

# FY2025UPWP

## Unified Planning Work Program

### Chapter III

### Transportation Management Association Program



# NJTPA FY 2025 UPWP

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### Transportation Management Association Program

## Table of Contents

<b>NJTPA FY 2025 UPWP TMA PROGRAM .....</b>	<b>1</b>
Program Description .....	1
Service Areas .....	6
Financial Summary .....	7
<b>FY25 TMA PROGRAM.....</b>	<b>9</b>
Avenues In Motion .....	11
Cross County Connection TMA.....	37
EZ Ride .....	67
goHunterdon.....	97
Greater Mercer TMA.....	129
Hudson TMA.....	155
Keep Middlesex Moving.....	181
RideWise .....	205



# NJTPA FY 2025 UPWP TMA PROGRAM

## PROGRAM DESCRIPTION

Eight transportation management associations (TMAs) operate in the state of New Jersey. Avenues in Motion, EZ Ride, goHunterdon, Hudson TMA, Keep Middlesex Moving, and RideWise 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 (STBGP-NY/NWK and STBGP-PHILA). More information about eligible activities under FHWA-sponsored programs can be found in 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.

2025 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
- Greenhouse gas reduction
- Including EVs and EVSE in the planning process

### ***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 include 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: older adults, low-income persons, persons with disabilities, and veterans – and offers comprehensive recommendations for meeting these needs. The NJTPA conducted an **update** to the Go Farther report in 2023 and prepared a briefing memo with updated needs and recommendations.
- **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.
- **Regional Active Transportation Plan** - While conceptual, the ATP provides a blueprint to create a safe, comfortable, and connected network for walking and biking across the region.

## **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 Burlington, Camden, Gloucester, and Mercer. 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 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. The most recent 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 (TOP)**, 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. Lessons learned from pilots funded through TOP around the region, should inform ongoing TMA program work.

## **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 consists of eleven voting members: one elected official from each county government, one municipal elected official from each county (specifically including the mayors of Atlantic City and Vineland), and one representative each from the New Jersey Department of Transportation (NJDOT), New Jersey Transit (NJ TRANSIT), and the South Jersey Transportation Authority (SJTA).

SJTPO covers a region comprised of 68 municipalities in the four counties of Atlantic, Cape May, Cumberland, and Salem. The region is about 1,778 square miles in total area, accounting for nearly 20 percent of New Jersey’s total area of 8,722 square miles but contains less than 7 percent of the State’s year-round population. Regardless of our size, MPOs are required to develop various planning documents to help guide the work and investments that help improve transportation in the SJTPO region.

These major planning products 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)** – 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)** – Updated annually, the UPWP serves as the budget for SJTPO, programming staff and consultant resources to support upcoming efforts. Efforts

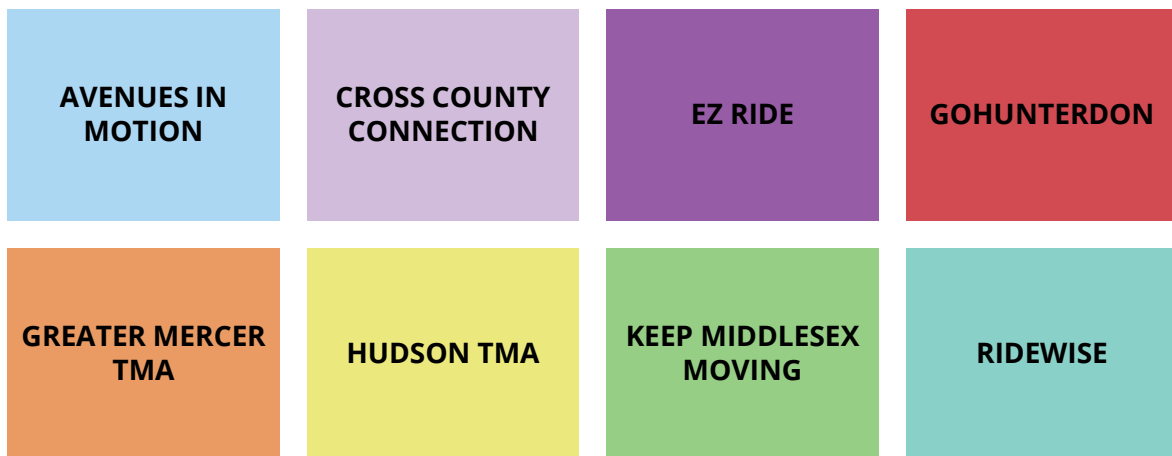


include technical assistance to partner jurisdictions to identify and advance critical needs that support regional transportation.

- **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 region’s Coordinated Human Services Transportation Plan, replacing the 2015 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

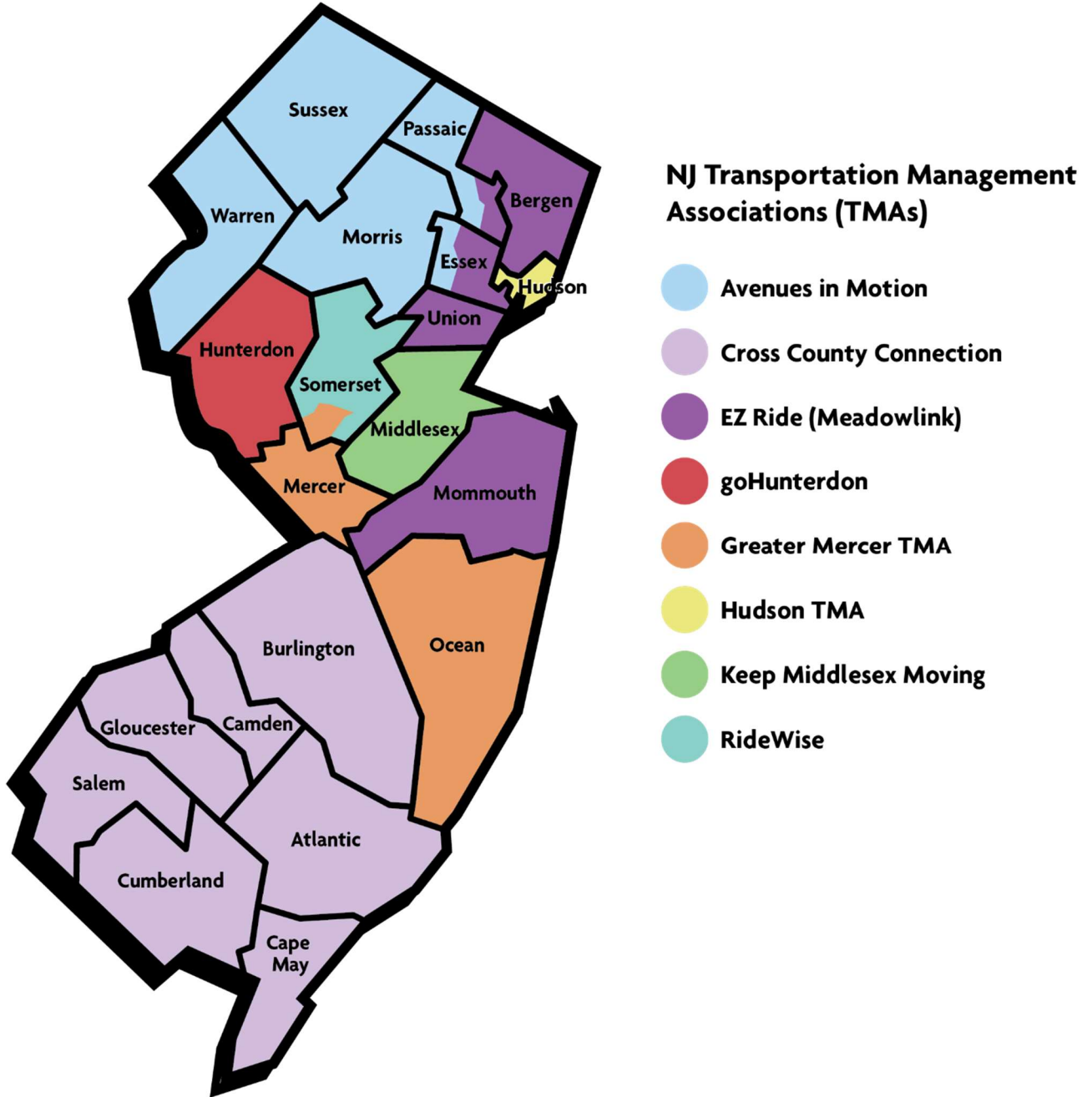
Work Program proposals may only be submitted by the following eight TMAs currently operating in the state of New Jersey.



## Service Areas

TMAs are funded under 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 25 UPWP TMA Program

# FINANCIAL SUMMARY

(Source: Federal Surface Transportation Program Funds)

<b>TMA</b>	<b>PROPOSED BUDGET</b>
Avenues in Motion	\$1,098,250
Cross County Connection	\$1,119,300
EZ Ride	\$1,615,750
goHunterdon	\$529,000
Greater Mercer TMA	\$880,700
Hudson TMA	\$598,000
Keep Middlesex Moving	\$713,000
RideWise	\$563,500
<b>TOTAL PROGRAM</b>	<b>\$7,117,500</b>



# **FY 2025 TMA WORK PROGRAMS**



**Avenues in Motion TMA  
FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP

Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services Transportation  
Reliability  
Program Management

## **Work Funded by Other Sources**

**Promotions Plan**

**Budget and Staffing Plan**



# Avenues In Motion 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 foundations 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, Transbridge (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, colleges/universities, and corporations that are the major trip generators for the region.

These include but are not limited to:

- **Attractions:** 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, Anywhere Real Estate (formerly Realogy), Atlantic Health System, Barclays, BASF, Bayer, Coldwell Banker, Crum & Forster, Deloitte, 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, Robertet Inc., Sanofi, Selective Insurance, SJP Properties, Teva Pharmaceuticals, Thorlabs, Tiffany and Co., Wyndham Worldwide, Zoetis
- **Hospitals/Healthcare:** St. Luke’s Warren Hospital (Phillipsburg), Saint Barnabas Medical Center (Livingston), 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 System: Morristown Medical Center, Newton Medical Center, Hackettstown Medical Center, Overlook Medical Center, Chilton Medical Center, Atlantic Rehabilitation Institute, Atlantic Health Corporate Headquarter
- **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 and other points of interest such as residential, retail, and healthcare facilities.
- 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 the number of trips and vehicle miles traveled (VMT), optimizes the efficiency of the transportation system, mitigates congestion, encourages teleworking/hoteling and alternative work scheduling, and promotes ridesharing to reduce emissions in the region.
- Improving access to job opportunities and improving choices for transportation-disadvantaged populations, including older adults, people with disabilities, and low-income populations.
- Encouraging the use of all alternative modes of transportation, including non-SOV car travel, micromobility options, mass transit, walking, and biking.
- 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 older adults, 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.

Assist counties and municipalities in implementing 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 used [NJTPA's Equity Analysis Tool](#), which utilizes 2017-2021 American Community Survey data, to identify priority communities. NJTPA's Equity Analysis tool provides percentages of population data and assigns a score of 0 to 4 (0 =Very Below Average; 1 = Below Average; 2 = Average; 3 = Above Average; 4= Very Above Average).

Using municipal data, Avenues in Motion determined focus communities by totaling the scores of the following population categories: Minority, low-income, Limited English Proficiency (LEP), disabled persons, households with no access to a vehicle, and foreign-born. A secondary analysis was also conducted that reviewed populations of people ages 5 to 17 and ages 65 years and older to inform targeting of age-specific programs.

Communities with total scores of > 8 in the categories of minority, low income, Limited English Proficiency (LEP), disabled persons, households with no access to a vehicle, and foreign born will be given priority for all outreach and programming. Communities with increased populations of ages 5 to 17 and 65 years and older will be used as an additional factor when identifying communities that can benefit from our age-specific programs such as Safe Routes to School, safety programs for older adults, and the TNC program. Communities with a score of >3 are considered above average for these age categories.

Avenues in Motion will refer to the New Jersey Department of Environmental Protection's Environment Justice Mapping Tool ([EJMAP](#)) for further analysis of impacted areas and block groups within municipalities.

**Population Data:**

**TABLE 1. OVERBURDENED COMMUNITIES (TOTAL SCORE ≥ 8)**

Municipality	County	Minority (%)	Score Minority	Low Income (%)	Score Low Income	LEP (%)	Score LEP	Disability (%)	Score Disability	No HH Veh. (%)	Score No HH Veh.	Foreign Born (%)	Score Foreign Born	TOTAL SCORE
Victory Gardens boro.	Morris	83.9	4	39.0	4	40.9	4	7.9	2	16.4	3	53.2	4	21
Dover	Morris	82.8	4	40.7	4	40.4	4	10.3	2	14.3	2	47.5	4	20
Wharton boro.	Morris	60.9	3	22.8	2	22.0	3	9	2	3.6	1	37.4	3	14
Morristown	Morris	42.0	2	23.1	2	14.9	2	7.8	2	10.0	2	22.2	2	12
Phillipsburg	Warren	33.2	1	37.6	4	5.5	1	13.5	3	13.4	2	9.0	1	12
Parsippany-Troy Hills twp.	Morris	52.3	2	11.0	1	14.0	2	9.1	2	6.2	1	38.4	3	11
Rockaway boro.	Morris	31.6	1	19.3	2	10.9	2	8.2	2	11.2	2	20.8	2	11
Woodland Park boro.	Passaic	41.1	2	21.6	2	15.0	2	8.3	2	5.8	1	27.6	2	11
Washington boro.	Warren	21.3	1	29.4	3	3.9	1	12.4	3	11.4	2	9.8	1	11
Mine Hill twp.	Morris	48.1	2	15.5	1	11.9	2	8.9	2	2.3	1	22.0	2	10
Netcong boro.	Morris	28.8	1	23.0	2	4.0	1	13.5	3	14.1	2	14.6	1	10
Franklin boro.	Sussex	17.1	1	20.6	2	3.6	1	17.4	4	9.4	2	6.1	0	10
Newton town	Sussex	27.2	1	23.3	2	2.9	1	14.8	3	13.2	2	8.4	1	10
Livingston twp.	Essex	40.6	2	6.7	1	11.2	2	6.5	1	3.1	1	28.0	2	9
Pequanock twp.	Morris	14.6	0	10.8	1	4.1	1	16.8	4	12.9	2	9.1	1	9
Sussex boro.	Sussex	13.1	0	33.5	3	2.8	1	18.2	4	3.5	1	4.9	0	9
Mansfield twp.	Warren	29.3	1	13.3	1	9.9	2	14.3	3	4.2	1	16.6	1	9
Wanaque boro.	Passaic	22.6	1	10.5	1	4.2	1	12.9	3	5.1	1	11.5	1	8
Belvidere	Warren	7.7	0	15.5	1	1.0	1	18.3	4	13.3	2	2.1	0	8
Hackettstown	Warren	30.9	1	23.3	2	8.9	1	9.8	2	6.0	1	14.8	1	8
Lopatcong twp.	Warren	26.5	1	16.3	1	3.7	1	11.7	3	5.5	1	12.3	1	8

**Age Data:** \* indicates overburdened community with score ≥8

**TABLE 2. AGES 5 TO 17 (SCORE ≥3)**

Municipality	County	Age 5 to 17 (%)	Score Age 5 to 17
Mountain Lakes boro.	Morris	28.9	4
Millburn twp.	Essex	25.8	4
Chatham boro.	Morris	25.3	4
Chatham twp.	Morris	24.9	4
Greenwich twp.	Warren	23.2	3
Boonton twp.	Morris	22.1	3
Livingston twp.*	Essex	21.4	3
Harding twp.	Morris	21.1	3
Totowa boro.	Passaic	20.7	3
New Providence boro.	Union	20.7	3
Summit city	Union	20.3	3
Washington twp.	Warren	20.0	3
Randolph twp.	Morris	19.6	3
Dover town*	Morris	19.4	3
Mendham boro.	Morris	19.3	3
Stanhope boro.	Sussex	19.0	3
Sparta twp.	Sussex	18.9	3

**TABLE 3. AGES OVER 65 (SCORE ≥3)**

Municipality	County	Over 65 (%)	Score Over 65
Walpack twp.	Sussex	100	4
White twp.*	Warren	41.0	4
Pequanock twp.*	Morris	29.3	4
Fairfield twp.	Essex	27.5	3
Stillwater twp.	Sussex	26.0	3
Allamuchy twp.	Warren	25.4	3
Harding twp.	Morris	25.1	3
Roseland boro.	Essex	24.9	3
Franklin boro.*	Sussex	23.9	3
Lopatcong twp.*	Warren	23.9	3
Hampton twp.	Sussex	23.5	3
Frelinghuysen twp.	Warren	23.5	3
East Hanover twp.	Morris	22.9	3
Andover twp.	Sussex	22.3	3
Montague twp.	Sussex	22.3	3
Newton town*	Sussex	21.2	3
Chester twp.	Morris	21.1	3
Lafayette twp.	Sussex	21.0	3
Harmony twp.	Warren	20.8	3
Long Hill twp.	Morris	20.8	3
Hanover twp.	Morris	20.7	3
Woodland Park boro.*	Passaic	20.6	3
Green twp.	Sussex	20.5	3
Montville twp.	Morris	20.4	3
Mendham boro.	Morris	20.4	3
Hardyston twp.	Sussex	20.3	3

## Crash Data:

Crash data below shows the municipalities with the top five crash counts by mode and by Fatal and Serious Injury (FSI) crashes. Data is sourced from the Numetric Crash Data Analysis Tool from the New Jersey Division of Highway Traffic Safety for the years 2019-2021.

**TABLE 4. ALL MODES (2019-2021)**

All Modes - Fatal and Serious Crash Count

Municipality	Total Fatal and Serious Count
Wayne	80
Parsippany-Troy Hills*	48
Jefferson	35
Vernon	27
Dover*	22
Ringwood	22

\* indicates overburdened community with score  $\geq 8$

Pedestrian			
Crash Count Totals		Fatal & Serious Injury Crashes	
Municipality	Total Crashes	Municipality	FSI Crash Count
Morristown	96	Morristown	14
Dover	47	Wayne	14
Wayne	43	Dover	9
Millburn	32	Parsippany-Troy Hills	7
Parsippany-Troy Hills	30	Phillipsburg	5
		Montville T	5
		Millburn	5
		Totowa Borough	4

Bike			
Crash Count Totals		Fatal & Serious Injury Crashes	
Municipality	Total Crashes	Municipality	FSI Crash Count
Morristown	29	Wayne	5
Wayne	25	Boonton Twp	3
Pequannock	20	Berkeley Heights	3
Summit City	19	Morristown	2
Livingston	18	Morris Twp.	2
		Lafayette	2
		Dover	2
		Millburn	2

\* indicates overburdened community with score  $\geq 8$

## Summary of findings:

In FY 2025, Avenues in Motion intends to partner with as many municipalities as possible with Overburdened Population Scores of  $>8$  with a goal of working with a minimum of 5 municipalities.

- Municipalities with the highest total scores are Victory Gardens, Dover, Wharton, Phillipsburg, and Morristown
- All goal areas will be prioritized in these municipalities.

The municipalities with higher percentages of low income populations also have higher percentages of households that have no access to a vehicle. This may indicate increased reliance on public transit, walking, biking and micromobility in these communities and a need for accessible and safe transportation options.

- Goal Areas Focus: Accessibility, Economic Development, Environmental, Safety, and Coordinated Human Services
- Municipalities: Dover, Victory Gardens, Phillipsburg, Washington Borough (Warren)

Municipalities with higher percentages of populations with disabilities tend to be concentrated in rural regions of the service area where alternative transportation options are limited. Many municipalities with higher percentages of populations with disabilities also have higher percentages of households that do not have access to a household vehicle. Transportation may be a barrier to accessing healthcare, basic resources, and employment in these communities.

- Goal Area Focus: Accessibility, Economic Development, and Coordinated Human Services
- Municipalities: White, Belvidere, Pequannock, Newton, Phillipsburg, Netcong

Many municipalities with an Overburdened Score >8 are also overrepresented in total crashes and fatal and serious injury crashes.

- Goal Area: Safety
- Focus Municipalities: Morristown, Dover, Parsippany-Troy Hills, Phillipsburg, Pequannock, and Livingston

Focus Municipalities that are both overburdened and have higher percentages of people ages 5 to 17 years of age are Dover and Livingston. These municipalities will be prioritized for age-specific programs.

- Goal Area: Safety, Environmental

Focus Municipalities that are both overburdened and have higher percentages of people ages 65 and older are White, Pequannock, Franklin (Sussex), Lopatcong, Newton, and Woodland Park. These municipalities will be prioritized for age-specific programs.

- Goal Area: Safety, Coordinated Human Services

# AVENUES IN MOTION

## PROGRAM REPORT FY 2025

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### GOAL AREA 1: ACCESSIBILITY

Avenues in Motion assists 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 implementing walking and biking programs, and delivery of other travel assistance services.

Avenues in Motion educates travelers about available travel alternatives and transportation services and coordinates with NJDOT, NJTPA, and other agencies on traveler promotional and outreach efforts.

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 A: Trip Planning and Information

#### **Activities/Tasks:**

- i. Provide trip planning assistance and information on non-single occupant vehicle (SOV) travel options by phone, email, through printed and/or digital materials, and via the Avenues in Motion website and social media channels. 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.

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

- i. Assist individuals with trip planning inquiries and travel coordination using non-SOV modes of travel including public transit, shuttles, carpooling, vanpooling, biking and walking.
- i. Promote and highlight transit and travel information including train and bus routes, park and ride locations and details, and trail networks, through various digital and in-person platforms to encourage non-SOV modes of travel.

### STRATEGY B: Bicycle and Pedestrian Encouragement

#### **Activities/Tasks:**

- i. 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. 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.

**Products and Outcomes:**

- i. Assistance to 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.

## **STRATEGY C: Rideshare/Ride-Matching**

**Activities/Tasks:**

- i. Facilitate and administer rideshare/ride-matching and vanpool programs via employers and through the use of njrideshare.com, to provide and encourage alternatives to SOV-travel.

**Products and Outcomes:**

- i. Promote carpooling, vanpooling, and the use of njrideshare.com to the general public.
- i. Assist employers with developing vanpool and carpool programs for their employees.

## **STRATEGY D: Technical Assistance**

**Activities/Tasks:**

- i. Provide technical assistance to municipalities, counties, employers, developers, and other organizations to encourage, provide, and implement TDM strategies that help travelers, including existing and relocating employees, access work and other destinations via non-SOV options, including transit, shuttles, walking, biking, and telework.

**Products and Outcomes:**

- i. Assist municipalities, counties, employers and other partners with TDM strategies to help employees, visitors, and the general public access sites via non-SOV options and increase overall access and mobility for all.

## **GOAL AREA 2: ECONOMIC DEVELOPMENT**

Avenues in Motion serves as the primary resource for employers and economic development organizations in our service area and conduct community outreach activities to inform and educate travelers about alternative transportation options. These efforts will focus on transportation considerations in supporting economic growth and activity in our service area. Avenues in Motion utilizes 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 provides 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. The TMA also participates in activities related to NJTPA's Plan 2050, as well as coordinates 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 focuses on implementing TDM services at employer locations, transportation facilities, recreational facilities, entertainment venues, shopping centers, local events, housing facilities and other locations.

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 A: Worksite-Based Transportation Demand Management (TDM)**

### ***Activities/Tasks:***

- i. Encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commute and travel choices, including utilizing and connecting to mass transit, shuttles, relocation services, flexible schedules, teleworking, non-SOV commute options and other strategies.
- ii. Conduct outreach to employers regarding TDM and non-SOV travel alternatives, as well as their potential role in advancing corporate Environment, Social, Governance (ESG) goals and reporting. Arrange for and participate in Transit Days, Transportation Fairs, employee surveys, commute evaluations, or similar events at employer, social services, or other organization sites.

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

- i. Maintain partnerships with employers in our service area, support worksites in implementing TDM strategies, assist employers and employees in utilizing commuter benefits and incentives, and recognize employers through recognition programs as available.
- ii. Participate in fairs, events, and other related campaigns focused on promoting TDM at employer, social services, or other organization sites and support those sites with TDM strategies and data collection or reporting.

## **STRATEGY B: Employer Liaison**

### ***Activities/Tasks:***

- i. Serve as a liaison between employers in our service area and the NJTPA as well as other major transportation agencies. Support plans, studies, and other activities being conducted by the NJTPA that impact employers and facilitate discussions between stakeholders.

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

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

## **STRATEGY C: Outreach**

### ***Activities/Tasks:***

- i. The TMAs are required to keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

***Products and Outcomes:***

- i. Education and outreach, such as meetings, lunch and learn presentations, best practices guides, virtual events delivered to at least 5 target groups within the service area to increase knowledge, awareness, and utilization of TDM strategies through employers and other agencies. Education and outreach targets will include 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.

**OPTIONAL STRATEGY E: Economic Development Planning**

***Activities/Tasks:***

- i. Conduct research, planning, or outreach on issues related to workforce or visitor transportation, and serve as a stakeholder on similar efforts. Participate in municipal, county, and/or regional economic development committees/organizations and support the development of non-SOV travel options.

***Products and Outcomes:***

- i. Participate in and support local and county and municipal economic development corporations and/or associations and serve as a stakeholder in workforce, tourism, and other land-use related efforts.

**GOAL AREA 3: ENVIRONMENTAL**

Avenues in Motion addresses environmental issues through a variety of strategies to reduce air pollution and greenhouse gases from the transportation sector. The TMA participates in activities that encourage the adoption of electric vehicles and related infrastructure, including in identified Environmental Justice communities. Avenues in Motion uses tools such as the NJTPA Key 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 implements air quality education programming and anti-idling campaigns throughout the service area, as well as participates in climate change mitigation efforts. Avenues in Motion also promotes, and supports 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.

Avenues in Motion delivers programs 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. 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

messaging on the public.

Avenues in Motion promotes electric 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.

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 A: Electric Vehicle Charging and Preparedness**

### ***Activities/Tasks:***

- i. Encourage the adoption of electric vehicles and related infrastructure. Disseminate information about incentives for EV purchase and installation of charging infrastructure, presentations to municipal, business, and community stakeholders, and where appropriate assist in readiness planning, ordinance adoption, and charging station siting.

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

- i. Planning assistance to municipalities, counties, developers, businesses and/or other entities to increase use of electric vehicles, adoption of EVs in fleet operations, and create or improve infrastructure related to those vehicles.

## **STRATEGY B: Air Quality Monitoring and Education**

### ***Activities/Tasks:***

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, air quality monitoring, and participation in the DVRPC Air Quality Partnership for TMAs serving the DVRPC region. The level of effort for this strategy should be no more than 50% of the total for this goal area.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

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

- i. Present in-class activities for students to support an understanding of transportation emissions and their impact on the environment. Provide classroom and/or extra-curricular air quality programs, initiatives, and activities with the focus on the use of fossil fuels and their effect on air pollution.
- i. 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.
- ii. Provide a report on any AQM as requested.

## **STRATEGY C: Electric Micromobility**

### **Activities/Tasks:**

- i. Encourage the use of e-bikes, e-scooters, and e-cargo delivery through education and implementation support.

### **Products and Outcomes:**

- i. Provide education and outreach to increase knowledge, awareness, and utilization of electric micromobility options, and work with businesses, municipalities, and other groups to implement bike and scooter share systems.

## **GOAL AREA 4: SAFETY**

Avenues in Motion conducts activities to contribute to the National Roadway Safety Strategy's goals of significantly reducing injuries and reaching zero fatalities on roadways in our service area as well as NJDOT's 2020 Strategic Highway Safety Plans. Avenues in Motion aims 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 serves 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. Activities include advancing Complete & Green Streets initiatives, participation in Local Road Safety Action Plans and other safety initiatives, conducting safety audits and other studies, 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 implements 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, disabled persons, households with no access to a household vehicle, and foreign-born populations. Resources that can be used to evaluate safety needs include, but are not limited to, Numetric's crash analysis tool, Safety Voyager crash analysis tool, Census data, the USDOT, and the Center for Disease Control and Prevention.

