direction of highway. The NJ Turnpike Connector Bridge to I-95 in Pennsylvania occurs at Exit 6 in Burlington County and provides a connection to the PA Turnpike.

The Garden State Parkway is a toll road operated by the New Jersey Turnpike Authority. It begins in Cape May City, NJ and continues northbound for 45 miles before reaching the northern extent of our service area in Galloway Township, Atlantic County. The Parkway connects with the Atlantic City Expressway and US Route 9 on its way northbound into the northern portion of the state.

The Atlantic City Expressway is a toll road starting in Washington Township, Gloucester County and continuing to Atlantic City in Atlantic County. Along the 47 miles of highway are 16 exits, a rest area, and a visitor’s center which can be used as a park and ride lot for those commuting into Atlantic City. It is owned and operated by the South Jersey Transportation Authority (SJTA) as a toll road.



**Bridges:**

Seven major bridge crossings are included in the CCCTMA service area which traverse the Delaware River and connect New Jersey to Pennsylvania and Delaware. The Delaware River Port Authority oversees the operation of four bridges: Ben Franklin, Walt Whitman, Betsy Ross, and Commodore Barry. The Delaware Memorial Bridge is owned and operated by the Delaware River and Bay Authority and connects Salem County to Wilmington, DE. The Tacony-Palmyra and Burlington-Bristol Bridges are both operated by the Burlington County Bridge Commission and provide access from Burlington and Camden counties into Northeast Philadelphia and Bristol, PA. The two most highly traveled bridges (Walt Whitman and Ben Franklin) connect Camden County, NJ with Center City and South Philadelphia. The table below shows the average annual daily traffic for each of the bridges.

**New Jersey Bridge Crossing Average Annual Daily Traffic**

<b>Bridge</b>	<b>Connection</b>	<b>AADT</b>
Ben Franklin	Camden City - Center City Phila.	77,224
Betsy Ross	Pennsauken - NE Philadelphia	30,937
Burlington-Bristol	No. Burlington County - Bristol, PA	23,996
Commodore Barry	Gloucester County - Delaware County, PA	36,560
Delaware Memorial	Salem County - Wilmington, DE	62,884
Tacony-Palmyra	No. Burlington County - Phila.	35,495*
Walt Whitman	Camden City - South Phila.	113,425

Source: DVRPC, 2015; \*DVRPC, 2020

**Ferries:**

The Delaware River Waterfront Corporation (DWRC) operates the RiverLink Ferry between Penn’s Landing in Philadelphia and the Camden Waterfront. The ferry service operates seasonally between Memorial Day and Labor Day. The ferry provides access to Center City Philadelphia and Camden City’s regional tourist attractions and entertainment center, including Independence Hall, many museums, the Battleship NJ, The NJ Aquarium and others. The ferry also carries many commuters and bicyclists travelling between the two cities. Each ferry takes approximately 15 minutes to cross the Delaware River with ferries departing every hour. The ferry has a capacity of over 500 passengers.

**Freight:**

Conrail operates freight rail service in the southern New Jersey and Philadelphia area on approximately 372 miles of track. In southern New Jersey, Conrail provides local freight service on virtually all rail lines south of Trenton and provides connections with the short lines serving the remainder of the region. The hub of Conrail operations in the region is Pavonia Yard in Camden, New Jersey. In southern NJ, local serving yards are located at Burlington City, Mount Holly, Paulsboro and Woodbury. Conrail freight operations shares the same track as the NJ

TRANSIT River LINE light rail service which operates between Camden and Trenton.

### **Public Transit:**

The Cross County Connection service area is served by NJ TRANSIT bus and rail and PATCO. NJ TRANSIT operates approximately 40 bus routes with service oriented primarily towards Camden City and Atlantic City. The Rand Transportation Center in Camden City serves as a regional hub for NJ TRANSIT; most southern NJ buses serve Walter Rand. NJ TRANSIT also operates two rail services in southern NJ: the Atlantic City Rail Line and the River LINE. The Atlantic City Rail Line provides limited service between Philadelphia's 30<sup>th</sup> Street Station (Amtrak) and the Atlantic City Convention Center, with six stops in between; three in Camden County and three in Atlantic County. This service is designed primarily to accommodate visitors to the Atlantic City casinos. NJ TRANSIT's River LINE is a light-rail system providing service between Trenton and Camden City. The River LINE includes 20 stops: three in Mercer County, 11 in Burlington County and six in Camden County. The River LINE provides frequent service to accommodate commuters travelling to employment destinations and other locations.

The Delaware River Port Authority (DRPA) operates the PATCO High-Speed Line with frequent service between Center City Philadelphia and Lindenwold, Camden County. This 14-mile rail line serves four stops in Philadelphia and nine stops in Camden County. The rail service is well utilized by commuters travelling from Camden, Burlington and Gloucester counties to employment in Camden County and Philadelphia.

Several counties also provide shuttle services open to the general public travelling primarily to work sites. Burlington County is served by the BurLink bus system. This deviated route system serves all populations and includes three routes that provide peak period service between River LINE rail stations, NJ TRANSIT bus stops and employment parks in Burlington County. The South Jersey Transportation Authority (SJTA) also operates employment shuttle services in Camden, Gloucester and Atlantic counties. These shuttles provide fixed route service to worksites thorough South Jersey with numerous connections to bus and rail facilities. An employment-based shuttle service also operates in Cumberland County providing connections to major employment destinations in Vineland, Bridgeton and other county locations. All seven counties operate limited demand-based shuttle services for seniors and persons with disabilities.

### **Summary Transportation Infrastructure:**

Southern NJ's excellent transportation infrastructure and its location near major cities makes it a prime location for businesses and industries that rely on transportation. The area's highway network and regional access has made southern NJ home to many national warehouse and distribution centers. The area is easily served by the Philadelphia International Airport and the Atlantic City International Airport.

### ***Trip Generator Information***

Major employers and business parks in Cross County Connection's service area are located primarily in Camden, Burlington and Gloucester counties along major state or interstate highways. The I-295 corridor in Gloucester County is home to several large employment centers, including the Pureland Industrial Complex, the largest in the state. Burlington County is also home to numerous employment centers located primarily along Routes 130, 73 and 38 in

the north central section of the county. Camden County’s employment centers are located in older business parks and highway commercial developments along major highways, such as Routes 38, 70 and 130.

The warehouse/distribution and services businesses, as well as the casinos, are the predominant industries in Cross County Connection’s service area. The services industry includes many back-office facilities, as well as a growing number of medical-related facilities.

***Journey to Work***

Compared to the entire state of NJ, resident commuters in the Cross County Connection service area tend to drive alone more and use public transit less. As the table below shows, 79.6% of resident commuters in CCCTMA’s service area drive alone to work; 9.1% carpool and 3.9% use public transit. As expected, the percentage of public transit users is highest in Camden County (6.5%) due to the extensive rail and bus networks serving large employment centers, including Camden City and Philadelphia. Commuters are more inclined to bike and walk to work in Cape May County.

As the table below demonstrates, a significant percentage of the area’s residents live and work in the same county, thereby reducing their commuting time. In NJ, the average statewide commuting time is 31.1 minutes. In Cross County Connection’s service area, the average commuting time is 27.1 minutes indicating less traffic congestion and the close proximity between commuters’ residences and worksites.

**MEANS OF TRANSPORTATION TO WORK**

Transportation Mode for Workers 16+ years of age, percent	COUNTY							
	Atlantic	Burlington	Camden	Cape May	Cumberland	Gloucester	Salem	CCCTMA
	Total Estimate	Total Estimate	Total Estimate	Total Estimate	Total Estimate	Total Estimate	Total Estimate	Mean Estimate
	126,439	227,082	246,088	43,011	59,653	152,311	29,501	884,085
Drove alone	79.3	81.8	76.7	75.8	80.5	80.9	85.5	79.6
Carpooled:	7.8	8.3	10.1	9.7	13.7	8.2	7.4	9.1
Public transportation	3.3	3.1	6.5	0.5	1.4	2.4	0.9	3.9
Walked	4.7	0.8	1.5	6.1	1.3	1.5	2.4	2.0
Bicycle	0.5	0.2	0.2	1.2	0.1	0.7	0.0	0.4
Taxicab, Motorcycle, or Other	1.0	0.9	1.1	1.9	1.0	1.0	0.3	1.1
Worked at home	3.5	5.0	3.8	4.7	2.0	5.4	3.5	4.3

Source: US Census Bureau, 2019 American Community Survey 1-Year Estimates

Percentages and totals do not equal 100% due to rounding

This table indicates employment opportunities in each county. In general, the higher the percentage of commuters employed in their county of residence the more job opportunities available in that county. For example, 77 percent of Atlantic County’s resident workers work in the county compared to only 46 percent and 45 percent in Gloucester and Salem counties, respectively. Atlantic County has many hospitality industry jobs, primarily in casinos. Salem County is a predominantly rural county with the smallest workforce in the region. Healthcare, social services and manufacturing are the largest sectors of the county economy. Burlington and Camden counties have a substantial office, retail and light industrial employment base. Thus, residents of these counties work in their home county or the neighboring county as well as commute into Center City Philadelphia.

<b>CCCTMA Service Area Worker Commute Flows</b>			
<b>County of Residence</b>	<b># of Resident Workers</b>	<b>% of Resident Workers</b>	<b>Mean Travel Time (minutes)</b>
<b>Total Workers Residing in Atlantic County</b>	<b>126,439</b>		26.1
Employed in Atlantic County	97,570	77.2	
Employed in another New Jersey County	23,676	18.7	
Employed outside of New Jersey	5,193	4.1	
<b>Total Workers Residing in Burlington County</b>	<b>227,082</b>		30.5
Employed in Burlington County	120,960	53.3	
Employed in another New Jersey County	73,555	32.4	
Employed outside of New Jersey	32,567	14.3	
<b>Total Workers Residing in Camden County</b>	<b>246,088</b>		29.7
Employed in Camden County	125,751	51.1	
Employed in another New Jersey County	75,086	30.5	
Employed outside of New Jersey	45,251	18.4	
<b>Total Workers Residing in Cape May County</b>	<b>43,011</b>		24.1
Employed in Cape May County	32,461	75.5	
Employed in another New Jersey County	8,932	20.8	
Employed outside of New Jersey	1,618	3.8	
<b>Total Workers Residing in Cumberland County</b>	<b>59,653</b>		24.7
Employed in Cumberland County	41,949	70.3	
Employed in another New Jersey County	15,809	26.5	
Employed outside of New Jersey	1,895	3.2	
<b>Total Workers Residing in Gloucester County</b>	<b>152,311</b>		30.5
Employed in Gloucester County	70,399	46.2	
Employed in another New Jersey County	52,752	34.6	
Employed outside of New Jersey	29,160	19.1	

<b>Total Workers Residing in Salem County</b>	<b>29,501</b>		26.0
Employed in Salem County	13,116	44.5	
Employed in another New Jersey County	11,261	38.1	
Employed outside of New Jersey	5,124	17.4	

*Percentages and totals do not equal 100% due to rounding*

*Source: US Census Bureau, 2019 American Community Survey 1-Year Estimates*

## Goals and Objectives

Cross County Connection’s mission is to *Create equitable, safe, and environmentally sustainable transportation options in South Jersey*. Based on this Mission Statement, Cross County Connection’s Work Program is designed to meet the following goals and objectives:

- Reduce pedestrian & bicycle crashes
- Reduce the transportation sector’s carbon footprint through the increase in public transit usage & EV adoption
- Reduce traffic congestion to improve air quality
- Create a culture that embraces public transit, walking & biking as everyday means of transportation

## Title VI/Environmental Justice

Cross County Connection intends to prioritize outreach to designated Environmental Justice (EJ) communities within its service area. Transportation issues that the TMA seeks to address through its NJTPA Work Program often disproportionately impact these communities. These issues include poor air quality, lack of access to transportation options, lack of mobility and high rates of bicycle and pedestrian crashes.

EJ communities often have constrained resources and are unable able to dedicate the time and effort they would like to address the multitude of transportation planning issues they face. Cross County Connection prides itself on providing high quality transportation planning services and will seek input from these communities on the areas within the organization’s work program where they are most in need of service.

While assistance can be offered across all the TMA’s programming, Cross County Connection’s safety programs will often be the focus of much of this outreach. Cross County Connection periodically conducts regional analyses of crash data to identify bicycle and pedestrian crash hotspots. Through identifying EJ communities with crash hotspots, Cross County Connection will have a prioritized list of municipalities that would benefit from the Bicycle and Pedestrian Safety Audit Program and the Street Smart NJ Education Program. Audits will provide the information necessary to assist these towns with seeking grant funding to implement needed bicycle and pedestrian safety projects.

Cross County Connection also does a substantial amount of work helping transit dependent individuals secure transportation to work and essential services. The TMA is very involved with the operations of four community shuttle systems in the region. This work has led the

organization to understand the needs of these populations. This knowledge has been incorporated into outreach to employers and other organizations. Cross County Connection will continue to prioritize its efforts to assist local governments, healthcare providers, employers and others with exploring the means to provide affordable and reliable transportation options to the population that needs them the most.

To identify EJ communities, Cross County Connection relied on the New Jersey Department of Environmental Protection’s *Statewide Overburdened Communities Map* available at <https://dep.nj.gov/ej/communities>. NJDEP’s analysis is a result of *New Jersey’s Environmental Justice Law, N.J.S.A. 13:1D-157* (EJ Law), which required the Department to evaluate the contributions of certain facilities to existing environmental and public health stressors in overburdened communities when reviewing certain permit applications. This analysis was done using 2020 United States Decennial Census data. As defined by the EJ law, an overburdened community is a United State Census Tract where:

1. at least 35 percent of the households qualify as low-income households (at or below twice the poverty threshold as determined by the United States Census Bureau);
2. at least 40 percent of the residents identify as minority or as members of a State recognized tribal community; or
3. at least 40 percent of the households have limited English proficiency (without an adult that speaks English “very well” according to the United States Census Bureau)

The tables below identify the municipalities that contain a Census Tract identified as Overburdened Community per NJDEP’s analysis. Cross County Connection will prioritize services to as many of these municipalities as funding and time permits.

**NJDEP Identified Overburdened Communities**

<b>Municipality</b>	<b>County</b>
Absecon City	ATLANTIC
Atlantic City	ATLANTIC
Brigantine City	ATLANTIC
Buena Borough	ATLANTIC
Buena Vista Township	ATLANTIC
Egg Harbor City	ATLANTIC
Egg Harbor Township	ATLANTIC
Galloway Township	ATLANTIC
Hamilton Township	ATLANTIC
Hammonton town	ATLANTIC
Northfield City	ATLANTIC

Pleasantville City	ATLANTIC
Somers Point City	ATLANTIC
Ventnor City	ATLANTIC
Beverly City	BURLINGTON
Bordentown Township	BURLINGTON
Burlington City	BURLINGTON
Burlington Township	BURLINGTON
Chesterfield Township	BURLINGTON
Delanco Township	BURLINGTON
Delran Township	BURLINGTON
Eastampton Township	BURLINGTON
Edgewater Park Township	BURLINGTON
Evesham Township	BURLINGTON
Fieldsboro Borough	BURLINGTON
Florence Township	BURLINGTON
Lumberton Township	BURLINGTON
Mansfield Township	BURLINGTON
Maple Shade Township	BURLINGTON
Mount Holly Township	BURLINGTON
Mount Laurel Township	BURLINGTON
New Hanover Township	BURLINGTON
North Hanover Township	BURLINGTON
Palmyra Borough	BURLINGTON
Pemberton Borough	BURLINGTON
Pemberton Township	BURLINGTON
Riverside Township	BURLINGTON
Southampton Township	BURLINGTON
Springfield Township	BURLINGTON
Westampton Township	BURLINGTON
Willingboro Township	BURLINGTON
Wrightstown Borough	BURLINGTON
Bellmawr Borough	CAMDEN
Berlin Township	CAMDEN
Brooklawn Borough	CAMDEN
Camden City	CAMDEN

Cherry Hill Township	CAMDEN
Chesilhurst Borough	CAMDEN
Clementon Borough	CAMDEN
Collingswood Borough	CAMDEN
Gloucester City	CAMDEN
Gloucester Township	CAMDEN
Haddon Township	CAMDEN
Haddon Township	CAMDEN
Hi-Nella Borough	CAMDEN
Lawnside Borough	CAMDEN
Lindenwold Borough	CAMDEN
Magnolia Borough	CAMDEN
Merchantville Borough	CAMDEN
Pennsauken Township	CAMDEN
Pine Hill Borough	CAMDEN
Runnemede Borough	CAMDEN
Somerdale Borough	CAMDEN
Stratford Borough	CAMDEN
Voorhees Township	CAMDEN
Waterford Township	CAMDEN
Winslow Township	CAMDEN
Woodlynne Borough	CAMDEN
Cape May City	CAPE MAY
Lower Township	CAPE MAY
Middle Township	CAPE MAY
North Wildwood City	CAPE MAY
Ocean City	CAPE MAY
West Wildwood Borough	CAPE MAY
Wildwood City	CAPE MAY
Woodbine Borough	CAPE MAY
Bridgeton City	CUMBERLAND
Commercial Township	CUMBERLAND
Deerfield Township	CUMBERLAND
Fairfield Township	CUMBERLAND
Lawrence Township	CUMBERLAND



Maurice River Township	CUMBERLAND
Millville City	CUMBERLAND
Upper Deerfield Township	CUMBERLAND
Vineland City	CUMBERLAND
Clayton Borough	GLOUCESTER
Deptford Township	GLOUCESTER
East Greenwich Township	GLOUCESTER
Elk Township	GLOUCESTER
Franklin Township	GLOUCESTER
Franklin Township	GLOUCESTER
Glassboro Borough	GLOUCESTER
Greenwich Township	GLOUCESTER
Harrison Township	GLOUCESTER
Logan Township	GLOUCESTER
Monroe Township	GLOUCESTER
Paulsboro Borough	GLOUCESTER
Pitman Borough	GLOUCESTER
Swedesboro Borough	GLOUCESTER
Washington Township	GLOUCESTER
West Deptford Township	GLOUCESTER
Westville Borough	GLOUCESTER
Woodbury City	GLOUCESTER
Woolwich Township	GLOUCESTER
Carneys Point Township	SALEM
Penns Grove Borough	SALEM
Pennsville Township	SALEM
Pittsgrove Township	SALEM
Salem City	SALEM

*Date Source: 2020 Decennial Census – US Census Bureau*

## CROSS COUNTY CONNECTION TMA PROGRAM REPORT FY 2024

### **GOAL AREA: ACCESSIBILITY**

**Description:** Increase traveler awareness and access to travel modes other than single occupancy vehicles and support the federal goal of increasing Ladders of Opportunity, particularly for traditionally underserved communities. Provide information to and assist commuters, residents, tourists and other travelers with carpooling, vanpooling, public transit, bicycling, walking and other non-drive alone modes of travel.

**Strategy:** Trip planning and information

**Description:** Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, commuter information displays, or event table, via informational publications, and/or websites and social media. This includes travel modes such as walking, bicycling, riding public transit, including shuttles, carpooling, vanpooling, and telecommuting. Provide customized trip planning assistance for travelers using public transit and other non-SOV modes. In addition, manage and promote rideshare matching services under the guidance of the NJTPA, including the njrideshare.com website, if requested.

#### **Products and Outcomes:**

- Assist individuals with inquiries related to planning trips using non-SOV modes of travel including, public transit, shuttles, carpooling, vanpooling, biking and walking.
- Promote commute alternatives through face-to-face interaction with the travelling public, social media, advertising and other outreach methods
- Distribute informational/educational materials on non-SOV travels modes to sites with commute information displays
- Utilize rideshare database and other tools to assist commuters with transportation needs

**Strategy:** Bicycle and pedestrian encouragement

**Description:** Assist communities and schools with implementing activities that encourage walking and bicycling and/or educate participants about laws and safe behavior. Content will include the benefits and laws associated with walking and biking. This includes the New Jersey Safe Passing Law enacted in 2021. This activity is separate from the New Jersey Department (NJDOT) Safe Routes to School program or activities in this area funded by other state or federal programs or any other source, including private foundation grants, but this work may be used to supplement these programs to reach appropriate audiences outside the scope of those other programs.

#### **Products and Outcomes:**

- Distribute materials dedicated to encouraging walking and biking and educating the public on associated laws
- Attend events associated with biking and walking such as Green Fairs, trail events and others

- Create new promotional items and collateral content as needed

**Strategy:** Technology

**Description:** Host and maintain interactive map showing the locations of public transit routes, bikeways and other features on driveless.com. Develop and maintain website and social media content advising of alternative commute options including bike facilities, transit routes, EV charging station availability and other resources to meet changing informational needs and dissemination avenues available to the public. Create and upload General Transit Feed Specification (GTFS) data for local shuttle services.

**Products and Outcomes:**

- Promote non-SOV travel modes through hosting and maintaining an interactive map on driveless.com
- Develop and disseminate web and social media content to promote non-SOV travel modes
- Develop and upload shuttle GTFS data for use in mobile mapping applications

**Strategy:** Shuttle services

**Description:** Assist counties and state and local agencies with the planning, design, funding, implementation, promotion, monitoring and evaluation of existing and proposed shuttle services. Coordinate shuttle services with NJ TRANSIT, PATCO, SJTA and other transit operators and providers. Promote services to the public and employers/employees through print and electronic media outlets. Current services provided assistance, anticipated to continue into FY 2024, include: Burlington County’s BurLINK system; Atlantic County’s English Creek Tilton Road and Route 54/40 Community Shuttles; and Gloucester County’s Pureland East-West Community Shuttle and the Commodore Business Center Shuttle. Previous support has been provided to SJTA-operated shuttles in Camden and Burlington counties. This support will continue to be provided, as the need arises. Cross County Connection will also provide support to any new shuttle services that may be created in South Jersey.

**Products and Outcomes:**

- Provide technical planning services for shuttle services
- Provide marketing and customer support for shuttle services

**GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** Provide outreach and assistance focused on the encouragement, provision, and implementation of transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations.

**Strategy:** Worksite-based transportation demand management

**Description:** Conduct outreach and provide assistance to employers to implement worksite-based transportation demand strategies, including available programs and methods designed to encourage employees to use commute alternatives. Promote and encourage the use of Edenred Commuter Benefit Solutions’ Commuter Benefits Program, which replaced the RideECO

program administered by DVRPC, in March 2020. Nominate eligible employers to the NJ Smart Workplaces for Commuters program.

**Products and Outcomes:**

- Provide print and electronic materials regarding commute alternatives to employer groups via mailings, electronic means and in-person presentations
- Develop programs and plans that encourage employees to use commute alternatives
- Provide information to assist with setting up commuter benefits programs

**Strategy:** Employer liaison

**Description:** Act as a liaison between employers and state and local transportation agencies including NJDOT, NJ TRANSIT, SJTA, DVRPC and SJTPO, as requested.

**Products and Outcomes:**

- Coordinate with state agencies and assist with outreach on employer-related programs
- 

**GOAL AREA: RELIABILITY**

**Description:** Contribute to a dependable and predictable transportation service through support of interagency coordination and communicating with the public about transportation system disruptions so that travelers can make informed choices about mode, route, and time of travel.

**Strategy:** Construction-and event related congestion mitigation

**Description:** Promote awareness of roadway construction and traffic impacts, coordinate with operating agencies and MPOs to plan traffic mitigation efforts for significant construction projects, special events and transit disruptions and provide timely information to municipalities, counties, employers and the public on construction activity and traffic incidents and on alternate routes or travel modes to avoid such congestion.

**Products and Outcomes:**

- Participate in county and MPO-led corridor planning studies related to traffic congestion mitigation
- Develop and utilize of websites, SMS text Traffic Alert system, email, newsletters and social media to communicate with local governments, employers and the traveling public regarding roadway and transit conditions

**Strategy:** Emergency Response/Contingency Plan

**Description:** Maintain, refine, and test emergency response plans/contingency plans to ensure for the continued operation of critical TMA activities in the case of an interruption of business. Submit a written plan summarizing these procedures to the NJTPA by the second quarter of FY 2024.

**Products and Outcomes:**

- Submit written plan to the NJTPA in Quarter 2 FY 2024

## **GOAL AREA: ENVIRONMENTAL**

**Description:** Work with public and private sector stakeholders to contribute towards reducing air pollution and greenhouse gases from the transportation sector. Promote the utilization of the NJTPA EV Resources page, the NJDEP DriveGreenNJ website and DVRPC and SJTPO resources to support the use of electric vehicles (EV) and the construction of EV charging stations. Assist local and county governments and Green Teams with implementing transportation-related Sustainable Jersey Actions under the Transportation/Land Use and Health & Wellness categories.

**Strategy:** Electric vehicles

**Description:** Provide South Jersey employers, developers, local governments and the public with information and assistance regarding programs to fund and support electric vehicles and charging stations in support of New Jersey's 2019 Energy Master Plan and the NJ Global Warming Response Act. Use the information and tools on the NJTPA EV Resources page, the NJDEP DriveGreenNJ website, the NJTPA Alternative Fuel Readiness Guidebook and other national, regional, and state resources to support the adoption of EVs and the construction of EV charging stations. Support the NJTPA Alternative Fuel Vehicles initiatives, as well DVRPC and SJTPO electric vehicle initiatives. Relationships with governments and business partners will be developed through broad-based outreach demonstrating organizational capabilities through formats such as EV publications and postings to social media and newsletters. Internal analysis utilizing GIS will also be used to identify potential partners along corridors with demand for charging stations and in EJ communities experiencing regionally disproportionate negative health impacts from poor air quality.

### **Products and Outcomes:**

- Develop and disseminate educational and promotional materials and information supporting the use of EV programs including, public events, workshops, webinars, resource and planning guides, website and social media content and other platforms
- Plan and/or attend events and workshops promoting the use of electric vehicles and expansion of EV charging infrastructure
- Provide planning assistance to local governments and businesses on the installation of charging stations, including advising on best practices, grant application assistance, development of EV related ordinances and plans

**Strategy:** Sustainable Jersey certification assistance

**Description:** Provide informational resources and technical assistance such as planning, data analysis, and mapping to municipalities and Green Teams regarding transportation-related Actions included in the Sustainable Jersey certification program. Assistance to be provided for Actions in the Land Use and Transportation and Health and Wellness categories.

### **Products and Outcomes:**

- Provide technical assistance to local governments and Green Teams to achieve Sustainable Jersey Certification

**Strategy:** Air Quality Education

**Description:** Provide air quality education and alerts to communities and employers on the importance of improving air quality and enlist participation in the DVRPC Air Quality Partnership when appropriate. Utilize social media and other platforms, including newsletters, to educate the public on how personal transportation choices impact air quality.

**Products and Outcomes:**

- Disseminate Air Quality Alerts and promotional materials to Air Quality Partners, members, local governments and general public
- Disseminate information to the public to educate and increase awareness of transportation's impact on air quality

**GOAL AREA: SAFETY**

**Description:** Conduct activities that contribute to traveler safety and support implementation of the U.S. Department of Transportation's National Roadway Safety Strategy, a comprehensive approach to reducing deaths and serious injuries on streets and highways using a Safe System Approach and the NJDOT Strategic Highway Safety Plan. Increase public awareness of roadway safety using promotional materials and technical assistance, including road safety audits. Coordinate these efforts with NJTPA, DVRPC and SJTPO and local police departments and county safety groups. Participate in steering committees and other statewide group meetings dedicated to bicycle and pedestrian safety.

**Strategy:** Complete Streets

**Description:** Educate and assist municipalities with adopting Complete Streets policies, ordinances, and checklists consistent with the NJDOT Complete & Green Streets for All: Model Policy & Guide. Conduct temporary demonstration projects with the approval of a local jurisdiction. Assist municipalities and counties with preparing grant applications (e.g., Safe Routes to School and Transportation Alternatives Set-Aside), planning studies and technical assistance. Coordinate with NJDOT, Voorhees Transportation Center (VTC), NJTPA, DVRPC, SJTPO and others.

**Products and Outcomes:**

- Provide technical assistance and educational materials to municipalities to encourage the adoption of Complete Streets policies, ordinances and checklists
- Assist municipalities with the implementation of temporary Complete Streets demonstration projects
- Assist municipalities with grant applications to build infrastructure supporting implementation of policies
- Provide technical assistance to municipalities with adopted Complete Streets policies

**Strategy:** Safety audits

**Description:** Lead and/or participate in other organization's pedestrian and bike road safety audits. Cross County Connection led audits will be conducted upon request by a local government, the MPO or NJDOT and will be supported by existing crash and safety data. Cross

County Connection will conduct three audits during the fiscal year. Audits will consist of meetings with audit participants and a Cross County Connection led on-site assessment of bicycling and pedestrian safety. Policy, programing and infrastructure recommendations will be provided in the form of a technical memorandum. Non-infrastructure recommendations will include participation in the Street Smart NJ program with CCCTMA participation. Cross County Connection will assist audit clients with seeking grant funding to implement report recommendations. When applicable, recommendations will include pedestrian safety example strategies found in the New Jersey Strategic Highway Safety Plan, and NJDOT, FHWA, AASHTO and NATCO publications. A technical memo will be sent to audit participants and the NJTPA for review.

**Products and Outcomes:**

- Conduct pedestrian/bicyclist safety audits including a final report summarizing audit process, findings and recommendations
- Assist local governments with applying for grant funding to implement audit recommendations
- Participate in road safety audits organized by other organizations

**Strategy:** Local Safety Action Plans

**Description:** Participate in Safety Action Plan planning efforts undertaken by municipalities, counties, and MPOs in the Cross County Connection service area, funded through the federal Safe Streets and Roads for All (SS4A) program, including SJTPO’s Countywide Local Road Safety Plans and others as requested.

**Products and Outcomes:**

- Provide support and serve as stakeholders on SS4A funded local safety action plans

**Strategy:** Data collection and analysis

**Description:** Collect and analyze safety data using tools including crash databases Numetric and Safety Voyager to identify areas with high rates of pedestrian and bicycle crashes for purposes of assisting counties, municipalities, NJDOT, DVRPC and SJTPO with identifying and addressing safety concerns utilizing available safety programing from Cross County Connection, NJDOT, NJDHTS, DVRPC, SJTPO and other sources. All data, analysis and recommendations will be shared with appropriate stakeholders with the intent of working towards implementation of recommendations to solve or at least improve identified safety issues.

**Products and Outcomes:**

- Download, map, and analyze crash and other available safety data
- Assist governments, state agencies, MPOs and other stakeholders with identifying and addressing safety concerns identified through analysis

**Strategy:** Strategic Highway Safety Plan/Partnership Organizations

**Description:** Carry out the goals of the Strategic Highway Plan’s Pedestrian/Bicyclist Emphasis Area by participating in meetings and working with counties and municipalities to implement

recommendations. Participate in steering committees and other statewide group meetings dedicated to bicycle and pedestrian safety efforts including the New Jersey Bicycle and Pedestrian Advisory Council (BPAC), the New Jersey Vision Zero Alliance, the New Jersey Pedestrian and Bicycle Safety Coalition (NJPBS) and others.

**Products and Outcomes:**

- Participate in steering committees and other group meetings and activities addressing pedestrian and bicyclist safety as appropriate

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** Assist counties within the CCCTMA service area with human services transportation services as requested and seek opportunities to implement strategies for low-income constituents. Activities will vary based on the needs of the county or counties. Anticipated activities include participating as stakeholders in activities related to the implementation of both the regional and county human services transportation plans including assistance with preparing NJ-JARC grant applications through mapping and data support. Continue to assist NJTPA to update the Go Farther CHSTP Visualization tool in the CCCTMA service area.

**Strategy:** County Service Planning

**Description:** When requested, assist counties with the developing and implementing county and regional CHSTP plans. Assist with the planning process to update county and regional CHSTP plans. Assist counties with mapping requirements for NJ-JARC grant applications.

**Products and Outcomes:**

- Assist with the updating county and regional CHSTP plans
- Assist counties with preparing NJ-JARC grant applications through mapping and data support.
- Submit to the NJTPA a written memorandum summarizing work efforts and outcomes

**Strategy:** Data Support

**Description:** Support the maintenance of data for the NJTPA Human Services Transportation Visualization Tool in Cross County Connection’s service area. Collect, update, and maintain geographic data on transportation and other services for the target populations within the Cross County Connection service area annually. All data will be in a format that is compatible with the GIS system and that adheres to NJTPA’s EGIS Quality Assurance Standards.

**Products and Outcomes:**

- Update data as needed

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** Cross County Connection TMA will provide administrative support for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management



**Description:** Cross County Connection TMA will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparing the following year’s work program; maintaining all TMA work program grant-related records and products; maintaining the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparing quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparing and maintaining the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparing the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**WORK FUNDED BY OTHER SOURCES**

**Description:** Cross County Connection receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, DVRPC, and others. Projects funded outside of the NJTPA TMA grant will be reported on. For FY 2024, the following programs are anticipated.

**Strategy:** NJ TRANSIT Work Program

**Description:** Provide customer service to travelers seeking information regarding NJ TRANSIT bus and rail services and connecting shuttle and PATCO services. Advocate for new/improved public transit services; assist employers with public transit needs; train various audiences on how to use the regional public transit system.

**Products and Outcomes:**

- Provide NJ TRANSIT customer service support and technical assistance to travelers, local governments and employers
- Conduct Public Transit Travel Training sessions

**Strategy:** Safe Routes to School Program (NJDOT)

**Description:** Implement Safe Routes to School non-infrastructure program. The program encourages municipalities and schools to implement activities which promote and encourage children to walk and bike to school. Per Cross County Connection’s current contract with NJDOT, which expires in August 2024, this program is limited to grades K-8.

**Products and Outcomes:**

- Conduct walking and bicycling events at K-8th grade schools
- Conduct in-classroom and virtual Pedestrian Safety Education Program
- Provide technical assistance to schools, including preparing Travel Plans

**Strategy:** New Jersey Department of Highway Traffic Safety (NJDHTS)

**Description:** Conduct traffic safety marketing, outreach and awareness campaigns following a road safety audit scheduled for FY 2023 along a portion of Route 30 between Warwick Road (CR 669) and East Evergreen Road, within the boroughs of Lawnsdale, Magnolia and Somerdale. The marketing outreach and awareness campaigns in the project area will educate motorists, pedestrians and bicyclists about how to safely accommodate all road users. This program’s funding is allocated based on the federal fiscal year and includes the first quarter of NJTPA’s FY 2024 Work Program.

**Products and Outcomes:**

- Marketing, education and awareness campaign

**Strategy:** DVRPC Transportation Option Program (TOP) Return to PATCO Marketing & Promotional Campaign—2 Year project

**Description:** Boost ridership on and awareness of PATCO rail service amongst the general commuting public in Philadelphia and southern New Jersey through a marketing and promotional campaign with messaging about health, affordable transportation, environmentally friendly alternatives to driving, and destinations within Camden Waterfront and southern NJ’s downtown districts near PATCO stations. In Year 2 conduct Complete Streets Demonstration Project at Ashland Station.

**Products and Outcomes:**

- Conduct promotional and marketing campaigns encouraging use of PATCO
- Conduct Complete Streets demonstration project at PATCO’s Ashland train station in Voorhees (Year 2)

**Strategy:** United Way of Gloucester County Pureland East-West Community Shuttle

**Description:** Provide technical and marketing support for the Pureland East-West Community shuttle operating in Gloucester County. Technical support may include route analysis and adjustments, operating schedule analysis and adjustments, passenger surveys, and other service planning tasks. Marketing support may include development of print and digital advertising, attending events, and other promotional tasks.

**Products and Outcomes:**

- Shuttle service planning and technical support
- Shuttle marketing and promotion

**Strategy:** Atlantic County Community Shuttles (former Pascale Sykes Foundation funding)

**Description:** Provide technical and marketing support for the English Creek-Tilton Road and Route 54/40 Community Shuttles operating in Atlantic County. Technical support may include route analysis and adjustments, operating schedule analysis and adjustments, passenger surveys, and other service planning tasks. Marketing support may include development of print and digital advertising, attending events, and other promotional tasks.

**Products and Outcomes:**

- Shuttle service planning and technical support
- Shuttle marketing and promotion

## CROSS COUNTY CONNECTION TMA PROMOTION PLAN FY 2024

Cross County Connection TMA will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis and submitted to the TMA Project Manager with the quarterly report attachments.

### **Media Formats**

Cross County Connection TMA will use the following types of media in FY 2024 for the promotion of the programs, goals, and objectives of the work program:

- **Driveless.com website:** With a robust and comprehensive, content-rich website on [driveless.com](http://driveless.com), CCCTMA has historically reached an average of tens of thousands of unique visitors a month. CCCTMA maintains and updates its website on a frequent basis to ensure up-to-date content. At the time of this report preparation, substantial work has already been done to prepare all-new content for a completely revised and rebuilt [driveless.com](http://driveless.com). Built in data tracking and analytical performance measurement tools will be paramount in the operation and promotion of this new web tool for CCCTMA in FY 2024.
- **Web and mobile advertising:** General, online, external web advertising is used in conjunction with targeted mobile-device campaigns. Recent past sponsored campaigns have delivered millions of targeted digital web impressions and tens of thousands of website visitors. These promotional strategies will continue to expand and enhance the presence of CCCTMA in the seven-county service area.
- **Social Media:** CCCTMA's Facebook page currently has over 1,000 followers and likes to the account. Several general-interest commuter/transportation-themed posts are made each day which are then shared with hundreds of other readers. The @CCCTMA Twitter account is used to effectively deliver short traffic, transit, and construction alerts to followers. Instagram is utilized frequently for both pictorial sharing of TMA-themed content, and targeted advertising reach, with thousands of impressions made per ad. Many collaborative-post efforts are undertaken with partners, members and friends of CCCTMA, i.e., MPOs, DRPA, NJDHTS, NJ Brain Injury Alliance, municipalities, Sustainable Jersey Green Teams, etc.
- **Sponsored social media** promotions, which include video and interactive content can reach tens of thousands of specifically targeted viewers and convert thousands more to visit [driveless.com](http://driveless.com). Viewer engagement, through "likes" and "shares," can see our audience reach 20,000+ people per week. The CCCTMA accounts are: [Facebook.com/CCCTMA](https://Facebook.com/CCCTMA); [Twitter.com/CCCTMA](https://Twitter.com/CCCTMA); and [Instagram.com/CCCTMA](https://Instagram.com/CCCTMA).
- **Newsletters:** CCCTMA will use Constant Contact to deliver custom-created transportation messages and graphics to its database of regional subscribers with monthly e-newsletters covering all areas of the TMA Work Program. Additional email

address subscribers are captured through on-line sign up /opt-in at driveless.com, as well as paper form submission at on-site commuter and transportation events.

- **Online Promotions through external media outlets:** Many media outlets, analog or digital, now also have accompanying web promotional offerings. Cross County Connection will utilize these opportunities when available. Examples include: Xfinity.com, SJ.com, NJ.com, and sites connected to radio and regional print publications. Effectiveness is tracked and provided by the media outlet's digital metrics systems. A typical three-four week campaign can yield hundreds of thousands of online impressions to a geo-targeted, southern NJ demographic. Re-targeting and geo-fencing technology are employed with measurable success. These technologies use GPS to define a contained digital marketing zone around target locations and reaches an audience through phones, tablets, laptops and other mobile devices as they pass through.
- **Mass media and broadcast:** Radio spots, CTV promotions. CCCTMA will run occasional pre-recorded announcements on regional radio stations (e.g., WMMR, WMGK, SoJO 104.9), to promote commuter and transportation awareness to the general public. These campaigns will encourage the public to explore commute alternatives outside of the single occupancy vehicle. Radio stations are effectively measured by Arbitron for listenership. An average CCCTMA 30-second, radio spot campaign can reach upwards of 250,000 people. Through large, regional media agencies, promotional sponsorships are occasionally developed to attach to major, Philadelphia area professional sports teams, and broadcasts of their games, reaching many hundreds of thousands of people in the CCCTMA service area.
- **Programmatic audio:** Programming audio promotional messages were first used in FY23 with great success. Sent through subscription-based and streaming media platforms such as Amazon Music, Pandora, Spotify, and numerous podcasts. The efficacy of this medium is tracked in the same manner as paid social media sponsorship, with detailed reports of message completion rate, engagement by click through, and overall impressions delivered for evaluating message reach.
- **Connected TV:** Connected television (CTV) offers an experience like traditional cable television, but without the subscription fees and long-term contracts. Many of CCCTMA's target commuter audiences and transit-dependent geographical service areas access televised entertainment through Roku, Hulu, Amazon Fire, and Google TV services. For FY 2024, CCCTMA will seek to further expand its reach with this technology to incorporate projects funded through the NJTPA TMA Work Program.
- **Print marketing collateral:** CCCTMA maintains a regular publishing of brochures, flyers, maps, transit guidebooks, and information cards, all designed in-house, to promote the TMA work program's core sections of activity. An average of over 150,000 printed pieces are distributed annually in the CCCTMA seven-county service area.
- **Print advertising:** Several times a year, CCCTMA displays graphical promotions in regional print publications, newspapers, and magazines. The circulation is audited and measured by the respective publications. On average, print ads reach an audience of 40,000 readers per ad run.
- **Outdoor appearances/events:** CCCTMA attends numerous outdoor festivals, commuter fairs, employer benefits expos, and community safety events throughout the

year. The purpose of these appearances is to engage the general community, answer transportation questions, further disseminate CCCTMA literature, provide real-time transportation assistance, and direct attention to online offerings at [driveless.com](http://driveless.com). The effectiveness of these events and appearances is measured by the event hosts' report on anticipated turnout and audience attendance. Typical past events may see up to 1,000 people with hundreds of pieces of transportation literature distributed. As the pandemic situation has largely now passed, it is anticipated that FY 2024 will see an increase in promotional opportunity for events and public gatherings.

### **Goal Area Activity Promotion Plans**

Cross County Connection TMA plans to use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

CCCTMA will employ a wide range of media, including regular and routine social media postings, e-newsletters, and web content in support of activities and topics supporting and promoting the use of commute alternatives, including public transit, shuttles and walking and biking. These platforms will also be used to educate the public on bicycle and pedestrian safety and laws. Print collateral will also be used to promote accessibility themes, as well as electronic content for promotion of both major, regional transportation services, community shuttles, and car/vanpool options.

#### ***Economic Development***

CCCTMA will engage area employers and business leaders with targeted social media engagements, using geo-fenced content delivery. Outreach plans will continue to connect with area employers through e-newsletters, and web presentations, and sponsorship and co-promotional opportunities will be explored with area business networking groups, and chambers such as the Burlington County Regional Chamber of Commerce. Promotional messages will be shared in periodicals such as the Southern New Jersey Development Council's Chronicle publication and through attendance at commuter/employee job fair sessions and informational presentations.

#### ***Reliability***

Regular social media posts will be made to Twitter and Facebook to inform the public of important construction projects affecting roads and travel conditions. Additionally, with a new website under development, CCCTMA will have a more robust ability to promote online travel and transit resources, interactive electronic map tools, and a running blog to update the commuting public on travel news.

#### ***Environmental***

Ongoing posts to social media about a wide range of environmentally themed topics in 2023-2024 are expected, and EV technology, clean air, and climate change continue to be areas of increasing interest/concern for the public. CCCTMA expects to support the above-mentioned environmental topics with flyers and postcards on EV charging, air quality and anti-idling campaigns. The CCCTMA EV Primer publication will be updated and released as both a print and web publication. Electronic communications including email blasts, and online messaging

campaigns will be strongly utilized for promotion of EV news and resources. The driveless.com website will feature robust EV content and shared material and resources.

### ***Safety***

Numerous campaigns utilizing Facebook, Twitter and Instagram are currently, and will continue to be used in the promotion of safety topics on a regular basis. Strong social media support has traditionally been well received for bicycle and pedestrian themes, Complete Streets topics, and local community safety campaigns. E-newsletters by CCCTMA regularly present safety messages and resources for the general public. New print collateral along with the replenishment and re-design of CCCTMA's bicycle and pedestrian safety brochures and palm cards is anticipated for 2023-2024.

### ***Coordinated Human Services Transportation***

Direct outreach, including meetings, email and phone calls, will be the primary means used to contact county transportation and human services departments and social service providers.

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA, INC.  
FY 2024 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 477,445		
	2. FRINGE BENEFITS	69.7% FT, 0% PT	\$ 332,779		
			<b>SUBTOTAL \$ 810,224</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 2,254		
	3. PRINTING & REPRODUCTION		\$ 11,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 3,150		
	6. CONFERENCE/TRAINING		\$ 4,000		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 43,350		
			<b>SUBTOTAL \$ 63,754</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	47.34%	\$ 226,022		
			<b>SUBTOTAL \$ 226,022</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 1,100,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 1,100,000</b>	<b>Local Share:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 1,100,000</b>
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**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA, INC.  
 FY 2024 WORK PROGRAM  
 BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Ads (Digital/Social Media/Radio)	\$ 32,150.00
Teleconferencing & Software (ESRI, Zoom-Webinar, Constant Contact)	\$ 6,500.00
Domains	\$ 200.00
Website Maintenance/Social Media	\$ 4,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 43,350.00</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA, INC.**

**FY 2024 WORK PROGRAM**

**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,861	\$ 155,210	\$ 23,154	\$ 43,298	\$ -	\$ 221,662
Core Goal Area Activities - Economic Development	2,175	\$ 122,087	\$ 9,100	\$ 34,058	\$ -	\$ 165,244
Core Goal Area Activities - Reliability	824	\$ 42,141	\$ 1,200	\$ 11,756	\$ -	\$ 55,096
Core Goal Area Activities - Environmental	2,755	\$ 162,881	\$ 14,850	\$ 45,438	\$ -	\$ 223,168
Core Goal Area Activities - Safety	3,805	\$ 210,630	\$ 14,850	\$ 58,758	\$ -	\$ 284,238
Core Goal Area Activities - Coordinated Human Services Transportation	530	\$ 31,321	\$ 600	\$ 8,737	\$ -	\$ 40,658
Core - Program Management	1,295	\$ 85,955	\$ -	\$ 23,978	\$ -	\$ 109,933
<b>TOTAL</b>	<b>14,245</b>	<b>\$ 810,224</b>	<b>\$ 63,754</b>	<b>\$ 226,022</b>	<b>\$ -</b>	<b>\$ 1,100,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Casal, Brianna - Administrative Assistant	63%	1,311
Craig, Nashay - Communications Assistant	63%	1,300
Dorfman, Nathan - Senior Transportation Planner	63%	1,300
Farley, Patrick - Program Director	64%	1,324
Geiger, Michele - Public Outreach Coordinator	42%	875
Gottschall, Henry C., GIS Specialist	63%	1,300
Jacobs, Hanna - Transportation Planner	63%	1,310
Sperry, Marianne - Office Manager	63%	1,310
Sunkett, Latifah - SRTS Coordinator	14%	300
Urkowitz, Ronda R., Executive Director	63%	1,315
Van den Burg, Jill, Executive Assistant	63%	1,300
Wilson, Joseph, Marketing & Communications Director	63%	1,300
<b>TOTAL*</b>	<b>57%</b>	<b>14,245</b>

*\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*

**NJTPA FY 2024 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

**EZ Ride  
FY 2024 WORK PROGRAM**

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## TMA WORK PROGRAM OVERVIEW

### Organizational Summary

The Meadowlands Transportation Brokerage Corporation (d/b/a EZ Ride) was incorporated on October 24, 1983 as a non-profit 501(c)3. It is the first Transportation Management Association (TMA) in the State of New Jersey and was created as a result of the gas crisis in the 1970's, which resulted in companies like Hoffmann La Roche having over 400 vanpools. The founding members include the New Jersey Sports and Exposition Authority (NJSEA), the former New Jersey Meadowlands Commission (NJMC), the Port Authority of New York and New Jersey (PANYNJ), the New Jersey Department of Transportation (NJDOT), the New Jersey Turnpike Authority and the Meadowlands Regional Chamber of Commerce. EZ Ride's Board of Trustees includes 10 representatives from the public sector including the North Jersey Transportation Planning Authority (NJTPA), and 10 from the private sector.

#### 1. Mission

"Implement transportation programs and services that enhance the quality of life, regional mobility, and economic opportunity for people in our service area, while reducing traffic congestion and improving air quality."

#### 2. Major Sources of Funding and Clients

Public Sector Grants: \$2,000,000 (NJTPA, NJDOT, NJ TRANSIT, NJHTS)

Public Sector fee for service: \$2,000,000

(Essex County)

Private sector: \$2,000,000

(Hartz Mountain, BNE Real Estate Group, Russo Development, H-Mart, HelloFresh)

Total: **\$6,000,000**

#### 3. Office Locations

##### Main Office:

144 Park Place East, Wood-Ridge, NJ 07075

##### Satellite Office:

80 Brewster Rd. Newark Liberty International Airport, Newark, NJ 07114

#### 4. Staff Summary

Total Number of Employees: 51

- Full-Time Employees 39
- Part-Time Employees 12

### Geographic and Demographic Information

The EZ Ride service area includes Bergen, Essex, Union, Monmouth, lower Passaic and Meadowlands portion of Hudson County, and all Port Authority of NY & NJ facilities in New Jersey.

**Table 1. Demographic information**

	<b>Bergen County</b>	<b>Essex County</b>	<b>Monmouth County</b>	<b>Passaic County</b>	<b>Union County</b>	<b>Total</b>
Total population	953,819	854,917	645,354	518,117	572,114	<b>3,544,321</b>
White alone	500,079	235,730	468,673	201,161	209,451	<b>1,615,094</b>
Hispanic or Latino	210,287	207,841	73,416	226,634	191,958	<b>910,136</b>
Black or African American alone	51,140	306,510	37,999	52,148	113,346	<b>561,143</b>
American Indian and Alaska Native alone	989	1,287	246	223	195	<b>2,940</b>
Asian alone	161,674	49,923	35,897	27,837	33,302	<b>308,633</b>
Native Hawaiian and Other Pacific Islander alone	185	59	87	233	69	<b>633</b>
Some other race alone	7,067	18,630	5,462	2,306	6,808	<b>40,273</b>
Two or more races	22,398	34,937	23,574	7,575	16,985	<b>105,469</b>
<b>Minorities</b>	<b>453,740</b>	<b>619,187</b>	<b>176,681</b>	<b>316,956</b>	<b>362,663</b>	<b>1,929,227</b>
<b>Percent</b>	<b>48</b>	<b>72</b>	<b>27</b>	<b>61</b>	<b>63</b>	<b>54</b>
<b>65 years and over</b>	<b>170,110</b>	<b>120,994</b>	<b>120,618</b>	<b>79,221</b>	<b>85,180</b>	<b>576,123</b>

*(Source: American Community Survey data (ACS) 2021)*

**Table 2. Journey to work**

	<b>Bergen County</b>	<b>Essex County</b>	<b>Monmouth County</b>	<b>Passaic County</b>	<b>Union County</b>	<b>Total</b>
Workers 16 years and over	470,996	382,336	319,153	234,864	275,783	<b>1,683,132</b>
Drove alone	269,409	194,609	196,278	151,721	161,057	<b>973,074</b>
Carpooled	27,318	27,910	20,426	24,426	24,269	<b>124,348</b>
Public transportation	33,441	44,733	11,489	11,273	21,235	<b>122,172</b>
Walked	12,246	10,323	5,106	7,046	5,791	<b>40,513</b>
Bicycle	1,413	765	1,277	705	552	<b>4,710</b>
Other means	10,362	19,117	4,787	5,402	12,134	<b>51,802</b>
Worked from home	116,807	85,261	80,107	34,290	50,468	<b>366,933</b>

*(Source: American Community Survey data (ACS) 2021)*

**Infrastructure**

The EZ Ride service area is less than five miles from Times Square in New York City and defines the urban core of New Jersey. It is home to more than a third of the state's population with an extensive multi-modal transportation system that includes major transit hubs like Secaucus Junction, Newark Penn Station, Newark Liberty International Airport, Teterboro Airport, and Elizabeth/ Newark Seaport. Routes 3 & 17 connect to the Lincoln Tunnel and the country's most successful express bus lane, traversed by more than 500 buses per hour during peak commute times. The two major highway corridors in the region are the New Jersey Turnpike and the Garden State Parkway. Route 4, the major highway to the west, links to the George Washington Bridge. The region is easily accessed by land, sea, or air.

**Trip generator information (i.e. – major employers, attractions, etc.)**

The North Jersey area’s proximity to New York City makes it an attractive destination for businesses seeking lower real-estate prices. The area is home to hundreds of major corporations like BMW, Volvo, Unilever, SONY, Klynveld Peat Marwick Goerdeler (KPMG), Ernst and Young, United Airlines, and Hartz Mountain.

The area houses two significant sports franchises, the Giants at the Metlife Stadium in the Meadowlands and the Devils at the Prudential Center in Newark. The Metlife Stadium and Prudential Center are easily accessible from New York City and most of the EZ Ride service area via public transit.

Additionally, *American Dream Meadowlands*, a major entertainment and retail complex, has opened with more than two million square feet of retail space, more than 450 retailers like Saks Fifth Avenue and Lord & Taylor, multiple indoor theme parks, and plans for an 800-room hotel anchoring the development.

Further to the South, the famed Jersey Shore in Monmouth County doubles in population during summer months due to the influx of visitors and tourists, especially on weekends.

**Goals and Objectives**

In actively advancing its mission, EZ Ride staff will focus on six core goals that are supported

by clear and consistent objectives.

1. Advance the strength of the regional economy and prospects for economic development by providing commute options to employers and to employees and by actively working to establish a more efficient transportation network

Staff will accomplish this goal by working with companies to engage new and innovative transportation options that are supported by the latest technologies; providing employee transportation planning and brokerage services to companies who are relocating to the region; designing and implementing regional transportation management programs for business; providing transportation and commute options to reduce costs and congestion; advocating the development of cost-effective and efficient public transit; improving the commutation linkages between concentrated areas of high unemployment and concentrated job centers by advancing programs like the New Jersey Jobs Access Reverse Commute (NJ-JARC).

These tasks will help accomplish NJTPA's goal to retain and increase economic activity and competitiveness, provide affordable accessible and dynamic transportation systems responsive to current and future customers, retain and increase economic activity and competitiveness, and protect and improve the quality of natural ecosystems and the human environment.

2. Provide a forum and a conduit for the business community to actively engage in transportation and commutation issues

Staff will accomplish this goal by maintaining and strengthening the alliance of business community and government leaders committed to improving mobility and accessibility; and advocating the transportation needs and interests of its constituency in the legislative, policy development, and regulatory processes.

These tasks will help accomplish NJTPA's goal to retain and increase economic activity and competitiveness, provide affordable, accessible and dynamic transportation systems responsive to current and future customers, and retain and increase economic activity and competitiveness.

3. Advocate High Occupancy Vehicles (HOV)

Staff will accomplish this goal by encouraging the utilization of public transit by disseminating information about services, schedules, and relevant information about traffic congestion, marketing transportation and commutation alternatives and options in newsletters, seminars, training sessions, transportation fairs, and outreach programs to reduce single occupancy driving; brokering transportation services including shuttles, car and van pools, bike sharing and car sharing; sustaining the Guaranteed Ride Home (GRH) program to support and facilitate ridesharing and public transit use; and promoting coordinated land use and transportation planning, including parking management.

These tasks will help accomplish NJTPA's goals to protect and improve the quality of natural ecosystems and the human environment, and enhance system coordination, efficiency, and competitiveness.



#### 4. Achieve improvements in Air Quality

Staff will accomplish this goal by assisting companies with “New Jersey Smart Workplaces” program; providing support to Employee Transportation Coordinators (ETC); encouraging pedestrian and bicycle transportation alternatives wherever applicable; sharing government resources about clean air with business; advocating the use of non-fossil fueled vehicles and advancing Congestion Mitigation and Air Quality (CMAQ) programs.

These tasks will help accomplish NJTPA’s goals to protect and improve the quality of natural ecosystems and the human environment, and enhance system coordination, efficiency, and competitiveness.

#### 5. Conserve energy resources

Staff will accomplish this goal by advocating the use of new technologies to conserve resources; advocating telecommuting, compressed work week, and flex time; and encouraging and programmatically facilitating reductions in the aggregate vehicle miles traveled (VMT) of the employee population in companies in the EZ Ride service area.

These tasks will help accomplish NJTPA’s goals to protect and improve the quality of natural ecosystems and the human environment, and enhance system coordination, efficiency, and competitiveness.

#### 6. Promote transit equity

EZ Ride staff will develop programs and services to serve the disadvantaged segments of the population like lower income workers, people with disabilities and older adults; and encourage transportation providers to comply with American with Disabilities Act (ADA) mandates.

These tasks will help accomplish NJTPA’s goal to provide affordable, accessible and dynamic transportation systems responsive to current and future customers.

### **Title VI/Environmental Justice**

As a recipient of federal funds, EZ Ride is required to comply with various civil rights statutes, executive orders, and regulations that are intended to ensure that traditionally underserved populations are included in the planning process and have access to EZ Ride services.

As shown in Table 1, the demographic composition of the EZ Ride service area population includes a highly diverse population of 3.5 million of which 1.9 million (or 54 percent) are minorities. Hispanic, Black and Asian people comprise the largest group of minorities in the area.

According to the 2021 American Community Survey, approximately 16 percent of the population have limited English proficiency and speak English less than “very well”. Passaic and Union counties have higher percentages of 21 percent. Approximately 21 percent of people in our service area are Spanish speakers with large numbers in Union, Essex and Passaic County.

**Table 3. Language Proficiency**

Spoken Language	Bergen County		Essex County		Monmouth County		Passaic County		Union County		Total	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	AVG %
Speak only English	537,427	59.30%	506,263	63.20%	507,341	82.60%	250,862	51.70%	288,327	53.70%	<b>2,090,220</b>	<b>62.10%</b>
Speak Spanish	143,607	15.80%	150,540	18.80%	41,945	6.80%	173,400	35.70%	154,185	28.70%	<b>663,677</b>	<b>21.16%</b>
Other Indo-European languages	90,263	10.00%	90,676	11.30%	42,439	6.90%	34,072	7.00%	70,820	13.20%	<b>328,270</b>	<b>9.68%</b>
Asian and Pacific Island languages	103,446	11.40%	25,684	3.20%	14,695	2.40%	9,825	2.00%	14,200	2.60%	<b>167,850</b>	<b>4.32%</b>
Other languages	31,300	3.50%	28,079	3.50%	7,460	1.20%	17,264	3.60%	9,743	1.80%	<b>93,846</b>	<b>2.72%</b>
Speak English less than "very well"		15.00%		15.20%		5.60%		21.20%		21.60%		<b>15.72%</b>

*(Source: American Community Survey data (ACS) 2021)*

As shown in the table below, approximately 10 percent of the population has one or more disabilities. Further, over 10 percent of the population lives in poverty, with Essex and Passaic Counties having the highest concentrations of over 14 percent each.

**Table 4. Poverty and Disability Data**

	Bergen County		Essex County		Monmouth County		Passaic County		Union County		Total	
	Total	65 years and over	Total	65 years and over	Total	65 years and over	Total	65 years and over	Total	65 years and over	All counties	65 years and over
Total population	953,819	170,110	854,917	120,994	645,354	120,618	518,117	79,221	572,114	85,180	<b>3,544,321</b>	<b>576,123</b>
People with disability	8.20%	25.00%	12.30%	34.10%	10.30%	26.70%	9.50%	28.90%	9.00%	29.00%	<b>AVG 9.86%</b>	<b>AVG 28.74%</b>
Population for whom poverty status is determined	943,734	166,600	833,009	117,608	639,114	118,300	511,015	77,509	565,979	83,073	<b>3,492,851</b>	<b>563,090</b>
Below 100 percent of the poverty level	7.60%	7.10%	15.20%	15.90%	7.40%	8.20%	14.10%	12.30%	9.00%	9.50%	<b>AVG 10.66%</b>	<b>AVG 10.60%</b>
100 to 149 percent of the poverty level	3.20%	4.60%	7.90%	10.10%	3.80%	5.20%	8.70%	8.20%	6.00%	6.90%	<b>AVG 95.92%</b>	<b>AVG 7.00%</b>
At or above 150 percent of the poverty level	89.20%	88.30%	76.90%	74.00%	88.80%	86.60%	77.20%	79.60%	84.90%	83.60%	<b>AVG 83.40%</b>	<b>AVG 82.42%</b>

*(Source: American Community Survey data (ACS) 2021)*

EZ Ride’s transportation programs and services are geared to serving this disadvantaged population. The primary focus is on serving underserved communities where 50 percent or more people are minorities, or more than 50 percent live below the poverty line. It includes the following communities as listed by county in the 2020 Strategic Highway Safety Plan:

Bergen County – Hackensack, Fort Lee, and Englewood

Essex County – Newark, E. Orange, and Irvington

Passaic County – Passaic and Paterson

Union County – Elizabeth and Plainfield

Monmouth County - Asbury Park, Long Branch, and Red Bank

Specifically, the contribution of each of our programs in serving the disadvantaged population in our service area is noted below:

- Shuttles – EZ Ride’s shuttle programs that account for about 70 percent of all operations are centered in the Greater Newark area and the Meadowlands region of Hudson and Bergen County which is home to predominantly Black, Hispanic, and Asian communities. It serves the transit-dependent entry-level workforce.
- Ryde4Life Program - This program provides transportation in partnership with TNCs like Lyft and Uber throughout New Jersey and primarily serves older adults. The average age of our members is 78 years. Additionally, we partner with county agencies to supplement their paratransit service for seniors and disabled populations. We also partner with nonprofits who serve seniors and lower income residents who do not own a car.
- Bike & Pedestrian Programs – EZ Ride’s bike and pedestrian team works with about 300 different communities and the focus is on the disadvantaged communities in our area. A few selected safety presentations are available online in Spanish, Arabic, Korean, and Hindi.
- Carpools & Vanpools – EZ Ride’s vanpool and carpool participants primarily work in entry-level jobs and are mostly Black or Hispanic.

Finally, EZ Ride is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended.

**EZ RIDE**  
**PROGRAM REPORT FY 2024**

**GOAL AREA: ACCESSIBILITY**

**Description:** EZ Ride will provide assistance to commuters, tourists, and other travelers who are interested in receiving information on carpooling, vanpooling, public transit, bicycling, walking, and other non-drive alone modes of travel. This information shall include, but not be limited to, coordinating rideshare matching and trip planning, providing more transportation choices, making provisions for shuttle services, facilitating carpool/vanpool initiatives, participating in human services transportation efforts, developing commuter incentive programs and encouraging the adoption of non-motorized transport (i.e., bicycling and micromobility).

**Strategy:** Increase access to alternative modes of travel other than Single Occupant Vehicles (SOVs).

**Description:** EZ Ride will provide rideshare matching assistance to travelers seeking to form or join carpools/vanpools as well as provide bus and train information in the area. The activities will include promoting use of travel alternatives, conduct “on site” Transportation Fairs for commuters, disseminating information related to TDM strategies, participating in joint TMA/NJTPA marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJTPA or other entities to establish baseline data and track progress towards achieving goals in such areas as matching effectiveness, public awareness of TDM, public awareness of the TMA’s services, market penetration, customer satisfaction, etc.

EZ Ride will also undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips will provide customized trip planning assistance, including information on transit routes and park & ride lot locations. Travelers seeking transportation for different types of trips (shopping, commuting to work, medical, etc.) will be accommodated as possible.

**Products and Outcomes:**

- Provide Rideshare assistance by conducting Transportation fairs/events at employer worksites to promote alternative transportation such as carpooling, vanpooling and public transit.
- Provide carpool/vanpool and bus/train service information as a service provided to individuals as part of trip planning.

**Strategy:** Increase access to travel for underserved communities by providing refurbished bicycles and bike safety equipment.

**Description:** EZ Ride will assist underserved communities by launching a Refurbished Bicycle Program to provide bicycles, safety equipment including helmet, bike lights, bike bell, a reflective safety vest, and safe bike skills training for adults who do not have a car

and need a way to get to work. The safe bike skills training will include information about NJ Traffic Safety laws, ABC bike check, helmet fit, cyclist and bicycle requirements, where to ride, signaling, and safety tips for road bicycling. We will partner with local bike mechanics and bike shops to refurbish the donated bicycles. EZ Ride will assist communities with implementing activities that encourage bicycling and provide information about safe bicycling routes.

**Products and Outcomes:**

- Document number of program recipients, bikes, and equipment donated

**Strategy:** Increase access to travel for Underserved Communities via Micromobility programs.

**Description:** EZ Ride will encourage municipalities with disadvantaged populations and low car ownership to install e-scooters and e-bike share programs that are affordable and non-polluting.

We will provide a road map to successful implementation to include – start-up requirements and recommendations, data about usage, revenue and costs, fleet and docking station specifications, benefits and challenges, tips for safety education, and road infrastructure.

We will provide them with contact information about suitable vendors and communities with successful programs. The bike and pedestrian team will also offer safe riding skills education for residents and introduce them to the safety presentations already available on our website.

**Products and Outcomes:**

- Number of municipalities assisted with micromobility projects

**GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** EZ Ride will serve as the primary contact for employers in the area and conduct outreach activities to inform employers of the availability of carpools, vanpools and shuttle services. We will encourage relocating employers to join existing services, if feasible, or assist in creating new ones.

Additionally, EZ Ride will strive to provide transportation programs and services that enhance visitor experience, stimulate business expansion, attract new businesses and facilitate community development to enable economic growth and prosperity in our service area. EZ Ride’s primary partners are the local chambers of commerce, businesses, employers, state government agencies, and local governments. EZ Ride will coordinate with the Together North Jersey Initiative, as requested by the NJTPA.

**Strategy:** Facilitate easy access to Transportation Information and Services

**Description:** EZ Ride will strive to be the primary point of contact for transportation information for visitors and businesses, and partner with local government agencies like the Economic Development Corporations (EDCs), state agencies like NJ TRANSIT, business

organizations like the local chambers of commerce and real estate developers.

EZ Ride serves on the transportation committee of the Newark Regional Business Partnership (NRBP) and the Meadowlands Regional Chamber (MRC). The local chambers of commerce are the primary point of contact for businesses and it is critical for EZ Ride to have a seat at the table and be represented in all transportation-related events that are hosted by these organizations. Our services will be presented in the Relocation Guide published by the MRCC as well as in all other membership directories.

We will work more closely with the New Jersey Business and Industry Association (NJBIA), the League of Municipalities and real estate developers to market our programs and services to businesses and elected officials. The EZ Ride website is designed to target businesses and elected officials and we intend to use case studies to showcase the benefits of working with us. Additionally, we intend to use social media more aggressively to develop a community of transportation stakeholders that could benefit from our programs and services.

EZ Ride has partnered with Destination Marketing Organizations (DMOs) to promote tourism in our service area to sites like American Dream in the Meadowlands, Prudential Center in Newark, and Asbury Park in Monmouth County.

EZ Ride will encourage employer participation in our Outstanding Transportation Program Awards. These awards will be given for the best shuttles, Ryde4Life, and carpool/ vanpool programs, and will be recognized at our Annual Recognition Event – Champions for Change.

In addition, EZ Ride will assist with identifying seed funding and implementation of transportation demonstration projects.

**Products and Outcomes:**

- Encouraging businesses to support TDM initiatives such as reserved parking for carpools and/or vanpools, funding shuttle services, promoting flexible work hours.
- Participation in Annual Recognition Event

**Strategy:** Liaison between employers and the NJTPA for the purpose of outreach to the business community

**Description:** EZ Ride will be a liaison between employers and the NJTPA when requested. EZ Ride will keep records of outreach related activities including contacts made and the type of service resulting from the interaction.

**Products and Outcomes:**

- Number of outreach activities

**GOAL AREA: RELIABILITY**

**Description:** EZ Ride will coordinate with NJTPA, NJDOT, PANYNJ, TransCom and NJ TRANSIT, as requested, to identify, promote, plan, and implement suitable TDM initiatives that contribute to effective State and regional infrastructure planning and system operations in a corridor or regional setting. Traffic delays and congestion are the norm, and the reduction of traffic is a major goal for the region. EZ Ride will disseminate information

on construction-related congestion mitigation projects, boost usage of carpool/vanpools by providing information of available subsidies and encourage use of public transit by linking major employment centers to major transit hubs using shuttle services.

**Strategy:** Construction-related congestion mitigation

**Description:** EZ Ride will coordinate with local, county, and statewide transportation operations for the purpose of relieving congestion related to construction and maintenance. EZ Ride maintains a database of stakeholders in our service area. In case of any emergencies, EZ Ride will distribute information via email to employers, member agencies, etc. Our shuttle riders use our Twitter account for the latest information about public transportation and our shuttle services.

**Products and Outcomes:**

- Provide public notices of pending construction and coordinate with state and local officials.
- Contact and work with employers to encourage workplace behavior that may relieve peak hour congestion, such as flex time and telework and coordinate with NJDOT, PANYNJ, TransCom, NJ TRANSIT, or other agencies to share information and implement congestion mitigation strategies.

**Strategy:** Emergency Response/Contingency Plan

**Description:** EZ Ride will maintain, test, and refine our emergency response /contingency plan to minimize disruption of operations in case of an emergency.

**Products and Outcomes:**

- Updated emergency response/contingency plan.

## **GOAL AREA: ENVIRONMENTAL**

**Description:** EZ Ride will strive to reduce pollution created by transportation activity by promoting anti-idling education, and by encouraging the installation of electric charging stations and adoption of low-emission or zero-emission vehicles. EZ Ride will disseminate the NJTPA AFV Readiness Guidebook and will utilize the information and tools on the NJTPA EV resources web page including support for municipal EV ordinance adoption. EZ Ride will also work with NJDEP to increase awareness about their website [drivegreen.nj.gov](http://drivegreen.nj.gov) and their EV initiatives.

**Strategy:** Air Quality Education

**Description:** EZ Ride will participate in disseminating information at community green fairs, school and municipal events, and encourage anti idling by describing impacts of idling on health and the environment.

**Products and Outcomes:**

- Number of schools and municipalities assisted with Anti-Idling education and anti-idling campaigns

**Strategy:** Promote and facilitate adoption of Electric Vehicles (EV)

**Description:** EZ Ride will participate in activities led by NJDEP's Drive Green initiatives that encourage the adoption of electric and zero emission vehicles, and the installation of EV charging stations and related infrastructure. We will participate in activities including ride and drive events, distribute EV materials, participate in presentations and support activities sponsored by the NJTPA, NJDEP, or other community stakeholders. EZ Ride will encourage employer participation in electrification programs and recognize them at our annual recognition event.

**Products and Outcomes:**

- List of employers providing charging options at work.
- List of events we participated in to promote adoption of electric vehicles
- Promote EV adoption on Social Media channels
- Activities related to the installation and promotion of EV infrastructure such as charging stations

**GOAL AREA: SAFETY**

**Description:** EZ Ride will promote and enhance travel safety throughout its service area for all modes based on strategies contained in New Jersey's Strategic Highway Safety Plan (SHSP) (<https://www.saferoadsforallnj.com/>) and the U.S. Department of Transportation's National Roadway Safety Strategy, a comprehensive approach to reducing deaths and serious injuries on streets and highways using a Safe System Approach (<https://www.transportation.gov/NRSS>). The 99 communities in the EZ Ride service area that meet Title VI and/or Environmental Justice criteria will be the primary area of focus.

This could include outreach focused on the National Roadway Safety Strategy Objectives and the Safe System Approach (<https://www.transportation.gov/NRSS>) which has as objectives safer people, safer vehicles, safer roads, safer speeds, and post-crash care.