## **STRATEGY A: Complete Streets**

### **Activity/Tasks:**

- i. Support the implementation of Complete Streets.
- ii. Educate municipal stakeholders about Complete Streets.
- iii. Assist a municipality or county with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- v. Conduct and/or participate in temporary demonstration projects (i. e., tactical urbanism) with the approval of a local jurisdiction. TMAs may utilize the NJTPA Complete Streets Demonstration Library hosted by Hudson TMA.

- vi. Assist a municipality or county with the preparation of a grant application for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.
- vii. Local Circulation/ Transportation Plan Requirement and Guidance - Support jurisdictions in undertaking a comprehensive reexamination/visioning of street space use beyond specific corridors that cover multimodal improvements and complete streets, slow streets/speed, bus priority/bus infrastructure, and overall network connectivity for access to transit and non-motorized modes.

***Products and Outcomes:***

- i. Support Complete & Green Streets by meeting with stakeholders, sharing resources, conducting education presentations to local governments and organizations, and assisting in developing documents (policy, checklist, ordinances).
- ii. v. vi. Notify municipalities and counties of grant opportunities and provide assistance with applications, studies, and implementation.
- iii. Attend meetings and provide assistance on projects conducted by NJTPA, NJDOT or another public agency related to Complete Streets planning or infrastructure projects.
- iv. v. vii. Participate and conduct demonstration and other special projects with the goals of advancing Complete & Green Streets including evaluation, data collection, community engagement, and education related to these projects.

**STRATEGY B: Safety Audits and Other Studies**

***Activity/Tasks:***

- i. Continue to lead and serve as participants in studies with goals of improving roadway safety including walk audits, speed studies, roadway observations, and bicycle audits in coordination with local and state agencies. Audits and studies 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.

***Products and Outcomes:***

- i. Analyze data from our speed radar device, roadway observations, safety surveys, and other sources such as crash, population, and health data.
- i. Evaluate projects and share findings with community stakeholders and the NJTPA.

**STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

***Activity/Tasks:***

- i. Carry out recommended strategies addressing at least one of the emphasis areas in the New Jersey 2020 Strategic Highway Safety Plan. The seven emphasis areas are Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, Other Vulnerable Road Users, and Data.
- ii. Support Toward Zero Deaths and or Vision Zero initiatives.

- iii. TMAs will serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.
- iv. Coordinate and implement proven-safety countermeasures - Suggest proven-safety countermeasures in any speed study report or walk/bike audit recommendation.
- v. Educate communities on proven safety countermeasures and the Safe System Approach.

**Products and Outcomes:**

- i. Attend meetings, serve as a stakeholder, and provide assistance in completing tasks for the NJ 2020 SHSP in the Driver Behaviors and Pedestrians and Bicyclist emphasis areas.
- ii. iv. v. Provide education through presentations, meetings, and sharing resources, with local stakeholders to support understanding and implementation of statewide and national safety initiatives, I. e. Toward Zero Deaths, Vision Zero, FHWA’s Proven Safety Countermeasures, and the Safe Systems Approach, to advance safety culture.
- iii. Attend meetings and assist in carrying out strategies and tasks for Local Safety Action Plans for Morris, Sussex, Warren, Union, Essex and Passaic Counties.

**OPTIONAL STRATEGY D: Public Safety Outreach and Education**

**Activity/Tasks:**

- Serve as the resource in our service area for providing traffic safety education and outreach to advance safety culture for all roadway users (drivers, pedestrians, bicyclists, micromobility users) basing our efforts on the Safe Systems Approach and the roles of the multi-“E” disciplines in traffic safety. Provide education and outreach to communities to support engineering and enforcement projects in municipalities. Programs will target the general public, with additional focus on injury vulnerable and high-risk behavior populations, as well as educating community stakeholders such as local government, law enforcement, and roadway designers.

**Products and Outcomes:**

- Conduct traffic safety education through presentations, communications, and targeted outreach both in-person and online to promote safety for all road users to the general public, organizations, and local government audiences to advance safety culture.
- Provide education and outreach as part of other statewide educational initiatives, including Street Smart NJ, CarFit, AARP’s Smart Driver.

**GOAL AREA 5: COORDINATED PUBLIC TRANSIT HUMAN SERVICES TRANSPORTATION**

Avenues in Motion conducts 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 focuses 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.

Avenues in Motion continues 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, 55+ Communities, senior centers, and other groups to evaluate and continue to advance ongoing efforts related to CHSTP implementation. Avenues in Motion will facilitate discussion between health systems and transit, paratransit, shuttle, taxi and/or TNCs.

Local transportation information and data visualization is 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 is 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 A: Mobility Guide and Outreach**

### ***Activity/Tasks:***

- i. Promote and distribute resources related to human services transportation options (MapIt Tool, website pages, and guides) and partner with organizations and agencies to disseminate this information to address transportation barriers for focus populations.

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

- i. Maintain information on human services transportation options using our MapIt Tool website page and a list of services operating in our region. Leverage partnerships with human service and age-based organizations to share this information to address transportation barriers for focus populations. As appropriate, develop and provide.

## **STRATEGY B: Healthcare Transportation Services Support**

### ***Activity/Tasks:***

- i. Develop and maintain partnerships with healthcare providers and organizations to assist in addressing transportation-related barriers to care, including participation in the North Jersey Health Collaborative to provide information on the impacts of our transportation-related interventions that improve health outcomes as part of county health planning activities. Facilitate connections between health organizations and transportation service providers.

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

- i. 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.

## **STRATEGY C: County Service Planning**

### ***Activity/Tasks:***

- i. Participate in county and regional level Coordinated Human Services transportation planning and implementations efforts by facilitating partnerships with transportation and human services organizations, reviewing and assisting in plan development, and outreaching to focus populations to encourage participation in CHSTP engagement activities.
- Proposed: Continue to maintain our GIS MapIt Tool inventory of local transit and shuttle routes and conduct outreach to promote the availability of this information to target populations and county partners.

**Products and Outcomes:**

- i. Assist counties in Coordinated Human Services Plan development, review plans and relevant documents, outreach to focus population for participation in CHSTP planning activities and maintain partnerships with county and transportation agency representatives.
- Conduct outreach on availability of our GIS MapIt Tool containing shuttle and transit routes and other human services transportation resources. Conduct maintenance and updates of these resources for current and accurate information.

**STRATEGY D: Human Services Trip Coordination**

**Activity/Tasks:**

- i. Assist riders by scheduling trips with a transportation network company, taxi, or other third-party transportation provider. Riders can also be referred to and assisted in utilizing transit, paratransit, shuttles, and other organizations, as appropriate.

**Products and Outcomes:**

- i. Conduct ride coordination with county partners to assist individuals with accessing care and resources using Lyft, Uber, and taxi services, analyze trip data, provide information to individuals on using travel options, and pursue additional opportunities for partnerships to address barriers to transportation access.
- ii. Produce a summary report of this service in the fourth quarter of FY25.

**OPTIONAL GOAL AREA: RELIABILITY**

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 by informing communities and road users about disruptions and promoting alternative travel modes and routes. Avenues in Motion will remain informed of events impacting travel in our service area through coordination and communication with agencies including NJDOT, Port Authority of New York and New Jersey (PANYNJ), TransCom, NJ TRANSIT, county and municipal agencies, or other agencies. This includes major planned or unplanned construction projects, extreme weather events, major incidents, special events, and emergencies with potential to impact travel in our service area. Information from agencies will be communicated using our Traf-Alert messages, construction reports, social media, newsletter and website. Alternative routes and modes of travel including train, bus, shuttles, telework, shared rides, and park and rides will be promoted.

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 A: Construction and Event-Related Congestion Mitigation**

### **Activity/Tasks:**

- i. Provide information to communities and road users about travel disruptions relating to major planned or unplanned construction projects, extreme weather events, special events, and emergencies and inform of alternate routes and modes of travel.
- ii. Maintain connections with state, county, and local agencies to share communications about disruptions to travelers.
- iii. and coordinate use of shuttle, rideshare, and park and ride services to mitigate impacts, as necessary.
- iv. Where appropriate, telework and flexible schedules will be promoted to mitigate travel congestion. Information about disruptions will be shared using our Traf-Alerts, construction reports, social media, newsletter and website.

### **Products and Outcomes:**

- i. ii. iii. iv. Utilize communication channels to provide information on travel disruptions and promote travel alternatives in coordination with state, county, and local agencies.

## **STRATEGY B: Travel Alerts**

### **Activity/Tasks:**

- i. Notifying travelers of unexpected construction, maintenance, special event, or emergency-related conditions; Provide information about travel options available to mitigate traffic related to construction, maintenance, and special events.

### **Products and Outcomes:**

- i. Disseminate notifications on unexpected travel disruptions using Traf-Alert and construction report services via email and social media and promote subscription to these services both online and at in-person events.

## **GOAL AREA: PROGRAM MANAGEMENT**

Avenues in Motion will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

### **STRATEGY: Program Management**

#### **Activity/Task:**

- 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 online pass-through grant program management system, including the cost tracking system and TMA work program online 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.
- 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.
- Prepare next fiscal year's Work Program and Staffing Plan.
- Submit emergency response plans/contingency plans by December 31, 2024.
- Fourth Quarter/Final Report and all final deliverables.

## **WORK FUNDED BY OTHER SOURCES**

The following strategies and activities related to the TMA work program are funded by other public sources.

### **STRATEGY: Safe Routes to School**

**Activity/Task:**

- Safe Routes to School activities

**Products and Outcomes:**

- Bike and pedestrian safety education for grades K-8.

### **STRATEGY: NJ Division of Highway Traffic Safety**

**Activity/Task:**

- NJ Division of Highway Traffic Safety activities

**Products and Outcomes:**

- Bike, pedestrian, and driving safety programs for all ages, including public participation and engagement on issues of safety.

### **STRATEGY: NJ TRANSIT**

**Activity/Task:**

- NJ TRANSIT activities

**Products and Outcomes:**

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

### **STRATEGY: County of Morris**

**Activity/Task:**

- County of Morris activities

***Products and Outcomes:***

- General support for TDM activities in Morris County.

**STRATEGY: Avenues in Motion**

***Activity/Task:***

- Avenues in Motion activities

***Products and Outcomes:***

- Activities funded by Avenues in Motion

## AVENUES IN MOTION PROMOTION PLAN FY 2025

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 2025 for the promotion of the programs, goals, and objectives of the work program:

**Newsletters:** Avenues in Motion will publish a monthly email newsletter. 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 the 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.

**X (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.

**TikTok:** Avenues in Motion will use TikTok to create and share messaging about mobility, safety, and environmental issues in a video format targeted at younger demographics. Effectiveness will be tracked by followers and engagements. These performance measures are subject to change based on availability of other metrics on the platform.

**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 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***

Avenues in Motion will leverage all platforms to promote accessibility strategies and encourage non-SOV travel.

### ***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.

### ***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 may also 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.

### ***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.

## BUDGET AND STAFFING PLAN

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**TRANSOPTIONS, INC. DBA AVENUES IN MOTION**  
**FY 2025 WORK PROGRAM**  
**BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 552,621.99	
	2. FRINGE BENEFITS 42.7252% FT, 0% PT	\$ 236,108.85	
	<b>SUBTOTAL</b>	<b>\$ 788,730.83</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ -	
	2. TRAVEL	\$ 4,355.97	
	3. PRINTING & REPRODUCTION	\$ -	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ 210.61	
	6. CONFERENCE/TRAINING	\$ -	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 1,000.00	
	<b>SUBTOTAL</b>	<b>\$ 5,566.58</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 55.0019%	\$ 303,952.59	
	<b>SUBTOTAL</b>	<b>\$ 303,952.59</b>	100%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,098,250.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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:	\$ 1,098,250.00	Total:	\$ 1,098,250.00
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS, INC. DBA AVENUES IN MOTION  
 FY 2025 WORK PROGRAM  
 BUDGET PLAN - ATTACHMENT**

<b>"OTHER" Direct Expense Items</b>	<b>Description</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Empty Seat & Emergency Ride	Provide to qualified vanpool/carpool participants	\$ 1,000.00
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 1,000.00</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**TRANSOPTIONS, INC. DBA AVENUES IN MOTION**  
**FY 2025 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	3,960	\$ 201,364.13	\$ 1,925.97	\$ 77,599.54	\$ -	\$ 280,889.64
Core Goal Area Activities - Economic Development	2,720	\$ 135,179.46	\$ 820.00	\$ 52,094.00	\$ -	\$ 188,093.47
Core Goal Area Activities - Environmental	2,305	\$ 104,079.39	\$ 600.00	\$ 40,108.99	\$ -	\$ 144,788.38
Core Goal Area Activities - Safety	4,586	\$ 205,883.53	\$ 1,090.00	\$ 79,341.18	\$ -	\$ 286,314.70
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	1,550	\$ 75,243.67	\$ 100.00	\$ 28,996.59	\$ -	\$ 104,340.26
Core - Program Management	160	\$ 12,326.89	\$ 10.61	\$ 4,750.40	\$ -	\$ 17,087.90
Optional Goal Area Activities - Reliability	1,180	\$ 54,653.76	\$ 1,020.00	\$ 21,061.88	\$ -	\$ 76,735.64
<b>TOTAL</b>	<b>16,460</b>	<b>\$ 788,730.83</b>	<b>\$ 5,566.58</b>	<b>\$ 303,952.59</b>	<b>\$ -</b>	<b>\$ 1,098,250.00</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
Anne Adier-Vivino - Business and Community Partnerships	86%	1,780
Daniel Callas - President	74%	1,531
Laura Cerutti - Director of Program Development	62%	1,280
Emily Gates - Active Transportation Manager	77%	1,600
Justin Jenkins - GIS Program Coordinator	74%	1,530
Denis Kelleher - Program Specialist	67%	1,400
Jackeline Leon - Communications & Outreach Coordinator	82%	1,700
Judith Maltese - Program Coordinator	72%	1,500
Melissa McCutcheon - Program Specialist	81%	1,690
Omeedullah Rahin - Bicycle & Pedestrian Program Coordinator	31%	650
Danielle Scassera - Business Manager	5%	100
Kristen Tomasicchio - Environmental Education Manager	82%	1,700
<b>TOTAL*</b>	<b>66%</b>	<b>16,460</b>

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



# **Cross County Connection TMA FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP

Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services  
Transportation Reliability  
Program Management

## **Work Funded by Other Sources**

### **Promotions Plan**

### **Budget and Staffing Plan**

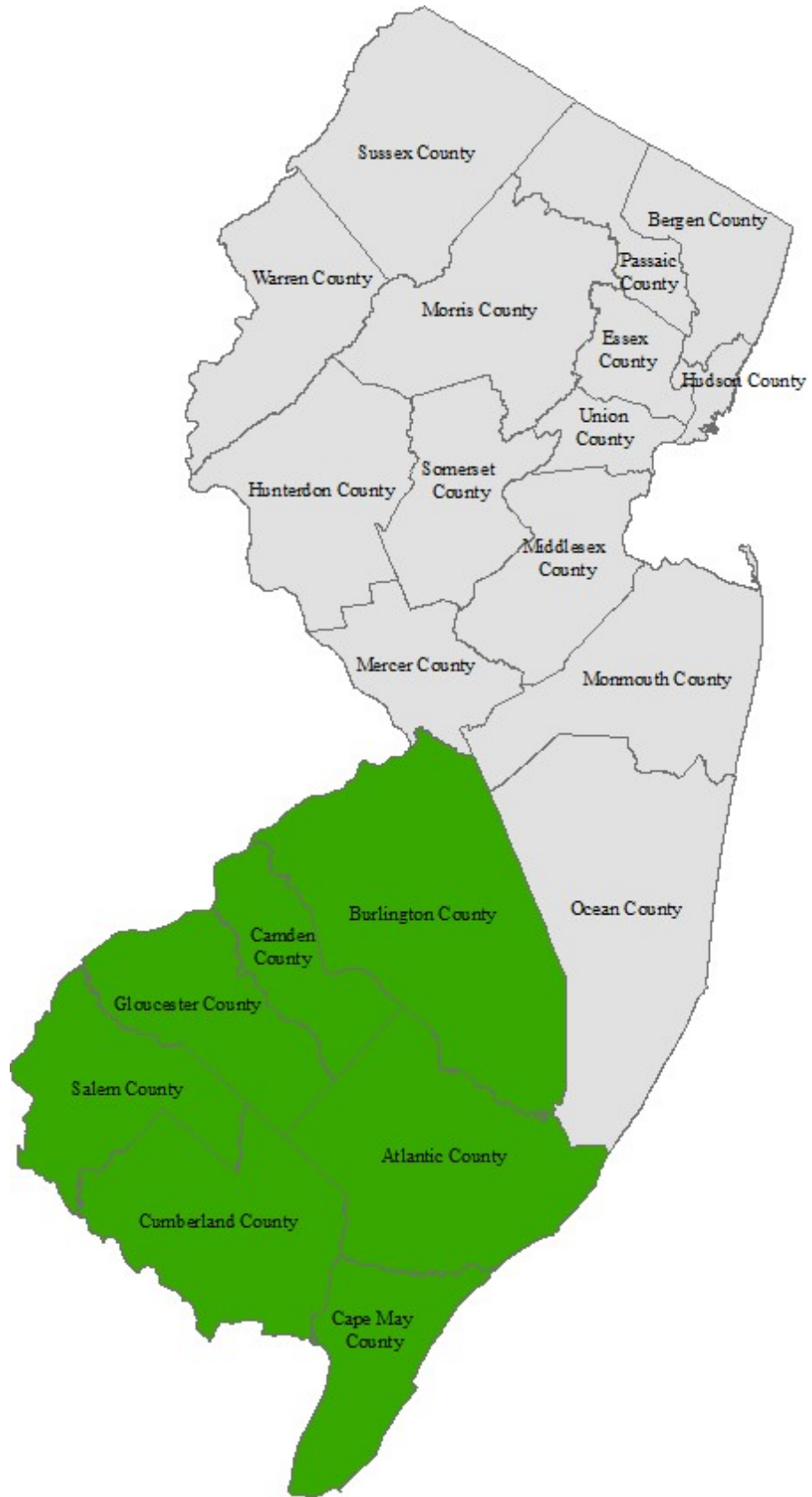
# Cross County Connection TMA Work Program Overview

## 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 = \$1,119,000 NJDOT/Safe Routes to School Work Program =\$191,060 NJ TRANSIT/TMA Work Program =\$80,000 NJDHTS = \$ 64,000 Atlantic County Shuttles = \$65,000 UWGC-Pureland East-West Shuttle Grant = \$ 85,000 DVRPC TCDI = \$ 50,000 United Way Travel Training Program = \$50,000
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 N.J.: 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**

COUNTY	POPULATION (2017)	PERSONS UNDER 18 YEARS	PERSONS OVER 65 YEARS	AREA (SQ. MI. )	POPULATION DENSITY (PER SQ. MI. )	HOUSING UNITS	PRIVATE JOBS*
<b>BURLINGTON</b>	461,860	21.1%	16.6%	799.1	578	184,775	<b>165,029</b>
<b>CAMDEN</b>	523,485	22.9%	15.4%	221.3	2,365	212,759	<b>162,752</b>
<b>GLOUCESTER</b>	302,294	22.1%	15.4%	321.9	939	117,208	<b>81,253</b>
<b>DVRPC REGION</b>	1,287,640	22.07%	15.8%	1,342.3	959	514,742	<b>409,034</b>
<b>ATLANTIC</b>	274,534	21.5%	17.5%	555.4	494	132,038	<b>113,919</b>
<b>CAPE MAY</b>	95,263	17.6%	25.8%	251.4	379	99,606	<b>31,388</b>
<b>CUMBERLAND</b>	154,152	23.8%	14.9%	483.2	319	57,119	<b>45,757</b>
<b>SALEM</b>	64,837	21.7%	18.3%	331.8	195	27,763	<b>17,053</b>
<b>SJTPO REGION</b>	588,786	21.5%	18.3%	1,621.8	363	316,526	<b>208,117</b>
<b>CCCTMA REGION</b>	<b>1,876,426</b>	<b>21.89%</b>	<b>16.6%</b>	<b>2,964.1</b>	<b>633</b>	<b>831,268</b>	<b>617,151</b>

Source: U.S. Census Bureau, 2020 American Community Survey 1-Year Estimates

\*U.S. 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	POPULATION (2017)	PERSONS UNDER 18 YEARS	PERSONS OVER 65 YEARS	AREA (SQ. MI. )	POPULATION DENSITY (PER SQ. MI. )	HOUSING UNITS	PRIVATE JOBS*
<b>BURLINGTON</b>	461,860	21.1%	16.6%	799.1	578	184,775	<b>165,029</b>
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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, 43 exits in the CCCTMA service area 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 U.S. 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 bridge.

**NEW JERSEY BRIDGE CROSSING AVERAGE ANNUAL DAILY TRAFFIC**

BRIDGE	CONNECTION	AADT
<b>BEN FRANKLIN</b>	Camden City - Center City Phila.	<b>77,224</b>
<b>BETSY ROSS</b>	Pennsauken - NE Philadelphia	<b>30,937</b>
<b>BURLINGTON-BRISTOL</b>	No. Burlington County - Bristol, PA	<b>23,996</b>
<b>COMMODORE BARRY</b>	Gloucester County - Delaware County, PA	<b>36,560</b>
<b>DELAWARE MEMORIAL</b>	Salem County - Wilmington, DE	<b>62,884</b>
<b>TACONY-PALMYRA</b>	No. Burlington County - Phila.	<b>35,495*</b>
<b>WALT WHITMAN</b>	<b>CAMDEN CITY - SOUTH PHILA.</b>	<b>113,425</b>

Source: DVRPC, 2015; \*DVRPC, 2020

## Ferries

The Delaware River Waterfront Corporation (DRWC) 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 traveling 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 Walter 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 30th 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 traveling 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 traveling from Camden, Burlington, and Gloucester counties to employment in Camden County and Philadelphia.

Several counties also provide shuttle services open to the general public, traveling 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 older adults and persons with disabilities.

## **Summary Transportation Infrastructure**

Southern NJ's excellent transportation infrastructure and 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 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, seem to be 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, approximately 79.6% of resident commuters in CCCTMA's service area drive alone to work; approximately 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 worksite.

### MEANS OF TRANSPORTATION TO WORK

TRANSPORTATION MODE FOR WORKERS 16+ YEARS OF AGE	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	<b>884,085</b>
<b>DROVE ALONE</b>	79.3	81.8	76.7	75.8	80.5	80.9	85.5	<b>79.6</b>
<b>CARPOOLED</b>	7.8	8.3	10.1	9.7	13.7	8.2	7.4	<b>9.1</b>
<b>PUBLIC TRANSPORTATION</b>	3.3	3.1	6.5	0.5	1.4	2.4	0.9	<b>3.9</b>
<b>WALKED</b>	4.7	0.8	1.5	6.1	1.3	1.5	2.4	<b>2.0</b>
<b>BICYCLE</b>	0.5	0.2	0.2	1.2	0.1	0.7	0.0	<b>0.4</b>
<b>TAXICAB, MOTORCYCLE, OR OTHER</b>	1.0	0.9	1.1	1.9	1.0	1.0	0.3	<b>1.1</b>
<b>WORKED AT HOME</b>	<b>3.5</b>	<b>5.0</b>	<b>3.8</b>	<b>4.7</b>	<b>2.0</b>	<b>5.4</b>	<b>3.5</b>	<b>4.3</b>

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates | Percentages and totals do not equal 100% due to rounding

This table can also be used as an indicator of 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 is well served by the hospitality industry; primarily casinos and Salem County, which is a rural county with a smaller employment base. 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.



**CCCTMA SERVICE AREA WORKER COMMUTE FLOWS**

County of Residence	# of Resident Workers	% of Resident Workers	Mean Travel Time (minutes)
<b>Total Workers Residing in Atlantic County</b>	<b>126,439</b>		
Employed in Atlantic County	97,570	77.2	26.1
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>		
Employed in Burlington County	120,960	53.3	30.5
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>		
Employed in Camden County	125,751	51.1	29.7
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>		
Employed in Cape May County	32,461	75.5	24.1
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>		
Employed in Cumberland County	41,949	70.3	24.7
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>		
Employed in Gloucester County	70,399	46.2	30.5
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	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates | Percents and totals do not equal 100% due to rounding

## 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 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 data from its two Metropolitan Planning Organizations (MPOs) that oversee its service area – the Delaware Valley Regional Planning Commission (DVRPC) and the South Jersey Transportation Planning Organization (SJTPO). DVRPC represents the counties of Burlington, Camden, and Gloucester and SJTPO oversees the counties of Atlantic, Cape May, Cumberland, and Salem. Under Title VI of the Civil Rights Act and the Executive Order on Environmental Justice (#12898), MPOs are directed to create a method for ensuring that equity issues are investigated and evaluated in transportation decision-making. Populations are evaluated based on the following criteria: Youth, Older Adults, Female, Racial Minority, Ethnic Minority, Foreign-Born, Limited English Proficiency, Disabled, and Low-Income.

Each MPO classifies the results of its EJ analysis differently, but the methodology is similar. Both DVRPC and SJTPO evaluate the population of a defined Census geography based on the above criteria and use a formula to create a score. Scores for each defined Census geography are then compared to the region's average score. Communities are classified based on the number of standard deviations their score is from the regional average. The distinction is in the Census geographies the MPO evaluates and how they label the classes.

DVRPC evaluates the region at the Census tract level. Census tracts that have a score between one-half (0.5) and 1.5 standard deviation above the regional average are classified as having an "Above Average" proportion of EJ populations. Tracts that have a score beyond 1.5 standard deviations above the regional average are classified as having a "Well Above Average" proportion of EJ populations.

SJTPO evaluates the region at the Census block group level. Census block groups with a score between one-half (0.5) and 1.5 standard deviation above the regional average are classified as an "EJ Areas." Block groups

that have a score deviations above are classified as Areas.”

The tables below municipalities

with at least one Census tract or block group that meets the threshold to qualify as having an above-average EJ score. Cross County Connection will prioritize services to as many of these municipalities as funding and time permits.