EZ Ride works with more than 300 different communities in five counties implementing the federally funded Safe Routes to School (SRTS) Program. As a result, we have good working relationships with local communities that can be leveraged to implement the Safety program. The EZ Ride service area includes 13 communities that have been identified by the 2020 State Highway Safety Plan that meet Title VI and Environmental Justice criteria and also experience the highest pedestrian crash rates in the state. We also cover 26 of the 57 Targeted Urban Municipalities (TUMs) identified as targets by NJDOT in our service area.

**Strategy:** Promote Safety Education Programs for Drivers

**Description:** EZ Ride will disseminate information and conduct presentations focused on promoting a culture of driver safety. Presentations will focus on safe driving behavior and discourage risky behaviors. EZ Ride will participate in educational campaigns in coordination with local communities and will target high school students, seniors who attend municipal senior centers or live in active adult age 55+ housing.

**Products and Outcomes:**

- Number of educational sessions conducted and information distributed



**Strategy:** Support the implementation of Complete Streets

**Description:** EZ Ride will carry out the following activities in support of Complete Streets:

- Educate municipal stakeholders and residents about Complete Streets via Social Media and community presentations
- Encourage and assist municipalities or counties to adopt a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide by providing sample policy templates and checklists to stakeholders.
- Participate as a stakeholder in a Planning or Infrastructure project sponsored by the NJTPA, NJDOT, Sustainable Jersey, VTC, or another agency, as requested.
- Conduct temporary demonstration projects to help implement Complete Streets policy in priority communities that have experienced a higher number of pedestrian crashes and which are located in disadvantaged areas with more vulnerable road users who do not have access to vehicles
- Encourage and assist a municipality or County with the preparation of grant applications for SRTS or Transportation Alternatives Set-Aside Grants to build more bike and pedestrian infrastructure.

**Products and Outcomes:**

- List of municipalities and counties targeted for the program
- Number of presentations and policy templates shared with municipalities and counties
- Number of demonstration projects conducted.
- Number of grant applications we assisted with

**Strategy:** Local Safety Action Plan

**Description:** The Safe Streets and Roads for All program created by the Bipartisan Infrastructure Law provides Federal grant funding for the creation and implementation of Comprehensive Safety Action Plans. EZ Ride will participate in Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in our service area, as requested.

**Products and Outcomes:**

- List of municipalities/counties & MPOs assisted

**Strategy:** Road Safety Audits

**Description:** EZ Ride will conduct and participate in Road Safety Audits to assess and make recommendations to improve infrastructure. EZ Ride will participate in road safety audits conducted by other organizations and will organize and lead at least one audit annually.

**Products and Outcomes:**

- Number of audits conducted/participated

**Strategy:** Improve Pedestrian and Motorist Behavior through Street Smart NJ Campaigns

**Description:** EZ Ride will carry out the following activities in support of Street Smart NJ:

- We will analyze pedestrian-motor crashes, evaluate the physical conditions and human behavior at crash locations and utilize a suite of Street Smart NJ methods and messages developed by NJTPA.
- We will work with local city officials and law enforcement to coordinate an education and visible enforcement campaign with sensitivity to the fact that higher rates of police enforcement have disproportionately impacted minority communities.
- We will utilize printed material, educational programs at schools, community locations and events, volunteer outreach, social media, as well as Street Smart NJ developed media.
- We will participate in any training or support activities for Street Smart that is offered by NJTPA and follow NJTPA program guidelines for reports, surveys and observations.

**Products and Outcomes:**

- Street Smart NJ activity update
- Facilitate and promote two annual Street Smart NJ campaigns

**Strategy:** Radar Feedback Sign Speed Studies

**Description:** EZ Ride will purchase radar feedback signs and software subscription and use these to help municipalities to collect data on speeding and traffic calming, assess the need for speeding interventions such as enforcement and traffic calming, and utilize the signs as temporary traffic calming devices. EZ Ride will conduct speed studies on one corridor in four different communities.

**Products and Outcomes:**

- Number of speed studies conducted

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** EZ Ride will support efforts to identify transportation connectivity gaps and transportation needs for seniors, low income persons, persons with disabilities and veterans. In particular, EZ Ride will coordinate outreach efforts to 55+ communities, including single family and multi-family residential developments, rent subsidized senior housing and long term assisted living facilities.

EZ Ride will leverage the strength of its partner’s non-profit organizations like AARP and the New Jersey Advocates for Aging Well, Community Action Partnership (CAP) agencies like NORWESCAP and O.C.E.A.N Inc., service providers like AAA and NJTIP, private foundations like Robert Wood Johnson Foundation and the local communities like the Village to Village Network. We will host events to inform seniors about their transportation options and also introduce our *Ryde4Life* transportation program to help them overcome their fear of not being able to drive and losing their independence.

**Strategy:** Outreach to seniors and other human services populations about available transportation services.

**Description:** EZ Ride will conduct coordination meetings at 55+ facilities and at the 300 senior centers in the EZ Ride service area to provide information about all available transportation options for older adults. We will reach out to communities that provide, coordinate or fund healthcare services, social service agencies like the Area Agencies on

Aging and county para-transit providers who serve older adults. EZ Ride staff will conduct coordination meetings at these facilities and provide information about the available transportation options for older adults such as NJ TRANSIT bus/train options, county para-transit service, township senior bus as well as the *EZ Ryde4Life* Program. The information provided is not limited to the *EZ Ryde4Life* program.

**Products and Outcomes:**

- Outreach events including date, venue, and attendance

**Strategy:** Management and delivery of *EZ Ryde4Life* program

**Description:** *EZ Ryde4Life* program provides transportation in partnership with TNCs like Lyft and Uber throughout New Jersey and primarily serves older adults. Service is provided Monday- Friday from 8am to 8pm and on Saturdays from 8am – 5pm. Riders request trips on demand and use the service for variety of purposes such as medical appointments, food shopping, visiting a friend, recreation, work related trips etc.

About 1,000 individual riders participate in the *EZ Ryde4Life* program. In addition, EZ Ride partners with county agencies to supplement their paratransit service for seniors. We also partner with many nonprofits who serve seniors and lower-income residents who do not own a car.

EZ Ride staff arrange transportation for all riders requesting assistance daily. At the end of the month we generate monthly statements for individuals and sponsoring organizations that participate in the program listing all trips details taken each day. We provide over 5,000 trips each month.

**Products and Outcomes:**

- Number of trips provided under *EZ Ryde4Life* program.

**Strategy:** Human Services Transportation Support

**Description:** EZ Ride’s goal is to eliminate the transportation barrier for the low income workers, seniors, people with disabilities and commuters requesting transportation for work and non-work related trips. This will include expansion of existing transportation services and working with Bergen, Essex, Monmouth, Passaic, and Union counties Community Transportation Committee (United We Ride), assist with data collection as needed, inform commuters and employers about the services available, and solicit their comments and involvement. In particular, EZ Ride will assist in identifying transportation connectivity gaps that affect the traditionally underserved populations and partner with other organizations both public and private to address those gaps by launching programs like *EZ Ryde4Life* and shuttle services to ensure access to essential services like housing, employment, health care, education and recreation.

**Products and Outcomes:**

- Human services transportation planning support.

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** EZ Ride will provide administrative support for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** EZ Ride will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year’s work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**WORK FUNDED BY OTHER SOURCES**

**Description:** The Safe Route to School (SRTS) and Highway Safety (HTS) program funded by NJDOT.

**Strategy:** Safe Route to School Program: Funded by NJDOT

**Description:** Today, fewer than 15 percent of all children walk to school. The SRTS program is designed to encourage more children to walk and bike to and from school to improve their health, reduce traffic, and improve air quality.

SRTS incorporates the Five E's, education, encouragement, engineering, enforcement and evaluation. It aims to improve the built environment and increase opportunities for healthy physical activity for everyone. EZ Ride will promote safe walking and biking for schools and communities in our service area.

**Products and Outcomes:**

- SRTS Activities

**Strategy:** Highway Traffic Safety: Funded by HTS

**Description:** Highway Safety (HTS) program funded by NJDOT addressing pedestrian, bicycling and driver safety concerns within a county or community. Activities under the program are centered predominantly on efforts to promote safety for bicyclists, pedestrians, motorcyclists, teens, and older drivers; provide additional training of State and local personnel; and improve the collection and analysis of traffic crash data. "Safe Walking and Bicycling" is the primary goal of the Highway and Traffic Safety program with a focus on disadvantaged

communities that experience higher rates of pedestrian and cyclist injuries and fatalities. EZ Ride will participate in events with local community groups, schools, and municipalities to encourage safe walking and bicycling habits.

**Products and Outcomes:**

- Highway Traffic Safety Activities

## **EZ RIDE**

### **PROMOTION PLAN FY 2024**

EZ Ride will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis, and submitted to the TMA Project Manager with the quarterly report attachments.

#### **Media Formats**

EZ Ride will use the following types of media in FY 2024 for the promotion of the programs, goals, and objectives of the work program:

- **Newsletter:** EZ Ride will publish a monthly digital newsletter titled "The Transporter." The newsletter will discuss local and regional transportation issues and promote EZ Ride's work program efforts, especially for those interested in employer and community-based transportation services. Effectiveness will be tracked by web traffic generated by the email distribution, Constant Contact measured open and forward rates.
- **Website:** The EZ Ride website "ezride.org" will provide comprehensive and current information about the organization and its programs and services. It will be the primary media for participants to sign up for various programs and events. EZ Ride will update the information weekly and measure the search engine ranking, the number of unique visitors, conversion rates, bounce rate, session length, and page views to gauge its effectiveness.
- **Annual Report:** EZ Ride will publish a yearly report. It will be printed on glossy paper and will also be available in digital format. In addition to providing a snapshot of the company's performance for the past year, it offers the opportunity to highlight our key achievements, expectations for the coming year, and overall goals and objectives in a format that is easily accessible by a wide range of audiences. Effectiveness will be tracked by web traffic generated by the distribution of the report, and Constant Contact measured open and forward rates.
- **Facebook:** EZ Ride will use Facebook to provide information primarily about our walking and biking programs to our municipal and school community members. The effectiveness will be tracked by measuring people reached, post engagements, and page likes.
- **Twitter:** The Twitter platform will provide service updates on EZ Ride shuttles and marketing the program using the handle @myezride. We will measure the total number of followers, tweet impressions, profile visits, re-tweets, and links clicked in tweets to gauge its effectiveness.
- **YouTube:** The platform will provide bike and pedestrian program videos for our younger audience – school children. Its effectiveness will be tracked by measuring engagement by tracking watch time insights and likes, audience retention, and sharing.
- **Program Brochures:** EZ Ride will print transportation program brochures on glossy paper for distribution at our transportation events. Its effectiveness will be measured by

the number of people who receive our brochures and sign up for services on the website or call our office.

### **Goal Area Activity Promotion Plans**

EZ Ride plans to use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

- Media Formats: Facebook, YouTube, Online newsletter, Program brochures, Press Release, Website, and Annual Report.
- EZ Ride will post a variety of media messages for the following events using Facebook, YouTube, Online newsletter, website, and press release:
  - Earth Day in April
  - Bike Month in May
  - Car Free day in September
  - Bike to Work Day in September
  - Rideshare Month in October
  - Walk to School Month in October
- EZ Ride will post case studies on their website of successful transportation programs – shuttles, senior transportation, walking and biking, carpooling, and vanpooling.

#### ***Economic Development***

- Media Formats: Online newsletter, Press Release, Twitter, Program brochures, Website, and Annual Report.
- EZ Ride will post articles in their online newsletter and press releases for the following events:
  - New shuttle and rideshare services
  - Updates on existing services
  - Annual Recognition Event
- EZ Ride will use Twitter to provide shuttle riders real-time information about the on-time performance of shuttle services
- EZ Ride will distribute program brochures at events/fairs such as TransAction and CTAA's Annual Conference, NRBP's Annual Recognition Event, as well as other employer and community transportation events to increase awareness of our services
- EZ Ride will print and distribute an Annual Report for our public and private sector partners to increase their understanding of our programs and services.

#### ***Reliability***

- Media Formats: Constant Contact, Emails, Online newsletter.
- EZ Ride will post messages using constant contact/ emails to provide information about:

- Route closures
- Pending road construction
- Bridge & Tunnel related travel information
- NJ Transit & PANYNJ Advisories
- EZ Ride will use the online newsletter to share information about regional infrastructure projects.

### ***Environmental***

- Media Formats: Facebook, Newsletter, Website
- EZ Ride will post media messages on Facebook, Newsletter, and Website for the following:
  - Anti-Idling Initiatives
  - Alternative Fuel Vehicles (AFV) Adoption
  - education of greenhouses gas emissions

### ***Safety***

- Media Formats: Facebook, Newsletter, Website, YouTube, Program Brochures
- EZ Ride will create videos on bike and pedestrian safety. The videos will be available on the ezride.org website and posted on Facebook and YouTube.
- EZ Ride will post media messages to promote the Street Smart NJ campaign on Facebook, Newsletter, and the Website, and distribute program brochures at campaigns/events.
- EZ Ride will post media messages for the following events on Facebook, Newsletter, and the website:
  - Distracted Driving Awareness Month in April
  - Safe driving behaviors
  - Seatbelt use
  - Proper vehicle maintenance in winter months
  - Bicycle and pedestrian safety

### ***Coordinated Human Services Transportation***

- Media Formats: Facebook, Newsletter, Website, Program Brochures
- EZ Ride will post media messages to promote the transportation options available for older adults on Facebook, Newsletter, and the Website and distribute program brochures at events hosted by senior centers, county area agencies on aging, and municipalities.



**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE**  
**FY 2024 WORK PROGRAM**  
**BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 582,418		
	2. FRINGE BENEFITS 57.82% FT, 0% PT	\$ 336,754		
	<b>SUBTOTAL</b>	<b>\$ 919,173</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ 750		
	2. TRAVEL	\$ 1,814		
	3. PRINTING & REPRODUCTION	\$ 1,650		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 2,500		
	6. CONFERENCE/TRAINING	\$ 4,250		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 11,550		
	<b>SUBTOTAL</b>	<b>\$ 22,514</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 79.55%	\$ 463,314		
	<b>SUBTOTAL</b>	<b>\$ 463,314</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,405,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

Federal Share: \$	1,405,000	Local Share: \$	-	Total: \$	1,405,000
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**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE**

**FY 2024 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 200.00
Constant Contact Subscription	\$ 1,000.00
Google AdWords	\$ 100.00
Newark Regional Business Partnership Transportation Symposium	\$ 4,250.00
Meadowlands Regional Chamber of Commerce Business Directory & Magazine	\$ 6,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 11,550.00</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE**  
**FY 2024 WORK PROGRAM**  
**STAFF PLAN**

**TMA Work Program Budget by Task**

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	3,550	\$ 196,024	\$ 1,989	\$ 98,807	\$ -	\$ 296,821
Core Goal Area Activities - Economic Development	550	\$ 64,345	\$ 15,700	\$ 32,433	\$ -	\$ 112,478
Core Goal Area Activities - Reliability	500	\$ 61,543	\$ 100	\$ 31,021	\$ -	\$ 92,665
Core Goal Area Activities - Environmental	915	\$ 93,738	\$ 100	\$ 47,249	\$ -	\$ 141,087
Core Goal Area Activities - Safety	1,630	\$ 127,288	\$ 1,724	\$ 64,160	\$ -	\$ 193,172
Core Goal Area Activities - Coordinated Human Services Transportation	9,880	\$ 296,056	\$ 2,900	\$ 149,228	\$ -	\$ 448,184
Core - Program Management	1,130	\$ 80,178	\$ -	\$ 40,414	\$ -	\$ 120,593
<b>TOTAL</b>	<b>18,155</b>	<b>\$ 919,173</b>	<b>\$ 22,514</b>	<b>\$ 463,314</b>	<b>\$ -</b>	<b>\$ 1,405,000</b>

**TMA Work Program Assigned Staff**

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Janine Ashmont - Transportation Coordinator (EZ Ryde4Life)	48%	1,000
Brenda Carter - Transportation Coordinator (EZ Ryde4Life)	80%	1,000
Lisa Cooper - Transportation Coordinator (EZ Ryde4Life)	48%	1,000
Sandra Dansky - Transportation Coordinator (EZ Ryde4Life)	80%	1,000
Veronica Callegos - Supervisor (Customer Service)	48%	1,000
Jose Garzon - Transportation Coordinator (Accounting)	61%	1,275
Avnish Gupta - COO & General Counsel	59%	1,225
Adam Iaccheo - Assistant Coordinator (Bike & Ped Program)	10%	208
Michael Johnson - Assistant Manager (Bike & Ped Program)	10%	208
Lisa Lee - Deputy Director (Bike & Ped Programs)	10%	208
Hector Maldonado - Assistant Coordinator (Bike & Ped Program)	10%	206
Prerana Mehta - Transportation Coordinator (Accounting)	61%	1,275
Krishna Murthy - President & CEO	59%	1,225
Erinel Pagan - Assistant Manager (Shuttle Operations)	45%	930
Rosanyeli Segura - Transportation Coordinator (EZ Ryde4Life)	48%	1,000
Constance Shelley - Supervisor (EZ Ryde4Life)	48%	1,000
Kinga Skora - Deputy Director (Marketing & Sales)	69%	1,430
Carolyn Speed - Transportation Coordinator (EZ Ryde4Life)	80%	1,000
Catalina Velasquez - Transportation Coordinator (EZ Ryde4Life)	48%	1,000
TBD - Transportation Coordinator (EZ Ryde4Life)	48%	600
TBD - EV Project Coordinator	8%	165
TBD - Communications Manager	10%	200
<b>TOTAL*</b>	<b>45%</b>	<b>18,155</b>



**NJTPA FY 2024 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

goHunterdon  
FY 2024 WORK PROGRAM

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## TMA WORK PROGRAM OVERVIEW

### Organizational Summary

**Official Business Entity Name:** “Hunterdon Area Rural Transit, Inc.” doing business as (dba) goHunterdon.

**Date of Incorporation:** Hunterdon Area Rural Transit, Inc. was incorporated in 1994 as a transportation management association (TMA) to address transportation needs and challenges in Hunterdon County, NJ.

**Incorporation Status:** Hunterdon Area Rural Transit, Inc. is recognized as a 501c3 nonprofit corporation by the Internal Revenue Service. The organization is governed by an independent Board of Directors and Advisory Board.

**Federal Identification Number:** 22-3330663

**Mission:** goHunterdon is dedicated to promoting safe and sustainable transportation\* in Hunterdon County, NJ by working with commuters, employers, schools and communities in coordination with county, state and regional stakeholders. (*\*Sustainable transportation offers a choice of transport mode, limits emissions and waste, minimizes the consumption of non-renewable resources and minimizes the use of land.*)

Hunterdon Area Rural Transit, Inc. (goHunterdon) first participated in the New Jersey Department of Transportation (NJDOT) TMA Program in 1996 and has implemented successful, consecutive work programs to date.

**Major Sources of Funding:** goHunterdon carries out work programs funded by this NJTPA TMA Work Program, NJDOT (Safe Routes to School), NJ TRANSIT, and NJ Division of Highway Traffic Safety (NJDHTS).

goHunterdon solicits funds from private funding sources, including grants from foundations and philanthropic organizations for program specific support and implementation. goHunterdon secured a grant from the Horizon Foundation for New Jersey in 2020 in support of an initiative to facilitate rides to non-emergency medical appointments. Sponsorship is accepted in support of specific events/activities such as the organization’s Annual Meeting & Awards Breakfast and Electric Vehicle Challenge. The organization does not accept membership. The organization does not charge any fees for service. All programs and services are offered free of charge.

**Office Location:** The office is located in Raritan Township, NJ at 146 Route 31 North, Suite 400, (mailing address) Flemington, NJ 08822.

**Staff Summary:** The organization employs nine (9) employees; five (5) full time staff members and four (4) part time/per diem employees.

## Geographic and Demographic Information

### *Location/Area Population*

The service area for this work program is Hunterdon County, New Jersey. Hunterdon County is approximately 437 square miles. It is bordered to the west by Pennsylvania on the Delaware River, and by Warren, Morris, Somerset and Mercer counties in New Jersey. The county has a total population of 128,834 (ESRI 2020).

There are 26 municipalities and 31 school districts.

Hunterdon County has a population of 125, 063 (US Census ACS 5 Year Estimate 2016-2020) The county is considered primarily rural, with generally low population densities. In certain areas of the county, a more suburban environment is present. Raritan Township is Hunterdon’s largest municipality, both in land area and population (22,063 – US Census 2020), followed by Readington Township (15,880 – US Census 2020) and Clinton Township (12,597- US Census 2020). These municipalities have become activity centers with big box retail and higher density housing.

Approximately half of Hunterdon’s municipalities are compact “walkable” communities: Bloomsbury Borough, Califon Borough, Town of Clinton, Frenchtown Borough, Flemington Borough, Hampton Borough, High Bridge Borough, City of Lambertville, Lebanon Borough, Milford Borough, Stockton Borough. Other municipalities have “walkable activity centers”, including East Amwell (Ringo’s Village), Tewksbury Township (Oldwick Village), and Raritan Township (Rt. 202/31 corridor).

### *Race*

Hunterdon County’s population is predominantly White (89.9%), followed by Hispanic/Latino 7.8%, Asian 4.8%, and Black or African American (3.3%)

<b>Race and Hispanic Origin</b>	
White alone	89.9%
Black or African American alone	3.3%
American Indian and Alaska Native alone	.2%
Asian alone	4.8%
Native Hawaiian/Pacific Islander alone	.2%
Two or More Races	1.6%
Hispanic or Latino	7.8%
	US Census, 2020



## ***Age***

Hunterdon County’s population trends older, with residents ages 45-54 comprising 17.3 percent of the population, followed by residents ages 55-64 making up 17.1 percent of the population and residents 65 years old or more making up 17.2 percent of the population. Nearly seven percent of the population are 75 years old or more. The median age in Hunterdon County is 46.2.

## ***Income***

Hunterdon County has historically been a wealthy county, with a median household income of approximately \$113,984 (ESRI 2020). However, income is unevenly distributed throughout the county. Flemington, the county seat, for example, has a median household income of \$60,533 (2018 ACS), a little higher than half of the median income countywide. Approximately 4.8 percent (2018 ACS) of Hunterdon residents lived below the poverty level with 3.5 percent of Hunterdon seniors 65 and over living below the poverty level.

## ***Employment/Labor Force***

Hunterdon County has a labor force of 49,084 workers (US Census ACS 5 Year Estimate 2016-2020).

Hunterdon County’s “Journey to Work” commute mode profile (U.S. Census ACS 5 Year Estimate 2016-2020) reflects a majority of commuters “Drive Alone” (49, 868), followed by “Work from Home” (7, 146), “Carpool” (3,715), use “Public Transportation” (1,858), “Walked” (1,075) or reported “Other Means”.

Hunterdon County has an unemployment rate of 1.9 percent (NJDOL, 9/2022). The Hunterdon workforce is generally very well educated (Bachelor’s degree or higher). Job generation is projected to be limited to the healthcare industry, social assistance, finance and insurance as well as service and retail jobs (Greater Raritan Workforce Development Board, 9/2022)

## ***Business and Industry***

There are approximately 5,800 businesses in Hunterdon County (ESRI 2020).

Major employers/sectors include:

- Hunterdon Health- Healthcare
- ExxonMobil Research & Development- Technology
- Chubb Group of Insurance- Financial/Insurance
- Johanna Foods Inc.- Food Manufacturing
- AM Best Inc.- Financial/Insurance
- 3M- Advanced Manufacturing
- Magna-Power- Advanced Manufacturing
- Georgia Pacific- Manufacturing
- Regent Chemical- Advanced Manufacturing
- UNICOM Global- Technology

Hunterdon Health (formerly Hunterdon Healthcare) is the largest single employer with approximately 2,300 employees at 36 locations throughout the county.

goHunterdon has ongoing relationships with approximately 40 Hunterdon worksites, including

the following private sector employers:

- 3M Flemington
- AM Best Company
- Chubb Commercial Insurance
- Chubb Personal Insurance
- Custom Alloy Corporation
- Energy Kinetics, Inc.
- ExxonMobil Research & Engineering
- Hunterdon Health
- Magna-Power Electronics, Inc.
- New York Life Insurance Company
- Readington Farms, Inc.
- ShopRite of Hunterdon

### ***Transportation Infrastructure***

There are 242 miles of County Roadways; 44 miles of Interstate Roadways; 98 miles of State Roadways; 1,103 miles of Municipal Roadways; and 113 miles of privately owned roads in the County. Major highway corridors include Interstate 78 and State Routes 22, 202, and 31. Bike lanes exist on some County roadways including Kingwood Ave (Frenchtown), Route 650 (Voorhees Corner Road, Raritan Twp), and Route 523 (Walter E. Foran Boulevard, Flemington).

### ***Public Transportation***

Hunterdon County is served by limited public transportation. NJ TRANSIT does not operate bus service within Hunterdon County. Local bus service/paratransit service is provided by the Hunterdon County LINK Transportation System, a service of Hunterdon County government. Private taxi services and Transportation Network Companies Lyft and Uber are available. NJ TRANSIT rail service is provided at four stations in Hunterdon County along the Raritan Valley Rail Line during weekdays (no weekend service). Trans Bridge Lines, a private bus carrier, provides commuter service from three (3) park and ride facilities to Newark and New York.

### ***Crash Data***

goHunterdon utilizes crash data from the Numetric database to inform safety programming. The most recent available data (2019-2021) indicates 33 reported pedestrian crashes within Hunterdon County. The Borough of Flemington had the highest number of crashes with ten (10), which is double the second highest municipality, adjacent Raritan Township, with five (5) crashes. The City of Lambertville had the third largest total with three pedestrian crashes (3). Other relevant crash profile data that will shape efforts:

#### **Pedestrian Crashes (CAIT Numetric 2019-2021)**

- Flemington Borough (10), Raritan Township (5), and the City of Lambertville with (3) had the highest number of pedestrian crashes; followed by Delaware Township (2), and Holland (2)
- More than 50 percent (18 of the 33) of collisions occurred on a Municipal Road.
- The highest percentage occurred between 4 P.M- 8 P.M.

- Friday (7) was the most frequent day of the week for crashes, representing 21% of all pedestrian/vehicle crashes.
- 51 percent (17) of all pedestrian/vehicle collisions involved a distracted driver.
- 25 percent (8) of all pedestrian/vehicle crashes involved an “older driver” (65+)
- 35 percent (12) of pedestrian/vehicle crashes occurred on a road posted between 25mph-35mph
- 24 percent (8) of all pedestrian/vehicle collisions reported the pedestrian's pre-crash action as crossing in a crosswalk or at an intersection.
- 24 percent (8) of all pedestrian/vehicle collisions reported the vehicle’s pre-crash action as going straight ahead.

\*NOTE: Demographic information (age, sex, race) was unavailable through Numetric.

#### Bicycle Crashes (CAIT Numetric data 2019-2021)

- Total of 22 documented bicycle crashes countywide
- 27 percent of the crashes occurred in Raritan Township (5), followed by East Amwell (3) and Flemington Borough (3)
- 54 percent of crashes occurred at an intersection
- Almost 50 percent of all cyclist/vehicle collisions occurred in May and June.
- 56 percent of crashes occurred between 2 P.M- 6 P.M.
- 27 percent of all cyclist/vehicle collisions involved a distracted driver.
- 37 percent of all cyclist/vehicle crashes occurred on a road posted at 35mph or 45mph.
- 45 percent of all cyclist/vehicle collisions reported the cyclist’s pre-crash action as going straight ahead.
- 18 percent of all cyclist/vehicle collisions reported the cyclist’s pre-crash action as making a left hand turn.
- 41 percent of all cyclist/vehicle collisions reported the vehicle’s pre-crash action as going straight ahead.

#### **Goals and Objectives**

goHunterdon’s mission to promote safe and sustainable transportation in Hunterdon County, NJ is consistent with the goals and objectives of the North Jersey Transportation Planning Authority (NJTPA) Transportation Management Association Program, the Go Farther: Coordinated Human Services Transportation Plan, the Long Range Transportation Plan, the Transportation Improvement Plan, and the TDM and Mobility Plan. goHunterdon’s mission also supports the NJDOT Strategic Highway Safety Plan.

goHunterdon’s efforts in FY 2024 will improve access and mobility, safety, encourage equity, foster public-private partnerships, reduce traffic congestion, increase intermodal connectivity, and protect the environment. Specifically, the organization will:

- Promote efficient transportation through the use of public transportation, carpools, vanpools, bicycling, walking and alternative work hour arrangements.
- Create an environment that promotes and facilitates safe bicycling and walking.

- Enhance, promote, and provide mobility options for transit dependent populations, including seniors, low income individuals, persons with a disability, and veterans by increasing awareness and facilitating use of transportation services in support of NJTPA’s Coordinated Human Services Transportation Plan and the Hunterdon County Coordinated Human Services Transportation Plan.
- Identify and address transportation service gaps, especially among transportation dependent populations and Title VI and Environmental Justice communities.
- Coordinate employer based programs designed to improve employee mobility, reduce congestion, increase access and recognize employers for their efforts.
- Support NJTPA’s goals, as set forth in the Long Range Transportation Plan, Together North Jersey Plan, Regional Comprehensive Economic Development Strategy, Transportation Demand Management and Mobility Plan, and other NJTPA efforts, of retaining and increasing economic activity and competitiveness by providing and facilitating the implementation of TDM services.
- Support Hunterdon County’s economic development and tourism efforts.
- Increase dependable and predictable transportation service through congestion mitigation strategies, provision of traffic alerts and emergency management information. Ensure continued operation of programs and services in the event of natural or manmade disasters or other event/incidents by maintaining an Emergency Contingency Plan.
- Promote and support New Jersey’s goal to transition the transportation sector to nearly clean energy by 2050, with an emphasis on promoting electric vehicles and electric vehicle infrastructure adoption.
- Promote a culture of safety among motorists, bicyclists and pedestrians, including education of mature drivers and promotion of the Street Smart NJ Pedestrian Safety campaign as developed by NJTPA, and supporting implementation of the NJ Strategic Highway Safety Plan.
- Identify and facilitate expanded transportation services for seniors, persons with a disability, low income individuals and veterans. Support implementation of the NJTPA Regional and Hunterdon County Coordinated Human Services Transportation Plans.

### **Title VI/Environmental Justice**

goHunterdon conducts its programs, services and activities in compliance with Title VI of the 1964 Civil Rights Act and other federal non-discrimination policies and statutes, as required as a recipient of federal funds.

goHunterdon is committed to accessible engagement, including for traditionally underserved residents and those with disabilities or limited English proficiency. goHunterdon engages in broad public outreach, leveraging and cultivating relationships with community, non-profit, faith-based, and public sector agencies to ensure that underserved communities are aware of and can access goHunterdon programs and services.

goHunterdon considers equity and environmental justice when developing and delivering programs and services. Communities and underserved populations have been identified through demographic and other data. Emphasis is on meeting the needs of minority and low income residents, those with limited English proficiency or disabilities, zero-vehicle households, and

older residents. goHunterdon will refer to the guidance found in NJTPA’s Title VI and Environmental Justice Assessment Guide in carrying out all work program efforts.

**Race by Municipality**

<b>Municipality</b>	<b>Black</b>	<b>Hispanic</b>
Alexandria Township	0.0%	0.6%
Bethlehem Township	0.0%	4.2%
Bloomsbury	4.1%	1.3%
Califon	0.0%	2.8%
Clinton Town	1.6%	8.4%
Clinton Township	0.9%	5.0%
Delaware Township	<0.1%	5.4%
East Amwell	0.0%	9.7%
Flemington	2.1%	26.9%
Franklin Township	0.0%	3.2%
Frenchtown	0.2%	2.5%
Glen Gardner	0.8%	21.0%
Hampton	3.8%	6.6%
High Bridge	3.0%	10.4%
Holland Township	0.5%	1.4%
Kingwood Township	1.7%	1.6%
Lambertville	1.9%	17.1%
Lebanon Borough	0.5%	6.1%
Lebanon Township	0.6%	3.8%
Milford	0.0%	1.0%
Raritan Township	3.0%	5.0%
Readington Township	1.1%	10.2%
Stockton	0.0%	1.6%
Tewksbury	0.0%	0.7%
Union Township	0.3%	2.9%
West Amwell	1.6%	3.1%

US Census, ACS 5 Year 2016-2020

## **GOHUNTERDON PROGRAM REPORT FY 2024**

### **GOAL AREA: ACCESSIBILITY**

**Description:** Increase traveler access and encourage expanded use of alternate modes of travel other than single occupancy vehicles by providing information, education, and assistance to commuters and travelers relative to ridesharing, use of public transit, non-motorized modes of transportation (bicycling and walking) and availability of transportation services for underserved communities, including the disabled, senior and transit dependent populations in Hunterdon County, NJ. Encourage walking and bicycling through public outreach. Assist communities to implement activities that encourage walking and bicycling and educate the public about laws and safe behavior. This activity will be separate from any Safe Routes to School activities funded by other state or federal programs or activities in this area funded by any other source, including private foundation grants, but may be used to supplement these programs.

**Strategy:** Trip planning and information

**Description:** Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, event table, informational publications, and the goHunterdon website. This includes travel modes such as walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting. Respond to trip planning inquiries from the public. Maintain up to date information on available transportation services on goHunterdon website.

Provide travel training (in person or via phone) to ensure that Hunterdon residents are aware of available transportation options, how to access services, and use them to meet travel needs. Emphasis will be on promoting the availability of the Hunterdon County LINK Transportation Service, Hunterdon County's only public transit/paratransit bus service, and educating prospective riders on how to use the LINK. Travel training will include education on reading published schedules, making demand response ride requests, and goHunterdon staff accompanying riders on their first bus ride, as requested. goHunterdon may work in collaboration with the Hunterdon County Department of Human Services to develop instructional videos on how to access/ride the LINK.

Manage and promote rideshare matching service under the guidance of the NJTPA, including promotion of the njrideshare.com website.

#### **Products and Outcomes:**

- Outreach events; information distributed; ridematching conducted
- Travel trainings provided

**Strategy:** Bicycle and pedestrian encouragement

**Description:** Assist communities and schools with implementing activities that encourage walking and bicycling, including educating the public about laws and safe behavior through information distribution, public awareness, participation in community events, electronic communication, and social media.

Serve as a resource in supporting municipal, school, non-profit, and private sector efforts to improve the bicycle and pedestrian environment. This activity will be separate from goHunterdon's Safe Routes to School activities funded by the NJ Department of Transportation.

Disseminate information via email and social media on funding opportunities and provide assistance to Hunterdon municipalities, non-profit organizations and schools in the preparation of applications.

Participate and encourage local stakeholder participation in local and regional advisory committees, including but not limited to the New Jersey Bike/Walk Coalition, NJTPA initiatives, and NJDOT led efforts. Collaborate with local stakeholders to advance bicycling and walking infrastructure improvements within Hunterdon County.

Promote Hunterdon County as a bicycle tourism destination and work to create a culture of bicycling within Hunterdon County by maintaining the bikehunterdon.org website, facilitating a Bike Hunterdon Facebook Group, Instagram account, publishing an e-newsletter and collaborating with the Hunterdon County Office of Economic Development and Tourism to further incorporate bicycling into the County's "Explore Hunterdon NJ" campaign and related tourism initiatives.

Administer a Bicycle Rack Loan Program to encourage installation of bike racks; maintain countywide bicycle rack inventory. Promote participation of businesses in the Bike Hunterdon "Cyclists Welcome" program to easily identify destinations that offer amenities to bicyclists; maintain inventory of participating businesses/destinations. Promote Hunterdon County Bike Month or similar "events" to encourage bicycling.

### **Products and Outcomes:**

- Facilitate community discussion and provide assistance to municipalities, schools, non-profit organizations, public and private sectors to encourage walking or bicycling and promote safe walking and bicycling behaviors. Participate in local and regional advisory committees; collaborate with local stakeholders.
- Maintain and promote [www.bikehunterdon.org](http://www.bikehunterdon.org) website and Facebook group to promote a culture of bicycling and increase awareness of bicycling in Hunterdon County. Administer a Bicycle Rack Loan Program; maintain countywide bicycle rack inventory. Promote participation of businesses in the Bike Hunterdon "Cyclists Welcome" program. Promote Hunterdon County Bike Month or similar "events" to encourage bicycling.

### **GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** Encourage and assist in the implementation of transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations.

**Strategy:** Worksite-based transportation demand management

**Description:** Pursue opportunities for encouraging, providing, and/or implementing TDM strategies that help existing and relocating employees' commutation and travel choices.

goHunterdon will leverage existing relationships with local employers, the Hunterdon County

Office of Economic Development & Tourism, Hunterdon Chamber of Commerce, NJ Department of Labor Business Services representatives, and Greater Raritan Workforce Development Board to stay up to date on worksite needs.

Serve as a resource and provide assistance to Hunterdon employers relative to workforce transportation needs, ensure employees have access to information on transportation options, with a focus on prospective employees and “new hires”. Provide information electronically and as printed materials to employers/employees as requested. Participate in worksite events and job fairs.

Publicly recognize employers who have implemented exceptional TDM programming.

**Products and Outcomes:**

- Promote TDM strategies and provide assistance to employers; publicly recognize employers who have implemented exceptional TDM programming; Maintain updated employer contact database.

**Strategy:** Employer liaison

**Description:** Serve as liaison between employers and the NJTPA for the purposes of outreach to the business community, as requested and in coordination with the NJTPA.

Maintain records of outreach-related activities including contacts made, and the type and number of services resulting from interaction, or services provided directly by goHunterdon.

**Products and Outcomes:**

- Conduct outreach to the business community as requested and in coordination with the NJTPA.

**Strategy:** Economic development planning

**Description:** Conduct outreach and assistance on issues related to workforce or visitor transportation. Serve as a stakeholder in Hunterdon County economic development planning efforts. Participate in strategic planning meetings and assist in the implementation of Hunterdon County Economic Development initiatives. Coordinate with the Greater Raritan Workforce Development Board and NJ Department of Labor Business Services representatives to serve as a resource and assist employers with workforce transportation needs.

Support the Hunterdon County Office of Economic Development as a named Project Contributor to the County’s economic development efforts relative to transportation issues, including support to the I-78 Corridor Mayor’s Coalition.

**Products and Outcomes:**

- Provide assistance to the Hunterdon County Office of Economic Development & Tourism and serve as a named Project Contributor to the County’s economic development efforts relative to transportation issues. Provide assistance to the Greater Raritan Workforce Development Board and NJ Department of Labor Business Services representatives to support the business community with workforce transportation issues.



## **GOAL AREA: RELIABILITY**

**Description:** Provide an increase in dependable and predictable transportation service. Support interagency coordination and communicating with the public about transportation system disruptions so that travelers can make informed choices about mode, route, and time of travel.

**Strategy:** Construction and event related congestion mitigation; Distribution of travel alerts

**Description:** Provide timely information on Hunterdon County traffic/road conditions to commuters, employers, employees and other interested parties through free weekday morning and afternoon Traffic Alerts via email, Twitter, website and Facebook postings. Alerts will include roadways that are part of the Hunterdon County “commuter shed”, which includes sections of I-78 outside of Hunterdon County. Provide information on travel options to mitigate impacts of construction, maintenance, special events, or a public safety incident. Actively solicit new “subscribers” to raise awareness of the availability of the service and increase public awareness of travel conditions.

Coordinate with operating agencies (NJDOT, Port Authority of New York and New Jersey (PANYNJ), TransCom, NJ TRANSIT, Delaware River Joint Toll Bridge Commission, county and municipal OEM staff and police departments to share information and implement congestion mitigation strategies.

### **Products and Outcomes:**

- Provision of weekday construction, incident, weather, and other emergency alerts.

**Strategy:** Emergency Response/Contingency Plans

**Description:** Maintain, refine and test goHunterdon’s “Emergency Response and Business Continuity” Plan to ensure the continued operation of critical TMA services in the case of interruption of business; coordinate with partner TMAs to ensure continued operations of TMA services; participate in the refinement of a statewide TMA Contingency Response Plan to be prepared for potential service interruptions in the region. Assist in the implementation of TDM strategies if travel is impacted by an emergency. Coordinate with Hunterdon County Office of Emergency Management and local police to ensure ongoing communication during emergencies.

### **Products and Outcomes:**

- Participate as stakeholder in local, regional or statewide emergency preparedness planning efforts and serve as a source of information to the public.
- Maintain, update and implement a TMA Emergency Contingency Plan that includes strategies for continued operation of critical TMA activities, as well as communication with stakeholders and the public in the event of local or regional emergency events. Business Continuity/Contingency Plan to be submitted in Q2 FY2024.

## **GOAL AREA: ENVIRONMENTAL**

**Description:** Contribute towards reducing air pollution and greenhouse gases from the transportation sector. These activities are in addition to the Accessibility Goal Area strategies that promote shared rides and encourage the reduction of SOV trips.

**Strategy:** Promote Electric Vehicle (EV) and EV Infrastructure Adoption

**Description:** Participate in activities that encourage the adoption of electric vehicles and related infrastructure, with an emphasis on EV adoption and infrastructure within Hunterdon County, NJ to support the 2019 NJ Energy Master Plan and the NJ Global Warming Response Act requirements to transition the state transportation sector to nearly 100 percent clean energy by 2050 and New Jersey’s goals for the installation of EV charging stations along highways and within communities. goHunterdon will use the information and tools on the NJTPA EV Resources page and the NJDEP Drive Green NJ website to support the adoption of EVs and the construction of EV charging stations.

goHunterdon will disseminate information about incentives for EV purchase and installation of charging infrastructure via e-blasts and offering presentations to municipal, business, and community stakeholders. Continue to partner with the Hunterdon County Department of Planning and Land Use to host “Breakfast Talk” webinars on relevant EV topics for Hunterdon municipalities. Work with Hunterdon County to investigate opportunities for electrification of the County vehicle fleet.

Provide assistance to municipalities, employers, and other destinations engaged in readiness planning, ordinance adoption, and charging station siting. Participate and support activities sponsored by the NJTPA, NJDEP or other agencies/organizations (i.e., Plug in America, local EV clubs).

Ensure local preparedness for EV adoption and related issues including facilitating emergency response training for local first responders, professional development for automotive technicians, and other emerging topics.

Serve as point of contact for discussions between NJDEP and relevant agencies/organizations and the TMAs to ensure statewide NJDEP coordination and communication with TMAs.

Maintain an inventory of available EV charging stations on the goHunterdon website, <https://www.gohunterdon.org/electric-vehicle-charging-stations-in-hunterdon-county>.

Promote station availability. Update the goHunterdon website with additional relevant EV resources.

Strengthen relationships with local EV car dealers to stay up to date on available vehicles, facilitate and/or participate in “ride and drive” and similar public awareness events.

**Products and Outcomes:**

- Disseminate information, conduct/participate in events, conduct webinars, conduct educational outreach, and maintain online resources about electric vehicles and electric vehicle infrastructure.

**Strategy:** Sustainable Jersey Support

**Description:** Support municipal and school participation in Sustainable Jersey, a voluntary environmental certification program that supports community efforts to reduce waste, cut greenhouse gas emissions, and improve environmental equity. Emphasis will be on supporting

efforts that align with the “Health & Wellness” and “Land Use & Transportation” categories which include Complete Streets, bicycling and walking, anti-idling, and EV-friendly towns.

Conduct outreach via e-blasts to ensure that municipalities and schools are aware of available grants, trainings, and certification deadlines. Review and provide input into draft grant and certification applications and offer relevant documentation for applications. Participate in municipal and school green team meetings as requested.

Continue to facilitate the Sustainable Hunterdon municipal and school hubs as encouraged by Sustainable Jersey. The Sustainable Hunterdon Hubs provide a forum for information sharing, networking, and collaboration among local Green Teams. goHunterdon will facilitate meetings and encourage collaboration between Green Teams.

**Products and Outcomes:**

- Assist Hunterdon municipalities and schools; facilitate Sustainable Hunterdon municipal and school hubs

**GOAL AREA: SAFETY**

**Description:** Contribute to traveler safety and support implementation of the U.S. Department of Transportation’s National Roadway Safety Strategy, a comprehensive approach to reducing deaths and serious injuries on streets and highways using a Safe System Approach and the NJDOT Strategic Highway Safety Plan.

**Strategy:** Complete Streets Implementation

**Description:** Support the implementation of Complete Streets within Hunterdon County. Activities will include but are not limited to:

- Educating municipal stakeholders about the Complete Streets approach through participation in meetings, information sharing via e-blasts, sharing of grant and technical assistance opportunities
- Assisting municipalities with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide;
- Participating as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency; and
- Conducting low cost, temporary demonstration projects (i.e., tactical urbanism) with the approval of a local jurisdiction
- Assisting with the preparation of a grant applications for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, providing letters of support, and support for project implementation.

**Products and Outcomes:**

- Provide technical assistance to at least two Hunterdon municipalities

**Strategy:** Local Safety Action Plan

**Description:** Serve as a stakeholder and resource to Safety Action Plan planning efforts

undertaken by cities, counties and NJTPA as requested.

goHunterdon will participate as a stakeholder and resource in Safety Action Plan planning efforts within Hunterdon County or the NJTPA region as requested.

**Products and Outcomes:**

- Participate as a stakeholder and resource.

**Strategy:** Safety audits and assessments

**Description:** Participate as a stakeholder in road safety audits, walking audits, bicycling audits conducted by NJDOT, NJTPA, or other relevant agencies.

Facilitate walkability and bikeability assessments for Hunterdon municipalities using a Strength, Weaknesses, Opportunities, Threats (SWOT) approach. Coordinate stakeholder outreach and engagement including participation from municipal, county, state and regional representatives as appropriate.

**Products and Outcomes:**

- Participate in safety audits as requested; conduct two assessments; generate reports

**Strategy:** Safety Outreach, Education, Implementation

**Description:** Participate as a partner with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders to support USDOT's National Roadway Safety Strategy, Safe System Approach. Participate as a stakeholder and Emphasis Area Team member and Priority Action Team Leader in the implementation of NJDOT's Strategic Highway Safety Plan recommendations. Disseminate relevant safety messaging to the public in concert with State and regional priorities via social media (Facebook, Instagram) and e-newsletters/blasts.

Conduct data analysis using tools such as Numetric and Safety Voyager to identify Hunterdon County crash locations and provide support to municipalities interested in addressing safety concerns.

**Products and Outcomes:**

- Participate in NJ Strategic Highway Safety Plan implementation
- Disseminate relevant safety messaging to the public
- Conduct data analysis and maintain crash data reports for Hunterdon County

**Strategy:** Conduct speed studies

**Description:** Provide Hunterdon County municipalities and schools with data on speed and traffic volumes using a portable speed radar sign; incorporate speed studies into Street Smart NJ campaigns as appropriate.

**Products and Outcomes:**

- Conduct 4-6 speed studies; prepare speed study reports

**Strategy:** Street Smart NJ

**Description:** Facilitate Street Smart NJ pedestrian safety education campaigns and outreach

within Hunterdon County. This will include identifying suitable communities for implementing this education campaign, enlist support and participation from local stakeholders including law enforcement, and provide resources and support for an effective pedestrian safety education campaign.

goHunterdon will document each campaign in a report or memorandum following the guidance provided in “Guidelines for Preparation of NJTPA Reports and Studies,” available on the NJTPA website at <http://njtpa.org/Newsroom/Publications-Reports/NJTPA-Style-Guide.aspx>, and any other guidance provided by the NJTPA. Draft products will be provided to the NJTPA for review in Microsoft Word format.

### **Products and Outcomes:**

- Conduct two campaigns within Hunterdon County; generate evaluation reports or memorandum following the “Guidelines for Preparation of NJTPA Reports and Studies” format.

### **GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** Facilitate the implementation of recommendations of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, the Hunterdon County Coordinated Human Services Plan, and the Hunterdon County Community Health Improvement Plan to improve access and mobility within Hunterdon County, NJ.

**Strategy:** Healthcare Transportation Services Support

Description: Facilitate ongoing discussions with Hunterdon Health to expand and facilitate transportation options for non-emergency medical appointments within Hunterdon County.

Build upon goHunterdon’s successful Hunterdon Healthcare Access Transportation Project, funded in part by a grant from the Horizon Foundation for New Jersey, to provide patient transportation via Lyft and Uber to non-emergency medical appointments.

Track data on rides provided, average cost per ride, origins/destinations of rides to inform future needs evaluation. Research and identify additional funding sources and apply for funding to support and expand upon the Hunterdon Healthcare Access Transportation Program.

Facilitate collaboration between healthcare providers and transportation providers, publicly funded paratransit, Medicaid transportation, taxis, and transportation network companies, to improve transportation services for patients. Document concerns related to Medicaid transportation for Hunterdon County residents.

Participate as member of the Hunterdon Partnership for Health, a county-wide coalition of over 50 community agencies sharing a common interest in promoting the health of county residents. Support the development of the Hunterdon County Community Health Needs Assessment and Community Health Improvement Plan documents, which regularly identify transportation as a barrier to medical care.

Participate in Hunterdon County Senior Health Advisory Committee, Latino Health Access Committee, NJ Rural Health Advisory Committee and similar local or regional groups as

identified.

Provide support to the Hunterdon Family Medicine “Community Medicine Residency Program” to educate medical residents on available patient transportation within Hunterdon County.

**Products and Outcomes:**

- Facilitate ongoing discussions with Hunterdon Health and other interested stakeholders to identify, fund, and expand transportation solutions for non-emergency medical transportation; track usage of transportation services, participate in ongoing discussions of emerging needs as a member of the Hunterdon County Partnership for Health, participation in the updating of the County Community Health Needs Assessment and Community Health Improvement Plan; Support for Hunterdon Community Medicine Residency Program. Solicit funding in support of Hunterdon Healthcare Access Transportation Program. Document gaps in service, including Medicaid transportation.
- Memorandum of findings; recommendations/next steps. The memorandum will follow the guidance provided in “Guidelines for Preparation of NJTPA Reports and Studies”. Draft memorandum will be provided to the NJTPA for review in Microsoft Word format.

**Strategy:** County Service Planning

**Description:** Provide ongoing assistance to Hunterdon County Department of Human Services regarding effective and efficient provision of human services transportation, including, but not limited to, Hunterdon County LINK Transportation System operations, levels of service, ride times, cost effectiveness, and overall rider experience. Provide input into service development.

Support public outreach, education, and information distribution to residents, non-profit organizations, agencies, schools, employers and relevant stakeholders to ensure awareness and understanding of how to access the Hunterdon County LINK System.

Facilitate discussions and community surveys to inform the development of various human services plans and support the work of Hunterdon County human services advisory committees (Transportation Advisory Council, Human Services Advisory Committee, Senior Citizen Advisory Committee, Advisory Council on Senior, Disabilities and Veterans' Services) as requested or appropriate.

Facilitate discussions between stakeholders, including older adults, persons with a disability, low income individuals, veterans, and their advocates, county, municipal, regional and state entities, transportation network companies, taxis, and other ridesharing services to discuss emerging transportation needs, including concerns related to the provision of Medicaid transportation in Hunterdon County.

Assist Hunterdon County to implement the recommendations of a pending consultant analysis (Transpo Group, anticipated report date December 2022). As appropriate, identify transportation options as a complement to the Hunterdon County LINK Transportation System to expand transportation options for human services populations.

Monitor services and obtain feedback on effectiveness of services to meet customer needs. Ongoing identification of needs and opportunities; documentation of best practices.

Serve as the named United We Ride Lead for Hunterdon County. Review County grant applications requesting state and federal funding to ensure consistency with Hunterdon County Coordinated Human Services Plans. Support the updating of the Hunterdon County Coordinated Human Services Transportation Plan, including facilitation of one-on-one and/or group meetings with human services transportation providers and other human services providers; outreach to and surveying of human services populations, as appropriate, to support public engagement conducted for the county and regional CHSTP.

**Products and Outcomes:**

- Provide ongoing assistance to Hunterdon County regarding effective and efficient provision of human services transportation; Hunterdon County CHSTP Plan Update Report
- Memorandum of findings; recommendations/next steps. The memorandum will follow the guidance provided in “Guidelines for Preparation of NJTPA Reports and Studies”. Draft memorandum will be provided to the NJTPA for review in Microsoft Word format.

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** goHunterdon will provide administrative support for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** goHunterdon will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year’s work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**WORK FUNDED BY OTHER SOURCES**

**Description:** goHunterdon receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, NJ Division of Highway Traffic Safety, private

sector foundations, and others. Projects funded outside of the NJTPA TMA grant will be reported to NJTPA in quarterly reports. For FY 2024, the following projects are anticipated.

**Strategy:** NJ Department of Transportation Safe Routes to School Program

**Description:** Promote and facilitate the goals of the Safe Routes to School Program (SRTS) among K-8 students in Hunterdon County: “Where it is safe, get kids walking and bicycling. Where it is not safe, make it safe”, including walk to school day promotions, bicycle rodeos, and safety lessons.

**Products and Outcomes:**

- Participate in monthly Coordinator meetings; Provide feedback on emerging issues; Provide community technical assistance to support Program Building; Facilitate the creation of School Travel Plans; Support local participation in SRTS Recognition Program and statewide promotion of SRTS program.

**Strategy:** NJ Division of Highway Traffic Safety Driver, Bicycle, and Pedestrian Safety Programming

**Description:** Mitigate pedestrian, bicycle and vehicular crashes in Hunterdon County by conducting public outreach, through group presentations and awareness campaigns, such as Street Smart, with specific focus on targeted populations identified in crash data.

**Products and Outcomes:**

- Outreach, public education of safety messaging; provide technical assistance to municipalities; provide pedestrian and bicycle safety presentations; supplement Street Smart NJ campaign efforts funded by NJTPA

**Strategy:** NJ TRANSIT Information, Advocacy, Outreach and Feedback Work Program

**Description:** Promote transit as a viable transportation mode. Make transit information easily attainable by serving as a resource in Hunterdon County for NJ TRANSIT bus and rail services. Assist residents, employees, or clients of social service agencies to identify, access and utilize available transportation.

Maintain updated information on park and ride facilities. Promote and facilitate vanpool incentive programs offered by NJ TRANSIT. Act as the liaison between customers and NJ TRANSIT to provide feedback on customer satisfaction with existing service and determine how well transit services meet employees’ needs. Provide feedback on introduction or expansion of services may advantageous and determine what amenities (signs, shelters) would be suitable.

**Products and Outcomes:**

- Provide and make available transit information (schedules, etc.), including information on local transportation services, to all employers or requestors in Hunterdon County; Work with employers, developers and other organizations, such as social service agencies, to solicit interest in employees and clients for appropriate transit services; Promote and market public transit services; Encourage the formation and expansion of vanpools; Monitor transit services and facilities; Provide feedback to NJ TRANSIT



**Strategy:** Horizon Foundation for New Jersey Healthcare Transportation Access Project

**Description:** Facilitate Uber/Lyft rides to non-emergency healthcare appointments to providers within the Hunterdon Health System, tracking usage to inform future needs.

**Products and Outcomes:**

- Facilitate Uber/Lyft rides; maintain data; generate reports of activity

## GOHUNTERDON PROMOTION PLAN FY 2024

goHunterdon will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis, and submitted to the TMA Project Manager with the quarterly report attachments.

goHunterdon is not requesting direct non-labor funding or reimbursement for any promotional activity.

### **Media Formats**

goHunterdon will use the following types of *unpaid* media in FY 2024 for the promotion of the programs, goals, and objectives of the work program:

- **Facebook:** The goHunterdon Facebook page will be used to maintain contact with the public, to provide updates on goHunterdon programs and services, provide messaging, and offer an opportunity for public feedback into goHunterdon efforts. In addition to posting on the goHunterdon Facebook page, goHunterdon has “joined” many municipal/community groups and “boards” to reach residents. Effectiveness will be tracked by “Facebook Reach”- the number of people who saw any content from your Page or about your Page and “Facebook engagement”- any action someone takes on your Facebook Page or one of your posts.
- **Facebook Groups:** Facebook groups may be used as appropriate to engage with particular audiences, such as the bicyclists that belong to the current Bike Hunterdon Facebook Group. Facebook groups facilitate online information sharing and create a “community” of like-minded individuals who wish to communicate regarding particular topics. goHunterdon staff moderate membership and member posts. Effectiveness will be measured by the following Facebook analytics: “Growth”- Tracks membership growth and group membership requests, “Engagement”- Measures posts, comments, and reactions over time; reveals the most popular days and times for member engagement; and lists the top posts, and “Membership”- Identifies the top contributors and reveals demographic data about group members.
- **Twitter:** The Twitter platform will be used as one delivery system for short messages and alerts relative to traffic congestion, incidents and construction using @HARTTAS. The effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets. The use of Twitter will continue to be evaluated and additional uses may be identified. Effectiveness will be measured by “impressions”, the total tally of all the times the Tweet has been seen, and “engagement”, the total number of times a user interacted with a Tweet.
- **Instagram:** goHunterdon’s “Bike Hunterdon” Instagram account (@bikehunterdon) will be used in support of goHunterdon’s work in collaboration with the Hunterdon County Office of Economic Development and Tourism to promote Hunterdon’s bicycling assets. Additional use of Instagram will be explored as appropriate.

- **Email/Email Marketing-** Traditional email and Constant Contact will be used to provide direct email marketing to various audiences to promote goHunterdon programs, events, grant opportunities, etc. Effectiveness will be measured by “opens” and “clicks” analytics available through Constant Contact.
- **E-newsletter:** Constant Contact will be used to publish a seasonal e-newsletter and for e-blasts for information sharing.
- **Press Releases:** Submission of traditional press releases to local media outlets/online and community organizations for publication and re-publication
- **Information Kiosks:** Installation and maintenance of free standing information kiosks at employer locations, libraries, non-profit/service organizations, retail outlets, municipal facilities and other community locations, as appropriate. Effectiveness will be tracked by the amount of materials distributed through the racks as well as the addition of new placements.
- **In Person and/or Remote/Virtual Presentations/Information Sessions:** Conducted at or for employer sites, schools, non-profit, municipalities and community organizations
- **Events:** Participation in business and community fairs, festivals, public events, including any events that may be held virtually.
- **Intranet and Display Monitors:** Develop and provide promotional slides for use by employers to integrate messaging into CATV and monitors at worksite locations and/or via employer intranet or other electronic communication mediums.
- **New Hire Packets/New Hire Orientations:** Distribution of printed or electronic “new hire” packets to employers for new and/or potential employees on transportation options; participate in “new hire” orientations in person or virtually as appropriate.
- **Joint marketing:** Work collaboratively with other community resources, including, but not limited, to: Hunterdon Medical Center, Hunterdon County YMCA, United Way of Hunterdon County, Raritan Valley Community College, Hunterdon County Chamber of Commerce, Hunterdon County Library System, Hunterdon Helpline, local retail establishments (bike shops, etc.) to identify opportunities for joint no-cost promotion.
- **Statewide cooperative marketing:** Participate in efforts put forth by NJTPA, its consultants and/or other TMAs.
- **Printed materials/electronic content:** Development and distribution of *self-funded* brochures, printed materials, or electronic content, as needed to promote goHunterdon programs and services, conduct surveys, or other outreach.
- **Street Smart NJ materials:** Distribution of printed street signs, posters, coffee sleeves, coasters, tip cards, table tents and tote bags.

### **Goal Area Activity Promotion Plans**

goHunterdon plans to use the following media types in support of each Goal Area Activity.

#### **Accessibility**

goHunterdon will utilize a variety of media formats to provide information and promote access to transportation options and promote availability of trip planning assistance to the public, as well as to promote walking and bicycling. This will include Facebook, Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (remote), intranet messaging,

joint marketing. Constant Contact will be used to promote municipal technical assistance, funding opportunities, or updates/events from NJDOT or NJTPA.

### **Economic Development**

goHunterdon will utilize a variety of media formats to provide information to employers and facilitate worksite TDM. This will include Facebook, Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (in person or remote), intranet messaging, and joint marketing. Facebook, Facebook Groups, Instagram, e-newsletter, and press releases will be used to promote collaborations with the Hunterdon County Office of Economic Development and Tourism.

### **Reliability**

goHunterdon will utilize Facebook and Twitter to communicate the availability of the free traffic alert service and to share alert information with significant impact. Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (remote), intranet messaging, joint marketing will be used to promote the availability of the traffic alert service. Facebook and Twitter posts will be used to communicate emergency information to the public.

### **Environmental**

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, Facebook and press releases to promote the adoption of electric vehicles/EV infrastructure, including funding opportunities, relevant events, webinars, or updates from NJDEP, NJDOT, or NJTPA.

### **Safety**

goHunterdon will utilize a variety of media formats to provide information and promote access to transportation options and provide trip planning assistance to the public, as well as to promote Complete Streets and bicycle and pedestrian activity/infrastructure. This will include Facebook, Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (remote), intranet messaging, and joint marketing with partners. Constant Contact will be used to promote goHunterdon's Complete Streets/bike-ped technical assistance, funding opportunities, or updates/events from NJDOT or NJTPA.

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, Facebook, and Twitter to promote safety messaging as well as messaging being promoted by NJDOT, NJTPA, NJ Division of Highway Traffic Safety. Press releases, e-newsletters, and Facebook will be used to promote the availability safety assistance, presentations, activities as well as the use of Street Smart NJ approved materials during local campaigns.

### **Coordinated Human Services Transportation Planning**

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, Facebook, press releases, and networking to promote and engage the public in coordinated human services transportation planning efforts.

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GOHUNTERDON  
FY 2024 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 287,051		
	2. FRINGE BENEFITS	29.32% FT, 7% PT	\$ 67,332		
			<b>SUBTOTAL \$ 354,383</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 1,877		
	3. PRINTING & REPRODUCTION		\$ -		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ -		
			<b>SUBTOTAL \$ 1,877</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	36.14%	\$ 103,740		
			<b>SUBTOTAL \$ 103,740</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 460,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share: \$</b>	<b>460,000</b>	<b>Local Share: \$</b>	<b>-</b>	<b>Total: \$</b>	<b>460,000</b>
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**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GOHUNTERDON  
FY 2024 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	1,700	\$ 76,351	\$ 877	\$ 22,634	\$ -	\$ 99,862
Core Goal Area Activities - Economic Development	590	\$ 41,380	\$ 200	\$ 11,742	\$ -	\$ 53,322
Core Goal Area Activities - Reliability	1,380	\$ 43,667	\$ -	\$ 13,954	\$ -	\$ 57,621
Core Goal Area Activities - Environmental	1,959	\$ 64,025	\$ 200	\$ 18,070	\$ -	\$ 82,296
Core Goal Area Activities - Safety	1,325	\$ 63,192	\$ 600	\$ 18,427	\$ -	\$ 82,219
Core Goal Area Activities - Coordinated Human Services Transportation	550	\$ 31,150	\$ -	\$ 8,972	\$ -	\$ 40,121
Core - Program Management	560	\$ 34,619	\$ -	\$ 9,941	\$ -	\$ 44,560
<b>TOTAL</b>	<b>8,064</b>	<b>\$ 354,383</b>	<b>\$ 1,877</b>	<b>\$ 103,740</b>	<b>\$ -</b>	<b>\$ 460,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Tara Shepherd, Executive Director	64%	1,340
Diana Davis, Associate Director	54%	1,130
Ryan Fisher, Safety Programs Manager	29%	600
Marina Bartelli, Healthcare Mobility Coordinator	34%	700
Margret Thompson, Sustainable Hunterdon Coordinator	90%	1,864
Jeff Clayton, Chief Technology Officer	72%	750
Heather Carmen, Traffic and Information Associate	94%	980
Caroline Cullen, Bike/Ped Program Associate	38%	400
Caryl Harris, Bicycle Specialist	58%	300
<b>TOTAL*</b>	<b>59%</b>	<b>8,064</b>

*\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*

**NJTPA FY 2024 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

**Greater Mercer TMA  
FY 2024 WORK PROGRAM**

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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

Greater Mercer Transportation Management Association, Inc. (GMTMA) was established in 1984 and incorporated in 1985 as a 501(c)3 non-profit. GMTMA is located at 15 Roszel Road Suite 101, Princeton, NJ.

### ***Mission***

It is the mission of the Greater Mercer Transportation Management Association to promote/provide transportation choices that are designed to reduce congestion, improve mobility, increase safety, and further sustainability in the Greater Mercer TMA's service area.

### ***Funding***

The main source of funding for GMTMA is through the FHWA grant administered by the NJTPA. Other funding sources are from NJ TRANSIT, NJDOT –SRTS program, 5310 Mobility Management grant and Highway Traffic Safety.

GMTMA also has member organizations that we work with. Our members include A-1 Limousine, ARC Mercer, West Windsor Township, East Windsor Township, Robbinsville Township, West Windsor Parking Authority, Hopewell Township, Starr Tours, Stout's Transportation, Bank of America, McMahon Assoc., Montgomery Twp., Municipality of Princeton, Steven & Lee, ETS, Princeton University, Penn Medicine Princeton Health, Dewberry, Kimley-Horn, ACT Engineers, RWJ Hamilton, and Hamilton Township.

### ***Staff***

The GMTMA staff for the NJTPA work program is comprised of eight full time staff, two part time staff positions, and one open short-term intern position.

### **Geographic and Demographic Information**

Greater Mercer TMA's service area consists of all of Mercer County, Montgomery Township in Somerset County, the Princeton Forrestal Village and Princeton Forrestal Center areas in Plainsboro and South Brunswick Townships in Middlesex County, and all of Ocean County. The sections of Montgomery and Middlesex Counties which are in our service area represent grandfathered areas that were served by GMTMA prior to the formation of RideWise and KMM.

As New Jersey's capital county, government is the largest employer in Mercer County. In addition to government agencies, other large employers include its five colleges and universities, seven major hospitals, international pharmaceutical, finance and research and technology corporations and several large shopping areas including Quakerbridge Mall.

Mercer County's 12 municipalities are home to 387,340 (2020 decennial census) people in 226 square miles, with 10 percent of the US population within a 75-mile radius. Land use ranges from highly urbanized Trenton, small boroughs such as Pennington and Princeton, inner ring suburbs such as Ewing and Hamilton, suburbanized areas such as West Windsor and

Robbinsville, to rural in Hopewell Township.

Based on the figures from the 2019 American Community Survey - 1 year estimates, 25 percent of the Mercer County population was under the age of 20 and 21.6 percent were 60 years or older. The median age is 38.8 years. The racial makeup of the county was White (62.9%), Black or African American (20.7%), Native American (0.2%), Asian (11.1%), Pacific Islander (0.00%), and five percent from other races or two or more races. Hispanic or Latino residents of any race represented 17.5 percent.

The median household income is \$81,057. The Census data indicates that 11.9 percent of Mercer County residents are living in poverty.

Mercer County has a robust transportation network that includes Interstate 95, 195, and 295, as well as state/federal highway routes 1, 29, 31, 33, 206, and 130. Mercer County is also served by the New Jersey Turnpike, which has spurred the growth of commerce centers adjacent to Exit 7a. Route 1, which is the heart of the area, is the economic engine of the region. It is a hub for corporate office space, research and a growing number of retail establishments.

Mercer County also offers excellent access to commuter rail services with four Northeast Corridor rail stations (Trenton, Hamilton, Princeton Junction, and Princeton Dinky), River Line light rail and a SEPTA regional rail station. In addition, NJ TRANSIT operates 12 bus routes, SEPTA operates one bus route and there are two NJ JARC routes, the Route 130 Connection and the Zline services (ZLine and ZLine2). Princeton is also served by Princeton University's Tiger Transit bus system which consists of five fixed routes as well as the Princeton Muni bus, a local community bus serving Princeton.

According to the 2019 American Community Survey – 1 year estimates, Mercer County residents commuted to work by the following means: drive alone to work (70.3%), carpool (10.5%), use public transportation (7.7%), walk (4.4%), use other means (1.1%), and six percent work from home.

Ocean County is the second largest county in the state in terms of land area, containing 638 square miles that include a 45-mile coastline along the Atlantic Ocean. As a result of unprecedented growth in the past four decades, more than 637,229 (2020 census) people reside in Ocean County, representing a 10.5 percent increase from the 2010 census. The town of Lakewood is one of the fastest growing towns in the state and saw an increase of over 42,000 residents from 2010 to 2020. The largest rate of population growth in the state has made Lakewood the fifth most populous town in New Jersey.

Education and health services are the largest employment sectors in Ocean County and account for its largest job gains. Major employers also include the county and local government, Six Flags Great Adventure theme park, Lakehurst Naval Air Station, Monmouth Medical Center and the tourism industry. Lakewood Industrial Park is also a major employment center. Though characterized primarily by low density suburban development, several municipalities such as Lakewood and Toms River do have established downtown business districts.

According to the 2019 American Community Survey – 1-year estimates, 26 percent of Ocean County's population were under the age of 20, and 30 percent were 60 or older. The racial makeup of the county was White (91.5%), Black or African American (3.2%), Native American

(0.1%), Asian (1.6%), 0.00% Pacific Islander (0.00%), and 2.1 percent from other races or two or more races. Hispanic or Latino of any race comprises 9.5 percent of the population. The median household income is \$76,093. About 13.5 percent of the households had an income under \$25,000.

Ocean County's roadways include the Garden State Parkway, State Routes 9, 72, 34, 35, 36, and 37 and Interstate 195. The county has its own bus system, Ocean Ride, which currently consists of 9 bus routes. Ocean County is served by the North Jersey Coastline Rail Line at Point Pleasant Beach and Bay Head and NJ TRANSIT buses.

According to the 2019 American Community Survey – 1 year estimates, Ocean County residents commute to work by the following means: drive alone to work (83.4%), carpool (7.1%), use public transportation (1.6%), walk (1.6%), use other means (1.1%), and 5.2 percent work at home.

### **Goals and Objectives**

Greater Mercer TMA's mission as adopted by the GMTMA Board of Directors in November 2011 directly aligns with the work that we carry out and the goals and objectives of the NJTPA. The mission statement adopted by the board is as follows:

It is the mission of the Greater Mercer Transportation Management Association to promote/provide transportation choices that are designed to reduce congestion, improve mobility, increase safety, and further sustainability in the Greater Mercer TMA service area.

Greater Mercer TMA is committed to being the informed source on TDM strategies for the region and will fulfill its mission by performing the following:

1. Coalesce and educate an alliance of business, community and public leaders committed to improving mobility;
2. Represent members' transportation needs and interests through activities that advocate for and assist in understanding and implementing transportation alternatives that support a sustainable region;
3. Undertake activities to reduce congestion and improve mobility;
4. Inform a constituency for improved public transit and foster innovative solutions to regional and local transportation issues;
5. Encourage and support transportation demand management strategies and activities;
6. Promote, coordinate and administer sponsored transportation services;
7. Serve as a source for information on safety, travel, trip planning and traffic reduction techniques;
8. Provide a forum for entities to exchange information on transportation and mobility issues.

### **Title VI/Environmental Justice**

#### ***Mercer County***

Environmental Justice (EJ) Communities were identified using the 2018 5-Year American Community Survey data distributed by DVRPC through their Indicators of Potential Disadvantage dataset. The following tables use two data points, Percent Minority Population and

Percent Low Income Population (Note: Minority population is calculated using race data and does not include ethnicity). The tables also include Mercer County’s concentration of these populations for comparative purposes. The third column indicates if a municipality has higher relative concentrations compared to Mercer County.

The following tables show that Trenton City, West Windsor Township, and Ewing Township have the highest concentration of minority populations in Mercer County. Trenton City and Hightstown Borough have the highest concentration of low income populations in Mercer County. Additionally, East Windsor and Hightstown, which do not have high concentrations of minority populations, do have high concentrations of Hispanic populations.