MUNICIPALITY	COUNTY
ATLANTIC CITY	Atlantic
BRIGANTINE CITY	Atlantic
BUENA BOROUGH	Atlantic
BUENA VISTA TOWNSHIP	Atlantic
EGG HARBOR CITY	Atlantic
EGG HARBOR TOWNSHIP	Atlantic
EGG HARBOR TOWNSHIP	Atlantic
GALLOWAY TOWNSHIP	Atlantic
HAMILTON TOWNSHIP	Atlantic
HAMMONTON TOWN	Atlantic

beyond 1.5 standard the regional average “Concentrated EJ

identify the within each MPO

**DVRPC MUNICIPALITIES WITH WELL ABOVE AVERAGE EJ COMMUNITIES**

MUNICIPALITY	COUNTY
BURLINGTON CITY	Burlington
CAMDEN CITY	Camden
LINDENWOLD BOROUGH	Camden
PENNSAUKEN TOWNSHIP	Camden
WOODLYNNE BOROUGH	Camden
WOODBURY CITY	Gloucester

Source: DVRPC indicators of potential disadvantage analysis, 2019

**DVRPC MUNICIPALITIES WITH ABOVE AVERAGE EJ COMMUNITIES**

**SJTPO MUNICIPALITIES WITH CONCENTRATED EJ AREAS**

MUNICIPALITY	COUNTY
BEVERLY CITY	Burlington
EDGEWATER PARK TOWNSHIP	Burlington
MAPLE SHADE TOWNSHIP	Burlington
PALMYRA BOROUGH	Burlington
PEMBERTON BOROUGH	Burlington
PEMBERTON TOWNSHIP	Burlington
RIVERSIDE TOWNSHIP	Burlington
WILLINGBORO TOWNSHIP	Burlington
BELLMAWR BOROUGH	Camden
BERLIN TOWNSHIP	Camden
CAMDEN CITY	Camden
CHERRY HILL TOWNSHIP	Camden
CLEMENTON BOROUGH	Camden
COLLINGSWOOD BOROUGH	Camden
HADDON TOWNSHIP	Camden
GLOUCESTER CITY	Camden
LAWNSIDE BOROUGH	Camden
LINDENWOLD BOROUGH	Camden
PENNSAUKEN TOWNSHIP	Camden
VOORHEES TOWNSHIP	Camden
WINSLOW TOWNSHIP	Camden
DEPTFORD TOWNSHIP	Gloucester
GLASSBORO BOROUGH	Gloucester
SWEDESBORO BOROUGH	Gloucester

Source: VRPC Indicators Of Potential Disadvantage Analysis, 2019

MUNICIPALITY	COUNTY
ATLANTIC CITY	Atlantic
BUENA BOROUGH	Atlantic
BUENA VISTA TOWNSHIP	Atlantic
EGG HARBOR TOWNSHIP	Atlantic
HAMMONTON TOWN	Atlantic
MARGATE CITY	Atlantic
MULLICA TOWNSHIP	Atlantic
PLEASANTVILLE CITY	Atlantic
VENTNOR CITY	Atlantic
LOWER TOWNSHIP	Cape May
MIDDLE TOWNSHIP	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
FAIRFIELD TOWNSHIP	Cumberland
LAWRENCE TOWNSHIP	Cumberland
MILLVILLE CITY	Cumberland
UPPER DEERFIELD TOWNSHIP	Cumberland
VINELAND CITY	Cumberland
PENNS GROVE BOROUGH	Salem
PENNSVILLE TOWNSHIP	Salem

SALEM CITY Salem

**SJTPO MUNICIPALITIES WITH EJ AREAS**

Source: SJTPO, 2021

# CROSS COUNTY CONNECTION TMA PROGRAM REPORT FY 2025

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## GOAL AREA 1: ACCESSIBILITY

Accessibility strategies should 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. The TMAs may accomplish this by providing services, information, or other assistance.

Increase traveler awareness and access to travel modes other than single occupancy vehicles and support the federal and state goals of increasing travel opportunities for all, particularly for traditionally underserved communities and populations. Provide information to and assist commuters, residents, and other travelers with carpooling, vanpooling, public transit, bicycling, walking, and other non-drive alone modes of travel.

### STRATEGY A: Trip Planning and Information

#### **Activity/Task:**

- i. Provide the public with trip planning information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, via informational publications, and/or a website. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- iv. Promote and market commuter benefit incentive programs and transit ticket bulk sales programs.
- v. Create or update mobility guides.
- vi. Promote and market public transit services through both print and electronic.
- vii. Develop and maintain information repositories, websites, social media channels, and email lists to support the dissemination of information.

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

- i. Customized information will be provided to travelers trying to get from point A to point B.
- iv. Electronically/digitally disseminate information about NJ TRANSIT and PATCO discounted fares and the Commuter Benefits Program
- v. Update South Jersey Transit Guide. Submit draft and final reports to the NJTPA.
- vi. Update and maintain CCCTMA website.
- vii. Utilize CCCTMA social media platforms and email lists through Constant Contact to share information.

### STRATEGY B: Bicycle and Pedestrian Encouragement

#### **Activity/Task:**

- i. Assist communities and schools with activities that encourage walking and bicycling and educate participants about the benefits of walkable communities.

- ii. This activity is 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. Still, it may be used to supplement these programs.

**Products and Outcomes:**

- i. Distribute materials dedicated to encouraging walking and biking and educating the public on associated laws at Green Fairs, trail events, municipal events, and other events.
- ii. Utilize NJDOT Safe Routes to School funding as primary funding for this strategy.

## **STRATEGY C: Rideshare/Ride-Matching**

**Activity/Task:**

- i. Facilitate and or administer rideshare/ride-matching and vanpool programs.

**Products and Outcomes:**

- i. Provide rideshare applicants with suitable car/vanpool partners.

## **STRATEGY D: Technical Assistance**

**Activity/Task**

- i. Provide technical assistance to employers, developers, and other organizations to encourage, provide, and implement tdm strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework.

**Products and Outcomes:**

- i. Provide technical assistance as needed to employers, developers, and communities to help implement TDM strategies.

## **OPTIONAL STRATEGY E: Technology**

**Activity/Task:**

- ii. Host and maintain an interactive map showing the locations of public transit routes, bikeways and other features on driveless.com.
- i. 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.
- Proposed: Create and upload General Transit Feed Specification (GTFS) data for local shuttle services.

**Products and Outcomes:**

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

## **STRATEGY F: Shuttle Services**

### ***Activity/Task:***

- i. Promote, plan, monitor, and manage shuttle services for employees, and the general public, providing an alternative to SOV travel and to increase mobility for employment purposes. The current shuttles include the BurLINK, English Creek-Tilton Road, Rt 54/40, Pureland East-West and other shuttles, as needed.

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

- i. Coordinate shuttle services with NJ TRANSIT, PATCO, SJTA and other transit operators and providers
- i. Evaluate shuttle services through surveys and produce report of findings and recommendations.
- i. Update route maps and schedules.
- i. Produce final memo summarizing results and recommendations. Draft and final memo to be shared with the NJTPA.

## **GOAL AREA 2: ECONOMIC DEVELOPMENT**

Economic Development strategies focus on encouraging, providing, and implementing transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services increase traveler choices while lowering the use of single-occupant vehicle travel. This may include working with communities to identify and/or establish first/last mile solutions that improve access to jobs or providing information about carpool and vanpool availability.

Provide outreach and assistance focused on encouraging, providing, and implementing transportation demand management services at individual employment sites, business complexes, transportation facilities, and other locations. This includes working with communities to identify and/or establish first/last mile solutions that improve access to jobs and providing information about the availability of carpools and vanpools.

## **STRATEGY A: Worksite-Based Transportation Demand Management**

### ***Activity/Task:***

- i. Pursue opportunities to encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commutation and travel choices.
- ii. Conduct outreach to employers regarding TDM and travel alternatives, arrange for Transit Days, Transportation Fairs or similar events at employer, social services or other organization sites.

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

- i. On-site activities, such as Commuter Fairs, to assist employees with non-SOV commuting travel choices.
- ii. Employer assistance with the development of programs and plans that encourage employees to use commute alternatives and commuter benefits programs.

## **STRATEGY B: Employer Liaison**

### **Activity/Task:**

- i. Acting as liaison between employers and the NJTPA DVRPC and SJTPO for the purposes of outreach to the business community, as requested and in coordination with the NJTPA, DVRPC and SJTPO.

### **Products and Outcomes:**

- i. Coordinate with MPOs on employer-related programs

## **STRATEGY C: Outreach**

### **Activity/Task:**

- i. The TMAs are required to keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

### **Products and Outcomes:**

- i. Database of employers receiving assistance

## **OPTIONAL STRATEGY E: Economic Development Planning**

### **Activity/Task:**

- ii. Coordinate with local Workforce Development Boards (WDBs) and One-Stop Employment Centers

### **Products and Outcomes:**

- ii. Provide transit training services and materials to those seeking employment through WDB programs.

## **GOAL AREA 3: ENVIRONMENTAL**

Environmental strategies should primarily 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.

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 MPO resources to support the use of electric vehicles (EV) and the construction of EV charging stations. Assist local and county governments, Green Teams, and businesses with electric micro-mobility planning.

## **STRATEGY A: Electric Vehicle Charging and Preparedness**

### **Activity/Task:**

- i. Participate in activities that encourage the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure throughout their service area, including in low-income areas. NJ's clean energy target was accelerated to 100% clean energy by

2035, defined as 100% of the electricity sold in the State to come from clean sources of electricity by January 1, 2035, through clean energy market mechanisms, paired with support for a Clean Energy Standard in New Jersey.

- iii. Provide technical assistance to municipalities, employers, and other destinations engaged in readiness planning, ordinance adoption, charging station siting, and participation in support activities sponsored by the MPOs.

**Products and Outcomes:**

- i. Development and dissemination of 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.
- i. Plan and/or attend events and workshops promoting the use of electric vehicles and expansion of EV charging infrastructure.
- i. Provide planning assistance to local governments and businesses regarding installation of charging stations, including advising on best practices, grant application assistance, development of EV-related ordinances and plans. Cross County Connection intends to assist at least one of the MPO identified EJ communities with seeking grants to support charging stations and/or EV fleet vehicle acquisition.
- iii. Utilizing resources from the three MPOs, NJDEP, Bureau of Public Utilities, NJDCA and others, assist local governments with needed planning documents and funding resources to install charging stations.

## **STRATEGY B: Air Quality Monitoring and Education**

**Activity/Task:**

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, air quality monitoring, recruiting, and participation in the DVRPC Air Quality Partnership for TMAs serving the DVRPC region.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

**Products and Outcomes:**

- i. Disseminate Air Quality Alerts and promotional materials to Air Quality Partners, members, local governments, and the general public.
- ii. Provide a report on any AQM as requested.

## **STRATEGY C: Electric Micromobility**

**Activity/Task:**

- i. E-bikes and e-scooters are great sustainable transportation options. Cross County Connection TMA will encourage, educate, and support the use/implementation of these alternative modes.



**Products and Outcomes:**

- i. Provide local governments with resources to better understand and plan for e-bikes and e-scooters.

## **GOAL AREA 4: SAFETY**

Safety strategies should 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. Safety activities may include outreach, education, planning, and data collection. TMAs are encouraged to participate as partners with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders and the public to successfully implement these activities.

Increase public awareness of roadway safety using promotional materials and technical assistance, including road safety audits. Coordinate these efforts with NJTPA, DVRPC SJTPO, and local police departments and county safety groups. Participate in steering committees and other statewide group meetings dedicated to bicycle and pedestrian safety. Activities will include educating and assisting municipalities and counties with adopting Complete Streets policies, ordinances, and checklists consistent with the NJDOT Complete & Green Streets for All: Model Policy & Guide; preparing grant applications (e.g., Safe Routes to School and Transportation Alternatives Set-Aside); conducting road safety audits, crash data mapping and analysis, and additional technical assistance services as needed.

### **STRATEGY A: Complete Streets**

**Activity/Task:**

- i. Support the implementation of Complete Streets.
- ii. Educate municipal stakeholders about Complete Streets.
- iii. Assist a municipality or county with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- v. Participate in temporary demonstration projects (i.e., tactical urbanism) with the approval of a local jurisdiction. TMAs may utilize the NJTPA Complete Streets Demonstration Library hosted by Hudson TMA or utilize FY 2025 funds to purchase/rent consumable materials when unavailable, impractical, or more cost-effective than sourcing through the library. If not using the NJTPA Complete Streets Demonstration Library, all material purchases will be pre-approved before purchase
- vi. Assist a municipality or county with the preparation of a grant application for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.

**Products and Outcomes:**

- i. Provide technical assistance to municipalities with adopted Complete Streets policies.
- ii. Provide materials and NJDOT-provided resources to educate municipalities on Complete Streets.

- iii. Provide technical assistance and educational materials to municipalities to encourage the adoption of, and use of best practices, in Complete Streets policies, ordinances, and checklists.
- iv. Sit on steering committees or provide technical assistance to municipalities sponsored by DVRPC, SJTA, the NJDOT, or another public agency when available.
- v. Assist DVRPC with the implementation of temporary Complete Streets demonstration projects through the Experimental Pop-ups Program (EXPO).
- vi. Assist municipalities with grant applications to build infrastructure supporting the implementation of policies. Cross County Connection intends to assist at least one of the MPO-identified EJ communities with seeking grants to support Complete Streets infrastructure.

## **STRATEGY B: Safety Audits and Other Studies**

### ***Activity/Task:***

- i. Conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities. Organize and lead audits in addition to participating in audits organized by counties or other organizations.

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

- i. Conduct at least two pedestrian/bicyclist safety audits including a final report summarizing the audit process, findings, and recommendations that will be submitted to the NJTPA and client for review. At least one of the audits will be in an MPO-identified EJ community.
- i. Assist local governments with applying for grant funding to implement audit recommendations.
- i. Participate in road safety audits organized by other organizations.

## **STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

### ***Activity/Task:***

- i. Support Toward Zero Deaths and or Vision Zero initiatives.
- iii. Serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.
- iv. Coordinate and implement proven-safety countermeasures - Suggest proven-safety countermeasures in any speed study report or walk/bike audit recommendation.

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

- ii. Provide support and serve as stakeholders on Local Safety Action Plans. Cross County Connection will assist DVRPC and SJTPO as needed with outreach and providing technical support to support plan implementation in the seven-county region, educating counties and municipalities on topics including, but not limited to, Complete Streets, FHWA proven safety countermeasures, road safety audits, and federal and state grant programs.
- iii. Participate in statewide group meetings related to Towards Zero Deaths and or Vision Zero initiatives 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), the DVRPC Regional Safety Task Force, and others.

- iv. Provide recommendations in audit reports that support the implementation of proven safety countermeasures.

## **OPTIONAL STRATEGY E: Data Collection and Analysis**

### ***Activity/Task:***

- i. Data collection and analysis related to safety.
- ii. Perform crash analysis using tools such as Numetrics and Safety Voyager for data collection.
- iii. Support and conduct planning work in high-crash areas, especially areas with high crash rates in historically disadvantaged communities.

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

- i. Download, map, and analyze crash and other available safety data.
- ii. Assist governments, state agencies, MPOs, and other stakeholders with identifying and addressing safety concerns identified through analysis.
- iii. Use crash analysis findings to identify disadvantaged communities that would benefit from Cross County Connection safety program including audits, Street Smart NJ, and other applicable services. Cross County Connection intends to assist at least one MPO-identified EJ community with crash data analysis.

## **GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

This Goal Area includes the implementation of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as the FY23 CHSTP Update Memo and implementation of the DVRPC, SJTPO, and county human services transportation plans. In FY 2017, with assistance of the TMAs, the NJTPA completed Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP). The plan offers comprehensive recommendations for meeting the transportation needs of four target populations: seniors, low- income persons, persons with disabilities, and veterans. It presents 33 strategies across nine areas of concern designed to address the existing and emerging needs of the approximately one million transportation-disadvantaged residents within the 13-county NJTPA region. Transportation services for these populations help meet employment, education, medical, and social support needs by improving accessibility and opportunity.

Assist counties within the CCCTMA service area with human services transportation services as requested and seek opportunities to implement strategies for disadvantaged populations. 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.

## **STRATEGY A: Mobility Guides and Outreach**

### ***Activity/Task:***

- i. Create or update mobility guide(s). The guides may be printed and/or electronic media.
- ii. Prepare a distribution plan describing how the TMA will use the printed and/or electronic media.

**Products and Outcomes:**

- i. Update Southern NJ TRANSIT Guide for electronic and print distribution.
- ii. Distribute through CCCTMA website. Send electronic and print copies to over 300 distribution points in South Jersey including Workforce Development Boards, One-Stop Employment Offices and public locations, such as libraries, municipal buildings and others.

**STRATEGY B: Healthcare Transportation Services Support**

**Activity/Task:**

- i. Disseminate Southern NJ TRANSIT Guide to hospitals, healthcare foundations, non-profit healthcare organizations, and other health-related organizations/businesses.

**Products and Outcomes:**

- i. Distribution of Southern NJ TRANSIT Guide.

**STRATEGY C: County Service Planning**

**Activity/Task:**

- i. Support and assist counties conducting human services transportation service planning.
- ii. Review of existing transportation plans, human services plans, or other relevant documents; development of inventories, GIS databases, and maps of transit service.

**Products and Outcomes:**

- i. Participate on county and MPO CHSTP steering committees and stakeholder meetings.
- ii. Provide counties with demographic information and GIS maps to update their CHSTP documents.

**GOAL AREA: PROGRAM MANAGEMENT**

Cross County Connection TMA will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

**STRATEGY: Program Management**

**Activity/Task:**

- 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:

1. (Preparation of the following year's work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the cost tracking system and TMA work program online reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter.
4. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.

5. Preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

1. Quarterly Progress Reports, invoices, and supporting documentation.
2. Prepare next fiscal year's Work Program and Staffing Plan
3. Submit emergency response plans/contingency plans by December 31, 2024.
4. Fourth Quarter/Final Report and all final deliverables.

## **WORK FUNDED BY OTHER SOURCES**

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 FY25, the following programs are anticipated.

### **STRATEGY: NJ TRANSIT Work Program**

**Activity/Task:**

- 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 and assist employers with public transit needs.

**Products and Outcomes:**

- Provide NJ TRANSIT customer service support and technical assistance to travelers, local governments, and employers.

### **STRATEGY: Safe Routes to School Program (NJDOT)**

**Activity/Task:**

- 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 in grades K-12.

**Products and Outcomes:**

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

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

**Activity/Task:**

- 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:**

1. Shuttle service planning and technical support
2. Shuttle marketing and promotion

**STRATEGY: Atlantic County Community Shuttles**

**Activity/Task:**

- 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:**

1. Shuttle service planning and technical support
2. Shuttle marketing and promotion

**STRATEGY: United Way of Greater Philadelphia and Southern New Jersey Public Transit Travel Training**

**Activity/Task:**

- Use in-class lessons and field trips on bus and rail services to empower participants to use public transit confidently to access jobs and job training. The primary audience are students and young adults, including those with developmental disabilities, who are seeking employment or post-high school training. The program targets those in disadvantaged communities and partners with social services organizations.

**Products and Outcomes:**

1. Conduct outreach to social service and workforce development agencies.
2. Conduct Public Transit Travel Training sessions.

**STRATEGY: New Jersey Department of Highway Traffic Safety (NJDHHS) Road Safety Audit and Education Campaign**

**Activity/Task:**

- Cross County Connection will continue to conduct Pedestrian/Bicyclist Road Safety Audits and Safety Education Campaigns utilizing both the organization's technical and marketizing expertise. The project will include presentations/meetings/interviews with key stakeholders, police Department outreach, and a half-day walk/bikeability workshop. Priority will be given to locations with a high number of crashes in NJDEP-identified overburdened communities.

**Products and Outcomes:**

1. A community-involved road safety assessment to determine safety deficiencies for pedestrians and bicyclists.
2. A road safety audit report incorporating the findings of the assessment to identify short-term improvements and longer-term strategies.

3. A marketing and safety awareness campaign to educate all road users within the project area.

## **STRATEGY: Delaware Valley Regional Planning Commission Transportation and Community Development Initiative (TCDI) BurLINK B5 Alternatives Analysis**

### ***Activity/Task:***

The BurLINK B5 Alternatives Analysis will identify improvements to the existing service. These improvements will enable transit-dependent employees to better access opportunities in the Haines and Burlington Industrial Parks. Thus, the BurLINK B5 Alternatives Analysis will support regional economic development.

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

1. Employer/commuter outreach through surveys, stakeholder meetings, and shuttle ride-alongs
2. Develop at least three service operations scenarios and associated budgets.
3. Prepare final report and submit to DVRPC and Burlington County.

## CROSS COUNTY CONNECTION PROMOTION PLAN FY 2025

Cross County Connection 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's TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines and aligned with the NJTPA's goals and policies. 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 (CCCTMA) will use the following types of media in FY 2025 for the promotion of the programs, goals, and objectives of the work program:

- 1. Driveless.com Website:** With a robust and comprehensive, content-rich website on [driveless.com](https://driveless.com), CCCTMA has historically reached an average of tens of thousands of unique visitors a month. CCCTMA maintains and updates its website frequently to ensure up-to-date content. At the time of this report, all-new content for a completely revised and rebuilt [driveless.com](https://driveless.com) is near completion. This new website will be aggressively leveraged with new promotional engagement and impact opportunities. 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 2025.
- 2. Web and Mobile Advertising:** General, online, and 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.
- 3. Social Media:** CCCTMA's Facebook page currently has more than 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 messaging and relevant transportation news. 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.
- 4. Sponsored Social Media Promotions:** Include video and interactive content that can reach tens of thousands of specifically targeted viewers and convert thousands more to visit [driveless.com](https://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); [LinkedIn.com/CCCTMA](https://LinkedIn.com/CCCTMA), [X.com/CCCTMA](https://X.com/CCCTMA), and [Instagram.com/CCCTMA](https://Instagram.com/CCCTMA).
- 5. 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](https://driveless.com), as well as paper form submission at on-site commuter and transportation events.
- 6. 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](https://Xfinity.com), [SJ.com](https://SJ.com), [NJ.com](https://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- or four-week campaign can yield hundreds of thousands of online impressions to a geo-targeted, South Jersey 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.

- 7. Mass Media and Broadcast:** 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 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.
- 8. 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.
- 9. 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 2025, CCCTMA will seek to further expand its reach with this technology to incorporate projects funded through the NJTPA TMA Work Program.
- 10. Print Marketing Collateral:** CCCTMA regularly publishes 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 more than 150,000 printed pieces are distributed annually in the CCCTMA seven-county service area.
- 11. 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.
- 12. 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](https://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. Save for a reemergence of COVID, it is anticipated that FY 2025 will see a continued increase in promotional opportunity for events and public gatherings.

## **Goal Area Activity Promotion Plans**

Cross County Connection TMA (CCCTMA) 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 and electronic content for promoting 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.

### ***Environmental***

Ongoing posts to social media about a wide range of environmentally themed topics are expected, and EV technology, clean air, and climate change continue to be areas of increasing interest/concern for the public. CCCTMA will continue 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 regularly updated and released as both a print and web publication. New for FY25, the CCCTMA EV Resource Guide will be expanded and updated 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 using Facebook, Twitter, and Instagram are underway and will continue to be used regularly to promote safety topics. 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 public. Reprints of existing and recently updated CCCTMA bicycle and pedestrian safety brochures and palm cards are anticipated for FY 2025.

### ***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. Print and digital support will be provided for outreach efforts, including distribution of the SJ Transit Guide.

## BUDGET AND STAFFING PLAN

### NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

#### CROSS COUNTY CONNECTION TMA FY 2025 WORK PROGRAM BUDGET PLAN

		PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 504,952.46	
	2. FRINGE BENEFITS 62.17% FT, 8.45% PT	\$ 305,199.44	
	<b>SUBTOTAL</b>	<b>\$ 810,151.90</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ -	
	2. TRAVEL	\$ 2,363.49	
	3. PRINTING & REPRODUCTION	\$ 11,000.00	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ 3,150.00	
	6. CONFERENCE/TRAINING	\$ 4,000.00	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 45,500.00	
	<b>SUBTOTAL</b>	<b>\$ 66,013.49</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 48.15%	\$ 243,134.61	
	<b>SUBTOTAL</b>	<b>\$ 243,134.61</b>	100%
<b>TOTAL PROGRAM BUDGET</b>		<b>\$ 1,119,300.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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:	\$	1,119,300.00		Total:	\$	1,119,300.00
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2025 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>"OTHER" Direct Expense Items</b>	<b>Description</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Ads	Disseminating services information through vendors such as Townsquare Media	\$ 27,000.00
Teleconferencing & Software	Zoom for EV webinars, ESRI for the GIS work, and Constant Contact for newsletters	\$ 8,500.00
Website Maintenance/Social Media	Maintaining shuttles and bike safety info and promotions through social media	\$ 5,000.00
Complete Streets Safety Demonstration Projects	Materials such as paint, posts, haybales, straw waddle, and stencils	\$ 5,000.00
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 45,500.00</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**CROSS COUNTY CONNECTION TMA**  
**FY 2025 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	4,178	\$ 216,761.51	\$ 24,863.49	\$ 65,555.05	\$ -	\$ 307,180.06
Core Goal Area Activities - Economic Development	2,050	\$ 114,716.22	\$ 10,350.00	\$ 34,060.47	\$ -	\$ 159,126.69
Core Goal Area Activities - Environmental	3,005	\$ 170,646.76	\$ 15,100.00	\$ 51,264.97	\$ -	\$ 237,011.73
Core Goal Area Activities - Safety	3,560	\$ 198,374.80	\$ 15,100.00	\$ 59,697.09	\$ -	\$ 273,171.89
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	304	\$ 23,356.44	\$ 600.00	\$ 6,934.77	\$ -	\$ 30,891.21
Core - Program Management	1,358	\$ 86,296.17	\$ -	\$ 25,622.25	\$ -	\$ 111,918.42
Optional Goal Area Activities - Reliability	-	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL</b>	<b>14,455</b>	<b>\$ 810,151.90</b>	<b>\$ 66,013.49</b>	<b>\$ 243,134.61</b>	<b>\$ -</b>	<b>\$ 1,119,300.00</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 & Communications Assistant	65%	1,351
Farley, Patrick - Program Director	66%	1,365
Geiger, Michele - Public Outreach Coordinator	30%	615
Gottschall, Henry C. - GIS Specialist/Transportation Planner	64%	1,325
McLaughlin, Kristen - Sustainable Transportation Planner	65%	1,355
Sperry, Marianne - Office Manager	65%	1,357
Sunkett, Latifah - SRTS Coordinator	10%	200
Urkowitz, Ronda R. - Executive Director	64%	1,340
Van den Burg, Jill - Executive Assistant	65%	1,347
Wilson, Joseph - Marketing & Communications Director	64%	1,325
Yoo, Cindy - Transportation Planner	64%	1,325
Vacant - Full Time	43%	900
Conte, Joseph - Transportation Planner Intern (PT)	52%	650
<b>TOTAL*</b>	<b>55%</b>	<b>14,455</b>

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



**EZ Ride TMA**  
**FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP  
Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services Transportation  
Reliability  
Program Management

## **Work Funded by Other Sources**

**Promotions Plan**

**Budget and Staffing Plan**



# EZ RIDE TMA Work Program Overview

## ORGANIZATIONAL SUMMARY

Established on October 24, 1983, the Meadowlands Transportation Brokerage Corporation, operating under the name EZ Ride, stands as a pioneering non-profit 501(c)(3) entity. It holds the distinction of being the first Transportation Management Association (TMA) in the State of New Jersey. The genesis of this organization traces back to the fuel crisis of the 1970s, a period marked by a significant surge in vanpool initiatives, notably exemplified by Hoffmann La Roche with its fleet of over 400 vans.

EZ Ride owes its creation to a coalition of influential entities, including the New Jersey Sports and Exposition Authority (NJSEA), 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. This collaboration was a response to the pressing need for innovative transportation solutions arising from the fuel crisis. Guided by a dedicated Board of Trustees comprising 10 representatives from the public sector, including the North Jersey Transportation Planning Authority (NJTPA), and bolstered by 15 private sector participants, EZ Ride stands at the forefront of transformative transportation initiatives in New Jersey. With a rich history rooted in collaboration and innovation, EZ Ride continues to shape the transportation landscape, ensuring seamless mobility for communities and businesses alike.

### 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.”

### Major Sources of Funding and Clients

<b>Public Sector Grants:</b> (NJTPA, NJDOT, NJ TRANSIT, NJHTS)	<b>\$2,096,843</b>
<b>Public Sector fee for service:</b> (Bergen County & Essex County)	<b>\$2,837,107</b>
<b>Private sector:</b> (Hartz Mountain, BNE Real Estate Group, Russo Development, H-Mart, HelloFresh)	<b>\$1,456,971</b>
<b>Total:</b>	<b>\$6,390,921</b>

### Office Locations

- Main Office: 144 Park Place East, Wood-Ridge, NJ 07075
- Satellite Office: 80 Brewster Rd. Newark Liberty International Airport, Newark, NJ 07114

### Staff Summary

Total Number of Employees:	57
• Full-Time Employees	35
• Part-Time Employees	22

## 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. EZ Ride Service Area**

	Bergen County	Essex County	Monmouth County	Passaic County	Union County	Total
<b>Total population</b>	<b>952,997</b>	<b>849,477</b>	<b>644,098</b>	<b>513,936</b>	<b>569,815</b>	<b>3,530,323</b>
White alone	488,636	236,180	465,957	195,165	206,962	<b>1,592,900</b>
Hispanic or Latino	216,150	208,649	75,107	227,839	193,934	<b>921,679</b>
Black or African American alone	49,643	295,734	34,615	48,968	110,506	<b>539,466</b>
American Indian and Alaska Native alone	351	1,511	630	414	0	<b>2,906</b>
Asian alone	156,553	50,031	34,684	29,224	31,774	<b>302,266</b>
Native Hawaiian and Other Pacific Islander alone	287	0	0	0	96	<b>383</b>
Some Other Race alone	12,260	19,055	7,190	2,352	9,273	<b>50,130</b>
Two or More Races	29,117	38,317	25,915	9,974	17,270	<b>120,593</b>
<b>Minorities</b>	<b>464,361</b>	<b>613,297</b>	<b>178,141</b>	<b>318,771</b>	<b>362,853</b>	<b>1,937,423</b>
<b>Percent</b>	<b>49</b>	<b>72</b>	<b>28</b>	<b>62</b>	<b>64</b>	<b>55</b>

*(Source: American Community Survey Data (ACS) 2022)*

## Infrastructure

The EZ Ride service area, located less than five miles from Times Square in New York City, serves as the bustling urban heart of New Jersey. This vibrant area is home to over a third of the state's population and has an extensive multi-modal transportation system. Key transit hubs, such as Secaucus Junction, Newark Penn Station, Newark Liberty International Airport, Teterboro Airport, and Elizabeth/Newark Seaport, are integral parts of this network.