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**Minority Population Concentration of Mercer County Municipalities**

Municipality	Percent of Population that is Minority Population	Higher than County Concentration
Trenton City	59%	Yes
West Windsor Township	52%	Yes
Ewing Township	38%	Yes
East Windsor Township	33%	No
Lawrence Township	30%	No
Princeton	27%	No
Robbinsville Township	26%	No
Hamilton Township	24%	No
Hightstown Borough	23%	No
Hopewell Township	17%	No
Pennington Borough	11%	No
Hopewell Borough	5%	No
<b>Mercer County</b>	<b>36%</b>	

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**Low Income Population Concentration of Mercer County Municipalities**

Municipality	Percent of Population that is Low Income	Higher than County Concentration
Trenton City	54%	Yes
Hightstown Borough	30%	Yes
East Windsor Township	23%	No

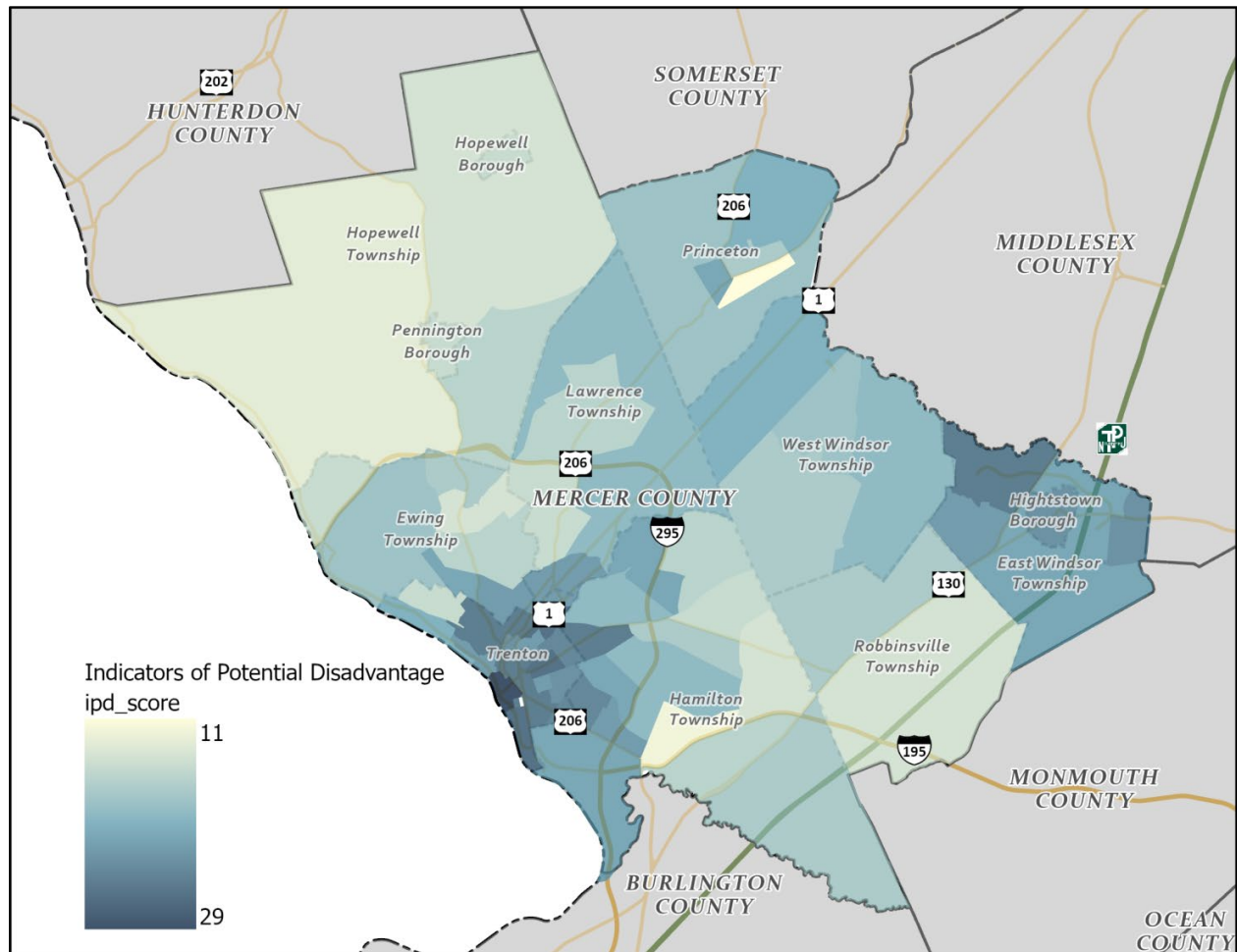
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<b>Hamilton Township</b>	21%	No
<b>Ewing Township</b>	18%	No
<b>Lawrence Township</b>	13%	No
<b>Hopewell Borough</b>	11%	No
<b>Princeton</b>	11%	No
<b>Pennington Borough</b>	9%	No
<b>Robbinsville Township</b>	8%	No
<b>Hopewell Township</b>	5%	No
<b>West Windsor Township</b>	5%	No
<b>Mercer County</b>	24%	

To ensure that smaller EJ concentrations within larger townships were not overlooked, a similar analysis was performed at the census tract level using the DVRPC Indicators of Potential Disadvantage. The table below shows the number of census tracts within Mercer County municipalities that were rated as “Above Average” or “Well Above Average” compared to the DVRPC region. In addition to Low Income and Racial Minority, the Composite Score, which contains 7 other indicators, was also included. A map was also created using the composite score.

<b>Number of Census Tracts Rated as Above or Well Above Average in Indicators of Potential Disadvantage Score</b>			
	Low Income	Racial Minority	Composite
<b>East Windsor Township</b>	0	0	4
<b>Ewing Township</b>	0	2	2
<b>Hamilton Township</b>	1	1	6
<b>Hightstown Borough</b>	0	0	1
<b>Hopewell Borough</b>	0	0	0
<b>Hopewell Township</b>	0	0	0
<b>Lawrence Township</b>	0	1	1
<b>Pennington Borough</b>	0	0	0
<b>Princeton</b>	0	0	2
<b>Robbinsville Township</b>	0	0	0

<b>Trenton City</b>	22	16	23
<b>West Windsor Township</b>	0	2	1



### ***Ocean County***

EJ Communities were identified using the 2018 5-Year American Community Survey data distributed by NJTPA. The following tables show three data points, Percent Minority Population, Percent Low Income Population, and Percent Senior Population. The tables also include Ocean County’s concentration of these populations for comparative purposes. The third column indicates if a municipality has a higher relative concentration compared to Ocean County.

The following tables show that South Toms River, Seaside Heights, and Lakehurst have the highest concentration of Minority populations in Ocean County. Additionally, Lakewood, Seaside Heights, and Lakehurst have the highest concentration of low income populations in Ocean County.

### Minority Population Concentration of Ocean County Municipalities

Municipality	Percent of Population that is Minority	Higher than County Concentration?
South Toms River Borough	46%	Yes
Seaside Heights Borough	42%	Yes
Lakehurst Borough	25%	Yes
Jackson Township	20%	Yes
Lakewood Township	19%	Yes
Toms River Township	18%	Yes
Brick Township	15%	No
Barnegat Township	15%	No
Ocean Gate Borough	14%	No
Beachwood Borough	14%	No
Manchester Township	14%	No
Plumsted Township	13%	No
Berkeley Township	12%	No
Island Heights Borough	12%	No
Stafford Township	11%	No
Little Egg Harbor Township	11%	No
Bay Head Borough	10%	No
Point Pleasant Beach Borough	9%	No
Pine Beach Borough	9%	No
Eagleswood Township	8%	No
Lacey Township	7%	No
Point Pleasant Borough	7%	No
Tuckerton Borough	7%	No
Mantoloking Borough	6%	No
Ocean Township	6%	No
Beach Haven Borough	5%	No
Lavallette Borough	5%	No
Barnegat Light Borough	3%	No

<b>Ship Bottom Borough</b>	3%	No
<b>Seaside Park Borough</b>	2%	No
<b>Harvey Cedars Borough</b>	2%	No
<b>Long Beach Township</b>	2%	No
<b>Surf City Borough</b>	1%	No
<b>Ocean County</b>	15%	

### Low Income Population Concentration of Ocean County Municipalities

<b>Municipality</b>	<b>Percent of Population that is Low Income</b>	<b>Higher than County Concentration</b>
<b>Lakewood Township</b>	56%	Yes
<b>Seaside Heights Borough</b>	49%	Yes
<b>Lakehurst Borough</b>	35%	Yes
<b>South Toms River Borough</b>	31%	Yes
<b>Ocean Township</b>	30%	Yes
<b>Manchester Township</b>	28%	Yes
<b>Tuckerton Borough</b>	26%	Yes
<b>Berkeley Township</b>	25%	No
<b>Beachwood Borough</b>	21%	No
<b>Seaside Park Borough</b>	20%	No
<b>Stafford Township</b>	20%	No
<b>Little Egg Harbor Township</b>	20%	No
<b>Eagleswood Township</b>	19%	No
<b>Ocean Gate Borough</b>	19%	No
<b>Toms River Township</b>	19%	No
<b>Barneget Light Borough</b>	18%	No
<b>Point Pleasant Borough</b>	17%	No
<b>Brick Township</b>	17%	No
<b>Lacey Township</b>	17%	No
<b>Beach Haven Borough</b>	17%	No
<b>Lavallette Borough</b>	17%	No



<b>Pine Beach Borough</b>	15%	No
<b>Long Beach Township</b>	15%	No
<b>Jackson Township</b>	15%	No
<b>Plumsted Township</b>	14%	No
<b>Surf City Borough</b>	14%	No
<b>Harvey Cedars Borough</b>	12%	No
<b>Ship Bottom Borough</b>	11%	No
<b>Barnegat Township</b>	11%	No
<b>Island Heights Borough</b>	10%	No
<b>Point Pleasant Beach Borough</b>	9%	No
<b>Mantoloking Borough</b>	8%	No
<b>Bay Head Borough</b>	8%	No
<b>Ocean County</b>	26%	

The following table shows the concentrations of those aged 65 and older in Ocean County. Ocean County has the second largest 65 and older population in New Jersey, with 22% of its population in this age group. However, looking at the municipal level, this population has concentrations double the County percentage in 7 of its municipalities. Mantoloking has the highest concentration with 69% of its population aged 65 and older.

<b>65 and Older Population Concentration of Ocean County Municipalities</b>		
<b>Municipality</b>	<b>Percent of Population that is Low Income</b>	<b>Higher than County Concentration</b>
<b>Mantoloking Borough</b>	69%	Yes
<b>Barnegat Light Borough</b>	58%	Yes
<b>Long Beach Township</b>	58%	Yes
<b>Harvey Cedars Borough</b>	53%	Yes
<b>Lavallette Borough</b>	49%	Yes
<b>Manchester Township</b>	49%	Yes
<b>Surf City Borough</b>	45%	Yes
<b>Berkeley Township</b>	41%	Yes
<b>Ship Bottom Borough</b>	40%	Yes

<b>Seaside Park Borough</b>	36%	Yes
<b>Beach Haven Borough</b>	36%	Yes
<b>Bay Head Borough</b>	36%	Yes
<b>Ocean Township</b>	35%	Yes
<b>Barnegat Township</b>	27%	Yes
<b>Little Egg Harbor Township</b>	26%	Yes
<b>Island Heights Borough</b>	26%	Yes
<b>Point Pleasant Beach Borough</b>	22%	No
<b>Pine Beach Borough</b>	22%	No
<b>Toms River Township</b>	20%	No
<b>Stafford Township</b>	20%	No
<b>Lacey Township</b>	20%	No
<b>Brick Township</b>	19%	No
<b>Tuckerton Borough</b>	18%	No
<b>Jackson Township</b>	17%	No
<b>Eagleswood Township</b>	17%	No
<b>Ocean Gate Borough</b>	17%	No
<b>Point Pleasant Borough</b>	16%	No
<b>Plumsted Township</b>	16%	No
<b>Beachwood Borough</b>	12%	No
<b>Lakewood Township</b>	10%	No
<b>Lakehurst Borough</b>	9%	No
<b>Seaside Heights Borough</b>	8%	No
<b>South Toms River Borough</b>	7%	No
<b>Ocean County</b>	22%	

To ensure that smaller EJ concentrations within larger townships were not overlooked, this analysis was performed at the census tract level. The table below shows the number of census tracts that are within the top 15% EJ concentrations of Ocean County for Racial Minority and Low Income by municipality. The table only includes municipalities that have a census tract within the top 15% of census tracts in Ocean County.

**Number of Census Tracts within the top 15% of Racial Minority Concentrations by Municipality**

<b>Berkeley Township*</b>	<b>2</b>
<b>Seaside Park Borough*</b>	<b>1</b>
<b>Seaside Heights*</b>	<b>1</b>
<b>Brick Township</b>	<b>1</b>
<b>Jackson Township</b>	<b>4</b>
<b>Lakehurst Borough</b>	<b>1</b>
<b>Lakewood Township</b>	<b>3</b>
<b>Manchester Township</b>	<b>1</b>
<b>South Toms River Borough</b>	<b>1</b>
<b>Toms River Township</b>	<b>5</b>
<b>*One census tract covers these three municipalities</b>	

**Number of Census Tracts within the top 15% of Low Income Concentrations by Municipality**

<b>Berkeley Township</b>	<b>3</b>
<b>Lakehurst Borough</b>	<b>1</b>
<b>Lakewood Township</b>	<b>11</b>
<b>Manchester Township</b>	<b>2</b>
<b>Stafford Township</b>	<b>1</b>

Much of GMTMA’s programming benefits the traditionally underserved population. Specific programs include warehouse district transportation including the ZLine and Zline2 bus services, RideProvide transportation for seniors and visually impaired adults, travel training for seniors, One Stop clients, and high school students with learning differences, and bicycle and pedestrian safety programs (road safety audits and education) to improve safety for pedestrians and cyclists who are disproportionately impacted by vehicle crashes.

The information in the tables above helps to prioritize our work and use of staff resources so that lower-income municipalities and traditionally underserved populations are served.

## **GREATER MERCER TMA PROGRAM REPORT FY 2024**

### **GOAL AREA: ACCESSIBILITY**

**Description:** Accessibility activities increase traveler access to modes of travel other than the single occupant vehicle. Improving mobility for all travelers is an important element of this goal, and supports the federal goal of increasing Ladders of Opportunity. This goal area includes activities such as rideshare matching, trip planning, vanpool program, bicycle and pedestrian education senior transportation, and incentive programs.

**Strategy:** Rideshare Matching and Trip Planning

**Description:** Within its defined geographic service area, Greater Mercer TMA will provide trip planning assistance to commuters, tourists, and other travelers who are interested in receiving information on trip planning via public transit, bicycling, walking, and other non-SOV modes of travel. Such assistance will include offering information on transit routes and service, ridesharing, park ride lot locations, telecommuting, alternative work week schedules and walking and bicycling. Greater Mercer TMA will also provide rideshare matching assistance to travelers seeking a carpool or vanpool via the statewide ridesharing website [njrideshare.com](http://njrideshare.com).

#### **Products and Outcomes:**

- GMTMA will provide trip planning assistance as requested to travelers who desire to plan trip by travel alternatives
- GMTMA will promote non-SOV travel choices by engaging in activities (virtual and/or onsite) such as transportation fairs, lunch and learn sessions, information kiosks, new resident program, carpool/vanpool challenges, press releases, print and radio spots, GMTMA's blog, website updates and the use of social media.
- GMTMA will participate in the Statewide Rideshare Matching effort.

**Strategy:** Bicycle and Pedestrian Safety Education and Outreach

**Description:** GMTMA will provide bicycle and pedestrian education and programming to encourage safe bicycling and walking as travel modes. Included as part of this strategy are the National Bike Month and Bike to Work Week activities. Bike Month in May and Bike to Work week in the third week of May are opportunities to showcase the many benefits of cycling and to encourage people to try bicycling as a mode of transportation. Activities also include participation in bike rodeos, provision of bike and pedestrian safety information at community events and schools, bike locker management, and promoting bicycle and pedestrian friendly infrastructure.

#### **Products and Outcomes:**

- GMTMA will organize, promote and encourage bicycling and walking through activities including Bike to Work Week, and bike and pedestrian safety education
- GMTMA supports bicycle and pedestrian infrastructure with activities such as managing the bike locker program at Princeton Junction, Hamilton and Point Pleasant Rail Stations, participating in and/or facilitating bicycle and pedestrian task force and other bike or trail related groups and activities.

**Strategy:** Incentives

**Description:** Greater Mercer TMA will administer our Emergency Ride Home and vanpool empty seat subsidy (VanBuck\$) incentive programs. We will also work to develop and implement new incentive programs that encourage travelers to try and continue using travel alternatives. GMTMA’s emergency ride home program provides registered carpoolers and vanpoolers a free lift home if they unexpectedly need to leave work early or stay late at work. Our program provides up to four emergency rides home per year to eligible participants. To be eligible the person must be enrolled in GMTMA’s rideshare database and have commuted by means other than a single occupant vehicle on the day the ride is needed. Emergency rides cannot be provided for weather related closings, planned appointments or planned overtime. VanBuck\$ is an ongoing program that provides empty seat subsidies for three months to new and existing vanpools that need riders. Vans must be at least 75% full to qualify. Staff will identify vanpools that are in jeopardy of ending due to lack of passengers and coordinate payment with the vanpool providers for all subsidized seats. Staff will also promote this program to jump start new vanpools that may not yet have enough people for a full van.

**Products and Outcomes:**

- Provide alternative commute incentives

**Strategy:** Shuttle and Vanpool Service Development and Management

**Description:** GMTMA will continue to manage existing shuttles (Bank of America, Rt. 130 Connection, ZLine services) and work to develop new shuttle and vanpool services that improve access to essential services and develop ladders of opportunity. The shuttle management services we will provide are contracting with service providers; handling customer service; providing detailed ridership and capacity analysis reports; performance monitoring; routing and scheduling; transit coordination; passenger surveys; online interactive maps; and establishing policies and procedures for passengers and operators.

**Products and Outcomes:**

- Shuttle Service Administration-GMTMA will continue to manage the existing shuttle services and will also provide these services to any other interested employer in our service area.
- Shuttle and vanpool service development and assistance. GMTMA staff will help employers develop and implement shuttle bus service and/or vanpool programs to connect employees to their worksites from home, transit, park and rides or between facilities.

**GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** Greater Mercer TMA will serve as a primary Employer TDM Services (ETS) contact for employers and other demand generating sites (transportation facilities, educational institutions, shopping centers etc.) in Mercer and Ocean County and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, Greater Mercer TMA will conduct aggressive outreach to a broad range of employers to inform them of availability of ETS opportunities and encourage use of ETS assistance to develop or expand

worksite TDM programs. GMTMA will also act as a liaison between employers and NJTPA for outreach to the business community.

GMTMA will participate in the development of outreach and education materials and tools, participate in training to support effective outreach, and provide the assistance for an employer to set up a TDM program. This effort may include working with municipalities to encourage or require employers to include TDM strategies as part of development or redevelopment plans and/or to work with GMTMA.

**Strategy:** Outreach and Promotions to Employers at Demand Generating Sites

**Description:** Through outreach and promotions, GMTMA will encourage employers in its service area to reduce single occupant vehicle travel. Outreach strategies include but are not limited to onsite fairs, job expos, Chamber of Commerce events, flyers, brochures, customized letters, newsletters and web postings.

**Products and Outcomes:**

- GMTMA will use communication tools such as flyers, brochures, videos, customized letters, newsletters, and web postings to advise employers and municipalities of the availability and benefits of TDM and encourage its use, and to promote employer TDM activities and successes.
- GMTMA will hold onsite fairs, participate in events such as expos/conventions and human resources conferences oriented to New Jersey employers, give presentations to business groups, and participate in Coordinated Economic Development Strategy activities.
- GMTMA will promote and participate in award and recognition programs, such as New Jersey Smart Workplaces, for participating employers.

**Strategy:** Employer TDM Assistance

**Description:** GMTMA will provide employer TDM services to employers as requested. This includes site assessment and evaluation and TDM strategy and resource development. These services will assist employers with initial program assessment, implementation and analysis, delivery of commute alternative information and promotions to employees, development of TDM strategies such as carpool and telecommute programs for the specific workplace and application for New Jersey Smart Workplace

The services offered by GMTMA will include but not be limited to: Onsite needs assessment, customized surveys including distribution, tabulation and report, relocation services packages, TDM strategy assistance and education on pre-tax benefits, promotion of amenities to reduce mid-day travel, and promotion and assistance with shuttle service development.

**Products and Outcomes:**

- Provide Employer TDM Assistance

**Strategy:** Employer Liaison

**Description:** Liaison between employers and the NJTPA for outreach to the business community

as requested by NJTPA.

**Products and Outcomes:**

- Provide requested liaison assistance

**GOAL AREA: RELIABILITY**

**Description:** Greater Mercer TMA will participate in activities that will improve the reliability of the transportation network for users by providing them with information regarding the current condition of the network and by participating in county and corridor studies and participation in groups working on improving the existing system. Greater Mercer TMA will also provide support to MPOs, NJDOT, and NJ TRANSIT, as requested, to identify, promote, plan, and implement suitable TDM initiatives that contribute to effective State and regional infrastructure planning and system operations in a corridor or regional setting. As part of this effort, GMTMA will maintain a contingency plan to ensure continued operation in case of a business interruption

**Strategy:** Construction and Traffic Related Congestion Mitigation Strategies

**Description:** GMTMA will perform congestion mitigation activities for the purpose of reducing the impact of construction and traffic related congestion along major corridors in Mercer and Ocean Counties. This will include using social media and the GMTMA website to inform the traveling public, printing and distributing printed materials as needed, providing information on impacts of construction and alternate routes, maximizing usage of existing park-and-ride lots, and publicizing temporary park-and-ride carpool lots and shuttle services.

**Products and Outcomes:**

- GMTMA will provide daily traffic alerts via its Traffic Alerts pages on the website and use twitter to advise of local issues and major incidents
- GMTMA will provide outreach to improve the dissemination of information to the public on construction projects and participate on any task force or committee that requests our assistance.

**Strategy:** Participation in Regional Planning Efforts

**Description:** GMTMA will continue its advisory role in the Central Jersey Transportation Forum (CJTF). The forum is comprised of representatives of three counties, 24 municipalities, two MPOs, and other stakeholders with the mission of working collaboratively to achieve improved and more integrated regional land use and transportation planning that will result in a better quality of life along the Route 1 Corridor. GMTMA also serves on both the Transit Action Group and the Forum Steering Committee. The Executive Director provides updates to the forum on the work of the TMA.

**Products and Outcomes:**

- Participate as a member of the CJTF steering committee and Transit Action Team and attend regularly scheduled forum meeting

**Strategy:** Maintain and Update Greater Mercer TMA's Contingency Plan

**Description:** GMTMA will keep its contingency plan current by updating the document as

needed.

**Products and Outcomes:**

- GMTMA will update its contingency plan as needed and submit a plan in Q2 FY 2024

**GOAL AREA: ENVIRONMENTAL**

**Description:** GMTMA will promote actions that contribute to reducing air pollution and greenhouse gases from the transportation sector.

**Strategy:** Air Quality Education Programs

**Description:** The purpose of this strategy is to inform and educate the public on how air quality can affect their health and on how their choices related to transportation can directly impact the environment using our Ozone Action Day Alerts, Clean Air Out There and anti-idling programs and by posting related information on social media and in newsletters.

**Products and Outcomes:**

- Inform and educate the public on the environmental impacts of transportation with Ozone Action Days alerts, Clean Air Out There and anti-idling programs, and posting related information on social media, blogs, and in newsletters.

**Strategy:** Government/MPO based Environmental Outreach

**Description** GMTMA will assist municipalities and Sustainable Jersey Green Teams in reducing the environmental impact of transportation and work with the MPOs in environmental working groups such as DVRPC's Air Quality Partnership (AQP). Sustainable Jersey assistance will include encouraging the adoption of alternative fuel vehicles and may include but may not be limited to assisting with bicycle and pedestrian audits and plans, anti-idling campaigns, safe routes to school programming, and green streets planning.

**Products and Outcomes:**

- Products can include outreach meetings and events and dissemination of resource materials and grant opportunities related to the adoption of alternative fuel vehicles, assisting with Sustainable Jersey Certification related to transportation, participating in AQP, Sustainable Jersey and green team meetings, and being a resource for TDM for LEED credits.

**Strategy:** Electric Vehicles

**Description:** GMTMA will participate in activities that encourage the adoption of electric vehicles and related infrastructure. Potential activities include ride and drive events, dissemination of EV materials, presentations to municipal and community stakeholders, readiness planning and charging station siting, and participation in support of activities sponsored by the NJTPA or other agencies. GMTMA will use the information on the NJTPA EV Resources page, NJDEP DriveGreenNJ as well as other NJDEP EV resources to support the adoption of electric vehicles and electric vehicle charging stations.

**Products and Outcomes:**



- Promotion of Electric Vehicles, which may include but not be limited to promotion through social media, dissemination of materials at community or corporate events, direct outreach to stakeholders and workshops or webinars.

## **GOAL AREA: SAFETY**

**Description:** GMTMA will promote safe and efficient travel and support implementation of the U.S. Department of Transportation’s National Roadway Safety Strategy, a comprehensive approach to reducing deaths and serious injuries on streets and highways using a Safe System Approach (<https://www.transportation.gov/NRSS>) and the NJDOT Strategic Highway Safety Plan (<https://www.saferoadsforallnj.com/>). Activities may include outreach, education, planning, and data collection and include but not be limited to work to advance Vision Zero, complete streets, bicycle and pedestrian safety issues, and other safety areas identified in the NJ Strategic Highway Safety Plan. Services that GMTMA will offer may include conducting pedestrian road safety audits, speed studies, crash data analysis and mapping, and providing safety education programs.

**Strategy:** Complete Streets

**Description:** GMTMA will support the implementation of complete streets, an approach to the planning, design, construction, maintenance, and operation of transportation facilities along the entire right-of-way to meet the needs of users of all ages and abilities. “All users” include pedestrians, bicyclists, persons with disabilities, motorists, movers of commercial goods, and transit vehicle users.

Included in the strategy is educating municipalities on complete streets and assisting the municipality with the adoption of a complete streets policy, participating in the Complete Streets working group at the Voorhees Transportation Center at Rutgers, participating in local complete streets projects sponsored by NJTPA, NJDOT or another agency, assisting with grant applications and conducting demonstration or tactical urbanism projects.

### **Products and Outcomes:**

- Provide technical assistance and educational materials to municipalities to encourage and support the adoption and implementation of complete streets.

**Strategy:** Local Safety Action Plan

**Description:** The Safe Streets and Roads for All program created by the Bipartisan Infrastructure Law provides Federal grant funding for the creation and implementation of Comprehensive Safety Action Plans. GMTMA will serve as a stakeholder and resource to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in GMTMA’s service area, as requested.

### **Products and Outcomes:**

- Serve as a resource and stakeholder in Safety Action Plan planning efforts.

**Strategy:** Safety Audits

**Description:** This strategy includes conducting or participating in a road safety audit, walking audit, bicycling audit, speed audit, walkable community workshop, or similar activity. It includes

report preparation when the project lead. GMTMA participates in audits by request from external organizations such as NJDOT, Mercer, Ocean or Somerset counties, and MPOs. GMTMA also leads pedestrian road safety audits which result from working with a community with concerns about road safety and/or outreach to a community regarding known safety concerns.

**Products and Outcomes:**

- Lead or participate in a safety audit.
- Audit report

**Strategy:** Safety education programming

**Description:** GMTMA will provide safety education through presentations (onsite and virtual) and outreach at community and employer fairs, libraries, schools, to municipalities and via the GMTMA website and social media, and through partnerships with community groups. Topics may include the emphasis areas contained in the New Jersey Strategic Highway Safety Plan. The seven emphasis areas are: Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, Other Vulnerable Road Users, and Data.

**Products and Outcomes:**

- GMTMA will implement/promote various transportation-related safety educational programs

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** Greater Mercer TMA will participate in activities that work to provide, support and improve transportation services to older adults, people with disabilities, veterans, low-income residents, and other transportation disadvantaged populations in Mercer and Ocean counties. This Goal Area includes implementation of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as implementation of the DVRPC, SJTPO, and county human services transportation plans. Developing ladders of opportunity by identifying and addressing transportation activity gaps will be part of this work. An integral part of this work is the provision of GMTMA’s transportation service RideProvide for seniors and visually impaired adults.

**Strategy:** RideProvide transportation service for senior citizens and visually impaired adults

**Description:** RideProvide is GMTMA’s transportation service for senior citizens (65+) and visually impaired adults of any age. The service provides door-to-door rides in RideProvide cars for any trip purpose. The service operates Monday through Friday from approximately 8:00 am to 5:00 pm in Mercer County, Plainsboro and the southern portion of Montgomery Township. There is a \$40 fee for RideProvide membership (\$60 for a couple), and fares vary based on a zone structure. RideProvide is also the service provider for several entities and through these programs, free or reduced cost rides are available for rides to Penn Medicine Princeton Health hospital, RWJ Hamilton, Crosstown (Princeton’s senior transportation) and in the Hopewell Valley (Hopewell Township and Borough, Pennington).

**Products and Outcomes:**

- Operate RideProvide Service

- Memorandum at the end of Q4 with yearly service information to include ridership data by quarter and an analysis of trips by ride purpose.

**Strategy:** Travel instruction/information and Outreach

**Description:** GMTMA will provide information and assistance to transportation disadvantaged populations and professionals who work with this population. These activities will include transportation options counseling and travel training, both in person and virtually. It will also include maintaining and/or updating the Mercer County Mobility Guide, the Ocean Ride Guide, and RideProvide website. This strategy could also include the development of other new planning resources to assist the targeted populations.

**Products and Outcomes:**

- Provide travel instruction
- Maintain and distribute mobility guides (electronically) and the RideProvide website
- Updated Guides and/or any new resources developed in FY 2024

**Strategy:** County and healthcare transportation planning support

**Description:** GMTMA will continue its participation in the Mercer County Coalition for Coordinated Transportation, Ocean County's Transportation Advisory Committee for Senior Citizens and Persons with Disabilities, and the Greater Mercer Public Health Partnership. Additionally, GMTMA will participate in the efforts to update and implement the County and Regional Coordinated Human Services Transportation plans.

**Products and Outcomes:**

- Attend/participate in meetings and assist as needed

## **GOAL AREA: PROGRAM MANAGEMENT**

**Description:** Greater Mercer TMA will provide administrative support for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** Greater Mercer TMA will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year's work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation

- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

## **WORK FUNDED BY OTHER SOURCES**

**Description:** Work funded by other sources

**Strategy:** Safe Routes to School

**Description:** GMTMA promotes walking and biking to school safely and provides Safe Routes to School programming for students in K-8 through the NJDOT grant.

### **Products and Outcomes:**

- Develop Safe Routes to School Programs. Work performed includes safety presentations, walk to school day events, developing school travel plans, creating new ideas for programs, attending SRTS coordinator meetings, and required reporting.

**Strategy:** Mobility Management 5310 Grant

**Description:** GMTMA is providing mobility management to improve mobility for disadvantaged populations and working to implement gaps identified in the County Human Service Transportation Coordination Plan.

### **Products and Outcomes:**

- Implement activities related to 5310 Mobility Management Grant. Work performed includes tasks related to improving mobility for disadvantaged populations and preparing the updated County Human Service Transportation Coordination Plan as required.

**Strategy:** Highway Traffic Safety

**Description:** The highway traffic safety grant is a safety campaign aimed to increase bicycle and pedestrian safety as well as senior pedestrian safety, particularly for non-English speaking adults in Mercer and Ocean.

### **Products and Outcomes:**

- Conduct safety campaigns. Work performed includes bicycle and pedestrian education with a focus on seniors and non-English speaking populations, speed studies, and supplemental Street Smart NJ work.

**Strategy:** NJ Transit

**Description:** GMTMA provides marketing, advocacy, information and outreach for NJ Transit services.

### **Products and Outcomes:**

- GMTMA will provide information, advocacy, marketing and outreach activities for NJ Transit services. Tasks vary but can include informing of schedule changes and promotions on social media, distribution of schedules, advocating for new bus stops or services, informing on transit pre-tax benefit and bike lockers.

## GREATER MERCER TMA PROMOTION PLAN FY 2024

Greater Mercer TMA will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis, and submitted to the TMA Project Manager with the quarterly report attachments.

### **Media Formats**

Greater Mercer TMA will use the following types of media in FY 2024 for the promotion of the programs, goals, and objectives of the work program:

- **Newsletters:** The TMA will distribute our monthly newsletter and the weekly Mobility Minute by email via an email marketing tool such as Mail Chimp and Vertical Response. The newsletter will promote the TMA’s work program efforts and the TDM successes of local businesses, local, regional and national transportation issues of importance, and promote awareness of various safety and environmental issues such as being visible while walking and cycling or benefits of electric vehicles. Mobility Minute will largely write on and curate transportation information of importance. Effectiveness will be measured by general opens rates of the email as well as measuring the web traffic generated by the mailing.
- **Facebook:** GMTMA will regularly post on Facebook information about our programming and have postings on topics related to our work (biking, pedestrian safety, ridesharing, etc.). Our blog postings are also linked to the Facebook page. Effectiveness will be measured by tracking the number of likes for the page, likes for postings, shares, engagement rate (likes/comments/shares/mentions relative to reach), traffic, and growth.
- **Twitter:** Twitter will be used to deliver messages on local traffic incidents and congestions, NJ TRANSIT delays and schedule changes, announce Ozone Action days, GMTMA programs and general tweets on topics related to our work program. Effectiveness will be measured by the number of followers, re-tweets, and traffic and growth.
- **Instagram:** Instagram will be used to visually share and promote various transportation-related themes such as bicycling, commuting, distracted driving etc. Effectiveness will be measured by the number of followers, engagement, story views and growth.
- **Tik Tok:** Tik Tok will be used to present short videos on transportation themes such as “how to fit a bike helmet.” Effectiveness will be measured by engagement and growth.
- **Website:** GMTMA’s website promotes all of the work in our work program. To focus on certain efforts we update the news and events section on our homepage. As needed, we will add additional pages to the site to promote new programs, as we did for Street Smart, Greater Mercer Trail Plan and the Mercer and Ocean Mobility Guides. Effectiveness will be tracked by the traffic to the site.

- **Direct Mail:** Direct mail may be used to promote specific work related projects. Effectiveness will be measured by the number of people requesting information on the mailing's topic and/or the number of hits to program specific webpages.
- **Brochures/Palm Cards:** As needed, GMTMA will produce or reprint brochures for TMA programs and services, carpooling, vanpooling, travel training, SRTS and other TDM measures. Effectiveness will be measured by the number distributed.
- **Advertising:** GMTMA will look at exploring the following advertising methods to promote GMTMA work program projects and services; radio spots, online advertising in local Patch sites, print advertising in local newspapers, and Google AdWords. Effectiveness will be measured by the number of website hits, phone calls and new registrants in programs.
- **Earned Media:** GMTMA will use press releases and hold press events to promote GMTMA work program projects and services.

### **Goal Area Activity Promotion Plans**

Greater Mercer TMA plans to use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

Transit, ridesharing, vanpooling, biking, and telecommuting are all on GMTMA's website. To further promote all these areas we will use, as appropriate, newsletters, blog, earned media, and all forms of social media listed above. Specific examples include Bike Month and Bike to Work Week in May and Car Free Week in September. GMTMA will also distribute its palm cards on GMTMA's services related to ridesharing and travel training.

#### ***Economic Development***

GMTMA's website hosts pages for employer services, property managers, and New Jersey Smart Workplaces. In addition, GMTMA has palm cards for employer services and property managers and will use our newsletters to reach the business community regarding relevant programs.

#### ***Reliability***

GMTMA will use its website's traffic alerts page, Twitter and Facebook to provide information on traffic and road construction issues.

#### ***Environmental***

GMTMA typically participates in numerous Earth Day events. We encourage Earth Day participation to employers in our newsletter and to the community on social media.

GMTMA's website has a page on air quality and we post on social media when there is an air quality action day. GMTMA has also used radio to inform of Ozone Season.

GMTMA will use our social media channels, and newsletters to educate the public on electric vehicles.

#### ***Safety***

GMTMA will post safety related messages on all social media channels and our website (through

our blog) and Street Smart NJ web page. These messages are occasionally boosted on Facebook. For a small fee a post can be in boosted so that it is in front of more people than would see it organically, and there is the ability to target the post (ex. geographical area or age group). GMTMA has also used paid advertising to promote safety messages via digital and print media (nj.com, Patch, local papers etc.) and on the radio. These messages will occasionally be boosted as well on Facebook.

### ***Coordinated Human Services Transportation***

RideProvide is promoted through the RideProvide website and on the GMTMA website as well. The program is also promoted with our RideProvide brochure. Social media and blogs also help to promote the importance of transportation needs for transportation disadvantaged populations.

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2024 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 357,242		
	2. FRINGE BENEFITS	44.72% FT, 13.48% PT	\$ 137,525		
			<b>SUBTOTAL \$ 494,767</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 1,058		
	2. TRAVEL		\$ 3,200		
	3. PRINTING & REPRODUCTION		\$ 1,350		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 1,375		
	6. CONFERENCE/TRAINING		\$ 1,600		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 7,409		
			<b>SUBTOTAL \$ 15,992</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	99.16%	\$ 354,241		
			<b>SUBTOTAL \$ 354,241</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 865,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 865,000</b>	<b>Local Share:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 865,000</b>
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**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2024 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 3,000.00
VanBuck\$	\$ 1,400.00
Website Updates (ex. Adding Web Pages for New Programs)	\$ 2,000.00
Other Miscellaneous Public Outreach (ex. Radio, Boosted Social Media Posts)	\$ 1,008.56
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 7,408.56</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2024 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non-Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	4,366	\$ 224,476	\$ 11,066	\$ 160,462	\$ -	\$ 396,004
Core Goal Area Activities - Economic Development	454	\$ 23,907	\$ 1,000	\$ 17,430	\$ -	\$ 42,337
Core Goal Area Activities - Reliability	91	\$ 4,823	\$ 300	\$ 3,599	\$ -	\$ 8,722
Core Goal Area Activities - Environmental	415	\$ 16,011	\$ 675	\$ 11,747	\$ -	\$ 28,433
Core Goal Area Activities - Safety	1,185	\$ 56,443	\$ 1,851	\$ 39,534	\$ -	\$ 97,828
Core Goal Area Activities - Coordinated Human Services Transportation	2,350	\$ 133,000	\$ 1,100	\$ 91,129	\$ -	\$ 225,229
Core - Program Management	725	\$ 36,107	\$ -	\$ 30,340	\$ -	\$ 66,447
<b>TOTAL</b>	<b>9,586</b>	<b>\$ 494,767</b>	<b>\$ 15,992</b>	<b>\$ 354,241</b>	<b>\$ -</b>	<b>\$ 865,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Cheryl Kastrenakes, Executive Director	46%	899
Joan Lockwood-Reck, Marketing and Service Manager	47%	910
Steven Krawiec, RideProvide Program Manager	88%	1,725
Steven daCosta, Senior Planner	27%	525
Portia Edwards-Gyampo, Office Manager	2%	46
Jacob Thompson, Transportation Planning Associate	62%	1,200
Lisa Serieyssol, Program Coordinator	18%	360
Open Position, Transportation Planning Associate	69%	1,345
Planning Asst, PT	58%	600
Jessica Robl, Marketing and Outreach Coordinator	81%	1,261
Debra Christie, Business Administrator	43%	715
<b>TOTAL*</b>	<b>49%</b>	<b>9,586</b>

\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.

**NJTPA FY 2024 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

Hudson TMA  
FY 2024 WORK PROGRAM

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## TMA WORK PROGRAM OVERVIEW

### Organizational Summary

The Hudson Transportation Management Association (Hudson TMA) is a division of the Hudson County Improvement Authority (HCIA). The TMA became a division of the HCIA on April 11, 1992. The HCIA is an autonomous agency which was created in September 1974 by the Hudson County Board of Chosen Freeholders under, and by virtue of, the County Improvement Authorities Law.

The HCIA's mission is to provide a wide range of needed services to the residents and businesses of Hudson County at the least cost to taxpayers. The broad responsibilities of the HCIA include public financing, land development, solid waste management, recycling, affordable housing, and transportation management in Hudson County.

The mission of the Hudson TMA is to offer Hudson County businesses, employees, residents, and travelers the resources, tools, and encouragement to simplify travel, enhance the daily commute and increase safety which will reduce traffic congestion, advance business productivity, improve mobility, further sustainability, decrease carbon emissions and better the environment, thus improving one's health and quality of life. Among the goals of the Hudson TMA are to be the primary point of contact for transportation information and issues for all travelers, municipalities, and businesses as well as to reduce single occupancy vehicle use, reduce the total number of trips by motorists and reduce the total number of vehicle miles traveled.

The methods to achieve its mission and goals are the Hudson TMA's delivery of:

- information to increase travel choices
- strategies to encourage intermodal activities
- programs to improve mobility and accessibility
- services to mitigate and reduce traffic congestion
- education to promote pedestrian, motorist and bicyclist safety
- assistance to optimize efficiency in transportation
- fostering of public and private partnerships
- activities to reduce carbon emissions from automobiles
- support of transportation agencies

The association received its first grant for Transportation Demand Management (TDM) in 1993 through the New Jersey Department of Transportation (NJDOT). Currently, the TMA receives funding from the Federal Highway Administration (FHWA) through the North Jersey Transportation Authority (NJTPA), a NJ TRANSIT grant, a NJ Department of Transportation Safe Routes to School grant (NJDOT SRTS), and a grant from the NJ Division of Highway Traffic Safety (NJ HTS). Additional labor, direct and indirect operational funding, which is not covered by grants, is provided by the Hudson County Improvement Authority (HCIA).

The Hudson TMA is located at the HCIA offices at 830 Bergen Avenue, 9th floor, in Jersey City, New Jersey.

The Hudson TMA is comprised of five full-time staff members and one part-time staff member. The TMA also utilizes at least eight HCIA employees from the Recycling and Enforcement divisions.

### **Geographic and Demographic Information**

The Hudson TMA service area is all of Hudson County's twelve municipalities. They are Bayonne, Jersey City, Hoboken, Union City, West New York, Guttenberg, Weehawken, North Bergen, Secaucus, Kearny, Harrison, and East Newark.

The county covers approximately 62 square miles with a population of approximately 742,972 residents. At approximately 16,093 residents per square mile, Hudson County is NJ's most densely populated county. Hudson County is located in the heart of the New York metropolitan area and is bordered by the Hudson River and Upper New York Bay to the east; Kill van Kull to the south; and the Newark Bay, Hackensack River and the Passaic River to the west. Its only land border is shared with Bergen County to the north and west.

Seventy percent of Hudson County's residents are between the ages of 18 and 65. Persons over the age of 65 represent 12 percent of the population.

The five largest ethnic groups in Hudson County, NJ are White (Non-Hispanic) (50.4 percent), Asian (Non-Hispanic) (15.8 percent), Other (Hispanic) (13.5 percent), and Black or African American (Non-Hispanic) (12 percent).

A majority (59.1 percent) of the people in Hudson County speak a non-English language, and 77 percent are U.S. citizens.

Hudson County is rich in transportation options. Regarding train-type services, there are three distinct operations: NJ TRANSIT provides seven major rail lines which connect to train stations in Hoboken and Secaucus. Also, by NJ TRANSIT, travelers are served by a 22-mile long light rail system, the Hudson Bergen Light Rail (HBLR), which has various stations in six Hudson municipalities. The Port Authority of New York and New Jersey operates the Port Authority Trans-Hudson (PATH) train, which in Hudson County serves Harrison, Jersey City and Hoboken with stops in midtown and downtown New York City.

There are 77 bus routes providing various commuter services each day in all twelve municipalities. In addition, private jitneys function in competition with established providers as well as in areas not served by bus operators.

The New York Waterway operates more than thirty ferry boats which carry passengers between Jersey City, Hoboken, Weehawken, and New York City.

Connectivity to New York City for cars, buses and trucks is provided through the Lincoln Tunnel in Weehawken and the Holland Tunnel in Jersey City, as well as the Bayonne Bridge in Bayonne.

### **Goals and Objectives**

The Hudson TMA's goals and objectives support the NJTPA's Mission Statement as it works to improve mobility; assists in transportation planning; creates partnerships with businesses, community groups, municipalities and transit related agencies; improves safety; increases

economic growth; and decreases carbon emissions. Such actions raise the quality of life for the region.

Several of the goals and objectives of the Hudson TMA support the *goals and objectives of the NJTPA*:

- The TMA’s efforts in reducing single occupancy vehicle use, the total number of trips by motorists and the total number of vehicle miles traveled as well as providing anti-idling efforts will *protect and improve the quality of natural ecosystems and the human environment*.
- Acting as a liaison between the public and transit agencies, the TMA helps to *provide affordable accessible and dynamic transportation systems responsive to current and future customers*.
- Providing TMA programs and activities which improve the commute of the employee helps businesses and the region to *retain and increase economic activity and competitiveness*.
- Assisting and/or providing shuttles which connect to mass transit hubs, the TMA works to *enhance system coordination, efficiency, and competitiveness*.
- By providing a Municipal Safety Program and acting as a liaison to transit agencies, the TMA helps to maintain a safe and reliable transportation system in a state of good repair.
- By serving on technical advisory committees for planning studies, the TMA often *supports the coordination of land use with transportation systems*.

## **Title VI/Environmental Justice**

According to the NJTPA “Title VI and Environmental Justice Guide,” there are two environmental justice factors. They are low income and minority.

In Hudson County there are 221,364 individuals under 185 percent of the poverty level. According to the individual economic indicators, there are 115,254 individuals in poverty. Except for Secaucus, Weehawken and Hoboken, all Hudson municipalities have a low-income population above 30 percent. The three municipalities with the highest percentage of low-income residents are Union City, West New York, and East Newark. Harrison is only a few points below East Newark.

A lack of income impedes mobility. Providing information and access to mass transit, carpooling and programs promoting bicycle use would be a priority in these municipalities for TMA staff. Improvements in safety and walkability would also address issues concerning mobility for this population.

Municipality - Hudson County	Percent Low Income Population	Percent Minority Population
Bayonne	53.4	38.3
East Newark	81.8	83
Guttenberg	74.4	40.7
Harrison	69.9	57.5
Hoboken	7	22.7
Jersey City	79.0	66.4
Kearny	60.9	41.4
North Bergen	82.0	79
Secaucus	53.8	41.4
Union City	83.9	84.1
Weehawken	51.6	54.1
West New York	86.1	44.6

The above data is from the U.S. Census Survey 4-Year Estimate 2016-2020

Except for Hoboken at 22 percent, all other municipalities are above 40 percent in minority population. The three municipalities with the highest percentages of minorities are East Newark, North Bergen, and Union City. Each of these municipalities are above 75 percent in minority population. The most populous race or ethnicity in Hudson County are Hispanic, with a total population in Hudson County of 293,000.

In order to bridge the cultural barriers that may exist, four TMA staff members are Hispanic. Another factor which can cause difficulty is the number of residents who do not speak English very well. Nearly one-third of the Hispanic population in Hudson fall into the same category with 109,000 Spanish speaking individuals who do not speak English very well. Most of Hudson TMA staff are bi-lingual which helps us to better communicate with our residents.

According to Hudson County's Diversity Profile there are 6,140 Arabic, 1,732 Urdu, 2,091 Italian, 2,075 Polish and 1,100 French speakers who also do not speak English very well; but there are Hudson TMA staff members who can speak their languages.

To help break the communication barrier, the TMA can consider using local periodicals in other languages to bring our messages to these populations. Hudson has produced materials in Spanish and should make this a priority in its efforts to outreach in Hispanic communities.

Prioritizing our efforts in activities under the core program of Accessibility to populations with



these barriers would help us to better reach our objectives in improving safety, mobility, and the environment. It would also be beneficial to identify and serve worksites whose workforce are predominately of low income.

## HUDSON TMA PROGRAM REPORT FY 2024

### **GOAL AREA: ACCESSIBILITY**

**Description:** The Hudson TMA will work to enhance the availability and range of Transportation Demand Management support services available in Hudson County to increase traveler access to alternate modes of travel other than single occupancy vehicles. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency, and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities.

**Strategy:** Mass Transit Promotion

**Description:** Hudson TMA will promote and facilitate the provision of a range of mass transit options for all travelers with the goal of reducing single occupancy vehicles and vehicle miles traveled. Hudson will assist individuals and groups by providing travel information, trip planning, and mass transit education via phone, email exchange, publications and public presentations at community events and festivals. Hudson will act as a liaison between the public and mass transit agencies. The TMA will also engage in Ladders of Opportunity activities to assist people in disadvantaged communities in accessing job training and employment by providing travel consultation and mass transit information assistance at community service sites in Hudson County. Hudson TMA staff will also promote incentive programs such as Switch to Mass Transit.

#### **Products and Outcomes:**

- Providing public assistance and encouragement to use mass transit.
- Providing assistance with our new online Hudson Transit map.

**Strategy:** Rideshare Promotion

**Description:** The Hudson TMA will promote and provide information and programs relating to ridesharing options such as carpooling and vanpooling. The Hudson TMA will continue to participate in the statewide ride matching effort by performing rideshare matching services, follow-ups, and registrations while providing support and guidance. Hudson TMA will provide, as needed, Emergency Ride Home, Vanpool Start Up, and Vanpool Empty Seat incentive programs. The Hudson TMA will conduct activities that establish, expand and sustain carpools and vanpools which reduce the use of single occupancy vehicles and vehicle miles traveled.

#### **Products and Outcomes:**

- Participation in the statewide ride matching effort and promotion of ridesharing. Providing rideshare services such as the Emergency Ride Home program and administering incentives as appropriate.

**Strategy:** Bicycling & Pedestrian encouragement

**Description:** The TMA will provide information and programming to increase the use of bicycles in an effort to reduce the use of single occupancy vehicles and vehicle miles traveled. Programs include Bike to Work Week, Bike Month and the Bike Rehab program, which provides financially challenged commuters with a rehabilitated used bike. The Hudson TMA will also support and promote Bike Share programs; bicycling events such as the Bayonne Rec Park Rides, Bayonne Riders' Tours and the Jersey City Ward Tour; education programs including, but not limited to, Stride and Ride, a comprehensive hands-on skill and safety training for all ages; Child and Adult Learn to Ride; Hudson Bike School, a school physical education program; Savvy Cyclist: Urban Biking Traffic Skills 101; League of American Bicyclist's League Certified Instructor (LCI) training; Child Bicycle Skills & Safety Seminars; and Bike Driver's Education - Sharing the Road. The Hudson TMA will promote walking to reduce the use of single occupancy vehicles and vehicle miles traveled. The TMA will provide activities, educational programs and promote other programs to encourage greater walking including, but not limited to, National Walking Day, the Hudson Walking Challenge, Walk to School, Golden Sneaker- a walking competition and the Senior Pedestrian Education program. The Hudson TMA will be advocating for municipalities to develop vision zero strategies and goals. Hudson TMA will be partnering with Hudson County Complete Streets Group, Bike Weehawken, Bike JC, Bike NB, Hoboken Bike and other advocacy groups.

**Products and Outcomes:**

- Providing bicycle events, incentives and educational programs encouraging use of bicycles.
- Walking encouragement and promotional activities.

**Strategy:** Public Awareness

**Description:** Hudson TMA will provide education and encouragement on the use of travel alternatives and services available for commuting and other trips to the public. This will be accomplished in the form of paid and free media, which includes video production for presentations, the Seasons newsletter, HCIA publications, radio, cable and internet advertising and social media outlets such as Facebook, Twitter, Instagram and YouTube. Hudson TMA will also provide information kiosks at community fairs, events and festivals as well as providing special events including, but not limited to, Car Free Week, Park(ing) Day and Earth Day.

**Products and Outcomes:**

- Promotion of commuting alternatives through social and print media, videos, activities and participation in fairs and festivals.

**GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** The Hudson TMA will engage in activities that focus on encouragement, provision and implementation of Transportation Demand Management services at demand generating sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers and others.

**Strategy:** Worksite-based transportation demand management

**Description:** In order to create business partnerships and to provide TDM services at work sites for employees, the Hudson TMA will develop materials to promote its services and perform outreach to members of the business community by establishing new contacts, arranging meetings with new employers, communicating annually with each Hudson TMA registered employer, participating in Rotary, Chamber of Commerce, Employer Legislative Committee, and State/Municipal/County Economic Development networking events. Hudson TMA's Transportation Demand Management (TDM) programs and services will be provided to employers and employees based in Hudson County. Businesses may receive a needs assessment, commute alternative information, assistance in forming employer sponsored shuttles or vanpools, group or one-on-one employee commuter trip consultation, on-site Transit Information Fairs, assistance in relocating their business to Hudson County or expanding their business to other locations within Hudson County, lunch and learn transportation related seminars and promotion of non-SOV mid-day work travel. Staff will engage in Ladders of Opportunity activities to improve or ease mobility for the underserved and non-English speaking workers. Hudson TMA will also provide activities to support the state-wide NJ Smart Workplaces program, increase the use of non-SOV modes, work with each NJ Smart Workplaces recipient to maintain or expand its level of participation. The TMA will also promote the Federal Pre-tax Transit Benefit Program, Preferential Parking, Flextime, Telecommuting and Compressed Work Week programs to both the employees and employers. The TMA will provide information and assistance to businesses interested in receiving Leadership in Energy and Environmental Design (LEED) credits.

**Products and Outcomes:**

- Employer Outreach Activities such as participation in networking events, job expos and arranging meetings with new employers.
- Employer Services Activities such as providing support and on-site Transit Information Fairs.

**Strategy:** Employer Liaison

**Description:** Hudson TMA will act as liaison between employers and the NJTPA for the purposes of outreach to the business community, as requested and in coordination with the NJTPA.

**Products and Outcomes:**

- Outreach to employers in Hudson County, as requested and in coordination with the NJTPA.

**GOAL AREA: RELIABILITY**

**Description:** The Hudson TMA will engage in activities that result in an increase in dependable and predictable transportation services. This is achieved through supporting interagency coordination and communicating with the public about transportation system disruptions so that travelers can make informed choices about mode, route, and time of travel. Efforts to bypass or offset roadway traffic are consistent with TMA and NJTPA goals. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency, and disabled persons while improving public

involvement processes to eliminate participation barriers faced by these communities.

**Strategy:** Traffic Mitigation

**Description:** The TMA will undertake efforts to mitigate congestion related to construction, maintenance and special events on roads and highways in order to improve the flow of traffic and reduce carbon emissions. Efforts will include, but are not limited to, providing information about travel options, encouraging car/vanpool formation, and performing outreach to employers to encourage flextime and teleworking. The TMA is required to coordinate efforts with NJDOT, Port Authority of New York and New Jersey (PANYNJ), Trans Com, NJ TRANSIT and county and municipal agencies to share information and to implement congestion mitigation strategies. This includes the dissemination of operating agency information to travelers, as well as providing information on travel conditions from travelers to operating agencies. TMAs will assist operating agencies with the provision of shared ride and shuttle services and with advertising the availability of park and ride facilities related to construction, maintenance, and special events. The TMA will also participate in mobility, transit and corridor studies supported by a Hudson municipality, the County, NJTPA or NJDOT. Hudson TMA will also maintain the web-based Hudson TMA Traffic Alert System and promote its use on the TMA website and at all employer and community events. The Traffic Alert System will provide public notice of traffic due to high volume, planned or unexpected construction, maintenance, emergencies, special events and other related information. Hudson TMA will also maintain, refine, and test emergency response plans/contingency plans to ensure for the continued operation of critical TMA activities in the case of an interruption of business.

**Products and Outcomes:**

- Participating in traffic mitigation coordination activities with NJDOT and other agencies, as requested.
- Maintaining, refining and testing Emergency Response/Contingency Plans.
- Participating in mobility, transit and corridor studies, as requested.
- Administering and promoting the Hudson TMA Traffic Alert System.

**Strategy:** Emergency Response/Contingency Plan

**Description:** The Hudson TMA will maintain an up-to-date emergency response plans/contingency plans to ensure for the continued operation of critical TMA activities in the case of an interruption of business. The plan will be submitted to the NJTPA in the second quarter of FY 2024.

**Products and Outcomes:**

- Emergency Response/Contingency Plan

**GOAL AREA: ENVIRONMENTAL**

**Description:** The Hudson TMA will promote activities and provide educational programs to reduce driving and pollution created by transportation activity by creating public awareness of the need to reduce driving and pollution with resources. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency, and disabled persons while improving public involvement

processes to eliminate participation barriers faced by these communities.

**Strategy:** Air Quality Public Awareness and Improvement Efforts

**Description:** The Hudson TMA will inform the public of the effects of motor vehicle emissions and vehicular idling on the environment, encourage reduced idling and reduced driving, provide education programs and assist the NJTPA in any air quality or pollution reduction studies. Information will also be presented alongside travel information at work site employer transit fairs and community festivals. The TMA will also conduct anti-idling campaigns and air quality education programs. Hudson TMA will provide high school students with an air quality testing program using particle and gas detectors. Hudson staff will perform outreach and work to create partnerships with organizations, schools and municipalities to promote anti-idling and air quality awareness. The TMA will also assist Municipalities in achieving Sustainable Jersey Certification.

**Products and Outcomes:**

- Provide air quality and anti-idling campaigns to the public through media, presentations, programs, promotional materials, fairs and the TMA website.

**Strategy:** Encouragement of Use of Electric Vehicles

**Description:** Activities will support the encouragement of the adoption of electric vehicles and related infrastructure with an emphasis on electric charging stations. Hudson TMA will provide information resources from the NJDEP Drive Green NJ website and the NJTPA Alternative Fuel Resource Guidebook to aid in planning for an automated, connected, electric and shared vehicle future. Hudson TMA will provide ride and drive events, support Drive Electric Week, disseminate AFV materials, provide presentations and disseminate incentive information to the public, businesses, municipal and community stakeholders. Hudson TMA will participate in, and support activities sponsored by the NJTPA and other agencies. The TMA will utilize the information and tools on the NJTPA Key Resources web page. Activities will also include support for municipal EV ordinance adoption and to work closely with Hudson County's Planning Department to coordinate efforts.

**Products and Outcomes:**

- Education and activities to promote the use of alternate fuel vehicles and infrastructure.

**GOAL AREA: SAFETY**

**Description:** The Hudson TMA will engage in activities to improve public safety related to traffic activity directed to motorists, pedestrians and bicyclists. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities.

**Strategy:** Public Awareness

**Description:** Hudson TMA will carry out recommended strategies addressing emphasis areas in New Jersey's Strategic Highway Safety Plan (SHSP). These emphasis areas are intersections, driver behavior, lane departure, other vulnerable road users, pedestrians and bicyclists, data, and

equity. Other related issues to be addressed that impede public safety are drinking and driving, neglect or improper seatbelt use, poor vehicle maintenance, lack of infant/child seat education, lack of understanding of bicycle and pedestrian rules, poor cycling skills, distracted driving, winter driving, and distracted walking. The TMA will provide programs and promotional activities to educate the public on these issues. The TMA will also encourage implementation of motorist, pedestrian and bicycle best safety practices at large audience events such as community festivals, Earth Day and the Jersey City Ward Tour. Hudson staff will partner with local police to provide an anti-speeding program for Driver's Ed students. Hudson TMA will support municipal Vision Zero initiatives and New Jersey's participation in the Towards Zero Deaths initiative. The TMA will continue its partnership with other safety related agencies and organizations, such as the Brain Injury Alliance, New Jersey Bike Walk Coalition and the New Jersey Pedestrian Bicycle Safety Coalition.

**Products and Outcomes:**

- Education and promotion of multi-modal travel safety by presenting programs that teaches best safety practices to organizations and community groups and disseminating information through printed materials, media and at community events.

**Strategy:** Complete Streets

**Description:** Hudson TMA will support and encourage the implementation of Complete Streets. Staff will meet with municipal officials to discuss the benefits of Complete Streets. Staff will educate municipal stakeholders about Complete Streets by providing information in the form of written materials and through social media. Additionally, Hudson TMA will maintain and jointly manage with NJTPA a Demonstration Materials Library to support the broader use of tactical urbanism to test new street features in the NJTPA region.

**Products and Outcomes:**

- Educating and encouraging municipalities to adopt a complete streets policy, checklist or ordinance.
- Maintaining a Demonstration Materials Library and lending materials for planned demonstration projects.

**Strategy:** Local Safety Action Plan

**Description:** The Safe Streets and Roads for All program created by the Bipartisan Infrastructure Law provides Federal grant funding for the creation and implementation of Comprehensive Safety Action Plans. Hudson TMA will serve as a stakeholder and resource to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in our service area, upon request.

**Products and Outcomes:**

- Upon request, support for Comprehensive Safety Action Plans, including meeting participation, information, and outreach assistance.

**Strategy:** Safety Audit

**Description:** Hudson TMA will participate as a stakeholder in road safety audits, walking audits,

bicycling audits, speed audits, walkable community workshops, or similar activities undertaken by cities, counties, and MPOs in our service area, upon request.

**Products and Outcomes:**

- Upon request, participation in safety audits.

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** In accordance with the strategies in Go Farther, the regional Coordinated Human Services Transportation Plan, the Hudson TMA will work to improve mobility for seniors, persons with disabilities, veterans, and individuals with low income.

**Strategy:** County Service Improvement

**Description:** Promote awareness and encourage use of the Hudson County Para-transit Service, Transcend, to seniors, those who have disabilities, individuals of low income and veterans to support their mobility and increase their ability to travel to and from medical appointments and programs, educational opportunities and social services. Hudson staff will provide outreach and presentations at senior citizen centers and facilities, veteran organizations, healthcare delivery facilities, nutrition centers and employment training sites. Hudson staff will instruct clients on how to access the transit services and understand parameters and any restrictions by Transcend. Hudson TMA will partner with the Hudson County Department of Health and Human Services to identify client needs and where Transcend needs additional support in providing services.

**Products and Outcomes:**

- Outreach and presentations on transportation services to human services groups

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** Hudson TMA will provide administrative and program information for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** Hudson TMA will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year's work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan



- Fourth Quarter/Final Report

## **WORK FUNDED BY OTHER SOURCES**

**Description:** Provide a description of work provided by the TMA through grants other than those funded through the NJTPA

**Strategy:** New Jersey Transit

**Description:** The Hudson Transportation Management Association (Hudson TMA) will focus on improving mobility and accessibility to all residents of Hudson County. We will use all our resources to advocate a transit friendly environment. The Hudson TMA services will include the provision of transit service information, outreach to potential transit users, and advocacy for employers.

### **Products and Outcomes:**

- NJ Transit Information and Outreach Activities

**Strategy:** NJDOT Safe Routes to School

**Description:** The goals of the SRTS Program are to encourage more students to walk and bike to school where it is safe to do so and to improve the areas where it is not safe. The Hudson TMA will provide information on programs provided through the Safe Routes to School Program funded through the NJDOT.

### **Products and Outcomes:**

- Development and presentation of Safe Routes to School Programs

**Strategy:** New Jersey Department of Highway Traffic Safety

**Description:** Educating motorists about the dangers of distractions such as talking on a cell phone or sending text messages while driving. Provide safety programs for motorists, pedestrians and bicyclists through a grant with New Jersey Department of Highway Traffic Safety.

### **Products and Outcomes:**

- Presentation of New Jersey Department of Highway Traffic Safety programs.

## HUDSON TMA PROMOTION PLAN FY 2024

Hudson TMA will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis and submitted to the TMA Project Manager with the quarterly report attachments.

### **Media Formats**

In FY 2024, the Hudson TMA will use the following types of media to engage the public and support its work program.

- **Brochures:** Brochures are produced and maintained for all programs to explain and promote its activities. They are distributed at public locations, municipal offices, libraries, public events, local festivals, and employer work sites. There are brochures that contain application forms for those who do not have access to a computer or are unable to apply online. Effectiveness will be tracked by the number of brochures taken.
- **Periodicals:** Promoting in periodicals, such as local newspapers, have proven to successfully draw attention to a particular program as well as draw the public to attend certain events or classes. The circulation is audited and measured by the respective publications.
- **Flyers:** Hudson TMA produces flyers for distribution to promote or explain the purpose of activities or events. Standard size is letter sized on glossy paper. Effectiveness will be tracked by number of attendees at events and the number of pieces posted and distributed.
- **Newsletters:** The Hudson TMA, as a division of the HCIA, highlight activities and programs or provides a particular TDM related message in the HCIA's Seasons newsletter. Seasons is a large multi-page newsletter on glossy paper produced by the HCIA. Seasons is delivered to more than 150,000 homes and businesses in Hudson and is produced twice per year, once on the fall and once in the spring. Effectiveness will be tracked by number of pieces distributed.
- **Signage & Posters:** Hudson events often utilize banners, marquis signs, posters and tabletop placards to identify the TMA, bring attention to a particular program or direct the public.
- **Website:** The TMA maintains and revises its interactive website to inform the public on all aspects of the Hudson TMA. Effectiveness will be tracked by the number of "unique hits" made onto the website.
- **Video:** Hudson TMA produces videos to highlight particular messages for public viewing on cable as well as at Fairs and Community Events. Effectiveness will be tracked

by the number of viewers.

- **Social Media:** The TMA utilizes Facebook, Twitter and Instagram to reach the public to promote its activities and encourage program participation. Effectiveness will be measured by the number of followers, impressions, reach, page likes and engagements.
- **Online Promotions:** The TMA will use banner ads to provide TDM related messages or to promote a program or event. Effectiveness will be measured by impressions, reach and engagements.
- **Broadcast Media:** The TMA will run announcements pre-recorded messages or videos to promote TDM related messages and TMA programs or events via local cable and/or radio. Effectiveness will be measured by the broadcasters' metrics regarding number of viewers or listeners.

### **Goal Area Activity Promotion Plans**

Hudson TMA plans to use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

Media formats for use in support of Accessibility are: Brochures, Periodicals, Flyers, Newsletters, Posters, Website and Social Media.

Hudson TMA will promote CarFree Week, Park(ing) Day, Earth Day, Mass Transit Modes, Switch to Mass Transit, Carpooling, Vanpooling, Emergency Ride Home, Bike to Work Week, Bike Month, Bike Rehab program, Bike Share, Bayonne Bike Riders' Tours, Jersey City Ward Tour, Stride & Ride, Learn to Ride, Hudson Bike School, Savvy Cyclist: Urban Biking Traffic Skills 101, Bike Skills and Safety Seminars, Bike Driver's Ed – Sharing the Road, National Walking Day, Hudson Walking Challenge, Walk to School, Golden Sneaker, Senior Pedestrian Education program and Complete Streets

#### ***Economic Development***

Media Formats for use in support of Economic Development are Brochures, Newsletters, Website and Social Media.

Hudson TMA will promote Transit Information Fairs, NJ Smart Workplaces Employer Services, Pre-tax Transit Benefits, Preferential Parking, Flextime, Telecommuting and Compressed Work Week.

#### ***Reliability***

Media formats for use in support of Reliability are: Brochures, Flyers, Social Media, Website, Newsletters and On-line Promotion.

Hudson TMA will promote the Traffic Alert System and assist in community outreach regarding construction events.

#### ***Environmental***

Media formats for use in support of Environmental are Brochures, Flyers, Social Media, Videos, Website, Broadcast Media, Newsletters, and On-line Promotion.

Hudson TMA will promote anti-idling campaigns, air quality education programs, and alternate fuel vehicles and charging stations.

***Safety***

Media formats for use in support of Safety are Flyers, Newsletters, Brochures, Social Media, Website, Broadcast Media and On-line Promotion.

Hudson TMA will promote pedestrian, bicyclist, and motorist safety programs and related safety tips and best practices.

***Coordinated Human Services Transportation***

Media formats for use in support of Coordinated Human Services Transportation are Brochures and the Website. Hudson TMA will promote Hudson Transcend.



**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2024 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Activity Books, Child Pedestrian and Bicycle Safety (Materials)	\$ 5,000.00
Bike Rehabilitation Program (Bike Repair)	\$ 2,000.00
CarFree Week (Promotional Materials)	\$ 300.00
Chamber of Commerce/Economic Development Council Network (Council Fee)	\$ 300.00
Emergency Ride Home (Uber or Lyft)	\$ 100.00
Golden Sneaker Walking Program (Trophy Materials)	\$ 300.00
Hoboken Bike Camp (Bike Instructor's Time and Promotional Materials)	\$ 200.00
New Jersey Smart Workplaces (Promotional Materials)	\$ 500.00
Park(ing) Day (Actor's Time and Materials)	\$ 800.00
Savvy Cyclist TS 101 Smart Cycling (Adult Class and Materials)	\$ 1,000.00
Seasons Newsletter (Promotional Articles)	\$ 6,000.00
Social Media (Facebook, Instagram and Twitter Posts)	\$ 28,986.50
Street Smart - (Printing, Advertising)	\$ 1,952.40
Stride & Ride Bike Rodeo	\$ 11,000.00
Switch to Mass Transit Program	\$ 500.00
Vanpool Empty Seat & Start-Up Subsidies	\$ 400.00
Video Use in Production and Updates for Marketing TMA Programs	\$ 500.00
Walking Day (Promotional Advertising)	\$ 200.00
Website (Hudson TMA) Maintenance and Content Revisions/Additions	\$ 2,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 62,538.90</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2024 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,375	\$ 130,030	\$ 63,323	\$ 80,950	\$ -	\$ 274,303
Core Goal Area Activities - Economic Development	1,275	\$ 67,324	\$ 800	\$ 41,913	\$ -	\$ 110,037
Core Goal Area Activities - Reliability	74	\$ 4,902	\$ -	\$ 3,052	\$ -	\$ 7,953
Core Goal Area Activities - Environmental	147	\$ 7,860	\$ -	\$ 4,893	\$ -	\$ 12,752
Core Goal Area Activities - Safety	741	\$ 37,527	\$ 1,952	\$ 23,363	\$ -	\$ 62,842
Core Goal Area Activities - Coordinated Human Services Transportation	112	\$ 6,151	\$ 23	\$ 3,829	\$ -	\$ 10,004
Core - Program Management	392	\$ 25,952	\$ -	\$ 16,156	\$ -	\$ 42,108
<b>TOTAL</b>	<b>5,116</b>	<b>\$ 279,746</b>	<b>\$ 66,099</b>	<b>\$ 174,155</b>	<b>\$ -</b>	<b>\$ 520,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Luis Delgado, TDM Program Coordinator	57%	1,038
Emma Hualca, Field Coordinator	59%	1,080
Kathryn Hester, Field Coordinator	47%	859
Christina Arzola, Field Coordinator	58%	1,058
Zachery Logan, Field Coordinator	59%	1,081
<b>TOTAL*</b>	<b>56%</b>	<b>5,116</b>

*\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*





**NJTPA FY 2024 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

Keep Middlesex Moving  
FY 2024 WORK PROGRAM

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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

Keep Middlesex Moving, Inc. (KMM) was incorporated on September 8, 1988, as a 501(c) (3) as defined by the Internal Revenue Code of 1954. The purpose of this non-profit is to develop and implement transportation demand management (TDM) solutions that assist commuters, employers, and local, county, and state governments in reducing traffic congestion and improving air quality.

KMM's major funding is provided by the North Jersey Transportation Planning Authority, NJ TRANSIT, and the County of Middlesex which provides in-kind services in addition to funding. In recent years, KMM has received funding from the NJ Division of Highway Traffic Safety and from the New Jersey Department of Transportation for a Safe Routes to School Non-Infrastructure program. Additionally, KMM is funded by the dues of members.