Notably, Routes 3 and 17 provide essential links to the Lincoln Tunnel, facilitating vital connections to New York City. The region proudly hosts the nation's most successful express bus lane, which, prior to the COVID-19 pandemic, accommodated a staggering flow of more than 500 buses per hour.

Crucial to the area's connectivity are the major highway corridors: the New Jersey Turnpike and the Garden State Parkway, ensuring swift movement of goods and people. Route 4, a significant highway to the west, connects seamlessly to the George Washington Bridge, further enhancing accessibility to and from the region. Whether by land, sea, or air, this area offers unparalleled ease of access, making it a pivotal hub for transportation in the greater New York City metropolitan area.

## Trip Generator Information (i. e. – major employers, attractions, etc.)

The proximity of the North Jersey area to New York City renders it an appealing destination for businesses seeking affordable real estate. This dynamic region is home to a plethora of major corporations, including BMW, Volvo, Unilever, SONY, Klynveld Peat Marwick Goerdeler (KPMG), Ernst and Young, United Airlines, and Hartz Mountain, highlighting its economic vibrancy.

The area is home to two significant sports franchises: the Jets and the Giants, who play at the MetLife Stadium in the Meadowlands, and the Devils, based at the Prudential Center in Newark. Both venues are easily accessible from New York City and most parts of the EZ Ride service area through efficient public transit options.

In addition to the corporate landscape, the North Jersey area is enriched by the presence of American Dream Meadowlands, a sprawling entertainment and retail complex. With over two million square feet of retail space, it houses more than 450 retailers, including esteemed brands like Saks Fifth Avenue and Lord & Taylor. Moreover, the complex features multiple indoor theme parks and has ambitious plans for an 800-room hotel, anchoring its development and further enhancing the area's appeal.

Venturing southward, Monmouth County's renowned Jersey Shore experiences a significant surge in population during the summer months. This spike is primarily due to the influx of visitors and tourists, especially on weekends, transforming the region into a vibrant and bustling coastal destination.

## GOALS AND OBJECTIVES

In actively advancing its mission, EZ Ride staff will focus on five 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.**

To achieve this objective, the staff will focus on nurturing and fortifying the collaboration between the business community and government leaders who share a dedication to enhancing mobility and accessibility. They will actively advocate for the transportation needs and interests of their constituents during legislative, policy development, and regulatory processes.

These efforts align with NJTPA's overarching goals of bolstering economic activity and competitiveness in the region. By ensuring affordable, accessible, and dynamic transportation systems that cater to the evolving needs of both current and future customers, EZ Ride plays a pivotal role in enhancing the region's economic vitality. Through strategic alliances and advocacy, EZ Ride contributes significantly to the realization of these objectives, fostering a robust and sustainable transportation network for the community.

**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**

The staff will achieve this goal by actively engaging with businesses, public officials, and community leaders to initiate workplace charging programs such as the Charge@Work initiative. Additionally, they will provide technical support and recognition for organizations embracing clean transportation through the "Electric Vehicle Adoption Leadership (EVAL)" certification program. The encouragement of pedestrian and bicycle transportation alternatives, whenever viable, will be a focus. Sharing government resources related to clean air with businesses, promoting the use of non-fossil fueled vehicles, and advancing Congestion Mitigation and Air Quality (CMAQ) programs are integral components of these efforts.

These tasks are instrumental in realizing NJTPA's objectives of safeguarding and enhancing the quality of natural ecosystems and the human environment. Furthermore, by promoting these clean transportation initiatives, EZ Ride actively contributes to improving system coordination, efficiency, and competitiveness in the region. Through these strategic actions, EZ Ride plays a crucial role in fostering a sustainable, environmentally friendly, and well-coordinated transportation network for the community.

#### **5. 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 2, on the following page, 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 55 percent) are minorities. Hispanic, Black, and Asian people comprise the largest group of minorities in the area.

According to the 2022 American Community Survey, approximately 17 percent of the population have limited English proficiency and speak English less than "very well". Passaic and Union counties have higher percentages of 22-23 percent. Approximately 22 percent of people in our service area are Spanish speakers with large numbers in Passaic, Union, and Essex County.

**TABLE 2. LANGUAGE PROFICIENCY**

	Bergen County		Essex County		Monmouth County		Passaic County		Union County		All Counties	
	Total	%	Total	%	Total	%	Total	%	Total	%	TOTAL	AVG %
<b>Population 5 years and over</b>	<b>905,421</b>		<b>797,496</b>		<b>612,515</b>		<b>481,887</b>		<b>535,559</b>		<b>3,332,878</b>	
Speak only English	522,518	57.70%	511,377	64.10%	501,865	81.90%	236,949	49.20%	286,207	53.40%	<b>2,058,916</b>	<b>61%</b>
Speak a language other than English	382,903	42.30%	286,119	35.90%	110,650	18.10%	244,938	50.80%	249,352	46.60%	<b>1,273,962</b>	<b>39%</b>
Spanish	157,475	17.40%	155,714	19.50%	38,016	6.20%	178,964	37.10%	157,222	29.40%	<b>687,391</b>	<b>22%</b>
Other Indo-European languages	96,039	10.60%	82,619	10.40%	48,796	8.00%	35,887	7.40%	63,690	11.90%	<b>327,031</b>	<b>10%</b>
Asian and Pacific Island languages	106,395	11.80%	20,549	2.60%	18,264	3.00%	11,862	2.50%	17,229	3.20%	<b>174,299</b>	<b>5%</b>
Other languages	22,994	2.50%	27,237	3.40%	5,574	0.90%	18,225	3.80%	11,211	2.10%	<b>85,241</b>	<b>3%</b>
<b>Percent speak English less than "very well"</b>		<b>16.40%</b>		<b>14.40%</b>		<b>6.30%</b>		<b>23.00%</b>		<b>22.50%</b>		<b>17%</b>

*(Source: American Community Survey data (ACS) 2022)*

As shown in the table below, approximately 11 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 each.

**TABLE 3. 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
<b>Total population</b>	<b>952,997</b>	<b>174,761</b>	<b>849,477</b>	<b>122,556</b>	<b>644,098</b>	<b>124,889</b>	<b>513,936</b>	<b>81,811</b>	<b>569,815</b>	<b>87,302</b>	<b>3,530,323</b>	<b>591,319</b>
Civilian noninstitutionalized population	946,643	171,401	840,226	119,692	640,309	122,750	510,851	79,573	567,133	86,074	<b>3,505,162</b>	<b>579,490</b>
With any disability	9.10%	26.20%	12.20%	32.40%	10.70%	27.50%	11.40%	38.00%	9.40%	28.70%	<b>AVG 11%</b>	<b>AVG 31%</b>
Population for whom poverty status is determined	942,622	171,401	832,635	119,692	638,090	122,750	505,199	79,573	564,478	86,074	<b>3,483,024</b>	<b>579,490</b>
Below 100 percent of the poverty level	7.10%	8.20%	15.70%	17.30%	6.10%	7.10%	12.30%	14.50%	9.50%	10.30%	<b>AVG 10%</b>	<b>AVG 11%</b>
100 to 149 percent of the poverty level	3.60%	5.10%	7.10%	7.60%	4.60%	5.50%	9.40%	7.00%	7.20%	6.20%	<b>AVG 6%</b>	<b>AVG 6%</b>
At or above 150 percent of the poverty level	89.30%	86.70%	77.20%	75.10%	89.30%	87.40%	78.30%	78.40%	83.30%	83.50%	<b>AVG 83%</b>	<b>AVG 82%</b>

*(Source: American Community Survey data (ACS) 2022)*

Although EZ Ride represents approximately a third of the state's population, it is home to more than half or 29 of the 57 Targeted Urban Municipalities (TUMs) in the state. Our transportation programs and services are geared to serving this disadvantaged population which includes:

- Bergen County – Elmwood Park, Englewood City, Fairview, Garfield, Hackensack, Little Ferry, and Lodi
- Essex County – Belleville, Bloomfield, E. Orange, Irvington, Newark, and Orange

- Passaic County – Clifton, Passaic, Paterson, and Woodland Park
- Union County – Elizabeth, Hillside, Linden, Plainfield, Rahway, Roselle
- Monmouth County - Asbury Park, Eatontown, Freehold Borough, Long Branch, Neptune Township 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 account for about 70 percent of all operations and 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.
- **Carpools & Vanpools** – EZ Ride’s vanpool and carpool participants primarily work in entry-level jobs and are mostly Black or Hispanic.
- **EZ 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 individual members is 78 years. Additionally, we partner with county agencies to supplement their paratransit service for older adults (65+) and disabled populations. We also partner with nonprofits who serve older adults 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. EZ Ride will assist nine TUMs with a walk audit, speed study or an education and outreach activity such as bike and pedestrian safety presentation.
- **EV Accelerator Program** – The program is designed to encourage both public and private entities to provide EV charging services not only for their own employees and fleets but also for the public. The goal is to make EV charging accessible to a wider community, fostering convenient charging options in town centers, commercial areas, retail centers, and multi-unit dwellings.

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

# EZ RIDE

## PROGRAM REPORT FY 2025

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### GOAL AREA 1: ACCESSIBILITY

EZ Ride will assist 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 micro mobility).

EZ Ride undertakes activities to educate travelers about travel alternatives and services available to them for commuting and other trips, 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.) are accommodated as much as possible.

EZ Ride operates shuttles along 15 different routes throughout northern New Jersey. Each weekday, EZ Ride shuttles connect major transportation hubs – such as Newark Penn Station, Secaucus Junction, and the Harrison PATH station – to more than 300 area businesses, commercial areas, and residential complexes. Some of the shuttles operate all seven days of the week, and often at night from 1 am to 5 am.

EZ Ride also partners 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. The local chambers of commerce work closely with the DMOs and the DMOs are often part of the chamber. EZ Ride serves on the transportation committee of the Newark Regional Business Partnership (NRBP) and the Meadowlands Regional Chamber (MRC). 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.

### STRATEGY A: Trip Planning & Information

#### **Activity/Task:**

- i. Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, via informational publications, and/or a website. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- ii. Manage and promote rideshare matching services under the guidance of the NJTPA, including the njrideshare.com website, if requested.
- iii. Provide trip planning assistance.
- iv. Promote and market commuter benefit incentive programs and transit ticket bulk sales programs.
- v. Create or update mobility guides.
- vi. Promote and market public transit services.

- vi. Develop and maintain information repositories, websites, social media channels, and email lists to support the dissemination of information.

**Products and Outcomes:**

i. ii. iii. Provide carpool/vanpool information and matching as a service provided to individuals as part of trip planning.

- v. Mobility guides for five counties and the Meadowlands District
- iv. vi. vii. Updated website with public transit information

**STRATEGY B: Bicycle and Pedestrian Encouragement**

**Activity/Task:**

- i. Assist counties and municipalities with implementing activities that encourage walking and bicycling or educate participants about the benefits of walkable communities to supplement the Safe Routes to School program.

**Products and Outcomes:**

- i. Host events that promote safe walking and biking in the EZ Ride service area.
- i. Host meetings with stakeholders and bikeshare vendors.

**STRATEGY C: Rideshare/Ride-Matching**

**Activity/Task:**

- i. Facilitate and or administer rideshare/ride-matching and vanpool programs.

**Products and Outcomes:**

- i. Number of ride-matching applicants assisted/signed up.
- i. Number of Transportation Fairs hosted.

**STRATEGY D: Technical Assistance**

**Activity/Task:**

- i. EZ Ride will provide technical assistance to employers, developers, and other organizations to encourage, provide, and implement TDM strategies that help existing and relocating employees access work via non-SOV options including transit, shuttles, walking, biking, and telework.

**Products and Outcomes:**

- i. Host meetings with employers, developers, and other organizations to provide information about non-SOV options.

**OPTIONAL STRATEGY F: Shuttle Services**

**Activity/Task:**

- i. Promote, plan, manage, and operate shuttle services for employees, human services, populations, or the general public, providing an alternative to SOV travel or increasing mobility.



**Products and Outcomes:**

- i. Number of operating shuttles and ridership.
- i. Proposals for new shuttles.

**OPTIONAL STRATEGY H: Joint Marketing Campaign Between Tourism Boards and TMAs**

**Activity/Task:**

- i. Develop partnerships between EZ Ride and visitors' authorities or tourism boards at the local or state level to coordinate marketing campaigns to elevate shuttles, transit, micromobility, and other resources for tourists. This could include local guides highlighting non-SOV options and local businesses offering discounts to those who do not drive and park.

**Products and Outcomes:**

- i. Promote our transportation services at the events hosted by the DMOs and provide a memorandum about the DMO events attended by staff.

**GOAL AREA 2: ECONOMIC DEVELOPMENT**

EZ Ride's economic development strategies focus on encouraging, providing, and implementing transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services will increase traveler choices while lowering the use of single-occupant vehicle travel. This could include working with communities to identify and/or establish first/last mile solutions that improve access to jobs or providing information about availability of carpools and vanpools.

**STRATEGY A: Worksite-Based Transportation Demand Management**

**Activity/Task:**

- i. Pursue opportunities to encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commutation and travel choices.
- ii. Conduct outreach to employers regarding TDM and travel alternatives, arrange for Transit Days, Transportation Fairs or similar events at employer, social services, or other organization sites.

**Products and Outcomes:**

- ii. Number of events hosted.
- i. Number of businesses contacted.
- ii. Database of businesses relocating to the EZ Ride service area.
- ii. Copy of advertisement in the Meadowlands Relocation Guide.
- ii. Identify and/or establish first/ last mile solutions that improve access to jobs.
- ii. Number of organizations assisted with carpool and vanpool information.

**STRATEGY B: Employer Liaison**

**Activity/Task:**

- i. EZ Ride 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:**

- i. Memorandums documenting participation and outcome.

**STRATEGY C: Outreach**

**Activity/Task:**

- i. EZ Ride will keep records of outreach-related activities, including contacts made and the type and number of services resulting from our interaction or services provided directly by EZ Ride.

**Products and Outcomes:**

- i. Database of participants at the various outreach events.
- i. Memorandums documenting participants and outcomes.
- i. Case study to promote outstanding programs on our website.

**GOAL AREA 3: ENVIRONMENTAL**

EZ Ride will strive to reduce pollution created by transportation activity by promoting anti-idling education, conserve resources 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 Key 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.

EZ Ride’s environmental strategies will primarily contribute to reducing air pollution and green house 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. EZ Ride also educates users on e-scooters and e-bikes and encourage municipal implementation.

**STRATEGY A: EV Charging and Preparedness**

**Activity/Task:**

- i. EZ Ride will participate in activities that encourage the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure throughout our service area, including in low-income areas.
- ii. EZ Ride will use the information and tools on the NJTPA EV Resources page and the NJDEP DriveGreenNJ website to promote the adoption of EVs and the construction of EV charging stations. The NJTPA Alternative Fuel Readiness Guidebook is an additional resource.
- iii. Provide technical assistance to municipalities, employers, and other destinations engaged in readiness planning, ordinance adoption, charging station siting, and participation in support of activities sponsored by the NJTPA or other agencies.

**Products and Outcomes:**

- i. ii. iii. Number of organizations assisted with readiness planning, ordinance adoption, charging station siting, and participation in support of activities sponsored by the NJTPA or other agencies.

## **STRATEGY B: Air Quality Monitoring and Education**

### ***Activity/Task:***

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, and air quality monitoring.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

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

- i. Include an anti-idling slide in our safety presentations for Grades 3 and higher.
- ii. Provide a report on any AQM as requested.

## **STRATEGY C: Electric Micromobility**

### ***Activity/Task:***

- i. E-bikes, e-scooters, and e-cargo delivery are great sustainable transportation options. EZ Ride will encourage, educate, and support the use/implementation of these alternative modes.
- ii. Assist municipalities and counties in creating cargo e-bike delivery programs / determine the best location and designated zones for these vehicles.

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

- i. Educate users on e-scooters and e-bikes and encourage municipal implementation in two municipalities.
- ii. Assist two municipalities and/or counties in creating e-cargo delivery programs and determining the best location and designated zones for these vehicles.

## **OPTIONAL STRATEGY E: EV's & EV Infrastructure Education and Outreach**

### ***Activity/Task:***

- i. EZ Ride will support the adoption of alternative-fueled vehicles, emphasizing EV adoption and the construction of EV charging stations.
- ii. Disseminate information about incentives for EV purchase and installation of charging infrastructure, presentation to municipal, business, and community stakeholders.

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

- i. Coordinate **TWO webinars with NJ EV Association** during the work program period on EV adoption.
- ii. Coordinate **ONE webinar about Charge@Work and EVAL** with NJDEP and CALSTART

## GOAL AREA 4: SAFETY

EZ Ride promotes and enhance travel safety throughout its service area for all modes based on strategies contained in the U.S. Department of Transportation's National Roadway Safety Strategy using a Safe System Approach (<https://www.transportation.gov/NRSS>) and the NJDOT Strategic Highway Safety Plan (<https://www.saferoadsforallnj.com/>).

EZ Ride will partner with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders, and the public to successfully implement these activities.

Currently, EZ Ride works with more than 300 different communities (schools and municipalities) 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 experience the highest pedestrian crash rates in the state. We also cover 27 of the 57 Targeted Urban Municipalities (TUMs) identified as targets by NJDOT in our service area.

Additionally, EZ Ride supports the implementation of Complete Streets and educates municipal stakeholders about Complete Streets.

### STRATEGY A: Complete Streets

#### **Activity/Task:**

- i. Support the implementation of Complete Streets
- ii. Educate municipal stakeholders about Complete Streets
- iii. Assist a municipality or county with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide
- iv. Conduct and/ or participate in a temporary demonstration project (i. e. tactical urbanism) with the approval of a local jurisdiction.
- v. Assist a municipality or county with the preparation of a grant application for construction (eg, Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.

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

- i. iii. Assist TWO municipalities with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iii. Memorandum documenting the list of municipalities assisted with policy templates for Complete and /or Green Streets
- iv. Conduct ONE temporary demonstration projects (i. e., tactical urbanism) with the approval of a local jurisdiction. EZ Ride will utilize the NJTPA Complete Streets Demonstration Library hosted by Hudson TMA.
- iv. Memorandum summarizing the demonstration project hosted at one selected municipality.
- v. Assist TWO municipalities with the preparation of a grant application for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.

- v. Memorandum summarizing the grant applications for SRTS or Transportation Alternatives Set-Aside for two municipalities.

## **STRATEGY B: Safety Audits**

### **Activity/Task:**

- i. EZ Ride will conduct and/or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities. We will actively promote and take the initiative to conduct audits, in addition to our participation in audits organized by counties or other organizations.

### **Products and Outcomes:**

- i. Conduct TWO Road Safety Audits (RSAs) or speed studies. A draft and final report summarizing the audit process, findings, and recommendations that will be submitted to the NJTPA and client for review.
- i. Participate in County or NJDOT-led RSAs in our service area.
- i. Assist nine TUMs with safety initiatives such as - walk audit, speed study or an education and outreach activity such as bike and pedestrian safety presentation.

## **STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

### **Activity/Task:**

- i. Carry out recommended SHSP strategies addressing at least one of the emphasis areas in the New Jersey 2020 Strategic Highway Safety Plan: The seven emphasis areas are Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, other vulnerable road users, and data.
- ii. Support Toward Zero Deaths and or Vision Zero initiatives
- iii. Serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.

### **Products and Outcomes:**

- i. Memorandum documenting SHSP strategies in TWO emphasis area- Equity and Bike and Ped
- ii. Memorandum documenting Support Vision Zero initiative in West Orange.
- iii. Serve as stakeholders and a resource to Safety Action Plans for Bergen, Essex, Passaic, Paterson, Union, Monmouth and NJSEA.
- iii. Memorandums documenting participation and outcomes.

## **OPTIONAL STRATEGY D: Safety Outreach and Education**

### **Activity/Task:**

- i. EZ Ride will assist with conducting Street Smart NJ pedestrian safety education and outreach. We will identify suitable communities for implementing pedestrian safety education and outreach, enlist support and participation from local stakeholders, and provide resources and support for an effective pedestrian safety education effort.

- ii. Conduct Radar Speed studies in coordination with a municipal or county partner.
- iii. Conduct outreach and education related to safety topics for young drivers, mature drivers, drivers with disabilities, child passengers, safety driving behavior, and promoting a culture of safety.
- iv. Provide bicycle and pedestrian encouragement with emphasis on safety education.

**Products and Outcomes**

- ii. EZ Ride will provide TWO reports aligned with the TWO speed studies.
- iii. Conduct THREE Driver Safety Presentations for young drivers
- iv. Conduct THREE Driver Safety Presentations for mature drivers

**OPTIONAL STRATEGY F: Assist Municipalities in Integrating Micromobility Options.**

**Activity/Task:**

- i. Conduct micro mobility training sessions with schools, community organizations, clubs, etc., to provide better education around micro mobility, safe riding, and a safe space to practice using new modes.

**Products and Outcomes**

- i. Conduct safety sessions about e-scooter share programs in Asbury Park and Newark
- i. Encourage vendors like Super Pedestrian, Bird, and Veo to provide free classes

**GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

EZ Ride supports efforts to identify transportation connectivity gaps and transportation needs for older adults, low-income persons, persons with disabilities and veterans. 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 leverages 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 host events to inform seniors about their transportation options and introduce our EZ Ryde4Life transportation program to help them overcome their fear of not being able to drive and losing their independence.

EZ Ride’s goal is to eliminate the transportation barrier for the low-income workers, older adults, people with disabilities and commuters requesting transportation for work and non-work related trips. This includes 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. EZ Ride assists 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.

The statewide EZ Ryde4Life program, which leverages Lyft and Uber to provide transportation serves more than 3,000 riders and is geared to provide 100,000 rides this year. Service is provided Monday- Friday from 8am to 8pm and on Saturdays from 8am – 5pm. Medical trips, including dialysis, continue to dominate the purpose of these rides, accounting for more than half (52%) of all the rides. Eight program partners that include counties, municipalities, and non-profit organizations fund an overwhelming 94% of all the rides.

EZ Ride staff also conducts 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.

## **STRATEGY A: Mobility Guide & Outreach**

### ***Activity/Task:***

- i. Create or update mobility guide(s).
- ii. Prepare a distribution plan describing use the printed and/or electronic media.
- iii. Conduct staff orientations at distribution sites, if appropriate.

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

- i. ii. iii. Mobility guides for the five counties and the Meadowlands

## **STRATEGY B: Healthcare Transportation Services Support**

### ***Activity/Task:***

- i. Support and assist healthcare providers to better meet patient transportation needs.
- ii. Involve hospitals, healthcare foundations, non-profit healthcare organizations, and agencies that provide, coordinate, or fund healthcare-related services for the target populations.
- iii. Inventory transportation services and transportation information available to patients at healthcare delivery sites.
- iv. Facilitate coordination between healthcare providers and transportation providers, including public transit, publicly funded paratransit, private shuttle, taxi, and transportation network companies.

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

- i. Distribute transportation information at healthcare facilities including dialysis centers.
- ii. Conduct presentations at healthcare facilities to provide information about available transportation options including the EZ Ryde4Life Program.
- iii. Database of healthcare facilities contacted by EZ Ride
- iv. i. Memorandum documenting the event and the outcomes.

## **STRATEGY C: County Service Planning**

### ***Activity/Task:***

- i. Support and assist counties conducting human services transportation service planning.
- ii. Review of existing transportation plans, human services plans, or other relevant documents; development of inventories, GIS databases and maps of transit service; conduct of one-on-one and/or group meetings with human services transportation providers and other human services

providers; and outreach to human services populations to build upon the public engagement conducted for the regional CHSTP. Products and Outcomes:

- i. Memo documenting support provided, and outcome achieved.
- ii. Memo of meetings attended or hosted.

## **STRATEGY D: Human Services Trip Coordination**

### ***Activity/Task:***

- i. Assist riders by scheduling trips with transportation network company, taxi, or other third-party transportation provider.
- ii. Coordinated Information: inclusive of NJ TRANSIT fixed-route, private carrier, commuter buses, scheduled county services.

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

- i. Number of rides provided using the EZ Ryde4Life Program.
- i. Implement a subsidy program that provides 50% discount for 100 low-income older adults who pay for the rides and have no sponsors.
- i. Expand the transportation providers to include ADA compliant providers like UZURV and local taxicab companies and serve clients with disabilities.
- ii. Provide information on all available transportation options.

## **OPTIONAL STRATEGY E: Outreach to 55+ Communities/Senior Centers & Trip Coordination Support**

### ***Activity/Task:***

- i. Create or update inventory of age-restricted 55+ communities (residential sites) including single-family and multi-family residential developments, rent-subsidized senior housing, and long-term assisted living facilities.
- ii. Conduct coordination meetings or other outreach to provide an opportunity for representatives of 55+ communities, transportation providers, social service agencies that serve older adults, and representatives of key destinations to discuss opportunities and barriers to coordinating transportation services for community residents.

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

- i. Updated database of potential channel partners who serve this demographic.
- ii. Encourage one or more counties to participate in our EZ Ryde4Life program.

## **OPTIONAL GOAL AREA: RELIABILITY**

EZ Ride's Reliability strategies provide an increase in dependable and predictable transportation service. 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 travel time.

EZ Ride coordinates 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.

EZ Ride coordinates 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.

## **STRATEGY A: Construction and Event-Related Congestion Mitigation**

### **Activity/Task:**

- i. Provide information about travel options available to mitigate impacts related to construction, maintenance, emergencies, and special events.
- ii. Coordinate with operating agencies (NJDOT, Port Authority of New York and New Jersey (PANYNJ)), TransCom, NJ TRANSIT, county and municipal agencies, or other agencies) to share information and implement congestion mitigation strategies. This includes disseminating operating agency information to travelers and providing information on travel conditions from travelers to operating agencies. This coordination may also include attending and providing support or leadership in regional working groups to share information and collaborate on transportation related issues.
- iii. Assist operating agencies with providing shared ride and shuttle services and advertising the availability of park and ride facilities related to construction, maintenance, emergencies, and special events.
- iv. Encourage carpool and vanpool formation to impacted areas, and work with employers to enact workplace changes such as flextime and telework.

### **Products and Outcomes:**

- i. ii. iv. Memorandums documenting meetings attended, proposed solutions and projected outcomes.
- iii. Shuttle ridership on existing routes.

## **STRATEGY B: Travel Alerts**

### **Activity/Task:**

- i. Notify travelers of unexpected construction, maintenance, special event, or emergency-related conditions.
- ii. Provide information about travel options available to mitigate traffic related to construction, maintenance, and special events.

### **Products and Outcomes:**

- i. ii. Number of travel alerts

## GOAL AREA: PROGRAM MANAGEMENT

EZ Ride will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

### STRATEGY A: Program Management

#### **Activity/Task:**

- 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:

1. Preparation of the following year's work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the cost tracking system and TMA work program online reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter.
4. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.
5. 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.
- Prepare next fiscal year's Work Program and Staffing Plan
- Submit emergency response plans/contingency plans by December 31, 2024.
- Fourth Quarter/Final Report and all final deliverables.

## WORK FUNDED BY OTHER SOURCES

### 1. New Jersey Safe Routes (SRTS) Program: Funded by NJDOT

The SRTS Program, supported by the New Jersey Department of Transportation, is a statewide initiative with a mission to partner with schools and communities to prioritize and implement opportunities for people to safely walk, bike, or travel by other wheeled devices. The SRTS program creates safer and more appealing conditions for walking, bicycling, and using other wheeled active transportation devices as a healthy part of everyday life. This is a three-year grant.

### STRATEGY: Enhance Safety for New Jersey Communities

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 is committed to promoting safe walking and biking within schools and communities in our service area. We actively engage in educating and encouraging communities to identify their safety priorities.

Furthermore, we assist in devising actionable plans to mitigate these concerns. This proactive approach not only ensures safer environments but also equips communities to apply for essential infrastructure improvement funds.

**Activity/Task:**

- SRTS Activities

**Products and Outcomes:**

1. Number of Events and Participants:
  - EZ Ride organizes a variety of events aimed at promoting safe walking and biking habits.
  - Measure success by tracking the number of participants engaging in these events, demonstrating the growing community interest and involvement.
2. Number of SRTS Awardees:
  - Recognize and celebrate schools and communities actively participating in the Safe Routes Program.
  - Acknowledge their efforts in implementing strategies that enhance safety and promote active transportation.
3. Number of SRTS Infrastructure Awardees:
  - Identify communities and schools that successfully secure infrastructure improvement grants through the program.
  - Monitor the number of projects funded, such as constructing sidewalks, bike lanes, or enhancing pedestrian crossings, creating tangible improvements in the community's infrastructure.

## **2. New Jersey Highway Traffic Safety: Funded by Division of Highway Traffic Safety (HTS)**

The HTS program, funded by the Division of Highway Traffic Safety, is dedicated to addressing pedestrian, bicycling, and driver safety concerns within communities. This one-year grant focuses on promoting safety for bicyclists, pedestrians, motorcyclists, teens, and older drivers. A primary objective is to enhance safety in disadvantaged communities experiencing higher rates of pedestrian and cyclist injuries and fatalities.

The core objective of the Highway and Traffic Safety program is to ensure safe walking and bicycling. This is achieved through comprehensive strategies aimed at promoting safety awareness, providing additional training, and enhancing the collection and analysis of traffic crash data.

### **STRATEGY: Advancing Meaningful Community Engagement**

EZ Ride is committed to fostering meaningful community engagement in identified at-risk communities. The approach involves initiating dialogues with individuals and groups disproportionately affected by crashes leading to fatalities and serious injuries. Various engagement methods will be employed, including focus groups, listening sessions, interactive presentations, interviews, police department outreach, surveys, observational data collection, and participation in county-level highway traffic safety advisory boards. Additionally, community members will participate in public engagement training activities organized by NHTSA and other relevant agencies.

**Activity/Task:**

- Highway Traffic Safety Activities

### **Products and Outcomes:**

To measure the impact and effectiveness of the program, the following metrics will be used:

- **Number of Events:** The program will organize a series of events, including focus groups, presentations, and training sessions, to engage the community. The success of the initiative will be tracked through the number of events conducted.
- **Number of Participants:** The engagement level will be gauged by the number of participants attending various events and activities. This data will reflect the extent of community involvement and interest in promoting safety.

By implementing a multifaceted approach that emphasizes community engagement, the HTS program aims to create a safer environment for pedestrians and bicyclists. Through collaborative efforts and active involvement of community members, the program strives to reduce injuries and fatalities, particularly in disadvantaged areas. This one-year grant serves as a stepping stone towards building safer communities and fostering a culture of traffic safety awareness and responsibility.

### **3. National Workplace Charging Program – Leadership of Employers in Electrification Program (LEEP): Funded by USDOE**

In August of 2022, the Department of Energy (DOE) awarded a \$4 million grant to Forth, an Oregon based non-profit organization to build a national workplace charging program – Leadership of Employers in Electrification Program (“LEEP” or the “Program”). Utilizing these funds, Forth seeks to work with partners to educate, assist, and help employers install EV chargers at workplaces across the US.

The national workplace charging program is bifurcated into two complementary sub-programs:

- A. EVAL Certification:** The Electric Vehicle Adoption Leadership (EVAL) is a workplace charging certification program that provides technical assistance and recognition for organizations that support the adoption of clean transportation. EVAL Certification distinguishes employers as leading the charge in addressing climate change and lowering emissions by providing clean transportation options at the workplace, including EV charging, options for carpooling, biking, and public transportation, and employee incentives.
- B. Charge@Work:** This program is designed to bring EV charging to American workers by engaging workplaces, public officials, and community leaders to start workplace charging programs. Together, it seeks to support cleaner air, a healthier environment, greater local energy independence, and responsible community stewardship. Charge@Work was co-developed by Forth and CALSTART, along with other partners, and is administered by CALSTART.

Plug in America is the lead sub-recipient for the Northeast that includes Massachusetts, Vermont, Maine, New Hampshire, and New Jersey, and EZ Ride will be the Implementation Partner in New Jersey. This is a three year grant.

### **STRATEGY: Establish a Clearing House to Help Employers with Planning Resources and Incentives Available to Launch a Successful EV Charging Program.**

EZ Ride will coordinate marketing and outreach efforts with channel partners who share similar goals and are vested interest in the program's success. These partners include the North Jersey Transportation Planning Authority (NJTPA), New Jersey Department of Transportation (NJDOT), New Jersey Department of

Environmental Protection (NJDEP), various Chambers of Commerce, utility companies like PSEG, JCPL, South Jersey Gas, American Lung Association, and the eight Transportation Management Associations (TMAs) in the state.

The target audience includes businesses, elected officials, municipalities, and counties. EZ Ride will compile a database of stakeholders in the state, including elected officials, and collaborate with larger chambers of commerce to identify potential program participants. The audience will be segmented into three categories based on their EV program status:

1. Those with an existing EV program in place.
2. Those planning to implement an EV program within 12-18 months.
3. All others with interest in the program.

***Activity/Task:***

EZ Ride will customize the marketing materials developed by FORTH for New Jersey. These materials will be posted on social media and on our website and include a simple brochure summarizing the program, directing readers to the website for more information. The brochure will include content for targeted outreach, such as connecting with federal and local incentive programs, creating site plans, identifying suitable technologies, gauging worker interest in EVs, creating plug-share plans for workers, and connecting with local installers. The brochure will be distributed at events hosted by EZ Ride, emailed to the audience, and potentially placed as advertisements in business publications.

Additionally, the audience will be encouraged to access EV-related materials from other organizations, such as the Community Transportation Association of America (CTAA), which will introduce a seven-session webinar about fleet electrification in partnership with CALSTART and leverage NJDEP's EV education campaign social media content.

***Products and Outcomes:***

- Charge@Work: Secure pledges from 75 employers to provide charging services resulting in 600 EVSE port installations by October 31, 2025.
- EVAL Certifications: Obtain 150 employer registrations for EVAL certification by October 31, 2024.

## **CONSULTANT ACTIVITY**

No consultant activities are anticipated for FY 2025

## EZ RIDE PROMOTION PLAN FY 2025

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 aligned with the NJTPA's goals and policies. 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 2025 for the promotion of the programs, goals, and objectives of the work program:

- **Newsletter:** EZ Ride will publish a quarterly 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 medium 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 will measure 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.
- **X (Twitter):** EZ Ride will use this platform to provide service updates on its shuttles and market 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:** This platform will be used to 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 promote the following events through a variety of media messages (Facebook and YouTube), the newsletter, website, and press releases:
  - 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, vanpooling, and EV charging.

## **Economic Development**

- Media Formats: Online newsletter, Press Release, Twitter, Program brochures, Website, and Annual Report.
- EZ Ride will use newsletter articles and press releases to promote 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 programs, 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.

## **Environmental**

- Media Formats: Facebook, Newsletter, Website
- EZ Ride will post media messages on Facebook, Newsletter, and Website for the following:
  - Charge@Work
  - EVAL Certification Program
  - Anti-Idling Initiatives
- Alternative Fuel Vehicles (AFV) Adoption
- Reduction 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.

### ***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.



## BUDGET AND STAFFING PLAN

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM  
MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE  
FY 2025 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 727,785.68	
	2. FRINGE BENEFITS 44.25% FT, 44.25% PT	\$ 322,045.16	
	<b>SUBTOTAL</b>	<b>\$ 1,049,830.84</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ 608.57	
	2. TRAVEL	\$ 434.63	
	3. PRINTING & REPRODUCTION	\$ 1,202.25	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ 1,900.00	
	6. CONFERENCE/TRAINING	\$ 4,250.00	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 11,830.00	
	<b>SUBTOTAL</b>	<b>\$ 20,225.45</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 74.98%	\$ 545,693.70	
	<b>SUBTOTAL</b>	<b>\$ 545,693.70</b>	100%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,615,750.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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>\$ 1,615,750.00</b>	<b>Total:</b>	<b>\$ 1,615,750.00</b>
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE**  
**FY 2025 WORK PROGRAM**  
**BUDGET PLAN - ATTACHMENT**

"OTHER" Direct Expense Items	Description	Total Direct Non-Labor Costs OTHER
Internet - Constant Contact	Promote rideshare, shuttle, EZ Ryde4Life & bikeped programs via monthly	\$ 1,080.00
Internet - Google AdWords	Promote our programs on our website through Google.	\$ 500.00
Newark Regional Business Partnership Transportation Symposium	Annual payment to promote transportation programs in the EZ Ride service	\$ 4,250.00
Meadowlands Regional Chamber of Commerce Business Directory & Magazine	Payment for advertising for promoting EZ Ride transportation programs.	\$ 6,000.00
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 11,830.00</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM  
MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE  
FY 2025 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	4,545	\$ 225,960.31	\$ 710.43	\$ 117,452.37	\$ -	\$ 344,123.11
Core Goal Area Activities - Economic Development	1,775	\$ 138,662.69	\$ 16,205.00	\$ 72,075.76	\$ -	\$ 226,943.45
Core Goal Area Activities - Environmental	2,125	\$ 206,858.47	\$ 225.00	\$ 107,523.38	\$ -	\$ 314,606.85
Core Goal Area Activities - Safety	3,520	\$ 159,487.13	\$ 935.02	\$ 82,900.14	\$ -	\$ 243,322.28
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	8,450	\$ 234,382.59	\$ 2,125.00	\$ 121,830.20	\$ -	\$ 358,337.80
Core - Program Management	870	\$ 40,327.61	\$ -	\$ 20,961.97	\$ -	\$ 61,289.58
Optional Goal Area Activities - Reliability	450	\$ 44,152.04	\$ 25.00	\$ 22,949.88	\$ -	\$ 67,126.92
<b>TOTAL</b>	<b>21,735</b>	<b>\$ 1,049,830.84</b>	<b>\$ 20,225.45</b>	<b>\$ 545,693.70</b>	<b>\$ -</b>	<b>\$ 1,615,750.00</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>
Janine Ashmont - Transportation Coordinator	29%	600
Brenda Carter - Transportation Coordinator	31%	400
Lisa Cooper - Transportation Coordinator	29%	600
Sandra Danosky - Transportation Coordinator	31%	400
Veronica Gallegos - Assistant Manager - Customer Service	58%	1,200
Jose Garzon - Transportation Coordinator (Accounting)	75%	1,500
Avrishi Gupta - COO & General Counsel	55%	1,150
Adam Iaccho - Assistant Coordinator	24%	504
Jenny Jimenez - Assistant Coordinator	24%	504
Michael Johnson - Assistant Manager	25%	514
Lisa Lee - Director	27%	554
Erika Maldonado - Assistant Coordinator	24%	504
Prerana Mehta - Transportation Coordinator (Accounting)	67%	1,400
Maria Aglae Melendez - Transportation Coordinator	31%	400
Krishna Murthy - President & CEO	56%	1,175
Erinel Pagan - Assistant Manager	48%	1,000
Rosaryeli Segura - Transportation Coordinator	46%	600
Constance Shelkey - Supervisor	29%	600
Kinga Skora - Deputy Director (Marketing & Sales)	77%	1,600
Carolyn Speal - Transportation Coordinator	31%	400
Miriam Torres - Transportation Coordinator	31%	400
Ana Velasquez - Transportation Coordinator	31%	400
Catalina Velasquez - Transportation Coordinator	29%	600
Vacant - Transportation Coordinator	30%	630
Vacant - Transportation Coordinator	38%	800
Vacant - EV Project Coordinator	79%	1,650
Vacant - Communications Manager	77%	1,600
<b>TOTAL*</b>	<b>42%</b>	<b>21,735</b>

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



**goHunterdon TMA**  
**FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP  
Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services  
Transportation Reliability  
Program Management

## **Work Funded by Other Sources**

### **Promotions Plan**

### **Budget and Staffing Plan**

# goHunterdon 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.

Federal Identification Number: 22-3330663

**Mission:** goHunterdon is dedicated to promoting safe, sustainable transportation and mobility in Hunterdon County, New Jersey.

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, NJ Division of Highway Traffic Safety (NJDHTS).

goHunterdon solicits and has received funds from private funding sources, including foundations and philanthropic organizations for program specific support and implementation. Sponsorship is accepted in support of specific events/activities such as the organization's Annual Meeting & Awards Breakfast. 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 currently employs eight employees; four full time staff members and four part time/per diem employees. This proposal anticipates the additional hiring of a full time Community Mobility Coordinator to fill a current vacancy.

## GEOGRAPHIC AND DEMOGRAPHIC INFORMATION

### Location/Service Area Boundaries

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. Hunterdon County is comprised of twenty six municipalities with thirty one school districts.

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 size area and population followed by Readington Township and Clinton Township. These municipalities are also seeing an increase in the development of affordable housing units which are not reflecting in the Census data available and may impact future demographics and the number of lower-

income residents within these communities and the county as a whole.

Approximately half of Hunterdon's twenty-six 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 Township (Ringoes Village), Tewksbury Township (Oldwick Village), Readington Township (Whitehouse Station), and Raritan Township (Rte 202/31 Corridor).

Eight Hunterdon municipalities have adopted Complete Streets policies to date:

- Town of Clinton
- Califon Borough
- East Amwell Township
- Flemington Borough
- Franklin Township,
- Frenchtown Borough
- City of Lambertville
- Raritan Township

## **Population**

Hunterdon County has a population of 128, 547 (U.S. Census ACS 5 Year Estimate 2107-2021).

The largest percentage of population within Hunterdon County are residents age 65 and older at 20 percent of the population, which exceeds New Jersey's population age 65 and older, which is 17 percent. In many municipalities, residents age 65 and older also represent the low income/poverty level residents and households with zero vehicles within their communities.

Demographic information as provided by Census data, is included by municipality in the tables that follow.



**TABLE 1: RACE AND ETHNICITY**

Municipality	Population of one race:	White alone	Hispanic/Latino	Black/ African American alone	American Indian and Alaska Native alone	Asian alone	Native Hawaiian/ Other Pacific Islander alone	Some Other Race alone	Population of two races
<b>Alexandria Township</b>	94%	89%	6%	1%	0.2%	2%	0.02%	2%	6%
<b>Bethlehem Township</b>	94%	89%	6%	1%	0.1%	2%	0.03%	1%	6%
<b>Bloomsbury Borough</b>	93%	86%	7%	3%	0.00%	2%	0.00%	2%	7%
<b>Califon Borough</b>	93%	91%	4%	0.2%	0.1%	1%	0.00%	1%	7%
<b>Clinton Town</b>	92%	78%	10%	2%	1%	8%	0.04%	2%	8%
<b>Clinton Township</b>	93%	79%	8%	6%	0.1%	6%	0.01%	3%	6%
<b>Delaware Township</b>	94%	89%	6%	1%	0.1%	1%	0.02%	2%	6%
<b>East Amwell Township</b>	95%	89%	6%	1%	0.4%	2%	0.00%	2%	5%
<b>Flemington Borough</b>	88%	53%	40%	3%	2%	7%	0.12%	23%	12%
<b>Franklin Township</b>	94%	89%	7%	1%	0.2%	2%	0.02%	2%	6%
<b>Frenchtown Borough</b>	92%	86%	8%	1%	0.1%	2%	0.00%	3%	8%
<b>Glen Gardner Borough</b>	92%	84%	8%	4%	0.1%	1%	0.06%	3%	8%
<b>Hampton Borough</b>	93%	85%	9%	3%	0.1%	2%	0.00%	3%	7%
<b>High Bridge Borough</b>	93%	85%	10%	2%	0.2%	3%	0.00%	3%	7%
<b>Holland Township</b>	94%	92%	4%	1%	0.2%	1%	0.00%	1%	6%
<b>Kingwood Township</b>	95%	91%	4%	1%	0.1%	1%	0.00%	1%	5%
<b>Lambertville City</b>	94%	82%	13%	2%	0.4%	2%	0.02%	7%	6%
<b>Lebanon Borough</b>	92%	82%	9%	4%	0.1%	4%	0.00%	2%	8%
<b>Lebanon Township</b>	93%	89%	6%	1%	0.2%	2%	0.00%	1%	7%
<b>Milford Borough</b>	93%	89%	7%	2%	0.2%	1%	0.00%	1%	6%
<b>Raritan Township</b>	93%	78%	8%	3%	0.2%	9%	0.03%	2%	7%
<b>Readington Township</b>	93%	85%	8%	1%	0.1%	5%	0.01%	2%	7%
<b>Stockton Borough</b>	97%	95%	2%	0.0%	0.0%	2%	0.00%	0.4%	3%
<b>Tewksbury Township</b>	93%	87%	6%	1%	0.02%	4%	0.00%	2%	7%
<b>Union Township</b>	95%	79%	8%	8%	0.1%	4%	0.03%	3%	5%
<b>West Amwell Township</b>	95%	87%	6%	2%	0.2%	2%	0.00%	3%	4%
<b>Hunterdon County</b>	<b>93%</b>	<b>83%</b>	<b>8%</b>	<b>2%</b>	<b>0.2%</b>	<b>4%</b>	<b>0.02%</b>	<b>3%</b>	<b>7%</b>

Source: U.S. Census ACS 5 Year Estimate 2017-2021

**TABLE 2: INCOME, ZERO VEHICLE HOUSEHOLDS, DISABILITY, LIMITED ENGLISH PROFICIENCY**

<b>MUNICIPALITY</b>	<b>POPULATION (EST)</b>	<b>POVERTY LEVEL (EST)</b>	<b>LOW INCOME (EST)</b>	<b>ZERO VEHICLE HH</b>	<b>SRS BELOW POVERTY LEVEL % (EST)</b>	<b>DISABILITY % (EST)</b>	<b>65+ DISABILITY % (EST)</b>	<b>LIMITED ENGLISH SPEAKING HOUSEHOLDS % (EST)</b>	<b>SPANISH SPEAKING % (EST)</b>
<b>Alexandria Township</b>	4,809	5%	19%	5%	10%	10%	52%	5%	0.3%
<b>Bethlehem Township</b>	3,765	4%	13%	2%	5%	9%	82%	11%	4%
<b>Bloomsbury Borough</b>	813	5%	33%	< 1%	4%	11%	29%	12%	3%
<b>Califon Borough</b>	1,041	10%	21%	< 1%	5%	6%	51%	10%	1%
<b>Clinton Town</b>	2,758	2%	17%	6%	3%	9%	33%	16%	7%
<b>Clinton Township</b>	13,558	3%	14%	< 1%	5%	7%	50%	14%	6%
<b>Delaware Township</b>	4,542	5%	13%	1%	6%	11%	69%	17%	7%
<b>East Amwell Township</b>	3,912	3%	19%	8%	5%	10%	52%	13%	9%
<b>Flemington Borough</b>	4,819	8%	19%	7%	9%	10%	35%	23%	33%
<b>Franklin Township</b>	3,247	1%	12%	< 1%	1%	8%	59%	10%	1%
<b>Frenchtown Borough</b>	1,673	8%	27%	5%	8%	7%	40%	11%	2%
<b>Glen Gardner Borough</b>	1,627	5%	29%	4%	11%	16%	60%	16%	11%
<b>Hampton Borough</b>	1,014	12%	34%	6%	8%	11%	46%	10%	2%
<b>High Bridge Borough</b>	3,547	12%	27%	6%	4%	7%	52%	21%	10%
<b>Holland Township</b>	5,177	2%	12%	1%	2%	10%	44%	3%	1%
<b>Kingwood Township</b>	3,793	1%	20%	2%	6%	8%	57%	8%	0.3%
<b>Lambertville City</b>	4,116	6%	23%	3%	0%	21%	69%	15%	11%
<b>Lebanon Borough</b>	1,665	3%	24%	2%	5%	8%	48%	30%	3%
<b>Lebanon Township</b>	6,195	4%	14%	2%	13%	9%	28%	12%	5%
<b>Milford Borough</b>	1,141	3%	24%	6%	1%	12%	60%	9%	1%
<b>Raritan Township</b>	23,426	3%	16%	2%	2%	7%	59%	19%	3%
<b>Readington Township</b>	16,104	3%	18%	3%	6%	8%	47%	14%	4%
<b>Stockton Borough</b>	453	8%	15%	2%	5%	16%	64%	7%	0%
<b>Tewksbury Township</b>	5,867	0%	5%	3%	0%	5%	23%	18%	1%
<b>Union Township</b>	6,514	6%	14%	5%	6%	10%	40%	13%	3%
<b>West Amwell Township</b>	2,971	2%	20%	2%	4%	8%	54%	8%	1%
<b>Hunterdon County</b>	<b>128,547</b>	<b>5%</b>	<b>17%</b>	<b>2%</b>	<b>5%</b>	<b>10%</b>	<b>50%</b>	<b>17%</b>	<b>5%</b>

Source: U.S. Census ACS 5 Year Estimate 2017-2021

TABLE 3: AGE

Age in Years	Under 5	5 - 9	10 - 14	15 - 19	20 - 24	25-29	30 - 34	35 - 39	40 - 44	45 - 49	50-54	55- 59	60 -64	65 and over
Alexandria Township	4%	4%	8%	6%	3%	2%	5%	6%	4%	6%	4%	10%	10%	29%
Bethlehem Township	6%	6%	5%	6%	6%	4%	4%	5%	7%	6%	10%	11%	13%	12%
Bloomsbury Borough	3%	5%	5%	6%	7%	9%	6%	6%	3%	7%	6%	10%	16%	13%
Califon Borough	5%	8%	5%	7%	5%	4%	7%	8%	7%	7%	14%	8%	4%	13%
Clinton Town	4%	7%	6%	6%	7%	5%	9%	6%	5%	6%	10%	11%	6%	15%
Clinton Township	5%	4%	5%	10%	9%	7%	5%	5%	4%	5%	7%	9%	9%	14%
Delaware Township	2%	2%	4%	7%	7%	4%	2%	3%	5%	7%	8%	12%	11%	24%
East Amwell Township	2%	2%	4%	7%	7%	5%	4%	3%	6%	8%	7%	9%	12%	24%
Flemington Borough	7%	7%	6%	7%	9%	8%	11%	8%	6%	5%	5%	5%	6%	12%
Franklin Township	4%	3%	3%	7%	13%	3%	3%	4%	7%	9%	10%	10%	6%	20%
Frenchtown Borough	5%	9%	10%	9%	3%	4%	3%	7%	8%	10%	10%	5%	5%	13%
Glen Gardner Borough	4%	5%	6%	4%	7%	12%	5%	6%	4%	5%	8%	9%	15%	12%
Hampton Borough	8%	4%	4%	3%	5%	9%	7%	5%	5%	6%	9%	7%	8%	22%
High Bridge Borough	3%	5%	7%	11%	6%	4%	5%	7%	6%	14%	7%	9%	8%	11%
Holland Township	3%	7%	10%	6%	5%	5%	3%	8%	6%	7%	6%	7%	10%	19%
Kingwood Township	2%	8%	4%	3%	5%	3%	5%	5%	10%	6%	10%	6%	8%	26%
Lambertville City	5%	2%	3%	6%	2%	5%	7%	4%	5%	7%	7%	6%	15%	24%
Lebanon Borough	7%	2%	5%	6%	6%	11%	5%	6%	3%	12%	10%	6%	6%	17%
Lebanon Township	4%	6%	5%	6%	5%	4%	6%	4%	4%	7%	13%	12%	9%	16%
Milford Borough	6%	5%	3%	5%	5%	5%	5%	8%	5%	7%	5%	5%	10%	26%
Raritan Township	5%	6%	7%	6%	6%	5%	4%	6%	8%	8%	8%	9%	7%	16%
Readington Township	5%	5%	6%	6%	5%	3%	3%	6%	5%	6%	11%	8%	8%	25%
Stockton Borough	2%	2%	6%	5%	1%	1%	4%	4%	2%	6%	14%	8%	12%	33%
Tewksbury Township	4%	4%	6%	7%	5%	2%	2%	2%	4%	6%	8%	16%	9%	27%
Union Township	3%	3%	4%	12%	9%	4%	6%	3%	6%	5%	11%	10%	6%	18%
West Amwell Township	4%	6%	6%	7%	3%	5%	2%	3%	8%	7%	8%	14%	10%	18%
Hunterdon County	5%	5%	6%	6%	6%	4%	5%	6%	6%	6%	8%	9%	9%	20%
NJ Average														17%

Source: U.S. Census ACS 5 Year Estimate 2017-2021

### 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. Trans-Bridge Lines, a private bus carrier, provides commuter service from Clinton, Flemington, and Lambertville to Newark and New York. NJ TRANSIT rail service is provided at four stations in Hunterdon County along the Raritan Valley Rail Line during weekdays (no weekend service). None of the NJ TRANSIT rail stations in Hunterdon County (Whitehouse Station, Lebanon, Annandale, High Bridge) are accessible. The nearest accessible rail station is Somerville in Somerset 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.

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), Readington Township (Whitehouse Station), and Raritan Township (Rte 202/31 Corridor).

Eight Hunterdon municipalities have adopted Complete Streets policies to date: Town of Clinton, Califon Borough, East Amwell Township, Flemington Borough, Franklin Township, Frenchtown Borough, City of Lambertville, and Raritan Township.

Seven municipalities have been recognized under NJDOT’s Safe Routes to School Program for their commitment to Safe Routes to School programming and/or bicycle and pedestrian infrastructure: Town of Clinton, Delaware Township, Flemington Borough, Frenchtown Borough, High Bridge Borough, City of Lambertville, and Lebanon Borough.

## Employment/Labor Force/Journey to Work

Hunterdon County’s “Journey to Work” commute mode profile indicates that the majority of residents “Drive Alone” or “Work from Home”.

Hunterdon Health is the largest single employer with approximately 2,700 employees. goHunterdon has ongoing relationships with approximately 30 Hunterdon worksites, including the following private and public sector worksites: 3M Flemington, A.M. Best Company, Chubb Commercial Insurance , Chubb Personal Insurance, County of Hunterdon, Energy Kinetics, Inc., ExxonMobil Research & Engineering , Hunterdon Developmental Center, Hunterdon Health, Magna-Power Electronics, Inc., New York Life Insurance Company, Shelbourne at Hunterdon, ShopRite of Hunterdon, Trident Marine Systems (formerly Custom Alloy Corporation).

Hunterdon County Journey to Work Profile		
Drive Alone	49,124	74%
Worked at Home	9,961	15%
Car, Truck or Van: Carpooled	3,463	5%
Public Transit	1,525	2%
Walked	1,024	1%
Other Means	616	>1%

Source: U.S. Census ACS 5 Year Estimate 2017-2021

## Crash Data

goHunterdon utilizes crash data from the Numetric database to inform safety programming. goHunterdon regularly analyzes vehicular, bicycle, and pedestrian crash data.