KMM is pleased to address the transportation demand management (TDM) needs of any commuter or traveler, employer, or governmental entity in Middlesex County. KMM's partners number in the hundreds. Examples of entities to which KMM provided service include: Johnson & Johnson World Headquarters, J&J HCS, Colgate-Palmolive Company, Rutgers University, Bristol Myers Squibb, the townships of East Brunswick, Edison, and Piscataway, the boroughs of Highland Park, Milltown, Middlesex, Metuchen, and Woodbridge, the cities of New Brunswick and Perth Amboy, Robert Wood Johnson Medical Center, J&JHCS, UMDNJ Piscataway and New Brunswick, St. Peter's University Hospital, and many others.

KMM's office is located at 100 Bayard Street, 2<sup>nd</sup> Floor, New Brunswick, NJ. There are 6 full time staff members.

### **Geographic and Demographic Information**

Middlesex County is the crossroads of New Jersey. The second largest county in the state, Middlesex is 309 square miles in size and extends from the Rahway River south to Mercer and Monmouth Counties and from the Raritan Bay on the Atlantic Ocean west to Somerset County. It has 25 municipalities, and extensive industrial, office, and residential areas. The NJ Turnpike, Garden State Parkway, Interstate 287, State Routes 9, 130, 27, 22, 1, 18, and other major roadways as well as the NJ TRANSIT Raritan Valley, Northeast Corridor and North Jersey Coast rail lines bring hundreds of thousands of people to and through Middlesex County each day. Major bridges serving Middlesex County include Albany Street, John Lynch Sr. Memorial, Victory, Driscoll, Edison, Morris Goodkind, Douglas Goodkind, Ellis S. Viesner, Basilone, Route 1, and the Landing Lane.

According to the 2020 U.S. Census, with a population in excess of 863,000, Middlesex is the second most populated county in New Jersey. Middlesex County is densely populated with 2,794 people per square mile.

Middlesex County's population is richly diverse. Residents identify primarily as White (44.3%), Black (23.9%), and Hispanic/Latino (20.4%). Immigrants hail from India (33.4%), Dominican Republic (8.1%) and Mexico (6%). Middlesex also welcomes immigrants from

China, Philippines, Pakistan, Poland, Egypt, Ukraine, Italy, and many more. Nearly 25 percent of the population identifies as Asian, more than twice that of the region and state. *(Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017)*

The median household income is \$93,418. The median home value is \$359,000. Approximately 63 percent of the population own their homes. *(Source: <https://datausa.io/profile/geo/middlesex-county-nj>)*

There are over 23,000 employers in Middlesex County. The average one-way commute time is 33/4 minutes. Forty-eight percent of the population is employed. Seventy eight percent drove alone. Public transportation passengers are at 9.8 percent and carpoolers are at 9.7 percent. *(Source: <https://datausa.io/profile/geo/middlesex-county-nj#housing>)*

There are five institutions of higher learning in Middlesex County. They are Middlesex County College, Princeton University (Forrestal Campus), Rutgers, the State University, University of Medicine and Dentistry, and DeVry University.

According to the NJ Hospital Association, there are 10 hospitals in Middlesex County.

### **Goals and Objectives**

Safer road conditions, reliable transportation choices, and smarter land use decisions enhance the economic, physical, and human environments. They are the heart of KMM's mission as adopted by KMM's Board of Trustees over 30 years ago. The staff is dedicated to addressing the needs of commuters, employers, and local, county, and state governments as KMM works to implement a broad and ever-expanding menu of transportation demand management programs and services that support and enhance improved mobility and safety, cleaner air, and sustainability in Middlesex County. KMM's portfolio contains activities that address NJTPA's goals and objectives including Accessibility, Economic Development, Reliability, Environmental Sustainability, Safety, Street Smart, and Coordinated Human Services Transportation.

### **Title VI/Environmental Justice**

Middlesex County is a melting pot of nationalities, languages, race, and incomes. The largest numbers of immigrants hail from India (33.4%), Dominican Republic (8.1%) and Mexico (6%). Middlesex also welcomes immigrants from China, Philippines, Pakistan, Poland, Egypt, Ukraine, Italy, and many more. Nearly 25 percent of the population identifies as Asian, more than twice that of the region and state. *(Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)*

More in line with state and regional figures, about 21 percent of the population are Hispanic or Latino. The largest subgroups are Puerto Rican (28%), Dominican (19.5%) and Mexican (17.9%). *(Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)*

At 15.9 percent, a higher than average of residents, have limited English proficiency. Spanish speakers comprised 7.2 percent of those with limited English. Indo European speakers comprise 5 percent. Asian and Pacific Islanders are at 3.1 percent. In total, there are a greater number of LEP speakers in Middlesex County than in the region and state. *(Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)*

Residents identify primarily as White (44.3%), Black (23.9%), and Hispanic/Latino (20.4%). (Source: *Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.*)

According to the US Census Bureau, 8.5 percent of the County’s 837,000 population live in poverty. (Source: <https://www.census.gov/quickfacts/middlesexcountynewjersey>, July 2019)

NJTPA programs integrate Title VI, Environmental Justice (EJ) and additional civil rights authorities’ requirements into the planning process. These require consideration of a variety of community demographics, including minority status, place of birth, low income, Limited English Proficiency, age, disability status, sex, zero vehicle households, and education. For the purpose of identifying traditionally underserved populations across our service area, KMM examined minority status, low income, and Limited English Proficiency.

To identify communities for the purposes of Environmental Justice, KMM referred to US Census Quick Facts (<https://www.census.gov/quickfacts/fact/table/US/PST045219>) for the year 2019. QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.

KMM established the following minimum criteria: 30 percent minority, 20 percent low income, 10 percent limited English, and 25 percent Hispanic or Latino. The communities which met all three criteria are below.

	<u>Minority</u> <u>30%</u>	<u>Low</u> <u>Income</u> <u>20%</u>	<u>Limit</u> <u>English</u> <u>10%</u>	<u>Hispanic or</u> <u>Latino</u> <u>25%</u>
<u>Perth Amboy**</u>	<u>88.9</u>	<u>43.2</u>	<u>35.2</u>	<u>80.4</u>
<u>New Brunswick**</u>	<u>75.3</u>	<u>60.8</u>	<u>30.9</u>	<u>50</u>
<u>Carteret**</u>	<u>72.5</u>	<u>29.9</u>	<u>18.9</u>	<u>35</u>
<u>Dunellen</u>	<u>47.8</u>	<u>24.8</u>	<u>15.5</u>	<u>29.6</u>
<u>Highland Park</u>	<u>42.4</u>	<u>21.9</u>	<u>10.8</u>	<u>16</u>
<u>South River</u>	<u>40.5</u>	<u>25.1</u>	<u>21.3</u>	<u>24.6</u>
<u>Jamesburg</u>	<u>36.8</u>	<u>36.8</u>	<u>13.8</u>	<u>24.9</u>
<u>Middlesex</u>	<u>38.6</u>	<u>19.5</u>	<u>10.0</u>	<u>23.7</u>
<u>North Brunswick</u>	<u>65.7</u>	<u>20.2</u>	<u>12.7</u>	<u>20.7</u>

- (\*\*Safe Routes to School Disadvantaged Communities)

While no community will be excluded from programming, due to budgeting constraints and staffing limits, KMM will concentrate outreach and programming on Perth Amboy, New Brunswick, Carteret, and Dunellen. In addition to meeting minimum criteria, Perth Amboy, New Brunswick, and Carteret are Safe Routes to School Disadvantaged Communities. KMM is supporting Dunellen's efforts to implement a Complete and Green Streets policy. The three areas in which KMM will focus programming are:

- CHSTP – prioritize underserved groups, identify needs, inventory existing mobilities
- Safety Education – expand Spanish language safety programming, including Street Smart NJ and SRTS
- Accessibility – expand walkability audits and assessments in communities of concern

*This data was obtained from Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.*

**KEEP MIDDLESEX MOVING, INC.**  
**PROGRAM REPORT FY 2024**

**GOAL AREA: ACCESSIBILITY**

**Description:** KMM will use direct outreach, social media, and other messaging to educate and inform commuters about transportation options and encourage them to try new commute modes. KMM will support an Emergency Ride Home program.

**Strategy:** Trip planning and information including rideshare matching, alternative commuting, emergency ride home, and social media outreach

**Description:** KMM will provide trip planning and mobility information to the public via phone, email, in person events, publications, social media, and the web (kmm.org). Activities include but are not limited to promoting alternative commuting, ridematch services, car/vanpool matching, and transit. Using NJRideshare.com, KMM provides ridematch services and transportation information to commuters. Qualified commuters may enroll in KMM's Emergency Ride Home program, which reimburses commuters up to \$50 for each emergency ride for a maximum of three rides annually. KMM will participate in the continued enhancement and maintenance of the ride matching system. KMM supports a "Transit First" policy.

**Products and Outcomes:**

- Information, rideshare matching, trip planning, emergency ride home

**Strategy:** Bicycle and pedestrian encouragement

**Description:** A member of the Middlesex County 2040 Transportation Sub Committee and the Bike Easy, Walk Safely Technical Advisory Committee, KMM works with the Middlesex County Transportation Department. The 2040 Transportation and Mobility Action Plan Framework envisions a county that is "one of the easiest places to travel." Travel choices are numerous, accessible, reliable, and safe. KMM is committed to this vision.

With direction from the Department of Transportation and Office of Planning, KMM may assist Middlesex County with implementing recommendations of the Pedestrian and Bicycle Master Plan currently in development and be instrumental in developing, implementing, and supporting appropriate communications tools.

KMM is a member of Healthier Middlesex. In addition to participating in meetings, KMM may conduct outreach and promotion, collect data, and assist in planning activities.

**Products and Outcomes:**

- In consultation with and with direction from the Middlesex County Department of Transportation and the Planning Division, KMM will undertake activities which support the Transportation component of the Middlesex County 2040 plan. Such activities could include but not be limited to outreach, data gathering, and promotion on social media platforms.

- In consultation with and with direction from the Middlesex County Department of Transportation and the Planning Division, KMM will undertake agreed upon activities which implement recommendations of the Pedestrian and Bicycle Master Plan. Activities could include but not be limited to outreach, data gathering, and promotion on social media platforms.

## **GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** KMM's relationship with Middlesex County employers is enhanced by our partnership with the Middlesex County Department of Business, Education and Opportunity, the Middlesex County Regional Chamber of Commerce, the Middlesex County Convention and Visitors Bureau, and Einstein's Alley. These associations enable KMM to encourage, provide, and implement transportation demand management, environmental, and safety programming within our service area.

Through its Autonomous and Smart Mobility Initiative, Middlesex County is creating Data City in partnership with Rutgers University, Verizon, and others to study electric, connected, and autonomous vehicle technology, including a first and last mile service. KMM will support the County's program by engaging the County's major employers to participate in the initiative.

KMM may provide Smart Workplaces Recognition.

**Strategy:** Workplace based transportation demand management including outreach, emergency ride home, and Smart Workplaces recognition

**Description:** Through on-site activities such as on-site events, surveys, rideshare programs and incentives, KMM is ready to assist employers and employees with commute options as well as environmental and safety programming. Employers are encouraged to offer incentives.

KMM may recognize employers which have made an effort to bring commute options to their worksites with Smart Workplace for Commuters awards. KMM will market and promote Economic Development programming through various social media platforms and will develop and host podcasts and webinars featuring topics relevant to economic development.

### **Products and Outcomes:**

- Outreach, implementation, and promotion in person and via social media and Smart Workplaces recognition.

**Strategy:** Middlesex County Data City

**Description:** With direction from the Middlesex County Department of Transportation and Division of Planning, KMM will engage major employers in the region to support participation in Data City's First and Last Mile project.

### **Products and Outcomes:**

- Engage with employers to support participation in Data City's First and Last Mile project



**Strategy:** Employer Liaison

**Description:** Act as a liaison between employers and NJTPA for the purpose of outreach to the business community as requested by and in coordination with NJTPA.

**Products and Outcomes:**

- Serve as a liaison between businesses and NJTPA as requested

**Strategy:** Promotion of Non-SOV Travel Through Business Associations and Organizations

**Description:** KMM works closely with the Middlesex County Department of Economic Development, Middlesex County Regional Chamber of Commerce, the Convention and Visitors Bureau, and Einstein’s Alley. These relationships provide opportunities to promote non-SOV travel modes to businesses and organizations in our service area.

Examples of events in which KMM may participate include but are not limited to Diversity Business Expo, Hispanic Business Expo, Networking events, Women's Leadership Summit, Leaders of Distinction, Interactive Workforce and Economic Development, and Destination Middlesex. Activities at these events may include but not be limited to attendance, tabling, presentations, promotion, social media, surveys, other initiatives, or participation in meetings.

**Products and Outcomes**

- Present travel alternative to businesses in Middlesex County.

**Strategy:** Transportation Conference

**Description:** KMM proposes to partner with the Middlesex County Regional Chamber of Commerce to host a Transportation Conference. The agenda of the Conference follows loosely the priorities of the US Department of Transportation – safety, climate/sustainability, equity, and transformation. KMM envisions a half day session with panels featuring “experts” in the field. For example, a Safety panel might include a Safe Routes to School Coordinator, a NJ Vision Zero Task Force member, a representative of a Vision Zero community. The “Transformation” panel might address design for the future/context sensitive design. Representatives of NJTPA, Cranbury, and Dunellen could be presenters. The intended audience includes corporate leaders, government officials, planners, environmentalists, those involved in transportation, and others.

**Products and Outcomes:**

- Transportation Conference in conjunction with the Middlesex Regional Chamber of Commerce and other regional partners.

**GOAL AREA: RELIABILITY**

**Description:** KMM supports a dependable and predictable transportation system through interagency coordination and communication of disruptions throughout Middlesex County.

**Strategy:** Emergency Response/Contingency Plan

**Products and Outcomes**

- Maintain, refine, and test an emergency response plan

**Strategy:** Construction and event related congestion mitigation

**Description:** KMM coordinates with various agencies to obtain information regarding emergencies, special events, construction activity, and related traffic mitigation efforts. Activities could include but not be limited to shared ride services and staggered work hours within the impacted area. Our partners include NJTPA, Port Authority, NJ Transit, Middlesex County Department of Transportation, NJDOT, and the Central Jersey Transportation Forum.

**Products and Outcomes:**

- Ongoing communication and cooperation with our partners.

**Strategy: Travel Alerts**

**Description:** KMM disseminates traffic, emergency, and non-emergency information through its Information Notification Network (INN), a free service which allows subscribers to customize the alerts they wish to receive. Subscribers may register online or by downloading an app. KMM also shares information via social media.

**Products and Outcomes**

- Disseminate emergency and non-emergency information via INN and social media.

**GOAL AREA: ENVIRONMENTAL**

**Description:** KMM has long supported the increased use of electric vehicles, sponsoring seminars, workshops, drive EV events, and most recently webinars and podcasts addressing EV Charging Stations, Drive Electric Week, and Stress on the Electrical Grid. KMM has also invited respondents to test their knowledge of EVs in a quiz and has surveyed Middlesex County communities to ascertain the availability of public EV charging stations and interest in building electric fleets. In July 2021, Governor Murphy signed legislation that will require the installation of charging stations or make ready spaces in new developments. Additionally, EVs, charging stations, and autonomous vehicles are key components of the Middlesex County 2040 Plan. KMM is a member of the Action Planning Team which is developing the county's EV Plan.

**Strategy:** Electric vehicles

**Description:** If NJ is to meet its goal of 330,000 EVs on the road by 2025, we have to work fast. As of June 2022, only 80,853 battery or plug in EVs were registered in NJ. The Governor's signature on S 3223 which requires the installation of charging stations and make ready parking will be a big help. NJ is offering financial incentives for residential EV chargers and has one of the highest "cash on the hood" offers in the country. In Year 3 of Charge Up NJ, EV purchases may qualify for up to \$4000.

KMM will continue to educate automobile owners and municipal governments about the benefits of EVs, to support adoption of EV ordinances, and to encourage the installation of charging stations.

KMM will support Middlesex County's EV Readiness Plan which is expected to be published in May 2023. With guidance from the Middlesex County Department of Transportation and the Division of Planning, KMM will encourage all municipalities to have a public EV charging

station plan with a goal of having more public EV charging stations in the County. KMM will provide technical assistance to municipalities in their preparation of their plans, starting with piloting support for at least one municipality.

Drive Electric Earth Day in April and Drive Electric Week in September are opportunities for community drive events, podcasts, articles in Mobility Matters (KMM's e-newsletter), and social media postings which promote electric vehicles.

**Products and Outcomes:**

- Support the increase of public EV charging stations throughout Middlesex County by encouraging municipalities to develop public EV charging station plans, providing technical assistance where needed with a pilot program.
- Encourage the purchase of EVs and the installation of charging stations through education and dissemination of information.

**Strategy:** Recognize EV accomplishments

**Description:** Develop criteria to recognize the achievements of Middlesex County employers and municipalities in furthering adoption of electric vehicles. Present certificates of achievement.

**Products and Outcomes**

- Recognition of Middlesex County employers and municipalities for efforts to promote the use of electric vehicles.

**Strategy:** Air Quality Education

**Description:** In 2020, NJDEP issued a Scientific Report on Climate Change. The purpose of the report is to gather in one place current knowledge and data about climate change to help decision makers understand and respond appropriately. As stated in the Report, "these impacts are significant and wide ranging, requiring a comprehensive and forward-thinking response by all levels of government, economic sectors, communities, and populations." Further the Report notes, "human activities, particularly the emission of heat trapping greenhouse gases from the burning of fossil fuels and land use changes like deforestation have increased atmospheric carbon dioxide concentrations to more than one third since the early 1900s and are now the primary driver of climate change." In 2021, NJ issued The Resiliency Report, which maps actions that may be taken to combat climate. KMM will provide air quality education and alerts and implement education campaigns focused on climate change and greenhouse gas emissions. Activities targeted to the general public as well as local officials may include but not be limited to presentations, podcasts, workshops, and social media. KMM will distribute ozone alerts.

KMM will offer municipalities and schools an Anti-Idling Toolkit which can be used to implement a community based anti-idling education and promotion campaign.

High School students who have made a positive impact in their communities to cut greenhouse gas emissions and improve environmental equity will be recognized with Certificates of Environmental Stewardship.

## **Products and Outcomes:**

- Distribute air quality alerts and deliver climate change and greenhouse gas education
- Anti-Idling toolkit
- High School Environmental Stewardship Award

## **GOAL AREA: SAFETY**

**Description:** KMM has developed a menu of safe mobility educational programming for all modes and ages. Flag It!, Paint the Pavement, The Jay Walker Show, My Mobility Plan, Teen Distracted Driving, and street audits are offered to Middlesex County municipalities. KMM also produces several podcasts and webinars dedicated to safety. Additionally, KMM has created custom programs for libraries and produced a Distracted Driving video with East Brunswick TV. In FY 24, KMM will continue to focus on driver, pedestrian, and bicyclist behavior as designated in the 2020 Strategic Highway Plan. KMM will reference components of Destination 2040 and will support the county plan to implement Vision Zero. KMM will deliver broad safety messaging across media platforms including podcasts and webinars. KMM proposes to assist municipalities or community groups with the development and implementation of temporary, low cost initiatives to expand mobility opportunities. In coordination with NJTPA, KMM will support municipalities which seek to plan and implement temporary demonstration projects.

**Strategy:** Middlesex County Safety Action Plan (MCSAP)

**Description:** FHWA describes a Local/County Safety Action Plan as a “framework” which may be used to identify, analyze, and prioritize road safety improvements with the result of reducing fatalities and serious injuries. With direction from the Middlesex County Department of Transportation and the Division of Planning, KMM will support the implementation of countermeasures as identified in the MCSAP.

The activities in which KMM may engage are not limited to:

Assistance in developing or implementing municipal Complete Streets policies. KMM is supporting the implementation Dunellen’s Complete and Green Streets and is working with Cranbury and the Bicycle/Corridor Network Plan. Our activity would be driven by the need of the municipality. That need may include but not be limited to road safety and speed audits, a sidewalk inventory, intersection assessments, identification of bike corridors, implementation of a temporary demonstration project, or participation as a stakeholder on a technical advisory committee or workshop; assistance in implementing Vision Zero across Middlesex County. In 2022, Middlesex became the first NJ county to commit to Vision Zero. Subsequently, KMM’s Board of Trustees adopted Vision Zero resolution in October 2022. Concurrently, KMM asked each municipality to adopt a Vision zero resolution in advance of World Day of Remembrance in November. KMM’s role in Vision Zero could include but not be limited to education (printed material, podcasts, social media, safety training) and participation in activities to support Middlesex County’s Vision Zero initiative.

With direction from the Middlesex County Department of Transportation and Division of Planning, KMM will reach out to hospitals in Middlesex County to regularly obtain data on injuries and fatalities on all county roads (pending agreement of hospitals to provide this

information and that there are no conflicts with HIPA rules), initiate social media marketing campaigns to raise awareness of Vision Zero, to bring about a cultural change that shifts responsibility from victims to an unsafe system, and include Vision Zero in Safe Routes to School programming, and educate local police departments about Vision Zero. KMM will seek to incorporate traffic crash victim stories in Vision Zero outreach, working with community and safety advocacy partners and in coordination with Middlesex County.

With direction from the Middlesex County Department of Transportation and Division of Planning, KMM will engage major employers in the region to support the goals of Data City's First and Last Mile.

### **Products and Outcomes**

- Implementation of Complete Streets activities
- Implementation of Vision Zero marketing and education
- Support goals of Data City's First and Last Mile

**Strategy:** Traffic Safety Outreach and Education

**Description:** KMM will address the priority areas named in the NJ Strategic Highway Safety Plan: equity, lane departure, intersections, driver behavior, pedestrians and bicyclists, other vulnerable road users, and data. Drowsy, distracted, aggressive, and impaired driving, infant/child safety seats, seat belt use, wildlife related accidents, and vehicle maintenance are other topics which KMM might address to the general public as well as community leaders, emergency personnel, and others. The types of educational activities in which KMM may engage include but are not limited to live presentations, podcasts, and other social media.

KMM will support communities who wish to implement Street Smart campaigns.

### **Products and Outcomes**

- Present safety messaging and programming across all platforms
- Support Street Smart campaigns

## **GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** Throughout 2022, Middlesex County continued to develop its Coordinated Public Transit-Human Services Transportation Plan known as "Forward Together." The plan was last updated in 2012. Middlesex County has contracted with Rutgers University-Voorhees Transportation Center to work with the Department of Transportation and the Office of Planning for development of the Plan. KMM is a member of the Technical Advisory Committee.

KMM shares Middlesex County's desire to "bring innovative, integrated, accessible, and seamless mobility" to underserved populations. Like Middlesex County, we are aware "the right systems and services can create access to employment, education, social supports, and personal independence" and desire to partner to "bring about meaningful quality of life improvements for seniors age 65+, people with disabilities, veterans, low-income people including those at risk of homelessness, and those with limited English proficiency." KMM will consult with the Department of Transportation and the Office of Planning to identify specific opportunities to

which KMM may contribute.

**Strategy:** Implementation of Forward Together coordinated public transit human services transportation plan recommendations

**Description:** The Middlesex County Department of Transportation and the Office of Planning have defined specific tasks for KMM in support of the Forward Together coordinated public transit human services transportation plan. These tasks are: develop PSAs to advertise the existence of transit opportunities within walking distance, create a survey tool for MCAT to obtain input/feedback from passengers, and participate in the MCAT Community Advocacy Committee.

**Products and Outcomes:**

- Develop PSAs to advertise the existence of transit opportunities within walking distances
- Create a survey tool for MCAT to obtain input/feedback from passengers
- Participate in the MCAT Community Advocacy Committee

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** KMM will provide administrative support for the FY 2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** KMM will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year's work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**WORK FUNDED BY OTHER SOURCES**

**Description:** This goal activity outlines work funded from other sources

**Strategy:** NJDOT Safe Routes to School

**Description:** Activities completed for the NJDOT Safe Routes to School program include but

are not limited to classroom exercises, Walk to School Day, Dads Walk to School, walking school buses, school traffic safety audits and school travel plans, bike rodeos, a bookmark contest, and walk hubs.

**Products and Outcomes:**

- Implementation of NJDOT Safe Routes to School program

**Strategy:** NJ Transit

**Description:** KMM supports a "Transit First" policy. The NJ Transit work program includes the following categories: Information, Advocacy, Outreach, and Feedback. Activities include but are not limited to Car Free Day, Ticket to Work, vanpool sponsorship, empty seat subsidy, bike lockers rentals, dissemination of information, marketing promotion and transit fairs.

**Products and Outcomes:**

- Implementation of NJ Transit programs

**Strategy:** Highway Traffic Safety

**Description:** For the NJ Division of Highway Traffic Safety grant, KMM proposes to develop and deliver a “sidewalk study,” taking teen students out of the classroom and placing them onto sidewalks. The purpose of this field exercise is to sensitize prospective drivers to the challenges of being a pedestrian or bicyclist through observation, participation, and audit.

**Products and Outcomes:**

- Implement a “sidewalk study” class for prospective teenage drivers.

## **KEEP MIDDLESEX MOVING**

### **PROMOTION PLAN FY 2024**

Keep Middlesex Moving will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated on a quarterly basis and submitted to the TMA Project Manager with the quarterly report attachments.

#### **Media Formats**

Keep Middlesex Moving will use the following types of media in FY 2024 for the promotion of the programs, goals, and objectives of the work program:

- **Twitter:** The Twitter platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, Economic Development, and CHSTP and a promotion for blog posts, significant traffic alerts, TMA related news, and transportation related items of interest using the handle @MiddlesexCmuter. Effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets.
- **Facebook:** The Facebook platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, Economic Development, and CHSTP and a promotion for blog posts, TMA related news, and transportation related items of interest using the handle @KeepMiddlesexMovingInc. Effectiveness will be tracked by the number of followers, post shares, and active engagement and outreach numbers.
- **Instagram:** The Instagram platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, Economic Development, and CHSTP and a promotion for blog posts, TMA related news, and transportation related items of interest using the handle @KeepMiddlesexMoving. Effectiveness will be tracked by the number of followers, likes, and overall engagement and outreach numbers.
- **TikTok:** The TikTok platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, Economic Development, and CHSTP and a promotion for blog posts, TMA related news, and transportation related items of interest using the handle @KeepMiddlesexMoving. Effectiveness will be tracked by the number of followers, likes, and overall engagement and outreach numbers.
- **YouTube:** The YouTube platform will be used as a library of KMM produced short videos and recorded webinars, podcasts and live event related to programs that fall under Accessibility, Reliability, Environmental, Safety, CHSTP and Economic Development using the channel, Keep Middlesex Moving. Videos will be categorized by subject matter. Effectiveness will be tracked by the number of followers, likes, and overall engagement and outreach numbers.



- **Radio:** Radio will be used as a delivery system for short 30 second radio messages related to programs that fall under Accessibility, Reliability, Environmental, Safety, CHSTP, and Economic Development. Each radio spot will have a call to action that will allow us to track its effectiveness.
- **E-Newsletters:** The TMA will publish a bi-monthly e-newsletter named Mobility Minute which will be emailed to the KMM database (currently 2170 active users). The newsletter will discuss issues of local and regional importance, as well as promote the TMA’s work program efforts, especially for those interested in environmental education and worksite based TDM and highlight the programs and active engagement on our social media platforms. Effectiveness will be tracked by measured open and forward rates for each “story” listed in the issue.
- **Kiosks:** KMM will create ads that will be placed in kiosks in local malls. The static photo will provide a message and a QR code for viewers to access. Each message lasts 2-4 weeks. We will promote programs that fall under Accessibility, Reliability, Environmental, Safety, CHSTP, and Economic Development. Each radio spot will have a call to action that will allow us to track its effectiveness.

### **Goal Area Activity Promotion Plans**

Keep Middlesex Moving plans use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok
- KMM will provide information about trip planning, information, and emergency ride home. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.
- KMM will conduct activities supporting Middlesex 2040 Plan and Healthier Middlesex Initiatives. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks.

#### ***Economic Development***

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters
- KMM will promote Smart Workplaces recognition and workplace outreach. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.

#### ***Reliability***

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok
- KMM will maintain, update, and test its Emergency Response Plan. We anticipate using the KMM website to list our plan.

- KMM will coordinate with various agencies to obtain information regarding emergencies, special events, construction activities, and related traffic mitigation efforts. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks.
- KMM will disseminate traffic and emergency information through the Information Notification Network (INN), a free service which allows subscribers to customize the alerts they wish to receive via a download app or email.

### ***Environmental***

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks / TikTok
- Keep Middlesex Moving will post a variety of media messages promoting the air quality education and alerts and implement an educational campaign focused on climate change and greenhouse gas emissions by offering presentations to stakeholders, readiness planning, drive and ride events, webinars, and podcasts. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats Twitter, Facebook, Instagram, TikTok YouTube, Radio, E-Newsletters.
- KMM proposes to produce educational materials, programs, webinars, podcasts gathering information from expert sources for such topics as Climate Change, Electric Vehicle Charging Stations, Micro mobility. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks.

### ***Safety***

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok
- Keep Middlesex Moving will post a variety of media messages promoting Vision Zero and Street Smart. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters
- Keep Middlesex Moving will post a variety of media messages about equity, lane departure, intersections, driver behavior, pedestrians and bicyclists, other vulnerable road users, as well as drowsy, distracted, aggressive and impaired driving, infant/child safety seats, seat belt use, wildlife related incidents, vehicle maintenance, and the Be a Better Driver Campaign. We anticipate utilizing the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks.

### ***Coordinated Human Services Transportation***

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok
- Keep Middlesex Moving will post a variety of media messages in support of implementation of Middlesex County's Forward Together CHSTP. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2024 WORK PROGRAM**

**BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 217,990		
	2. FRINGE BENEFITS	86% FT, 0% PT	\$ 187,472		
			<b>SUBTOTAL \$ 405,462</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 369		
	3. PRINTING & REPRODUCTION		\$ 2,517		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 24,180		
			<b>SUBTOTAL \$ 27,067</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	86.00%	\$ 187,472		
			<b>SUBTOTAL \$ 187,472</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 620,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share: \$</b>	<b>620,000</b>	<b>Local Share: \$</b>	<b>-</b>	<b>Total: \$</b>	<b>620,000</b>
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**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2024 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 500.00
Advertising such as Radio, Print, Social Media, Kiosks	\$ 20,680.00
Podcast Editor	\$ 3,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 24,180.00</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2024 WORK PROGRAM**

**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	1,427	\$ 133,101	\$ 18,197	\$ 61,542	\$ -	\$ 212,840
Core Goal Area Activities - Economic Development	530	\$ 46,332	\$ 684	\$ 21,422	\$ -	\$ 68,438
Core Goal Area Activities - Reliability	354	\$ 33,638	\$ 679	\$ 15,553	\$ -	\$ 49,870
Core Goal Area Activities - Environmental	630	\$ 59,482	\$ 3,255	\$ 27,502	\$ -	\$ 90,240
Core Goal Area Activities - Safety	975	\$ 88,342	\$ 3,697	\$ 40,846	\$ -	\$ 132,885
Core Goal Area Activities - Coordinated Human Services Transportation	108	\$ 9,986	\$ 554	\$ 4,617	\$ -	\$ 15,157
Core - Program Management	335	\$ 34,581	\$ -	\$ 15,989	\$ -	\$ 50,570
<b>TOTAL</b>	<b>4,359</b>	<b>\$ 405,462</b>	<b>\$ 27,067</b>	<b>\$ 187,472</b>	<b>\$ -</b>	<b>\$ 620,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William Neary, Executive Director	44%	795
Roberta Karpinecz, Director of Operations	60%	1,094
Crisitna Fowler, Marketing Manager	64%	1,156
Arlene Holt, Program Coordinator	63%	1,140
Lynne Cuevas, Program Coordinator	8%	139
Christopher Gonda, Program Coordinator	2%	35
<b>TOTAL*</b>	<b>40%</b>	<b>4,359</b>

\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.



**NJTPA FY 2024 UPWP  
TRANSPORTATION  
MANAGEMENT ASSOCIATION  
PROGRAM**

RideWise  
FY 2024 WORK  
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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

RideWise Inc. (formerly Somerset Alliance for the Future DBA RideWise of Raritan Valley) was created in 1990 by business leaders, public officials and non-profit executives to address transportation, traffic congestion and their impact on quality of life in Somerset County. The agency serves 20 of Somerset County's 21 municipalities. Montgomery Township is served by Greater Mercer TMA.

RideWise is an independent, 501(c)3 organization that is governed by a Board of Directors made up of representatives from the public and private sector. The agency's mission is to "connect people and businesses to safe and sustainable travel options that enhance quality of life and create a vibrant economy." The organization serves Somerset County as a navigator, educator and resource by being the go-to organization for information on travel options.

RideWise is funded through reimbursable contracts with NJTPA, NJ TRANSIT, NJDOT and FHWA. Additional funding is solicited from private sources, including grants from foundations and other charitable organizations for program-specific support. Sponsorships are solicited from local businesses for the agency's annual recognition breakfast. The organization does not accept membership, nor does it charge any fees for service except for bike locker rentals at the Raritan Rail station.

RideWise maintains an office in Bridgewater at 360 Grove Street, sharing office space with the Somerset County Business Partnership. This collaborative relationship with the Business Partnership provides key connections to business contacts that support the agency's work with business and tourism. RideWise employs 6 full-time employees.

### **Geographic and Demographic Information**

Somerset County is located in north-central New Jersey, about 40 miles west of New York City and 60 miles northeast of Philadelphia. The County's 21 municipalities encompass 301 square miles that are characterized by diverse landscapes, ranging from urban and suburban neighborhoods to rural countryside. Somerset County is the 13<sup>th</sup> largest county by area and is bordered by Hunterdon, Mercer, Middlesex, Morris and Union Counties. Somerset County's total population in 2020 was 345,361. The median age of residents is 42.2 which is slightly higher than the median age in New Jersey of 40.3.

## Population by Age Range

Under 5 years	5.1%
Under 18 years	21.9%
18 years and over	78.1%
65 years and over	15.8%
Female residents	50.7%

2020 ACS 5-Year Estimates Data Profiles

## Population by Municipality

Bedminster	8,162
Bernards Township	27,747
Bernardsville	7,808
Bound Brook	11,919
Branchburg	14,752
Bridgewater	46,350
Far Hills	no 2021 data
Franklin Township	68,428
Green Brook	7,275
Hillsborough	42,986
Manville	10,812
Millstone	no 2021 data
North Plainfield	22,497
Peapack-Gladstone	no 2021 data
Raritan	9,096
Rocky Hill	no 2021 data
Somerville	12,559
South Bound Brook	no 2021 data
Warren	15,782
Watchung	6,846

2021 ACS 5-Year Estimates Data Profiles

## Language Spoken at Home

**34.5%** +/- 1.6%

Language Other Than English Spoken at Home in Somerset County, New Jersey

**31.7%** +/- 0.3%

Language Other Than English Spoken at Home in New Jersey

| 2021 American Community Survey 1-Year Estimates

## Types of Language Spoken at Home

English only	68.4%
Spanish	11.4%
Other Indo-European languages	10.2%
Asian and Pacific Islander languages	8.6%
Other languages	1.3%

2020 ACS 5-Year Estimates Data Profiles

## Native and Foreign Born

**27.8%** +/- 1.4%

Foreign Born population in Somerset County, New Jersey

**23.0%** +/- 0.3%

Foreign Born population in New Jersey

2021 American Community Survey 1-Year Estimates

The racial and ethnic distributions vary widely across towns in Somerset County. According to the County's Community Health Needs Assessment, the majority of residents in Branchburg (83.1%), Bernardsville (82.4%), Watchung (76.8%), and Bedminster (76.0%) identified as White; in comparison, more than one in every two residents in Bound Brook, Franklin, North Plainfield, and South Bound Brook identified as non-White in 2015- 2019. Somerset County's White population saw the largest decrease - 18 percent - since 2010. The two categories that saw the biggest increases 2010 were Asian and Hispanic populations. (*U.S. Census Bureau, 2020 Decennial Census*).