## Vehicular Crashes

Driver Contributing Factors and Crash Characteristics - All Crashes	
Distracted Driving	42%
Unsafe Speed	6%
Alcohol Related	3%
Drowsy Fatigued Driving	1%
Drugged Driving	1%
Live Animal Involved	20%
Run Off Road	18%
Older Driver Involved	18%
Curve Related	17%
Young Driver Involved	13%
Head-On Collision	3%
Motorcycle Involved	1%

Numetric, 2019-2021

All Crashes by Roadway	
State Highway	36%
County	23%
Municipal	19%
Interstate	18%
Private Property	3%

Numetric, 2019-2021

## Pedestrian Crashes

(Numetric 2019-2021)

The most recent available data 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:

- 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.

## Bicycle Crashes

(Numetric 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, sustainable transportation and mobility in Hunterdon County, NJ is consistent with the goals and objectives of the North Jersey Transportation Planning Authority (NJTPA) Transportation Management Association Program, Plan 2050 and its stated priorities of safety, accessibility, equity, road and bridges, transit, active transportation, climate change, transportation technology, freight, and environment.

The organization's mission, goals and objectives are also consistent with the NJTPA's Transportation Improvement Plan, UPWP, Title VI Implementation Plan, Together North Jersey Regional Plan, Go Farther: Coordinated Human Services Transportation Plan, Transportation Demand Management and Mobility Plan, and Regional Active Transportation Plan. goHunterdon's work also supports the NJDOT Strategic Highway Safety Plan and complements efforts by the County of Hunterdon to achieve various state, regional and local goals.

goHunterdon's efforts in FY25 will support the following TMA Program Priorities:

- **Accessibility, mobility, community:** Increase non-SOV mode share, increase transit ridership, increase the percent of rail stations that are ADA accessible, reduce the amount of household income spent on transportation, and increase the share of commute trips that are less than 45 minutes, increase the percent of households and jobs within a half mile of transit.
- **Roadway safety:** Reduce the number of fatalities and serious injury (FSI) crashes and reduce the number of pedestrian and bicycle FSI crashes. Reduce risks and barriers to walking and biking, so people feel safe using active transportation modes.
- **Transit safety:** Reduce the number of fatalities and injuries associated with each transit mode.
- **System performance:** Improve travel time reliability, improve freight reliability, reduce peak hour excessive delay, increase the percentage of non-SOV travel, and increase transit on-time performance.
- **Environment:** Reduce mobile source emissions, reduce the number of bad air quality days, and increase the number of EV charging stations.

- **Equity:** Identify various performance measures for low-income, and other disadvantaged populations, increase the number of EJ and other disadvantaged people participating in the transportation planning process, and reduce the number of Title VI complaints. Provide underserved communities equitable access to mobility so that every person in the NJTPA region is able to get to where they need to go—regardless of gender, race, income, age, or ability. The transportation system must more fully address the needs of low-income and minority communities, which have been traditionally underserved and faced with the effects of institutional discrimination.

In all FY25 work efforts, goHunterdon will focus on the following mandatory program activities:

- **Public Outreach and Education:** Program activities will be made known to the public through outreach or educational efforts. NJTPA will be notified in advance of public events sponsored by goHunterdon. The NJTPA Communications/Outreach staff will be contacted as appropriate to assist with promoting public events via the NJTPA website and social media. goHunterdon will refer to the NJTPA Public Engagement Plan, Virtual Public Engagement Best Practices, and Public Engagement Toolkit as appropriate.
- **Interagency Coordination:** goHunterdon will conduct outreach and coordinate with related agencies such as NJ Department of Transportation (NJDOT), NJ TRANSIT, NJ Division of Highway Traffic Safety (NJDOTS), and county and municipal governments. goHunterdon will continue its longstanding relationship with Hunterdon County (NJTPA sub region) through the Hunterdon County Department of Planning and Land Use, Hunterdon County Department of Human Services, and Hunterdon County Commissioner liaisons. goHunterdon will participate in all applicable NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within Hunterdon County.
- **Title VI and Environmental Justice:** As a pass-through program recipient of federal funds, goHunterdon will comply with Title VI of the 1964 Civil Rights Act, Executive Order 12898 related to Environmental Justice, and additional nondiscrimination statutes and regulations. goHunterdon will identify and assess the transportation needs of low-income, minority, foreign born, Limited English Proficiency, and disabled persons, and act to improve public involvement processes to eliminate participation barriers in these communities.
- **Product review and Performance measures:** goHunterdon will record and report on all activity, including providing performance measures using both qualitative and quantitative approaches. For significant, outcome-based tasks, goHunterdon will identify key milestones, and target dates for each work plan activity. Draft and final studies, reports, and other technical products prepared for local government and accessible by the public and fully or partially funded under this program shall be submitted to the NJTPA for review. goHunterdon will follow NJTPA's TMA Program Promotion Policy.

## 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, church/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. The Borough of Flemington, which has the highest population of Hispanic/Latino residents within the county (40 percent), nineteen percent low income residents, seven percent zero vehicle households, as well as higher bicycle and pedestrian crashes will be a particular focus area. goHunterdon will also focus efforts on other communities with higher populations with the combined equity considerations of over age 65, low income, and zero vehicle households. goHunterdon will refer to the guidance found in NJTPA's Title VI and Environmental Justice Assessment Guide in carrying out all work program efforts.



# GOHUNTERDON PROGRAM REPORT FY 2025

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## GOAL AREA 1: ACCESSIBILITY

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. goHunterdon is the established source for information on transportation options in Hunterdon County. The county is seeing growth with the building of several affordable housing developments across the county, which is resulting in an increase in new residents, often low-income and/or relocating from areas with more robust transportation services. goHunterdon promote awareness of all available transportation options and emphasize the organization's role as the local resource to provide trip planning, information, rideshare matching, and technical assistance to employers, developers, and other organizations~ including encouraging, providing, and implementing TDM strategies that help existing, and relocating employees access work via non-SOV options.

goHunterdon leverages its successful Information Outreach Partner Network of over 200 locations to ensure that the public can access printed transit schedules and goHunterdon program information. Information will be maintained on the goHunterdon website and the availability of transit information is promoted on social media.

goHunterdon continues its collaborative work with community non-profit organizations, including United Way of Hunterdon County, Harvest Family Success Center, Fisherman's Mark, Hunterdon Helpline, ARC of Hunterdon, and the Hunterdon County Department of Human Services to ensure sufficient outreach to low-income individuals, minorities, persons with a disability, and individuals with limited English proficiency.

goHunterdon will coordinate with other agencies on program activities when appropriate. These agencies include NJDOT, NJ TRANSIT, NJ Department of Labor, Greater Raritan Workforce Development Board and One Stop Career Center. The needs of low income, minorities, persons with a disabilities and individuals with limited English proficiency will be a priority in all program delivery. Programming will include qualitative and quantitative performance measures, which will be developed in consultation with NJTPA, recorded and reported in quarterly reports.

goHunterdon successfully partners with the Hunterdon County Department of Economic Development and Tourism to coordinate on marketing campaigns to elevate bicycling for tourist activity as part of the County's Explore Hunterdon NJ campaign. goHunterdon maintains the [www.bikehunterdon.org](http://www.bikehunterdon.org) website which provides information on recreational bicycling opportunities and related bicycle tourism information. The Bike Hunterdon effort has been coordinated closely with Hunterdon County's other tourism initiatives including the Hunterdon County 579 Trail, Hunterdon County Main Streets, and Hunterdon County Beer Trail.

## STRATEGY A: Trip Planning and Information

### **Activities/Tasks:**

- i. Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, via informational publications, and/or a

website. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.

- ii. Manage and promote rideshare matching services under the guidance of the NJTPA, including the njrideshare.com website, if requested.
- iii. Provide trip planning assistance.
- vi. Promote and market available public transit services serving Hunterdon County, including but not limited to NJ TRANSIT Raritan Valley Line, Trans-Bridge Lines, and the Hunterdon County LINK Transportation Service. This will include marketing the availability of services through the distribution of the Hunterdon County Transportation & Mobility Guide (printing funded by NJ TRANSIT), goHunterdon's Information Outreach Partner Network, the goHunterdon website, and social media (Facebook and Instagram). goHunterdon will maintain contact email lists to support the dissemination of information to ensure regular communication and updates on any service changes. Contacts include employers, municipal and county agencies and representatives, healthcare providers, and non-profit organizations.
- vii. Develop and maintain information repositories, websites, social media channels, and email lists to support dissemination of information.

***Products and Outcomes:***

- i. ii. Tracking of outreach efforts/events; response to inquiries
- iii. Tracking of assistance provided
- vi. Tracking dissemination and distribution of information; number of Information Outreach Partners
- vii. Maintenance of information, website, social media channels and email lists

## **STRATEGY B: Bicycle and Pedestrian Encouragement**

***Activities/Tasks:***

- i. goHunterdon will provide assistance to communities and schools seeking to implement activities that encourage walking and bicycling. Efforts may include providing support to municipal governing bodies or committees seeking to conduct walk/bike events. Focus will be on communities with a higher population that rely on walking and bicycling as their primary mode of transportation and have been identified in the equity analysis including Flemington Borough. This activity will be separate from any Safe Routes to School activities funded by other state or federal programs or activities.

***Products and Outcomes:***

- i. Assistance provided including planning and promotion of events, activities, pilot projects.

## **STRATEGY C: Rideshare/Ride-Matching**

***Activities/Tasks:***

- i. Facilitate and or administer rideshare/ride-matching and vanpool programs.

***Products and Outcomes:***

- i. Rideshare applications processed

## **STRATEGY D: Technical Assistance**

### ***Activities/Tasks:***

- i. Provide technical assistance to employers, developers, and other organizations to encourage, provide, and implement TDM strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework. This will include maintaining relationships within the business community, Hunterdon County Chamber of Commerce, Greater Raritan Workforce Development Board, Greater Raritan One Stop Career Center, and other organizations as appropriate to present goHunterdon as a valued resource on transportation and commutation options.

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

- i. Provide support and serve as a resource to the business community and their advocates including the Hunterdon County Chamber of Commerce, the Greater Raritan Workforce Development Board, and the Greater Raritan One Stop Career Center.

## **STRATEGY H: Joint Marketing Campaign Between Tourism Boards and TMAs**

### ***Activities/Tasks:***

- Coordinate efforts with the Hunterdon County Department of Economic Development and Tourism in tourism campaigns to elevate bicycling for tourist activity as part of the County's Explore Hunterdon NJ campaign.

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

- i. Collaborate with the Hunterdon County Office of Economic Development and Tourism on promotional efforts undertaken.
- i. Maintenance and enhancements to Bike Hunterdon website (self-funded by goHunterdon).
- i. Number of businesses participating in the Cyclists Welcome program (self-funded by goHunterdon).

## **GOAL AREA 2: ECONOMIC DEVELOPMENT**

goHunterdon implements economic development strategies that focus on encouraging, providing, and implementing transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services increase traveler choices while lowering the use of single-occupant vehicle travel. This may include assisting in the identification of solutions that improve access to jobs or providing information about the availability of carpools and vanpools.

goHunterdon maintains a contact database of Hunterdon employers and regularly conducts outreach to the business community to offer assistance. goHunterdon enjoys close working relationships with the Hunterdon County Department of Economic Development and Tourism, the Hunterdon County Chamber of Commerce, and various business guilds across the county to stay informed of activity/trends within the business community.

goHunterdon will coordinate with other agencies on program activities when appropriate. These agencies include NJDOT, NJ TRANSIT, and Hunterdon County. Programming will include qualitative and quantitative

performance measures, as appropriate, which will be developed in consultation with NJTPA, recorded and reported in quarterly reports.

## **STRATEGY A: Worksite-Based Transportation Demand Management**

### ***Activities/Tasks:***

- i. goHunterdon will pursue opportunities to encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commutation and travel choices.
- ii. Conduct outreach to employers regarding TDM and travel alternatives, participating in or arranging for Transportation Fairs or similar events at employer, social services or other organization sites.

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

- i. ii. Number of employers contacted/assisted; number of events

## **STRATEGY B: Employer Liaison**

### ***Activities/Tasks:***

- i. Acting 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:***

- i. Maintain updated employer contact database and conduct outreach to employers to offer assistance; track assistance provided; Conduct outreach to the business community as requested in coordination with NJTPA.

## **STRATEGY C: Outreach**

### ***Activities/Tasks:***

- i. The TMAs are required to keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

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

- i. Number of employers contacted; outreach efforts; contact made
- i. Maintenance of contact database

## **GOAL AREA 3: ENVIRONMENTAL**

Environmental strategies primarily contribute to reducing air pollution and greenhouse gases from the transportation sector. goHunterdon provides information, educational activities and programming that helps reduce air pollution created by transportation. All activities will include public outreach and education and inter-agency coordination and collaboration with relevant organizations, including but not limited to the New Jersey Department of Environmental Protection Agency, New Jersey Board of Public Utilities, Jersey Central Power & Light, Sustainable Jersey, and the New Jersey Electric Vehicle Association.

goHunterdon continues to leverage the success of the Sustainable Hunterdon Hub, a forum for local

municipal and school Green Teams, facilitated by goHunterdon in recent years, to elevate awareness of electric vehicle charging and preparedness among Hunterdon municipalities. Approximately half of Hunterdon County's twenty-six municipalities participate in the Hub. Sustainable Hunterdon Hub meetings are held quarterly and often include speakers on topics of interest to Green Teams. The 2023 Sustainable Hunterdon Hub kick-off meeting featured a panel of speakers to discuss EV adoption. The session was followed by a well-attended and received electric vehicle safety training for Hunterdon's first responders, co-hosted by the Clinton Township Green Team, goHunterdon, Hunterdon County Department of Public Safety, and NJ Electric Vehicle Association. goHunterdon works collaboratively with the Hunterdon County Department of Planning and Land Use to present webinars on EV infrastructure adoption as part the Department's "Breakfast Talk" series for municipal planning boards.

goHunterdon will support efforts by the New Jersey Department of Environmental Protection to provide the public with alerts on air quality, and as requested, participate local air quality monitoring.

goHunterdon supports municipal and school participation in Sustainable Jersey including assisting local Green Teams to identify Action Items to pursue, assisting with the implementation of Actions, securing grants, and providing assistance to advance grant-funded projects that align with the "Health & Wellness" and "Land Use & Transportation" categories which include Complete Streets, bicycling and walking, anti-idling, and EV-friendly towns.

Programming will include qualitative and quantitative performance measures, which will be developed in consultation with NJTPA, which will be recorded and reported in quarterly reports.

## **STRATEGY A: Electric Vehicle Charging and Preparedness**

### **Activities/Tasks:**

- i. goHunterdon will participate in activities that encourage the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure in Hunterdon County in support of New Jersey's clean energy target of 100% clean energy by 2035, defined as 100% of the electricity sold in the State to come from clean sources of electricity by January 1, 2035, through clean energy market mechanisms, paired with support for a Clean Energy Standard in New Jersey. This may include participating in statewide or regional events and/or hosting local events such as "Drive Electric" events. goHunterdon will work to develop relationships with local electric vehicle dealers and identify opportunities for collaboration and coordination to promote electric vehicles.
- ii. goHunterdon will use the information and tools on the NJTPA EV Resources page, NJTPA's Alternative Fuel Readiness Guidebook and the NJDEP Drive Green NJ website to support the adoption of EVs and the construction of EV charging stations as resources. goHunterdon will incorporate information into the goHunterdon website as part of a new "EV Resources" page which will offer curated information as appropriate for a Hunterdon County audience.

### **Products and Outcomes:**

- i. ii. E-newsletters, webinars, and information sessions offered
- ii. Development of Hunterdon-focused curated EV Resources page on [www.gohunterdon.org](http://www.gohunterdon.org)

## **STRATEGY B: Air Quality Monitoring and Education**

### **Activities/Tasks**

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, air quality monitoring, and participation in the DVRPC Air Quality Partnership for TMAs serving the DVRPC region. The level of effort for this strategy is not more than 50% of the total for this goal area.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups or the New Jersey Department of Environmental Protection in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

***Products and Outcomes:***

- i. Provide air quality alerts, share alert information via social media; support local anti-idling campaigns as requested by schools or municipalities.
- ii. Participate in air monitoring training provided by NJDEP; plan and conduct a minimum of one (1) community air monitoring study.

**STRATEGY C: Electric Micro-Mobility**

***Activities/Tasks:***

- i. goHunterdon will encourage, educate and support the use and implementation of e-bikes and e-scooters as alternative modes of transportation.

***Products and outcomes:***

- i. Maintain information on [www.gohunterdon.org](http://www.gohunterdon.org) website, share information with the public via newsletters, social media; coordination with local businesses, organizations and municipalities interested in promoting e-mobility. Host and/or participate in community events to promote electric micro-mobility.

**OPTIONAL STRATEGY D: Sustainable Jersey**

***Activities/Tasks:***

- i. Support municipal and school participation in Sustainable Jersey. This will include identification of Action Items to pursue, assistance in implementing Actions, documenting actions, and/or securing grants to advance projects.

***Products and Outcomes:***

- i. Assist Hunterdon municipalities and schools to implement and document Actions; provide technical support for grant applications
- i. Conduct electronic outreach to Hunterdon municipalities and schools
- i. Facilitate Sustainable Hunterdon municipal and school hub meetings and educational sessions

**GOAL AREA 4: SAFETY**

goHunterdon’s safety strategies contribute to traveler safety by supporting the 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. goHunterdon continues to serve on the Pedestrian and Bicycle Emphasis Area Team working to advance the recommendations of

the NJDOT Strategic Highway Safety Plan (NJSHP). The goHunterdon Executive Director has been serving as a Team Lead for Action 1.C.1.c. with a goal of developing a curriculum toolkit for use in schools across the state to educate students on bicycle and pedestrian safety behaviors that reduce crashes, serious injuries, and death.

Within Hunterdon County, goHunterdon analyzes crash data and uses awareness of the service area to identify communities at greater risk of roadway crashes (vehicular, bicycle, and pedestrian). Outreach and education are targeted within these communities. goHunterdon has strong relationships within the community, including relationships with law enforcement and non-profit organizations who serve as strong partners in efforts to educate the public about laws and behaviors that improve roadway safety.

goHunterdon conducts outreach and provides assistance to Hunterdon municipalities interested in adopting Complete Streets policies and/or implementing policies to ensure compatibility with the Complete & Green Streets for All Model Policy and Guide as well as working to implement updates to Complete Streets policies to include the recently required design practices for neurodivergent people including those diagnosed with autism spectrum disorder (ASD) and/or intellectual and developmental disabilities (IDDs).

goHunterdon continues ongoing support to municipalities with current Safe Routes to School and/or Transportation Alternatives grants (Frenchtown Borough, High Bridge Borough) and responds to inquiries from other municipalities to support grant application development or implementation of funded projects.

goHunterdon will support municipalities seeking to improve safety by continuing to offer goHunterdon's free speed studies, walkability/bikeability assessments, and distributing the Street Smart NJ Pedestrian Safety messages. Additionally, goHunterdon continues to work with municipalities and Hunterdon County regarding concerns of truck traffic on municipal and county roads as well as truck traffic and related impacts along the Interstate 78 corridor.

goHunterdon will participate as a partner with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders, and the public to successfully implement these activities. Reports or memoranda prepared for this activity shall be provided to the NJTPA for review.

Programming will include qualitative and quantitative performance measures, which will be developed in consultation with NJTPA, recorded and reported in quarterly reports.

## **STRATEGY A: Complete Streets**

### ***Activities/Tasks:***

- Support the implementation of Complete Streets by working with Hunterdon municipalities that have adopted Complete Streets policies to ensure that policies are prioritized in construction projects, new developments, and grant applications.
- ii. Educate municipal stakeholders about Complete Streets.
- iii. Assist a municipality or county with the adoption of a Complete Streets policy, checklists or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.

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

- i. Assist at least one municipality to update policy and ordinances as appropriate for consistency with the Complete & Green Streets for All Model Policy & Guide.
- ii. Educate municipal stakeholders about the benefits of Complete Streets.

- iii. Assist municipalities with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iii. As available, goHunterdon will share information on design practices for neurodivergent people including those diagnosed with autism spectrum disorder (ASD) and/or intellectual and developmental disabilities (IDDs).

## **STRATEGY B: Safety Audits and Other Studies**

### ***Activities/Tasks:***

- i. Support municipalities seeking to improve safety by continuing to offer goHunterdon's free speed studies and facilitation of walkability/bikeability assessments. Written reports of speed study findings and assessments will be submitted to NJTPA prior to sharing with municipal representatives. goHunterdon will explore use of ArcGIS technology to incorporate "Story Maps" into assessment reports.

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

- i. goHunterdon will develop updated electronic templates for assessments that can be used on tablets during fieldwork to increase efficiency of observation documentation.
- i. Conduct a minimum of four Speed Studies, with an effort on conducting at least one study in an EJ/overburden community to this activity.
- i. Conduct a minimum of two assessments; with an effort on conducting at least one study in an EJ/overburden community to this activity.
- i. Provide draft and final written reports of speed studies and assessments that will be submitted to the NJTPA and client for review.

## **STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

### ***Activities/Tasks:***

- i. goHunterdon will continue to participate as a stakeholder in the implementation of the New Jersey 2020 Strategic Highway Safety Plan. The Executive Director serves on the Pedestrians and Bicyclists Emphasis Area Team. Additional staff members may participate in other Emphasis Area Teams and statewide SHSP activities as requested.
- iii. goHunterdon will serve as a stakeholder and resource to Hunterdon County in the development of upcoming NJTPA sponsored Hunterdon County Local Safety Action Plan. goHunterdon will also respond to requests from municipalities and/or Hunterdon County to participate in ad hoc committees, task forces, or similar efforts to address local roadway safety concerns including impacts of truck activity.
- v. goHunterdon will educate communities on proven safety countermeasures and the Safe System Approach. via electronic

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

- i. Participate as a stakeholder in the implementation of the NJ 2020 Strategic Highway Safety Plan.
- iii. Participation in meetings; outreach conducted; assistance provided.



- v. Electronic outreach (e.g. newsletters, social media) to share best practices, technical assistance or grant opportunities.
- v. Conduct at least two information sessions. This may include collaboration with the Hunterdon County Department of Land Use & Planning to incorporate these topics into the County's successful "Breakfast Talk" series for municipal planning boards, coordinating with the Traffic Officers Association of Central Jersey, or other partners to offer or promote. webinars/workshops/forums for elected officials, municipal engineers, law enforcement, or other interested stakeholders.

## **OPTIONAL STRATEGY D: Safety Outreach and Education**

### **Activities/Tasks:**

- i. ii. Conduct Street Smart NJ pedestrian safety education and outreach. Identify suitable communities for implementing pedestrian safety education and outreach, enlist support and participation from local stakeholders, and provide resources and support for an effective pedestrian safety education effort, including the resources available on [www.beststreetsmartnj.org](http://www.beststreetsmartnj.org). Municipalities that have been identified through equity and crash data analysis, including Flemington Borough, will be prioritized. Speed feedback signs may be incorporated into the in coordination with a municipal or county partner.

### **Products and Outcomes**

- i. ii. Support municipalities interested in sharing Street Smart NJ Pedestrian Safety messaging

## **OPTIONAL STRATEGY E: Data Collection and Analysis**

### **Activities/Tasks:**

- i. ii. Conduct crash data analysis using Numetrics crash database or other data sources as may be identified. Analysis will inform program priorities and identify at risk communities or locations. Provide crash report analysis to municipalities or law enforcement personnel as requested. Participate in training opportunities to stay updated on database features and capabilities.

### **Products and Outcomes:**

- i. ii. Data analysis; reporting; training

## **GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

Through the strategies outlined below, goHunterdon will facilitate the implementation of recommendations of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as the FY23 CHSTP Update Memo, the Hunterdon County Coordinated Human Services Transportation Plan and related Updates, the Hunterdon County Consolidated Transportation System Study (Transpo Group, 2020) and the Hunterdon County Community Health Improvement Plan to improve access and mobility within Hunterdon County, NJ.

goHunterdon fills an important role in addressing several of the "Prioritized Needs and Strategies" identified in NJTPA's FY23 CHSTP Update, including the "Fare Subsidies", "Many to One", "One to Many", "Partnerships with TNCs", "Medical Trips", "Travel Training and Concierge Assistance", and "Coordinated

*Information*” to ensure that transportation dependent residents, including older adults, low- income persons, persons with disabilities, and veterans have information and access to available services and can use these services confidently and independently to meet their employment, education, medical and social support needs.

goHunterdon publishes and widely distributes the “Hunterdon County Transportation and Mobility Guide” to transportation-dependent populations, maintains information on the goHunterdon website, and responds to phone and email inquiries to offer guidance to identify appropriate transportation options.

goHunterdon has been successful in meeting healthcare transportation needs of older adults through the Hunterdon Health Access Transportation Program which launched in 2020. Conducted in collaboration with Hunterdon Health, the program provides fully subsidized TNC (Uber and Lyft) rides for senior patients age 60 and older with rides to non-emergency medical appointments. Ride requests are made on behalf of patients who have been identified by Hunterdon Health Home Medical Care Coordinators as being at risk for missing appointments due to a lack of transportation. goHunterdon staff arrange and monitor rides in real-time, Monday- Friday, 8 a.m. – 4 p.m. Over 2,300 rides have been provided since the program’s inception. The program is supported, in part, by funding secured by goHunterdon from private foundations.

goHunterdon provides individual and small group travel training to ensure transportation access and opportunity for all residents. Most recently, partnering with Independent Community Living Program teachers at Hunterdon’s four high schools to educate special needs students on how to use the Hunterdon County LINK Transportation System. Travel training includes instruction on reading schedules, creating a travel plan, and accompanying individuals “on vehicle” for a trial ride.

goHunterdon has had a long-standing leadership role in the development of the Hunterdon County Human Services Transportation Plan and subsequent Plan Updates. The goHunterdon Executive Director is the named “Lead” for the CHSTP process in Hunterdon County. goHunterdon is proactive in its work in support of County Service Planning as a member of the Hunterdon County Transportation Advisory Committee and as a resource on planning efforts including the recent “Hunterdon County Consolidated Transportation System Study” (Transpo Group, 2022). Hunterdon County is in the process of evaluating recommendations from that study. goHunterdon will continue to serve in an advisory role as recommendations are implemented.

goHunterdon will continue to facilitate discussions between Hunterdon County, the healthcare community and Modivcare, New Jersey’s Medicaid transportation provider, regarding Modivcare availability and service performance.

Programming will include qualitative and quantitative performance measures, which will be developed in consultation with NJTPA, recorded and reported in quarterly reports.

## **STRATEGY A: Mobility Guide and Outreach**

### ***Activity/Tasks:***

- i. Update “Hunterdon County Transportation and Mobility Guide” to ensure relevant and accurate information. Printing to be funded through other funding source. Additionally, maintain content on goHunterdon website.
- ii. Utilize existing Information Outreach Partner Network for distribution of Guide, identify and solicit additional Partners; track partners and distribution
- iii. Conduct training for organizations, employers, or other venues on available transportation options; distribute “Hunterdon County Transportation and Mobility Guide”

**Products and Outcomes:**

- i. Updated “Hunterdon County Transportation and Mobility Guide”
- ii. Report of Information Outreach Partners; distribution of Guide
- iii. Trainings conducted; events

**STRATEGY B: Healthcare Transportation Services Support**

**Activity/Tasks:**

- i. ii. Support and assist healthcare providers to better meet patient transportation needs.
- iv. Support the development of updated Hunterdon County Community Health Needs Assessment and serve as a resource on issues related to patient transportation.
- v. To improve patient transportation services, facilitate coordination between healthcare providers and transportation providers, including public transit, publicly funded paratransit, private shuttle, taxi, and transportation network companies.

**Products and Outcomes:**

- i. ii. Participation in Hunterdon County Partnership for Health activities, and events; collaboration with Hunterdon Health, Hunterdon Health Foundation, Horizon Foundation for New Jersey, or other foundations.
- iv. Participation in Hunterdon County Community Health Needs Assessment process
- v. Accept ride requests, arrange, and monitor TNC rides for patients aged 60 and older to non-emergency medical appointments through goHunterdon’s Healthcare Access Transportation Program; reporting

**STRATEGY C: County Service Planning**

**Activities/Tasks:**

- i. Support and assist Hunterdon County Department of Human Services in service planning for the Hunterdon County LINK Transportation System; participate as a member of the Hunterdon County Transportation Advisory Committee (TAC)
- ii. Serve as the named United We Ride “Lead” to coordinate updating of Hunterdon County Coordinated Human Services Transportation Plan; assist Hunterdon County to implement of recommendations

**Products and Outcomes:**

- i. Participation in meetings; technical assistance provided
- ii. Facilitation of Hunterdon County CHSTP update process; meetings

**STRATEGY D: Human Services Trip Coordination**

**Activities/Tasks:**

- i. Investigate opportunities to address human service transportation gaps and/or supplement Hunterdon County LINK Transportation System or other County department transportation needs (facilitating rides with TNCs)

- iii. Provide travel training and concierge service, including serving as a source of coordinated information on all available services; assist the public in identifying appropriate options

**Products and Outcomes:**

- i. Memorandum of Findings; pilot project as applicable
- iii. Travel trainings provided; information

**OPTIONAL GOAL AREA: RELIABILITY**

Reliability strategies provide an increase in dependable and predictable transportation service. 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 travel time.

goHunterdon offers its popular Traffic Alert Service, which provides timely information on Hunterdon County traffic/road conditions to commuters, employers, employees and other interested parties via email Monday-Friday, 6:00 a.m.- 8:00 a.m. and 3:30 p.m.- 5:30 p.m. Alerts mitigate the impacts of congestion and improve public safety by providing information on vehicular crashes/incidents, construction, maintenance, special events, or weather-related conditions on local, county, state, and interstate roadways within Hunterdon County. The service also covers sections of roadways that are part of the Hunterdon County “commuter shed”, which includes sections of Interstate 78 outside of Hunterdon County.

The Traffic Alert Service plays a unique role in keeping Hunterdon County travelers informed of road conditions. goHunterdon has established relationships with Hunterdon County and Municipal Offices of Emergency Management, the Hunterdon County Division of Roads, Bridges and Engineering, and Hunterdon County Department of Public Safety Division of Communications~ all of which provide information with goHunterdon to be shared with the public. In recent years, focus of the service has expanded beyond simply assisting travelers to avoid congestion or construction zones, but public safety concerns related to weather impacts to local roadways (flooding, snow/ice, downed trees, etc.).

The localized information reported via goHunterdon’s alerts is often not reported by other sources. goHunterdon staff monitors a number of sources of roadway information including listening to the countywide Hunterdon County Division of Communication scanner to hear conditions in real time. goHunterdon conducts an annual feedback survey of subscribers to assess the impact of alerts on travel behaviors and to seek input to continually improve the timeliness and quality of alerts. Ninety percent of subscribers to the Traffic Alert Service report that it their primary source of information regarding road conditions. Over sixty percent report that they have been subscribers of the service for five years or longer. More than 850 alerts were sent to 3,700 subscribers during 2022-2023.

Programming will include qualitative and quantitative performance measures, which will be developed in consultation with NJTPA, recorded and reported in quarterly reports.

**STRATEGY B: Travel Alerts**

**Activities/Tasks:**

- i. Notify travelers of construction, maintenance, special events, or emergency-related conditions, including weather conditions by providing weekday alerts via email.

**Products and Outcomes:**

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

- Annual Subscriber Feedback Survey Report

## **GOAL AREA: PROGRAM MANAGEMENT**

goHunterdon will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

### **STRATEGY: Program Management**

#### **Activities/Tasks:**

- 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:

1. Preparation of the following year's work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the Cost Tracking system and TMA Program & reporting on-line reporting systems.
4. Preparation of quarterly progress reports and invoices, due 10 business days after the close of the first through third quarters and 15 business days after the end of the grant term
5. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.
6. Maintain, refine, and test emergency response plans/contingency plans to ensure the continued operation of crucial TMA activities in the case of an interruption of business. These plans will be submitted to the NJTPA in the second quarter of FY25.

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

1. Quarterly Progress Reports, invoices, and supporting documentation.
2. Prepare next fiscal year's Work Program and Staffing Plan
3. Submit emergency response plans/contingency plan by December 31, 2024.
4. Fourth Quarter/Final Report and all final deliverables.

## **GOAL AREA: WORK FUNDED BY OTHER SOURCES**

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 FY25, the following projects are anticipated.

### **STRATEGY: NJ Department of Transportation Safe Routes to School Program (One-Three Years)**

#### **Activities/Tasks:**

- Promote and facilitate the goals of the Safe Routes to School Program 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:**

- Hunterdon County Walk/Bike to School and similar encouragement events
- Student Walk Assessments
- Safety Presentations Bicycle Rodeos

**STRATEGY: NJ Division of Highway Traffic Safety Bicycle and Pedestrian Safety Programming (One Year)**

**Activities/Tasks:**

- Mitigate pedestrian, bicycle and vehicular crashes in Hunterdon County by conducting meaningful public engagement and outreach through group presentations and awareness campaigns, and participation in community events with specific focus on targeted locations populations identified in crash data.

**Products and Outcomes:**

- Meaningful public engagement
- Community outreach, events

**STRATEGY: NJ TRANSIT Information, Advocacy, Outreach and Feedback Work Program (One Year)**

**Activities/Tasks:**

- 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:**

- Transit and transportation information distributed
- Feedback to NJ TRANSIT

**STRATEGY: Horizon Foundation for New Jersey (One Year)**

**Activities/Tasks:**

- Facilitate TNC rides to non-emergency healthcare appointments as referred by Hunterdon Health Care Coordinators
- Reporting; tracking of ongoing and future needs.

**Products and Outcomes:**

- Rides provided
- Reporting

## GOHUNTERDON PROMOTION PLAN FY 2025

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. goHunterdon will coordinate any announcement of project activities with the NJTPA TMA Program Manager.

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

### Media Formats

goHunterdon will use the following types of media in FY 2025 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. goHunterdon will also use its Facebook page to share relevant posts from partner agencies including but not limited to NJTPA, NJ DOT, NJ DHTS, NJ TRANSIT and Hunterdon County. In addition to posting on the goHunterdon Facebook page, goHunterdon follows or 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.
- **Instagram:** goHunterdon’s Instagram account 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. The “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. goHunterdon will also use its Instagram account to share relevant posts from partner agencies including but not limited to NJTPA, NJDOT, NJ DHTS, NJ TRANSIT and Hunterdon County.
- **X (formerly Twitter):** The X (formerly 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. 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.

- **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 goHunterdon e-newsletter and for e-blasts for information sharing. The newsletter will include issues of local and regional importance, as well as promote goHunterdon’s work program efforts. Effectiveness will be measured by “opens” and “clicks” analytics available through Constant Contact. Newsletters will be archived on the goHunterdon website.
- **Press Releases:** Submission of traditional press releases to local media outlets/online and community organizations for publication and re-publication
- **Information Outreach Partner Network/Kiosks:** goHunterdon will provide Information Outreach Partners with racks to display transit information. In some locations, installation and maintenance of free standing information kiosks will be provided by goHunterdon (prospective locations may include employers, libraries, non-profit organizations, retail stores, municipal facilities and other community locations, as appropriate.) Effectiveness will be tracked by the amount of materials distributed through the racks as well as 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.
- **New Hire Packets/New Hire Orientations:** Distribution of printed or electronic “new hire” packets to employers as requested for new and/or potential employees on transportation options; participate in “new hire” orientations in person or virtually.
- **Joint marketing:** Work collaboratively with other community resources, including, but not limited, to: Hunterdon Medical Center, United Way of Hunterdon County, Fisherman’s Mark, 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 NJTPA authorized printed street signs, posters, coffee sleeves, coasters, tip cards, table tents and tote bags. Funds are not requested in FY25 for the production of any Street Smart NJ materials. Existing materials will be utilized.

## 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, Instagram, Constant Contact email marketing, e-newsletter, press releases, information racks/kiosks, events, 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.

### ***Economic Development***

goHunterdon will utilize a variety of media formats to provide information to employers and facilitate worksite TDM. This will include Facebook, Instagram, Constant Contact email marketing, e-newsletter, press releases, information racks/kiosks, events (in person or remote), and joint marketing.

### ***Environmental***

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, Facebook, Instagram, 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, Instagram, Constant Contact email marketing, e-newsletter, press releases, information kiosks, events, intranet messaging, and joint marketing with partners. Constant Contact will be used to promote goHunterdon's Complete Streets/bike-ped technical assistance, funding opportunities, and updates/events from NJDOT or NJTPA.

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

### ***Reliability***

Traffic alerts will be issued via email using MailChimp. goHunterdon will utilize Facebook, Instagram, and X (formerly 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 X posts will be used to communicate emergency information to the public.

## BUDGET AND STAFFING PLAN

### NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

#### goHUNTERDON FY 2025 WORK PROGRAM BUDGET PLAN

		PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 315,868.00	
	2. FRINGE BENEFITS 38.09% FT, 9.32% PT	\$ 97,502.39	
	<b>SUBTOTAL</b>	<b>\$ 413,370.39</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ -	
	2. TRAVEL	\$ 1,917.28	
	3. PRINTING & REPRODUCTION	\$ -	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ 600.00	
	6. CONFERENCE/TRAINING	\$ -	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ -	
	<b>SUBTOTAL</b>	<b>\$ 2,517.28</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 35.81%	\$ 113,112.33	
	<b>SUBTOTAL</b>	<b>\$ 113,112.33</b>	100%
<b>TOTAL PROGRAM BUDGET</b>		<b>\$ 529,000.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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:	\$ 529,000.00	Total:	\$ 529,000.00
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GOHUNTERDON  
FY 2025 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	1,000	\$ 51,280.19	\$ 700.00	\$ 13,965.90	\$ -	\$ 65,946.09
Core Goal Area Activities - Economic Development	300	\$ 23,475.30	\$ -	\$ 6,087.70	\$ -	\$ 29,563.00
Core Goal Area Activities - Environmental	625	\$ 28,235.16	\$ 100.00	\$ 8,628.42	\$ -	\$ 36,963.58
Core Goal Area Activities - Safety	1,910	\$ 103,528.26	\$ 800.00	\$ 27,539.68	\$ -	\$ 131,867.94
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	2,885	\$ 134,158.28	\$ 917.28	\$ 35,874.46	\$ -	\$ 170,950.02
Core - Program Management	635	\$ 41,651.33	\$ -	\$ 11,190.63	\$ -	\$ 52,841.96
Optional Goal Area Activities - Reliability	1,169	\$ 31,041.87	\$ -	\$ 9,825.55	\$ -	\$ 40,867.42
<b>TOTAL</b>	<b>8,524</b>	<b>\$ 413,370.39</b>	<b>\$ 2,517.28</b>	<b>\$ 113,112.33</b>	<b>\$ -</b>	<b>\$ 529,000.00</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	75%	1,569
Diana Davis, Associate Director	50%	1,050
Ryan Fisher, Safety Programs Manager	38%	800
Marina Bartelli, Healthcare Mobility Coordinator	48%	1,000
Pending, Community Mobility Coordinator	48%	1,000
Pending, Safety/Safe Routes Coordinator	36%	600
Jeff Clayton, Chief Technology Officer	68%	705
Heather Carmen, Traffic Associate	96%	1,000
Jodi Bettermann, Sustainable Hunterdon Coordinator	51%	400
Kris Linden, Program Associate	38%	400
<b>TOTAL*</b>	<b>55%</b>	<b>8,524</b>

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



**Greater Mercer TMA**  
**FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP  
Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services Transportation  
Reliability  
Program Management

## **Work Funded by Other Sources**

### **Promotions Plan**

### **Budget and Staffing Plan**

# Greater Mercer 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, West Windsor Township, Robbinsville Township, West Windsor Parking Authority, Hopewell Township, Starr Tours, Stout's Transportation, Bank of America, Montgomery Twp., Municipality of Princeton, Steven & Lee, Enterprise, 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 or PT 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 section 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, four 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 3 bus routes operating five days per week and eight operating between one and three days each week. 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**

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 a higher relative concentration 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 have high concentrations of Hispanic populations.

**Minority Population Concentration of Mercer County Municipalities**

Municipality	Percent of Population that is Minority Population	Higher than County Concentration
Trenton City	59%	<b>Yes</b>
West Windsor Township	52%	<b>Yes</b>
Ewing Township	38%	<b>Yes</b>
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>	

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

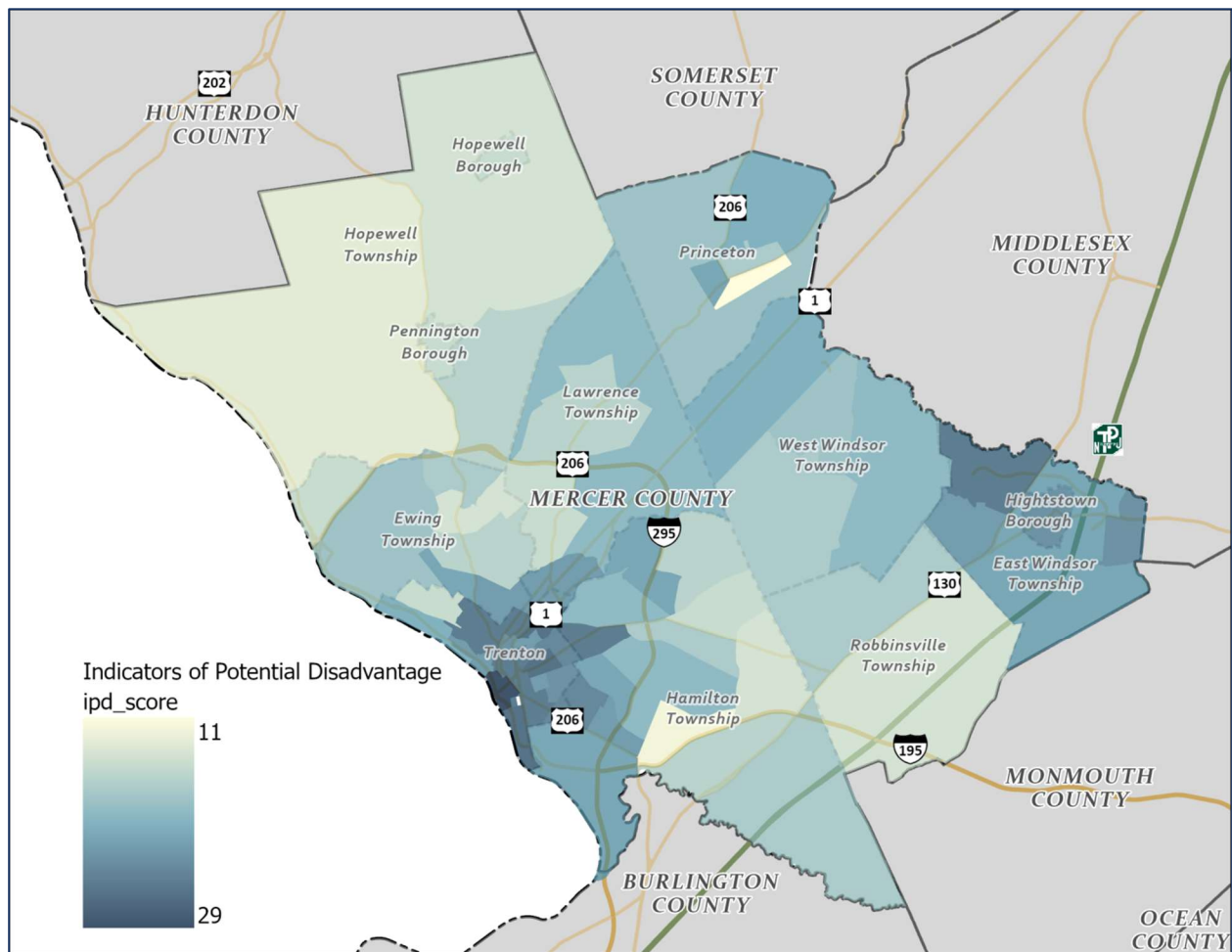
Municipality	Percent of Population that is Low Income	Higher than County Concentration
Trenton City	54%	<b>Yes</b>
Hightstown Borough	30%	<b>Yes</b>
East Windsor Township	23%	No
Hamilton Township	21%	No
Ewing Township	18%	No
Lawrence Township	13%	No
Hopewell Borough	11%	No
Princeton	11%	No
Pennington Borough	9%	No
Robbinsville Township	8%	No
Hopewell Township	5%	No
West Windsor Township	5%	No
<b>Mercer County</b>	<b>24%</b>	

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 seven other indicators, was also included. A map was also created using the composite score.

**Number of Census Tracts Rated as Above or Well Above Average in Indicators of Potential Disadvantage Score**

	Low Income	Racial Minority	Composite
East Windsor Township	0	0	4
Ewing Township	0	2	2
Hamilton Township	1	1	6
Hightstown Borough	0	0	1
Hopewell Borough	0	0	0
Hopewell Township	0	0	0
Lawrence Township	0	1	1
Pennington Borough	0	0	0
Princeton	0	0	2
Robbinsville Township	0	0	0
Trenton City	22	16	23
West Windsor Township	0	2	1

**Mercer County**



## ***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.

<b>Minority Population Concentration of Ocean County Municipalities</b>		
<b>Municipality</b>	<b>Percent of Population that is Minority</b>	<b>Higher than County Concentration?</b>
South Toms River Borough	46%	<b>Yes</b>
Seaside Heights Borough	42%	<b>Yes</b>
Lakehurst Borough	25%	<b>Yes</b>
Jackson Township	20%	<b>Yes</b>
Lakewood Township	19%	<b>Yes</b>
Toms River Township	18%	<b>Yes</b>
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
Ship Bottom Borough	3%	No
Seaside Park Borough	2%	No
Harvey Cedars Borough	2%	No
Long Beach Township	2%	No
Surf City Borough	1%	No
<b><i>Ocean County</i></b>	<b>15%</b>	

### Low-Income Population Concentration of Ocean County Municipalities

Municipality	Percent of Population that is Low Income	Higher than County Concentration
Lakewood Township	56%	Yes
Seaside Heights Borough	49%	Yes
Lakehurst Borough	35%	Yes
South Toms River Borough	31%	Yes
Ocean Township	30%	Yes
Manchester Township	28%	Yes
Tuckerton Borough	26%	Yes
Berkeley Township	25%	No
Beachwood Borough	21%	No
Seaside Park Borough	20%	No
Stafford Township	20%	No
Little Egg Harbor Township	20%	No
Eagleswood Township	19%	No
Ocean Gate Borough	19%	No
Toms River Township	19%	No
Barnegat Light Borough	18%	No
Point Pleasant Borough	17%	No
Brick Township	17%	No
Lacey Township	17%	No
Beach Haven Borough	17%	No
Lavallette Borough	17%	No
Pine Beach Borough	15%	No
Long Beach Township	15%	No
Jackson Township	15%	No
Plumsted Township	14%	No
Surf City Borough	14%	No
Harvey Cedars Borough	12%	No
Ship Bottom Borough	11%	No
Barnegat Township	11%	No
Island Heights Borough	10%	No
Point Pleasant Beach Borough	9%	No
Mantoloking Borough	8%	No
Bay Head Borough	8%	No
<b>Ocean County</b>	<b>26%</b>	

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 percent of its population in this age group. However, looking at the municipal level, this population has concentrations double the County

percentage in seven of its municipalities. Mantoloking has the highest concentration with 69 percent 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>
Mantoloking Borough	69%	Yes
Barnegat Light Borough	58%	Yes
Long Beach Township	58%	Yes
Harvey Cedars Borough	53%	Yes
Lavallette Borough	49%	Yes
Manchester Township	49%	Yes
Surf City Borough	45%	Yes
Berkeley Township	41%	Yes
Ship Bottom Borough	40%	Yes
Seaside Park Borough	36%	Yes
Beach Haven Borough	36%	Yes
Bay Head Borough	36%	Yes
Ocean Township	35%	Yes
Barnegat Township	27%	Yes
Little Egg Harbor Township	26%	Yes
Island Heights Borough	26%	Yes
Point Pleasant Beach Borough	22%	No
Pine Beach Borough	22%	No
Toms River Township	20%	No
Stafford Township	20%	No
Lacey Township	20%	No
Brick Township	19%	No
Tuckerton Borough	18%	No
Jackson Township	17%	No
Eagleswood Township	17%	No
Ocean Gate Borough	17%	No
Point Pleasant Borough	16%	No
Plumsted Township	16%	No
Beachwood Borough	12%	No
Lakewood Township	10%	No
Lakehurst Borough	9%	No
Seaside Heights Borough	8%	No
South Toms River Borough	7%	No
<b><i>Ocean County</i></b>	<b>22%</b>	

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 percent 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 percent of census tracts in Ocean County.

Number of Census Tracts within the top 15% of Racial Minority Concentrations by Municipality	
Berkeley Township*	2
Seaside Park Borough*	1
Seaside Heights*	1
Brick Township	1
Jackson Township	4
Lakehurst Borough	1
Lakewood Township	3
Manchester Township	1
South Toms River Borough	1
Toms River Township	5
*One census tract covers these three municipalities	

Number of Census Tracts within the top 15% of Low Income Concentrations by Municipality	
Berkeley Township	3
Lakehurst Borough	1
Lakewood Township	11
Manchester Township	2
Stafford Township	1

Much of GMTMA's programming benefits the traditionally underserved population. Specific programs include: warehouse district transportation including the ZLine, Zline2, and Route 130 Connection bus services, GMTMA's 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. GMTMA will focus efforts on working with at least two municipalities in each county that are considered traditionally underserved.

# GREATER MERCER TMA PROGRAM REPORT FY 2025

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## GOAL AREA 1: ACCESSIBILITY

Accessibility strategies should 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. GMTMA accomplishes this by providing services, information, or other assistance with strategies such as rideshare and vanpool programs, trip planning, shuttle management and development, bicycle and pedestrian encouragement and education, and incentive programs for carpools and vanpools.

### STRATEGY A: Trip Planning and Information

#### **Activity/Task:**

- i. Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, via informational publications, and/or a website. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- iii. Provide trip planning assistance
- vii. Develop and maintain information repositories, websites, blogs, social media channels, and email lists to support the dissemination of information promotion of non-SOV/public transportation services.

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

- iii. GMTMA will provide trip planning assistance
- vi, vii. GMTMA will promote non-SOV travel choices by engaging in activities such as transportation fairs, lunch and learn sessions, information kiosks, new resident program, print and radio spots, blog, website updates, and the use of social media.

### STRATEGY B: Bicycle and Pedestrian Encouragement

#### **Activity/Task:**

- i, ii. GMTMA will provide bicycle and pedestrian education and programming to encourage safe bicycling and walking as travel modes. This activity may supplement SRTS activities.
- iii. Illustrate the walkability and bike-ability of the TMA region - create/maintain sidewalk and bike path data, walking paths to schools, transit, and other major destinations.
- Proposed: (in previous work program) GMTMA will support bicycle and pedestrian infrastructure with activities such as managing the bike locker program at Princeton Junction, Hamilton, and Point Pleasant Rail Stations, participating in/facilitating the Mercer County Bicycle and Pedestrian Task Force (MCBPTF) and other bike or trail-related groups and activities.

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



- i, ii. GMTMA will organize, promote and encourage bicycling and walking through activities including Bike to Work Week, and bike and pedestrian safety education.
- iii. GMTMA will maintain and update the data layers within the Greater Mercer Trail Plan, Lawrence and West Windsor bike/walk maps and look to create new maps or mapping tools as needed.
- Proposed: (in previous work program) GMTMA will participate in groups that work to advance bicycle and pedestrian infrastructure, and provide a summary of the meetings and next steps. GMTMA will also manage the bike locker program at Princeton Junction, Hamilton and Point Pleasant Beach.

## **STRATEGY C: Rideshare/Ride-Matching**

### ***Activity/Task:***

- i. Facilitate and or administer rideshare/ride-matching and vanpool programs.
- (iv. in trip planning) Provide alternative commute incentives.

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

- GMTMA will participate in the Statewide Rideshare Matching effort.
- Greater Mercer TMA will administer our Emergency Ride Home and vanpool empty seat subsidy (VanBuck\$) incentive programs.

## **STRATEGY D: Technical Assistance**

### ***Activity/Task:***

- i. Provide technical assistance to employers, developers, and other organizations to encourage, provide, and implement TDM strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework.

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

- Provide employer TDM assistance which may include activities such as development of a carpool or vanpool program, onsite needs assessment, customized surveys including distribution, tabulation and report, relocation services, and education on pre-tax benefits.

## **OPTIONAL STRATEGY F: Shuttle Services**

### ***Activity/Task:***

- i. Promoting, planning, managing, or operating shuttle services for employees, human services populations, or the general public, providing an alternative to SOV travel or increasing mobility.

### ***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.
- Provide shuttle service development and assistance.

## GOAL AREA 2: ECONOMIC DEVELOPMENT

Economic Development strategies focus on encouraging, providing, and implementing transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services increase traveler choices while lowering the use of single-occupant vehicle travel. This may include working with communities to identify and/or establish first/last mile solutions that improve access to jobs or providing information about the availability of carpools and vanpools.

### STRATEGY A: Worksite-Based Transportation Demand Management

#### **Activity/Task:**

- ii. Conduct outreach and promotions to employers regarding TDM and travel alternatives, arrange for Transit Days, Transportation Fairs, or similar events at employer, social services or other organization sites.

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

- ii. GMTMA will hold onsite fairs at employer locations, present to business groups, and use communication tools such as newsletters, brochures, flyers, etc. to advise employers of the availability and benefits of TDM and travel alternatives.

### STRATEGY B: Employer Liaison

#### **Activity/Task:**

- i. 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:**

- Provide requested liaison assistance

### STRATEGY C: Outreach

#### **Activity/Task:**

- i. Keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction.

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

- i. Record of contact of outreach and resulting services

## GOAL AREA 3: ENVIRONMENTAL

Environmental strategies will primarily 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 A: Electric Vehicle Charging and Preparedness

#### **Activity/Task:**

- i. ii. Participate in activities that encourage the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure throughout our service area, including in low-income areas. NJTPA EV Resources and NJDEP DriveGreenNJ will be used as resources.

**Products and Outcomes:**

- i. ii. Promotion of electric vehicles, which may include but not be limited to being an information resource for the adoption of EVs and promotion through social media, dissemination of materials at community or corporate events, direct outreach to stakeholders and workshops or webinars.

## **STRATEGY B: Air Quality Monitoring and Education**

**Activity/Task:**

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, supporting municipal participation in Sustainable Jersey, air quality monitoring, recruiting, and participation in the DVRPC Air Quality Partnership.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

**Products and Outcomes:**

- i. Inform and educate the public, municipalities, schools, and businesses on the environmental impacts of transportation through activities that may include but not be limited to Ozone Action Days alerts, Clean Air Out There and People Powered Green Machine presentations, anti-idling programs, and postings related information on social media, blogs, and in newsletters.
- ii. Provide a report on any AQM as requested.

## **STRATEGY C: Electric Micromobility**

**Activity/Task:**

- i. Encourage, educate, and support the use/implementation of electric micro-mobility such as e-bikes, e-scooters and e-microtransit.

**Products and Outcomes:**

- Provide policy/planning assistance to municipalities, universities, and businesses in support of the implementation of electric micro-mobility.

## **GOAL AREA 4: SAFETY**

Safety strategies should 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 (<https://www.transportation.gov/NRSS>) and the NJDOT Strategic Highway Safety Plan (<https://www.saferoadsforallnj.com/>). Safety activities may include outreach, education, planning, bicycle and pedestrian road safety audits, speed studies, and data collection, analysis and mapping. GMTMA will

participate as partners with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders and the public to successfully implement these activities.