## ***Race & Ethnicity***

	<b><i>Somerset County</i></b>	<b><i>New Jersey</i></b>
<i>White</i>	185,499	5,112,280
<i>White (not Hispanic/Latino)</i>	177,411	4,816,381
<i>Asian</i>	67,309	950,090
<i>Hispanic/Latino</i>	57,379	2,002,575
<i>Black/African American</i>	31,842	1,219,770
<i>American Indian/Alaska Native</i>	1,520	51,186
<i>Native Hawaiian/Pacific Islander</i>	98	3,533
<i>Two or More Races</i>	31,239	903,494
<i>Some Other Race</i>	27,854	1,048,641

*U.S. Census Bureau, 2020 Decennial Census*

## ***Income & Housing***

According to the 2021 American Community Survey 1-Year Estimates, Somerset County has a poverty rate of 5.2 percent, which is half the rate in the state (10.2%). The median income is \$124,764 which is well above the median household income of \$89,296 in New Jersey. In 2020, there were 131,822 households in Somerset County. Median property values are between \$300,000 and \$999,999. The rate of homeownership is 76.8 percent, which is higher than the New Jersey average. The median rent is \$1,750, which is higher than the median rent in New Jersey (\$1,457). (*2021 American Community Survey 1-Year Estimates*)

## ***Workforce***

There were a total of 9,773 employer establishments in Somerset County according to 2020 Census Data. The total workforce population - 186,643 - is five percent of the overall employment population in New Jersey. (*U.S. Census LEHD 2019*)

The COVID-19 pandemic had a major effect on the unemployment rate. In 2019, Somerset County reported an unemployment rate of three percent. During the pandemic, unemployment rates increased to a peak of 12.8 percent for Somerset County in June 2020. American Community Survey 2021 estimates indicate the employment rate in Somerset County is 64.4 percent, compared to New Jersey's employment rate of 60.2 percent. Within Somerset County, 58.2 percent of residents have a bachelor's degree or higher. However, educational attainment and resources varied among residents. Manville, Bound Brook, South Bound Brook, North Plainfield, and Raritan had the largest populations of residents with a high school diploma or less in Somerset County. (*Bureau of Labor Statistics, Local Area Unemployment Statistics, 2011-2019 and Bureau of Labor Statistics, Local Area Unemployment Statistics, 2020-2021*)

### ***Transportation Network***

Transportation assets in Somerset County include an extensive network of state and federal highways and local and county roads, passenger and freight railroads, bus services, and pedestrian and bicycling amenities. Interstate 287 (I-287, N/S) and Interstate 78 (I-78, E/W) intersect the heart of Somerset County. I-287 serves as the outer beltway west of New York City through the north-central section of Somerset County. Meanwhile, I-78 spans east to west in the northern third of Somerset County, and connects to New York City, as well as Pennsylvania's Lehigh Valley (Allentown, Bethlehem, and Easton) and beyond.

Somerset County has two NJ TRANSIT rail lines, seven NJ TRANSIT bus routes, ten Somerset County bus routes, one LINK bus (shared with Hunterdon County) and three private bus carriers (Trans-Bridge Lines, Lakeland & Suburban Transit). Regional bus service to/from NYC is provided by NJ TRANSIT, Lakeland Bus Lines, Trans-Bridge Lines and Suburban Transit/Coach USA. Some of these services have not been fully restored post-COVID. Passenger rail service is provided by NJ TRANSIT by two lines that connect passengers to Newark, Jersey City, and New York City. The Raritan Valley Rail line runs through five Somerset County municipalities with rail stations in Branchburg Township, Raritan and Somerville Boroughs, Bridgewater Township, and Bound Brook Borough. The Gladstone Branch - Morris & Essex Line - runs through four Somerset County municipalities with rail stations in Peapack-Gladstone Borough, Far Hills Borough, Bernardsville Borough, and Bernards Township. However, large geographic portions of Somerset County, primarily in the north and south, lack transit service.

### ***Commute Patterns***

Employees in Somerset County have an average commute time of 28.8 minutes, according to the 2021 American Community Survey 1-Year Estimates. Driving alone remains the primary means of getting to work at 75.6 percent. Seven percent of residents carpool, nearly 10 percent work from home and 4.8 percent use public transit. The average car ownership in Somerset County is two cars per household. The number of zero car households is 5,339 or 4.6 percent of the total population. Forty-nine percent of residents live and work in Somerset County. Residents of Middlesex, Union, Hunterdon, Morris, and Essex account for the largest share of out-of-county employees. (*2020 ACS 5-Year Estimates Data Profiles*)

### **TMA Goals and Objectives**

RideWise's mission to connect people and businesses to safe and sustainable travel options is consistent with the goals and objectives of the North Jersey Transportation Planning Authority (NJTPA) Transportation Management Association Program, Fixing America's Surface Transportation (FAST) Act, MAP-21, Ladders of Opportunity, NJTPA's Go Farther: Coordinated Human Services Transportation Plan, NJTPA Long Range Transportation Plan, *Plan 2050: Transportation, People, Opportunity*, Together North Jersey Regional Plan, Transportation Improvement Plan (TIP), the NJTPA Unified Planning Work Program (UPWP), the NJTPA Title VI Implementation Plan and the NJTPA Transportation Demand Management and Mobility Plan.

In response to USDOT metropolitan planning organization (MPO) planning priorities and federal

transportation law, most recently updated in the Infrastructure Investment and Jobs Act (IIJA) (Public Law 117-58, also known as the Bipartisan Infrastructure Law”), the following federal emphasis areas will be incorporated into the RideWise work program:

- Tackling the Climate Crisis – Transition to a Clean Energy, Resilient Future
- Equity and Justice<sup>40</sup> in Transportation Planning
- Complete Streets
- Public Involvement
- Strategic Highway Network (STRAHNET)/U.S. Department of Defense (DOD) Coordination
- Federal Land Management Agency (FLMA) Coordination
- Planning and Environment Linkages (PEL)
- Data in Transportation Planning

RideWise is guided by four core principles, which align with the goals of NJTPA. The core principals are devoted to providing information, improving health and safety through active transportation, encouraging equity, fostering public-private partnerships, increasing mobility and connectivity, and protecting the environment,

**Educate** the public on safe and efficient ways to travel for work or recreation

**Advocate** for transportation options and enhancements to improve mobility and help the environment

**Collaborate** with the business community to help employee mobility and to connect people to jobs.

**Engage** with local government and the community to increase opportunities for biking, walking and transit usage.

## **Title VI/Environmental Justice**

RideWise prioritizes outreach and programming to disadvantaged residents and communities designated as Environmental Justice (EJ) within its service area. The transportation issues the TMA seeks to address through its NJTPA Work Program often disproportionately impact these communities and residents. These issues include poor air quality, lack of access to transportation options, lack of mobility, and high rates of bicycle and pedestrian crashes.

RideWise considers equity and environmental justice when developing and delivering programs and services. Communities and underserved populations have been identified through demographic and other data. Emphasis is on meeting the needs of minority and low income residents, those with limited English proficiency or disabilities, zero-vehicle households, and older residents.

Several of the TMA’s programs already address these needs. The TMA’s travel training program, TransitConnect, helps economically disadvantaged residents, persons with disabilities

and senior citizens access jobs and community services by learning to use the transit network. The agency's bicycle rehabilitation program, BikeConnect, provides bicycles to low-income or unemployed individuals who have challenges accessing community services and employment. Street Smart NJ pedestrian safety campaigns have been conducted in the EJ communities of North Plainfield, Franklin Township and Manville Borough.

Five of Somerset County's communities have high percentages of one or more Environmental Justice and Title VI factors. Those communities are North Plainfield, Bound Brook, Franklin, Raritan, and South Bound Brook. Safety is a primary focus of the TMA's outreach to these towns. Using Numetric, RideWise will review crash data to identify bicycle and pedestrian crash hotspots and use this data to provide safety audits, speed studies and/or Street Smart NJ education.

According to NJTPA's Subregional Diversity Profile for Somerset County, the county's percentage of Asian residents (17%) is notably higher than the region (10.6%) and the state (9.4%). The three largest Asian sub-groups in the county are Asian Indians, Chinese and Filipinos. There are 30,162 Asian Indian residents in Somerset County, making up 52.3 percent of the Asian population, higher than the percentage in the NJTPA region (44.6%) and the state (43.8%). Chinese are the second largest Asian sub-group, at 26.1 percent of the Asian population, which is a higher proportion than in both the region (17.7%) and the state (17.9%). The third largest Asian sub-group is Filipino, comprising 8.3 percent of the county's Asian population, less than the percentage in both the region (14.1%) and the state (13.7%).

In addition to being among the largest Asian sub-groups, Indians, Chinese, and Filipinos are also the top three foreign-born groups in the county. Of the county's 82,008 foreign-born residents, 24.1 percent originate from India, 8.8 percent from China, and 4.1 percent from the Philippines. Asian and Pacific Islander languages are spoken at home by 8.3 percent of the county's population or by 26,293 individuals, higher as compared to 5.4 percent of the region and 4.8 percent of the state. Individuals who both speak Asian and Pacific Islander languages at home and have limited English proficiency comprise 2.5 percent of the county's population, or 7,882 individuals, compared to 2 percent regionally and 1.9 percent statewide.

Hispanic or Latino and black or African American populations are present in Somerset County in smaller proportions compared to both the region and the state. The percentage of Hispanic residents is 14.4 percent, lower when compared to the region (21.6%) and the state (19.7%). The proportion of black or African American residents in the county is 9 percent of the population, lower when compared to the region (11.7%) and the state (12.7%).

The Somerset County communities with the largest percentage of minorities are North Plainfield (73.3 percent), Franklin (64.8 percent), Bound Brook (62.2 percent), South Bound Brook (57 percent) and Somerville (53.3 percent). Twenty-five percent of Somerset County residents were born outside of the United States, nearly double the number in the US (13.5 percent). The communities with the largest percentage of foreign-born residents are North Plainfield (32.4 percent), Bridgewater (31.5 percent), Franklin (29.6 percent), Raritan Borough (28.9 percent) and Green Brook (27.7 percent). Thirty-one percent of Somerset County households speak a

language other than English, compared to 21.5 percent in the US. The most common foreign languages spoken, after English, are Spanish (11.1 percent), Indo-European languages (9.5 percent) and Asian (8.5 percent). 9.3 percent of residents reported that they did not speak English “very well.” The communities with the largest percentage of limited English proficiency among residents are Bound Brook (24.7 percent), North Plainfield (19 percent), Raritan (12.2 percent), and Somerville and South Bound Brook at 11 percent.

North Plainfield has the largest percentage of low-income residents at 26.1 percent, followed by Manville (25.3 percent), Bound Brook (22 percent), Raritan (18.2 percent) and Franklin (16.2 percent). Somerville has the highest percentage of zero-car households at 10 percent, although this could be a lifestyle choice given the large number of rental units being built in close proximity to the train station. North Plainfield has the next highest percentage of zero-car households at 9.8 percent, followed by South Bound Brook (9.6 percent) and Manville (8.6 percent) and Bound Brook at 7.8 percent. (*U.S. Census Bureau, 2020 Decennial Census, U.S. Census Bureau, American Community Survey 2021, Somerset County Community Health Needs Assessment, and NJTPA Subregional Diversity Profile for Somerset County*)



## **RIDEWISE**

### **PROGRAM REPORT FY 2024**

#### **GOAL AREA: ACCESSIBILITY**

**Description:** Accessibility strategies will increase traveler access to alternate modes of travel other than single occupant vehicles and support the federal goal of increasing Ladders of Opportunity, particularly for traditionally underserved communities. All program activities will be promoted to the public through outreach or educational efforts. RideWise will provide advance notice of all public events to NJTPA. RideWise will coordinate with other agencies on program activities when appropriate. These agencies include NJDOT, NJ TRANSIT and Somerset County. The needs of low income, minorities, persons with disabilities and individuals with limited English proficiency will be a priority in the TMA’s program delivery and outreach efforts. Programming will include qualitative and quantitative performance measures, as appropriate, which will be recorded and reported in quarterly reports.

**Strategy:** Provide trip planning and travel information

**Description:** Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, and through digital and print communications. This includes walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.

- Manage and promote rideshare matching services under the guidance of the NJTPA, including the njrideshare.com website, if requested.
- Provide information through special events, social media or promotions, and in collaboration with “wellness” based organizations like Healthier Somerset and the Somerset County Business Partnership.
- Provide customized trip planning, bus and train schedules, information on park and ride locations, and safe bicycling and walking routes.
- Provide support to Somerset County Division of Transportation through marketing initiatives and by fielding customer inquiries for its public transit network.
- Develop, as appropriate, new incentive strategies and promote existing strategies (emergency ride home, empty seat subsidies) to encourage and support the use of sustainable travel modes.
- Facilitate, as appropriate, carpool and vanpool initiatives.
- Encourage ridesharing, walking, bicycling, transit and telecommuting as environmentally-friendly travel options through advertisements, print collateral, in-person events, resource tables and participation challenges.

#### **Products and Outcomes:**

- Requests for assistance (rideshare, trip planning, schedules, other)
- Community events/#of attendees
- Communications (digital and print)

- ERH program activity (new registrations, rides reimbursed)

**Strategy:** Provide information and services that encourage and support safe biking and walking.

**Description:** Partner with communities and schools on events and education that encourage walking and bicycling and provide information on bicycle and pedestrian safety laws and safe behavior. This activity is separate from any NJDOT Safe Routes to School program activities.

- Provide bicycle and pedestrian safety education in non-SRTS schools.
- Partner with municipalities and community groups on projects that promote and support safe biking and walking.
- Make bicycle and pedestrian safety events available to community locations e.g., summer camps, YMCAs, senior centers, libraries, etc.
- Partner with Somerset County on the development of bicycle tour maps that link local historic sites and attractions with cycling and pedestrian routes, a recommendation within the recently released Somerset County Preservation Plan.
- Provide adults in need of transportation with rehabilitated bikes through the TMA BikeConnect program. Solicit donations from the community and solicit referrals from nonprofit agencies.
- Facilitate non-motorized transportation by supporting Somerset County Office of Planning, Policy and Economic Development in the planning and development of a bikeshare program.

**Products and Outcomes:**

- Bicycle tour maps, events and/or cycling and pedestrian routes created
- Bicycle and pedestrian safety educational events
- Bicycle donations/bicycle client referrals
- Somerset County bikeshare program

**GOAL AREA: ECONOMIC DEVELOPMENT**

**Description:** Encourage the provision and implementation of transportation demand management services at employer sites, transportation facilities, recreational facilities, entertainment venues, shopping centers and other high travel locations. Potential activities include ridesharing/shared ride assistance, conducting worksite assessments, employer recognition, provision of commuter information (in-person or virtually) relocation assistance, employee surveys, transit service advocacy, information on pre-tax commuter tax benefits, lunch n learn workshops (in-person or virtually), and the development of promotions that encourage employee participation in alternate commute modes. RideWise will coordinate with other agencies on program activities when appropriate. These agencies include NJDOT, NJ TRANSIT and Somerset County. The needs of low income, minorities, persons with disabilities and individuals with limited English proficiency will be a priority in the TMA’s program delivery and outreach efforts. Programming will include qualitative and quantitative performance measures, as appropriate, which will be recorded and reported in quarterly reports.

**Strategy:** Provide worksite-based transportation demand management

**Description:** Actively pursue opportunities for encouraging, providing, and/or implementing TDM strategies that help existing and relocating employees' commutation and travel choices. RideWise will keep records of outreach-related activities including contacts made, the type and number of services resulting from interaction with the TMA, or services provided directly by the TMA.

**Products and Outcomes:**

- Records of prospecting, outreach activities, and employer programming

**Strategy:** Serve as liaison between employers and the NJTPA.

**Description:** Facilitate outreach to the business community and encourage employer participation and feedback as requested and in coordination with NJTPA.

**Products and Outcomes:**

- Records of outreach and employers contacted

**Strategy:** New Jersey Smart Workplaces

**Description:** Recognize partners that adopt strategies and tactics to help employee mobility and connect people to jobs through the New Jersey Smart Workplaces program. Host a virtual or in-person New Jersey Smart Workplaces event or create a video award for partners. Evaluate and update the New Jersey Smart Workplaces program, in collaboration with the NJTPA and the other TMAs, if requested.

**Products and Outcomes:**

- Partner nominations
- Recognition event or video

**Strategy:** Provide support for local and regional economic development efforts

**Description:** Participate in activities related to promoting economic development in Somerset County.

- Conducting research, planning, or outreach on issues related to workforce or visitor transportation or serving as a stakeholder on such efforts.
- Participating in strategic planning and implementation of local CEDS, North Jersey Partners strategies, or coordination with local Workforce Development Boards (WDBs).
- Supporting the development of non-SOV travel options for visitors to major non-employment destinations.
- Serve on advisory committees, provide information on available transportation, conduct surveys or facilitate meetings between employers and the NJTPA.

**Products and Outcomes:**

- Participate in strategic planning and implementation of the Somerset County CEDS update.

- Partner with Somerset County’s Economic Development Manager, the Greater Raritan Workforce Investment Board and the local Department of Labor on transportation-related issues impacting worksites.

**GOAL AREA: RELIABILITY**

**Description:** Provide an increase in dependable and predictable transportation service through interagency coordination and communicating with the public about transportation system disruptions so travelers can make informed choices about mode, route, and time of travel. RideWise will coordinate with NJDOT, NJ TRANSIT, Somerset County, and other county, state and municipal agencies as appropriate. The needs of low income, minorities, persons with disabilities and individuals with limited English proficiency will be a priority in the TMA’s program delivery and outreach efforts. Programming will include qualitative and quantitative performance measures, as appropriate, which will be recorded and reported in quarterly reports.

**Strategy:** Provide information about travel options available to mitigate impacts related to construction, maintenance, emergencies, and special events.

**Description:** Notify travelers of unexpected construction, maintenance, special event, weather or emergency related delays via e-mail, social media and the website. Provide information on alternate travel options to mitigate traffic impacts. Coordinate with NJDOT, PANYNJ, TransCom, NJ TRANSIT and county/municipal agencies to share information and strategies. This includes the dissemination of operating agency information to travelers, as well as providing information on travel conditions from travelers to operating agencies. Assist operating agencies with the provision of shared ride and shuttle services and with advertising the availability of park and ride facilities related to construction, maintenance and special events, as requested.

**Products and Outcomes:**

- Traffic/transit alerts issued

**Strategy:** Maintain and update a TMA business/emergency contingency plan

**Description:** Maintain and refine the agency’s business continuity plan to ensure for the continued operation of critical TMA activities and the provision of information to the public in the event of an interruption of business. The updated plan will be submitted to the NJTPA in the second quarter of FY 2024. Provide transportation and travel information through social media and the webpage in the event of a business interruption. Assist businesses and communities with TDM strategies in the event of emergencies or business interruptions.

**Products and Outcomes:**

- Update and submission of plan

**Strategy:** Participate in all NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning efforts.

**Description:** Advance regional transportation goals by participating in all NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning initiatives. TMA participation will include participating on steering advisory committees, the collection of

data (when needed), and encouraging community participation.

**Products and Outcomes:**

- Outcomes as defined by NJTPA, NJDOT, NJ TRANSIT or Somerset County

**GOAL AREA: ENVIRONMENTAL**

**Description:** Provide information, educational activities and programming that helps reduce air pollution created by transportation. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

**Strategy:** Encourage the adoption of electric vehicles and related infrastructure

**Description:** Conduct activities that encourage the adoption of electric vehicles and related infrastructure. Potential activities include ride and drive events, dissemination of information about incentives for EV purchase and installation of charging infrastructure, presentations to municipal, business, and community stakeholders, technical assistance to municipalities, employers, and other destinations engaged in readiness planning, ordinance adoption, and charging station siting, and participation in support activities sponsored by the NJTPA or other agencies. Utilize the information and tools on the NJTPA EV Resources webpage, the NJDEP website, “Drive Green NJ” and NJTPA’s Alternative Fuel Readiness Guidebook when disseminating information to EV readiness.

**Products and Outcomes:**

- Municipal outreach and technical assistance
- Educational webinars/presentations to stakeholders
- In-person educational or ride and drive events

**Strategy:** Support municipalities with Sustainable Jersey certification

**Description:** Provide support to municipalities and green teams on the implementation of environmental “health and wellness” and “land use and transportation” activities like complete streets, bicycling and walking, anti-idling, EV-friendly towns, and New Jersey Smart Workplaces, which earn points towards Sustainable Jersey. Assistance will include participation in meetings, identification of actions, assistance with documentation efforts, review of applications and facilitating networking through Somerset County’s Green Hub.

**Products and Outcomes:**

- Municipal outreach and assistance

**GOAL AREA: SAFETY**

**Description:** Support traveler safety and the implementation of US Department of Transportation’s National Roadway Safety Strategy and the NJDOT Strategic Highway Safety Plan. Participate with other partners such as transportation operating agencies, safety agencies, community organizations, planning agencies and the public to implement these activities. Any reports or memoranda prepared for this strategy will be provided to NJTPA

for review. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

**Strategy:** Support the implementation of Complete Streets

**Description:** Educate municipal stakeholders about Complete Streets, an approach to the planning, design, construction, maintenance and operation of transportation facilities to meet the needs of users of all ages and abilities. This includes pedestrians, bicyclists, motorists, persons with disabilities, movers of commercial goods and transit vehicle users. RideWise will assist municipalities with the adoption of Complete Streets policies, checklist or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide, participate as a stakeholder in Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency; and/or conduct temporary demonstration projects (i.e., tactical urbanism) with the approval of a local jurisdiction.

**Products and Outcomes:**

- Municipal/county assistance (policy adoption)
- Temporary/pop up projects implemented

**Strategy:** Serve as a stakeholder to Safety Action Plan planning efforts.

**Description:** The Safe Streets and Roads for All program created by the Bipartisan Infrastructure Law provides Federal grant funding for the creation and implementation of Comprehensive Safety Action Plans. RideWise will serve as a stakeholder and offer assistance to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.

**Products and Outcomes:**

- Participation in Safety Action Plan efforts, as requested

**Strategy:** Conduct or participate in safety audits

**Description:** Partner with municipalities, community groups or planning organizations on safety audits including bicycle audits, pedestrian audits, speed audits or walkable community workshops. RideWise may organize safety audits or participate as a stakeholder in audits led by others, including Somerset County Office of Planning, Policy and Economic Development, NJDOT, VTC and NJTPA. Community locations for 1-2 safety audits will be identified using crash data from Numetric. Any written reports will be shared with NJTPA.

**Products and Outcomes:**

- Municipal audits conducted/reports prepared

**Strategy:** Conduct Street Smart Pedestrian Safety Campaigns

**Description:** RideWise will identify 2-3 suitable communities for implementing this education campaign, enlist support and participation from local stakeholders including law enforcement, and provide resources and support for an effective pedestrian safety education campaign.

RideWise will utilize a suite of Street Smart NJ methods and messages and work with local law enforcement to coordinate the educational campaign with a high visibility enforcement campaign where possible and appropriate. RideWise will document each campaign in a final report or memorandum following the guidance provided by NJTPA. Draft reports products shall be provided to the NJTPA for review in Microsoft Word format.

**Products and Outcomes:**

- Campaign documentation & final reports

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

**Description:** Enhance mobility for persons age 65+, low-income persons, persons with disabilities and veterans by implementing the recommendations within Go Farther, the regional Coordinated Human Services Transportation Plan. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

**Strategy:** Provide support for human services transportation

**Description:** Participate as a stakeholder in activities related to the implementation of local and regional Coordinated Human Services Transportation Plans. Partner with local agencies, including but not limited to the Somerset County One Stop Career Center, the Board of Social Services, and the Workforce Investment Board to identify gaps in transportation system connectivity that prevent access to essential services (housing, employment, health care, schools/education and recreation) and develop possible solutions to address those gaps. Collaborate with nonprofit organizations, schools, senior housing and assisted living sites to provide travel training to clients and staff, and to stay informed of transportation needs within the County. Provide education and assistance to mature drivers, seniors with limited mobility and travelers with disabilities to ensure these populations can travel safely and independently. Partner with other organizations to meet the travel needs of persons with disabilities including, but not limited to, the Brain Injury Alliance, NJTIP, ARC of Somerset County, Easter Seals, the Achievement Center at Raritan Valley Community College, AARP, the Somerset County Office of Aging and Disability Services, etc.

**Products and Outcomes:**

- Nonprofit partner meetings/collaboration
- Travel training/education
- Community-based meetings

**Strategy:** Provide customers with a One Click, One Call site for transportation information in Somerset County.

**Description:** The one click, one call website (called RideConnect) will provide information on ride services, eligibility criteria, and referrals to appropriate service providers, trip planning/itineraries, travel training (if needed) and access to other transportation modes including carpools, vanpools, bus and train, bike, walk. This is a multi-year effort started in the

FY21 work program.

**Products and Outcomes:**

- Ongoing updates to transportation info on site
- Requests for assistance (online or by phone)

**Strategy:** Update the printed resource guide of transportation services

**Description:** Review the data compiled for the transportation guide of transportation services first created in FY19 and update/revise the print guide as needed.

**Products and Outcomes:**

- Resource guide updates – online or print

**GOAL AREA: PROGRAM MANAGEMENT**

**Description:** RideWise will provide administrative program information for the FY2024 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

**Description:** RideWise will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year’s work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

- FY 2024 Work Program and Staffing Plan
- Fourth quarter final report
- Quarterly progress reports, monthly invoices and supporting documentation

**WORK FUNDED BY OTHER SOURCES**

**Description:** RideWise will conduct grant-funded activities sponsored by NJ TRANSIT, the NJDOT, and the Division of Highway Traffic Safety.

**Strategy:** NJ TRANSIT ACCESS LINK

**Description:** RideWise is an authorized “assessment agency” for Access Link services. RideWise will conduct weekly assessment interviews with customers looking to use Access Link. The MOU between NJ TRANSIT and RideWise runs from February 2017 to October 2026.



**Products & Outcomes:**

- Conduct client interviews based on the schedule provided by NJ TRANSIT. Interview notes and documentation are uploaded to NJ TRANSIT.

**Strategy:** NJDOT SAFE ROUTES TO SCHOOL

**Description:** The Federal-aid SRTS Program provides funds to states to substantially improve the ability of primary and middle school students to walk and bicycle to school safely. The purposes of the program are to enable and encourage children, including those with disabilities, to walk and bicycle to school; make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age; and facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity (approximately 2 miles) of primary and middle schools (grades K-8).

Under the NJ SRTS Non-Infrastructure Program, TMAs are being funded and mobilized to work with schools and communities within their jurisdiction to support the implementation of SRTS programs.

**Products & Outcomes:**

- Anticipated products include applications for Safe Routes to School Recognition, Walk to School Days, Bike to School Day, Walking School Busses, bike trains, in-school pedestrian and bicycle safety education for students in grades K-8, and any other acceptable way to encourage Safe Routes programming within the community.

**Strategy:** NJ TRANSIT

**Description:** The TMAs assist NJ TRANSIT by promoting the use of transit services as a means of assisting in the reduction of traffic congestion, improving air quality and quality of life in the TMA service area. The TMAs further assist NJ TRANSIT in improving mobility and accessibility to all residents in their service area by making commuting a more satisfying experience. The TMAs use their resources to advocate a transit friendly environment.

**Product & Outcomes:**

- The work products can take many forms and will vary depending on the exact needs and opportunities for NJ TRANSIT assistance in the TMA service area. Anticipated products include vanpool sponsorship applications, travel training, the provision of bus and rail information to riders, advocating for transit service to work locations, marketing the Somerset County buses, and promoting NJ TRANSIT programs.

**Strategy:** NJ Division of Highway Traffic Safety Grant Program

**Description:** The NJ Division of Highway Traffic Safety (NJDHHS) offers, on an annual basis, federal grant funding to agencies that wish to undertake programs designed to reduce motor vehicle crashes, injuries, and fatalities on the roads of New Jersey. Seven of New Jersey's TMAs are currently working under this grant program to raise awareness on pedestrian safety, bicycle safety, and distracted driving.

Tasks will vary with each participating TMA depending on the exact needs for their service area. Example tasks include:

1. Pedestrian Safety – Work with police departments, nonprofits, churches, social service agencies, high schools and youth organizations to deliver small group presentations about pedestrian safety topics, with an emphasis on vulnerable user populations.
2. Bicycle Safety – Work with community organizations to conduct bicycle safety presentations, events and media outreach.
3. Driving Safety – Work with community organizations to conduct driving safety presentations, events and media outreach.
4. Paint the Pavement – Conduct an educational campaign to raise awareness of distracted walking using painted messages or pictures on the sidewalk.
5. Conduct Street Smart NJ pedestrian safety campaigns. Utilize this grant program to supplement funding received through the NJTPA.

**Products & Outcomes:**

- The work products can take many forms and will vary with each participating TMA depending on the exact needs for their service area. Anticipated products include safety messaging on the topics of pedestrian safety, bicycle safety and distracted driving.

## **RIDEWISE**

### **PROMOTION PLAN FY 2024**

RideWise will utilize a variety of media sources to promote and support the programs, goals and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and in keeping with the goals and policies of the NJTPA. This plan will be updated quarterly and submitted to the TMA Project Manager with the quarterly report attachments.

#### **Media Formats**

RideWise will use the following types of media in FY2024 for the promotion of the programs, goals and objectives of the work program:

- **Facebook:** Regularly post information on agency programming on Facebook. Messaging will be related to biking, pedestrian safety, sustainability, ridesharing and transit, special events and promotions. Effectiveness will be tracked by the number of likes, shares, followers, mentions and traffic to the website.
- **Twitter:** Regularly post information on traffic incidents, construction, and congestion, in addition to messaging related to safety, sustainable transportation, special events, promotions and local and regional transportation topics. Effectiveness will be measured by the number of followers, re-tweets and shares.
- **Instagram:** Regularly post visually appealing content that promotes safety, sustainability, health, active transportation, special events and promotions. Effectiveness will be measured by the number of likes on photos and followers.
- **YouTube:** Regularly post videos that promote safety, sustainability, active transportation, special events and promotions. Effectiveness will be measured by the number of views and subscribers.
- **Newsletters:** Produce a monthly e-mail newsletter to promote the agency's work and safety messaging. The newsletter will focus on transportation issues of local and regional significance and support the efforts of NJTPA within the TMA service area. Effectiveness will be measured by open/forward rates, links clicked within the newsletter, traffic to the website, and new subscribers.
- **Direct mail:** The TMA will coordinate direct mailings to residents to introduce them to the TMA programs and services. Targeted audiences will include, but not be limited to, new residents, senior citizens, one-car households, zero car households, etc. Effectiveness will be measured by the number of hits to program specific webpages and requests sent to [staff@ridewise.org](mailto:staff@ridewise.org).
- **Printed materials:** Printed materials may include, but not be limited to, brochures on programs and services e.g., emergency ride home, employer services, new hire packets, travel training, and postcards. These materials are primarily distributed at employer and community fairs, or through libraries and other public sites. Effectiveness is measured by the number of materials distributed and traffic to the website.

- **Advertising:** Advertising is limited to boosting Facebook posts or free sponsorships.
- **Press Releases:** Submission of traditional press releases to local media outlets and community organizations for publication and re-publication. The media frequently will pull items of interest from the TMA newsletter for publication.
- **New Hire Packets:** Develop and distribute electronic materials for “new hire” packets to employers for new employees on transportation options.
- **Event Campaigns:** Create short term, event driven promotions, such as “Drive Less Somerset” or “Love to Ride Somerset” to motivate individuals to try a new mode or that provides education on travel alternatives.
- **Website:** Promote the agency’s programs and services through [www.ridewise.org](http://www.ridewise.org) and update the site regularly to keep content fresh and engaging. Effectiveness is determined using Clicky analytics which provides information on reach, areas of interest, most viewed pages, and other statistics.

### **Goal Area Activity Promotion Plans**

RideWise plans to use the following media types in support of each Goal Area Activity.

#### ***Accessibility***

RideWise will post a variety of media messages that promote ridesharing, walking, bicycling and transit as environmentally-friendly travel options. This will be done through social media (Facebook, Instagram and Twitter), the TMA newsletter, and e-mail blasts.

Social media, the newsletter, e-mail blasts and the website will also be utilized to promote educational/information campaigns including, but not limited to, Drive Less Somerset, Love to Ride Somerset, Bike Month, Earth Day, Drive Electric, National Walking Day, Try Transit and Car Free Day.

Direct mailings (postcard) will introduce new residents to the information available at the TMA’s website.

#### ***Economic Development***

RideWise will promote employer TDM programming and activity through social media messaging, the TMA newsletter and e-mail blasts. Information on environmentally-friendly travel options and TMA programs and services will be provided to employers for employees through “new hire” packets or on employer intranet sites.

#### ***Reliability***

RideWise will use social media, the website, the newsletter, and e-mail blasts to notify the public of construction, incident, weather-related and transit delays in its service area. These media formats will also be utilized to encourage public participation in all NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning efforts, when appropriate.

#### ***Environmental***

RideWise will utilize social media, the website, the newsletter and e-mail blasts to educate the public on air quality and alternative fuels. Other outreach formats may include

coordinating/participating in ride and drive events, making presentations to municipal and community, and creating an online toolkit for municipalities on micro-mobility options and implementation.

***Safety***

RideWise will utilize social media, the website, the newsletter and e-mail blasts to educate the public on positive driving behaviors and pedestrian safety.

***Coordinated Human Services Transportation Plan***

RideWise will update and re-print its transportation resource guide or update the website to include this information.

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2024 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 265,567		
	2. FRINGE BENEFITS 33.06% FT, 10.25% PT	\$ 87,797		
	<b>SUBTOTAL</b>	<b>\$ 353,364</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ 1,500		
	2. TRAVEL	\$ 1,186		
	3. PRINTING & REPRODUCTION	\$ 3,402		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 6,979		
	<b>SUBTOTAL</b>	<b>\$ 13,068</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 46.53%	\$ 123,568		
	<b>SUBTOTAL</b>	<b>\$ 123,568</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 490,000</b>	100%	0%

This estimated budget is based upon projected costs to perform the FY 2024 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**  
 Federal Share: \$ 490,000      Local Share: \$ -      Total: \$ 490,000

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2024 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Ticket Home	\$ 600.00
Vanpool Subsidies	\$ 600.00
Website (Hosting & Updates)	\$ 1,000.00
Website Updates (One Click, One Call)	\$ 2,602.43
Newsletter Design Services	\$ 600.00
Bike Rehab Repairs	\$ 1,577.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 6,979.43</b>

**NJTPA FY 2024 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2024 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	3,815	\$ 158,089	\$ 5,263	\$ 55,283	\$ -	\$ 218,634
Core Goal Area Activities - Economic Development	1,240	\$ 60,462	\$ 700	\$ 21,143	\$ -	\$ 82,306
Core Goal Area Activities - Reliability	200	\$ 9,854	\$ 700	\$ 3,446	\$ -	\$ 14,000
Core Goal Area Activities - Environmental	1,251	\$ 48,997	\$ 700	\$ 17,134	\$ -	\$ 66,830
Core Goal Area Activities - Safety	1,096	\$ 39,715	\$ 3,102	\$ 13,888	\$ -	\$ 56,706
Core Goal Area Activities - Coordinated Human Services Transportation	557	\$ 22,477	\$ 2,602	\$ 7,860	\$ -	\$ 32,940
Core - Program Management	215	\$ 13,769	\$ -	\$ 4,815	\$ -	\$ 18,584
<b>TOTAL</b>	<b>8,374</b>	<b>\$ 353,364</b>	<b>\$ 13,068</b>	<b>\$ 123,568</b>	<b>\$ -</b>	<b>\$ 490,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Donna Allison, Executive Director	80%	1,663
Betty Cleland, Program Associate	66%	1,381
Sara Catherine Lichon, Communications Manager	84%	1,740
Linda Rapacki, Mobility Manager	71%	1,475
Caty Whalen, Bicycle & Pedestrian Safety Manager	22%	450
Strategic Initiatives and Partnerships (position open)	80%	1,665
<b>TOTAL*</b>	<b>67%</b>	<b>8,374</b>

*\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*