## **STRATEGY A: Complete Streets**

### ***Activity/Task:***

- i. Support the adoption and implementation of Complete Streets. This activity may include temporary demonstration projects.
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- vi. Assist a municipality or county with the preparation of a grant application for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.

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

- i. iv. Provide technical assistance and educational materials to municipalities to encourage and support the adoption and implementation of Complete Streets.
- vi. Provide assistance to a municipality or county with the preparation of a grant application for funding that will advance complete streets.

## **STRATEGY B: Safety Audits and Other Studies**

### ***Activity/Task:***

- i. Conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities. TMAs are encouraged to organize and lead audits in addition to participating in audits organized by counties or other organizations.

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

- Lead or participate in safety audits
- Audit report (if project lead)

## **STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, And Safety Initiatives**

### ***Activity/Task:***

- ii. Support Vision Zero and Toward Zero Deaths initiatives
- iii. Serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.
- v. Educate communities on safe systems approach and proven safety countermeasures and data collection and analysis related to safety.

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

- ii. iii. Serve as a resource and stakeholder in Safety Action planning efforts
- v. Create awareness and educate on Vision Zero

## **OPTIONAL STRATEGY D: Safety Education and Outreach**

### **Activity/Task:**

- i. Conducting Street Smart NJ pedestrian safety education and outreach: Identify suitable communities for implementing pedestrian safety education and outreach, enlist support and participation from local stakeholders, and provide resources and support for an effective pedestrian safety education effort. Street Smart NJ information is available at [www.beststreetsmartnj.org](http://www.beststreetsmartnj.org). (Provide safety education through Street Smart campaigns, presentations, outreach at community and employer fairs, libraries, schools, and municipalities and via the GMTMA website and social media, and through partnerships with community groups.)

### **Products and Outcomes:**

- i. Implement/promote various transportation-related safety educational programs

## **GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

This Goal Area includes implementation of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as the FY23 CHSTP Update Memo and implementation of the DVRPC, SJTPO, and county human services transportation plans. In FY 2017, with assistance of the TMAs, the NJTPA completed Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP). The plan offers comprehensive recommendations for meeting the transportation needs of four target populations: seniors, low-income persons, persons with disabilities, and veterans. It presents 33 strategies across nine areas of concern designed to address the existing and emerging needs of the approximately one million transportation disadvantaged residents within the 13-county NJTPA region. Transportation services for these populations help meet employment, education, medical, and social support needs by improving accessibility and opportunity. GMTMA assists with the needs for the targeted population with programs such as our RideProvide transportation program for seniors and visually impaired adults, travel training, and with the ZLine bus and Route 130 Connection bus services that both provide access to employment locations and are primarily used by low-income persons.

## **STRATEGY A: Mobility Guide and Outreach**

### **Activity/Task:**

- i. Create or update mobility guides and new reference resources as needed.
- ii. Prepare a distribution plan for the guides to distribute (printed and/or electronic) at relevant locations such as senior centers, One Stop, and community organizations.

### **Products and Outcomes:**

- Update or create mobility guide and distribute at relevant locations such as senior centers, One Stop, and community organizations.

## **STRATEGY B: Healthcare Transportation Services Support**

### **Activity/Task:**

- iii. Inventory transportation services and transportation information available to patients at healthcare delivery sites.
- iv. Participate in the working groups/organizations in the development of the Community Health Needs Assessment.

**Products and Outcomes:**

- iii. Maintain/Expand Healthcare transportation tip page
- iv. Participate in the Community Health Needs Assessment group

## **STRATEGY C: County Service Planning**

**Activity/Task:**

- i. Support and assist counties conducting human services transportation service planning.

**Products and Outcomes:**

- i. Participate in, assist, and support the Mercer County Coalition for Coordinated Transportation and Ocean County's Transportation Advisory Committee for Senior Citizens and Persons with Disabilities.
- i. Participate in the efforts to update and implement the County and Regional Coordinated Human Services Transportation Plans.

## **STRATEGY D: Data Support**

**Activity/Task:**

- ii. Collect, create, update, and maintain geographic data and/or planning tools on transportation and other services for the target populations created by GMTMA and/or for integration in the NJTPA Human Services Transportation mapping application.

**Products and Outcomes:**

- ii. Create, support, and maintain data on transportation services

## **STRATEGY E: Human Services Trip Coordination**

**Activity/Task:**

- ii. Provide trips directly through a paid driver program.
- iii. Provide travel training

**Products and Outcomes:**

- ii. Operate RideProvide transportation service for persons over 65-and visually impaired adults
- ii. Provide a memorandum at the end of Q4 with yearly service information to include ridership data by quarter and an analysis of trips by ride purpose
- iii. Conduct travel training programs and create/update presentations as needed

## **OPTIONAL GOAL AREA: RELIABILITY**

Reliability strategies provide an increase in dependable and predictable transportation service. 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 travel time. GMTMA participates in supporting interagency coordination through its participation in the Central Jersey Transportation Forum.

## **STRATEGY A: Construction and Event-Related Congestion Mitigation**

### **Activity/Task**

- ii. Coordinate with operating agencies (NJDOT, Port Authority of New York and New Jersey (PANYNJ), TransCom, NJ TRANSIT, Delaware River Port Authority (DRPA), county and municipal agencies, or other agencies) to share information and implement congestion mitigation strategies. This includes disseminating operating agency information to travelers and providing information on travel conditions from travelers to operating agencies. This coordination may also include attending and providing support or leadership in regional working groups to share information and collaborate on transportation related issues.

### **Products and Outcomes:**

- ii. Participate as a member of the CJTF steering committee and attend regularly scheduled forum meetings.

## **STRATEGY C: Travel Alerts**

### **Activity/Task**

- iii. Notify travelers of traffic conditions, unexpected construction, maintenance, special event, or emergency-related conditions.

### **Products and Outcomes:**

- iii. Post traffic alerts on GMTMA's Traffic Alerts webpage and via social media.

## **GOAL AREA: PROGRAM MANAGEMENT**

Greater Mercer TMA will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

### **STRATEGY: Program Management**

#### **Activity/Task:**

- 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:

1. Preparation of the following year's work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the cost tracking system and TMA work program online reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter.
4. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.
5. Preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

**Products and Outcomes:**

1. Quarterly Progress Reports, invoices, and supporting documentation.
2. Prepare next fiscal year's Work Program and Staffing Plan
3. Submit emergency response plans/contingency plans by December 31, 2024.
4. Fourth Quarter/Final Report and all final deliverables.

## **WORK FUNDED BY OTHER SOURCES**

Work funded by other sources includes funding for Safe Routes to School (9/1/23-8/31/23), 5310 Mobility Management (1/1/24-12/31/24), NJ TRANSIT (1/2/24-12/31/24), and Highway Traffic Safety (10/1/23-9/30/24)

### **STRATEGY: Safe Routes to School**

**Activity/Task:**

- Promote walking and biking to school safely and provide Safe Routes to School programming for students in K-12 through the NJDOT grant.

**Products and Outcomes:**

- Develop and execute Safe Routes to School Programs.

### **STRATEGY: 5310 Mobility Management**

**Activity/Task:**

- Provide mobility management to improve mobility for disadvantaged populations and work to implement gaps identified in the County Human Service Transportation Coordination Plan.

**Products and Outcomes:**

- Implement activities related to 5310 Mobility Management Grant.

### **STRATEGY: Highway Traffic Safety**

**Activity/Task:**

- 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 safety education, speed studies, and supplemental Street Smart work.

### **STRATEGY: NJ TRANSIT**

**Activity/Task:**

- Provide marketing, advocacy, information, and outreach for NJ TRANSIT services.

**Products and Outcomes:**

- Provide information, advocacy, marketing, and outreach activities and feedback for NJ TRANSIT services.



## GMTMA PROMOTION PLAN FY 2025

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 2025 for the promotion of the programs, goals, and objectives of the work program:

1. **Newsletters:** The TMA will distribute our seasonal 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.
2. **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.
3. **Twitter/X:** 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.
4. **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.
5. **TikTok:** TikTok 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.
6. **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.
7. **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.
8. **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.

9. **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.
10. **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.

### ***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 will use our social media channels, and newsletters to educate the public on reducing car dependency with solutions to help, promote active transportation, and electric vehicles.

### ***Safety***

GMTMA will post safety related messages on all social media channels and our website (through our blog) and Street Smart 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 at 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 population.

### ***Reliability***

GMTMA will use its website for posting alerts on our traffic alert page. Social media is also used for alerts and local construction or weather related issues.

## BUDGET AND STAFFING PLAN

### NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

#### GREATER MERCER TMA FY 2025 WORK PROGRAM BUDGET PLAN

		PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 348,191.67	
	2. FRINGE BENEFITS 49.11% FT, 13.82% PT	\$ 148,955.49	
	<b>SUBTOTAL</b>	<b>\$ 497,147.16</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ 1,058.27	
	2. TRAVEL	\$ 3,200.00	
	3. PRINTING & REPRODUCTION	\$ 1,350.00	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ 1,375.00	
	6. CONFERENCE/TRAINING	\$ 1,600.00	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 7,139.89	
	<b>SUBTOTAL</b>	<b>\$ 15,723.16</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 105.64%	\$ 367,829.68	
	<b>SUBTOTAL</b>	<b>\$ 367,829.68</b>	100%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 880,700.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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: \$	880,700.00	Total: \$	880,700.00
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2025 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>"OTHER" Direct Expense Items</b>	<b>Description</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	Pay for emergency rides home for registered carpoolers/vanpoolers	\$ 2,500.00
VanBuck\$	Pay for an empty seat subsidy for a vanpool	\$ 1,400.00
Website Updates	Update as needed (ex. Adding pages, items to keep up to date)	\$ 2,000.00
Other Miscellaneous Public	Radio and boosted social media posts	\$ 1,239.89
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 7,139.89</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2025 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	3,644	\$ 220,388.89	\$ 10,796.91	\$ 161,838.65	\$ -	\$ 393,024.46
Core Goal Area Activities - Economic Development	417	\$ 22,742.11	\$ 1,000.00	\$ 17,386.13	\$ -	\$ 41,128.24
Core Goal Area Activities - Environmental	310	\$ 14,188.54	\$ 300.00	\$ 10,550.99	\$ -	\$ 25,039.54
Core Goal Area Activities - Safety	1,010	\$ 56,895.20	\$ 675.00	\$ 40,771.00	\$ -	\$ 98,341.20
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	2,321	\$ 141,130.33	\$ 1,851.25	\$ 100,730.30	\$ -	\$ 243,711.88
Core - Program Management	720	\$ 36,497.76	\$ 1,100.00	\$ 32,677.28	\$ -	\$ 70,275.04
Optional Goal Area Activities - Reliability	55	\$ 5,304.32	\$ -	\$ 3,875.33	\$ -	\$ 9,179.65
<b>TOTAL</b>	<b>8,477</b>	<b>\$ 497,147.16</b>	<b>\$ 15,723.16</b>	<b>\$ 367,829.68</b>	<b>\$ -</b>	<b>\$ 880,700.00</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
Cheryl Kastrenakes - Executive Director	47%	920
Joan Lockwood-Reck - Marketing/Service Development Manager	44%	851
Steven Krawiec - Senior Transportation Program Manager	89%	1,736
Steven daCosta - Senior Planner	33%	650
Portia Edwards-Gyampo - Office Manager	3%	50
Christopher Townley - Transportation Planning Specialist	62%	1,215
Kathleen Ebert - Bicycle and Pedestrian Safety Coordinator	17%	340
Vacant - Planner	30%	580
Carol Chamberlain - Travel Training Coordinator/Instructor	19%	195
Jessica Robl - Marketing and Outreach Coordinator	79%	1,240
Debra Christie - Business Administrator	42%	700
<b>TOTAL*</b>	<b>42%</b>	<b>8,477</b>

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



**Hudson TMA**  
**FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP  
Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services Transportation  
Reliability  
Program Management

## **Work Funded by Other Sources**

**Promotions Plan**

**Budget and Staffing Plan**



# Hudson 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 (Known now as the County Commissioners) 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 often 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 service area of Hudson TMA encompasses all twelve municipalities within Hudson County: Bayonne,

Jersey City, Hoboken, Union City, West New York, Guttenberg, Weehawken, North Bergen, Secaucus, Kearny, Harrison, and East Newark.

Spanning approximately 62 square miles, Hudson County is home to around 703,366 residents, making it the most densely populated county in New Jersey with an average of 15,692 residents per square mile. Strategically situated in the vibrant heart of the New York metropolitan area, the county is flanked by the Hudson River and Upper New York Bay to the east, and bounded by Kill van Kull to the south. Additionally, it is bordered by Newark Bay, the Hackensack River, and the Passaic River to the west. Hudson County's sole land border is shared with Bergen County to the north and west.

In Hudson County, 70 percent of residents fall between the ages of 19 and 64, while those aged 65 and above constitute 12 percent of the population.

The county is ethnically diverse, with the five largest ethnic groups being White (Non-Hispanic) at 28.4 percent, Asian (Non-Hispanic) at 15.8 percent, Other (Hispanic) at 13.5 percent, and Black or African American (Non-Hispanic) at 10.4 percent.

Notably, a significant portion of the community, 59.1 percent, speaks a language other than English, showcasing the area's cultural diversity. Moreover, 77.4 percent of Hudson County's population are U.S. citizens.

Transportation within Hudson County is both versatile and abundant. For rail services, NJ TRANSIT operates seven major rail lines connecting to Hoboken and Secaucus stations. The Hudson Bergen Light Rail (HBLR), a 22-mile system also managed by NJ TRANSIT, has stations in six municipalities within the county. The Port Authority of New York and New Jersey oversees the Port Authority Trans-Hudson (PATH) train, serving Harrison, Jersey City, and Hoboken with routes extending to midtown and downtown New York City. Bus commuters have access to a total of 77 routes traversing all twelve municipalities, offering various services daily. Additionally, private jitneys operate, competing with traditional service providers and serving areas not covered by standard bus operators.

For those preferring maritime travel, the New York Waterway efficiently operates over thirty ferry boats, facilitating passenger transit between Jersey City, Hoboken, Weehawken, and New York City.

Motor vehicle access to New York City is readily available through the Lincoln Tunnel in Weehawken, the Holland Tunnel in Jersey City, and the Bayonne Bridge in Bayonne, ensuring smooth connectivity for cars, buses, and trucks alike.

## GOALS AND OBJECTIVES

The Hudson TMA diligently aligns its goals and objectives with the NJTPA's Mission Statement, working collectively to enhance mobility, assist in meticulous transportation planning, and foster partnerships with businesses, community groups, municipalities, and transit-related agencies. This coordinated approach not only elevates safety standards but also drives economic growth and curtails carbon emissions, contributing positively to the overall quality of life in the region.

Here's a concise outline of how Hudson TMA's initiatives support and dovetail with the goals and objectives of the NJTPA:

**Environmental Protection:** Hudson TMA's commitment to reducing single occupancy vehicle use, decreasing the number of trips by motorists, and limiting vehicle miles traveled, coupled with its anti-

idling campaigns, plays a pivotal role in safeguarding and enhancing the quality of both natural ecosystems and the human environment.

**Affordable and Responsive Transit Systems:** As a liaison between the public and transit agencies, Hudson TMA ensures the provision of affordable, accessible, and dynamic transportation systems that adeptly meet the needs of present and future commuters.

**Economic Activity and Competitiveness:** Hudson TMA's programs and activities are designed to facilitate smoother commutes for employees. This not only aids businesses but also bolsters the economic vitality and competitiveness of the entire region.

**System Coordination and Efficiency:** By assisting and sometimes providing shuttles connecting to major transit hubs, Hudson TMA enhances the coordination, efficiency, and competitiveness of the overall transit system.

**Safety and Reliability:** Acting as a Liaison between the public and transit agencies, the Hudson TMA helps to provide affordable and dynamic transportation systems responsive to current and future customers.

**Land Use and Transportation Coordination:** Serving on technical advisory committees for planning studies, Hudson TMA supports initiatives that promote harmonious coordination between land use and transportation systems.

In essence, every goal and objective pursued by Hudson TMA is intricately interwoven with the broader goals and objectives of the NJTPA, reflecting a shared vision for a more efficient, sustainable, and safe transportation environment in the region.

## TITLE VI/ENVIRONMENTAL JUSTICE

Per the NJTPA's "Title VI and Environmental Justice Guide", two crucial environmental justice factors are identified: low income and minority status.

In Hudson County, there are 221,364 individuals living below 185 percent of the poverty threshold. The economic indicators highlight that out of this population, 115,254 individuals are living in poverty. Apart from Secaucus, Weehawken, and Hoboken, every other municipality in Hudson County reports that over 30% of their population is low income. Notably, Union City, West New York, and East Newark have the highest percentage of low-income residents, with Harrison trailing closely behind East Newark.

Income limitations invariably restrict mobility. For the TMA staff, addressing the mobility needs of these municipalities is paramount. This involves prioritizing the provision of information and access to mass transit, promoting carpooling initiatives, and endorsing programs that encourage bicycle use in these areas. By improving safety and walkability, the TMA aims to alleviate the mobility challenges faced by these low-income populations. These enhancements not only facilitate greater mobility but also contribute to improving the overall quality of life for these residents.

Municipality - Hudson County	Percent Low Income Population	Percent Minority Population
Bayonne	53.4	34.1
East Newark	81.8	38.7
Guttenberg	74.4	36.5
Harrison	69.9	38.3
Hoboken	29.2	15.6
Jersey City	79.0	35.0
Kearny	60.9	29.0
North Bergen	82.0	33.8
Secaucus	53.8	16.8
Union City	83.9	49.7
Weehawken	51.6	23.7
West New York	86.1	43.4

*The above data is from the NJTPA's Open GIS Data and U.S. Census Survey 2020*

To bridge existing cultural barriers, the Hudson TMA employs a diverse staff, with four members identifying as Hispanic. Language can often pose a significant challenge; notably, in Hudson County, approximately 109,000 Hispanic individuals have limited English proficiency. The majority of the Hudson TMA staff are bilingual, facilitating more effective communication with residents.

Hudson County's Diversity Profile further reveals that there are several non-English speaking communities, including 6,140 Arabic speakers, 1,732 Urdu speakers, 2,091 Italian speakers, 2,075 Polish speakers, and 1,100 French speakers, many of whom are not fluent in English. Fortunately, the Hudson TMA team includes staff members who are proficient in these languages as well.

To further improve communication, Hudson TMA is considering the dissemination of information through local periodicals in various languages. Efforts have been initiated to produce materials in Spanish, with a focus on enhancing outreach in Hispanic communities. This multilingual approach in our communications is crucial in making our services accessible and inclusive.

Directing our focus on activities under our core program of Accessibility will be pivotal in reaching populations that face language and income barriers. This strategic approach not only aids in achieving our objectives of enhancing safety, mobility, and environmental conservation but also supports worksites predominantly staffed by low-income individuals. Prioritizing these efforts will ultimately contribute to more effective service delivery and engagement with all segments of the Hudson County community.

# HUDSON TMA PROGRAM REPORT FY 2025

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## GOAL AREA: ACCESSIBILITY

Accessibility strategies 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. The TMAs may accomplish this by providing services, information, or other assistance.

Hudson TMA is committed to expanding the availability and variety of Transportation Demand Management (TDM) support services in Hudson County. This initiative aims to provide travelers with access to alternative modes of transportation, reducing reliance on single-occupancy vehicles. In every outreach and program delivery effort, particular attention will be given to communities comprised of low-income individuals and families, minorities, non-English speakers, and persons with disabilities. The enhancement of public involvement processes is also a priority, working diligently to remove participation barriers these communities often encounter.

## STRATEGY A: Trip Planning and Information

### ***Activities/Tasks:***

- i. Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, via informational publications, and/or a website. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- ii. Manage and promote rideshare matching services under the guidance of the NJTPA, including the njrideshare.com website, if requested.
- iii. Provide trip planning assistance.
- iv. Promote and market public transit services.

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

- i. Creation of a comprehensive information platform, including a website, publications, and contact channels, to disseminate information on non-single occupant vehicle (SOV) travel options to the public. This includes details on walking, bicycling, public transit, carpooling, vanpooling, and telecommuting.
- ii. Manage and promote rideshare matching services through the njrideshare.com website, facilitating rideshare connections for commuters in the region.
- iii. Tracking of inquiries and assistance provided.
- iv. Promote and market public transit services to encourage increased ridership and awareness among the public.

## STRATEGY B: Bicycle and Pedestrian Encouragement

### ***Activities/Tasks:***

- i. TMAs may assist communities and schools with implementing activities that encourage walking and bicycling or educate participants about the benefits of walkable communities.
- ii. This activity is 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. Still, it may be used to supplement these programs.
- iii. Illustrate the walkability and bike-ability of the TMA region - create/maintain sidewalk and bike path data, walking paths to schools, transit, and other major destinations.

**Products and Outcomes:**

- i. Respond to inquiries from communities and schools seeking assistance to implement activities that encourage walking and bicycling.
- ii. Supplementary activities - this may include to encourage walking and biking in the Hudson TMA region, complementing existing initiatives with commuters or other funded programs.
- iii. Create and maintain data on sidewalks, bike paths, walking routes to schools, transit, and major destinations, illustrating the walkability and bike-ability of the Hudson TMA region.

**STRATEGY C: Rideshare/Ride-Matching**

**Activities/Tasks:**

- Provide rideshare applicants with suitable car/vanpool partners.

**Products and Outcomes:**

- i. Facilitate and administer rideshare and vanpool programs, promoting shared transportation options to reduce single-occupancy vehicle use.

**STRATEGY D: Technical Assistance**

**Activities/Tasks:**

- i. Provide technical assistance to employers, developers, and other organizations to encourage, provide, and implement tdm strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework.

**Products and Outcomes:**

- i. Provide technical assistance to employers, developers, and organizations in the Hudson TMA region to implement transportation demand management (TDM) strategies. This includes guidance on non-SOV commuting options such as transit, shuttles, walking, biking, and telework to help employees access work efficiently.

**GOAL AREA 2: ECONOMIC DEVELOPMENT**

Economic Development strategies focus on encouraging, providing, and implementing transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services increase traveler choices while lowering the use of single-occupant vehicle travel. This may include working with communities to identify and/or establish first/last mile solutions that improve access to jobs or providing information about availability of carpools and vanpools.

Hudson TMA is committed to undertaking activities aimed at promoting, providing, and implementing Transportation Demand Management (TDM) services at sites that generate significant demand, including employers, transportation hubs, recreational and entertainment venues, shopping centers, and other similar locations. Through targeted engagement and services at these high-demand sites, we aim to efficiently manage and mitigate transportation demands, encouraging the use of alternative and sustainable commuting options for the convenience and benefit of the public.

## **STRATEGY A: Worksite-Based Transportation Demand Management**

### ***Activities/Tasks:***

- i. Pursue opportunities to encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commutation and travel choices.
- ii. Conduct outreach to employers regarding TDM and travel alternatives, arrange for Transit Days, Transportation Fairs or similar events at employer, social services or other organization sites.

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

- i. Identification and implementation of TDM strategies aimed at promoting alternative commuting options for existing and relocating employees. This includes initiatives to reduce single-occupancy vehicle (SOV) travel through programs such as carpooling, vanpooling, public transit usage, telecommuting, and biking.
- ii. Organization and execution of outreach events like Transit Days, Transportation Fairs, or similar gatherings at employer, social services, or other organization sites. These events aim to raise awareness about TDM options and provide employees with information and resources to make informed travel choices.

## **STRATEGY B: Employer Liaison**

### ***Activities/Tasks:***

- i. Acting 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:***

- i. Maintain updated employer contact database and conduct outreach to employers to offer assistance; track assistance provided; Conduct outreach to the business community as requested in coordination with NJTPA.

## **STRATEGY C: Outreach**

### ***Activities/Tasks:***

- ii. The TMAs are required to keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

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

- ii. Maintenance of comprehensive records of all outreach-related activities, including details of contacts made and the types and number of services resulting from Hudson TMA interactions. These records serve as a valuable resource for tracking and assessing the impact of the Hudson TMA efforts in promoting alternative transportation options within the community.

## GOAL AREA: ENVIRONMENTAL

Environmental strategies 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.

Hudson TMA is dedicated to promoting activities and delivering educational programs aimed at reducing transportation-related pollution. We prioritize raising public awareness regarding pollution reduction and resource conservation for a healthier, more sustainable community.

Below are key areas of focus:

- **Public Awareness:** We launch campaigns to inform the public about the environmental impacts of transportation activities, emphasizing the importance of reducing pollution and conserving resources. These campaigns utilize various mediums to reach diverse audiences, raising collective consciousness about environmental stewardship.
- **Inclusive Outreach:** Our outreach and program delivery strategies are designed to be inclusive. We engage with communities often underserved or overlooked, including:
- **Low-Income Families:** Ensuring accessibility of information and programs to economically disadvantaged individuals and families.
- **Minority Groups:** Developing tailored outreach strategies that resonate with various minority communities.
- **Limited English Proficiency Individuals:** Offering translated materials and interpretation services to non-English speakers, ensuring they have access to vital information.
- **Persons with Disabilities:** Providing accessible formats and platforms to cater to the needs of disabled individuals, ensuring full participation.
- **Eliminating Participation Barriers:** We continually refine our public involvement processes to remove any barriers to participation faced by low-income, minority, non-English speaking, and disabled communities. This approach ensures these groups have an equal opportunity to engage with, learn from, and contribute to our pollution reduction initiatives.

Through these concerted efforts, Hudson TMA is not only raising awareness about the need for pollution reduction and resource conservation but also fostering an inclusive environment where every community member can participate in creating a more sustainable Hudson County.

## STRATEGY A: Electric Vehicle Charging and Preparedness

### **Activities/Tasks:**

- i. Participate in activities that encourage the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure throughout their service area, including in low-income areas. NJ's clean energy target was accelerated to 100% clean energy by



2035, defined as 100% of the electricity sold in the State to come from clean sources of electricity by January 1, 2035, through clean energy market mechanisms, paired with support for a Clean Energy Standard in New Jersey.

- ii. Provide technical assistance to municipalities, employers, and other destinations engaged in readiness planning, ordinance adoption, charging station siting, and participation in support activities sponsored by the NJTPA or other agencies.

***Products and Outcomes:***

- i. Sharing to the public an increased number of electric vehicles adopted in the service area
- i. A detailed map or guide of existing and planned EV charging infrastructure, especially in low-income areas.
- i. A report documenting outreach efforts, partnerships formed, and any EV adoption programs initiated, with particular attention to their impact in low-income areas. Draft and final report to be shared with the NJTPA for review.
- ii. A number of municipalities, employers, or destinations that received technical assistance and the specific nature of that support (e.g., readiness plans developed, ordinances drafted, sites evaluated for charging stations).
- ii. Tools or templates developed for stakeholders to use in readiness planning and ordinance adoption processes. Draft and final templates to be shared with the NJTPA for review.

## **STRATEGY B: Air Quality Monitoring and Education**

***Activities/Tasks:***

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, air quality monitoring, and participation in the DVRPC Air Quality Partnership for Hudson TMA serving the Hudson County region.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection.

***Products and Outcomes***

- i. A series of educational materials (brochures, infographics, videos) focused on the importance of air quality and anti-idling, distributed to the public through various channels.
- i. An air quality alert system integrated with social media platforms that provides real-time updates and educational content.
- ii. Provide a report on any AQM as requested.

## **STRATEGY C: Electric Micromobility**

***Activities/Tasks:***

- i. E-bikes, e-scoots, and e-cargo delivery are great sustainable transportation options. Hudson TMA would encourage, educate, and support the use/implementation of these alternative modes.
- ii. Assist municipalities in Hudson County to create cargo e-bike delivery programs / determine the best location and designated zones for these vehicles.

**Products and Outcomes:**

- i. Partnerships with local businesses and micro-mobility providers to offer trial programs, discounts from the providers, or inform about incentives for using e-bikes and e-scoots.
- ii. A guide for municipalities that outlines steps for implementing cargo e-bike delivery programs, including policy recommendations, zoning considerations, and operational best practices. Draft and final guide to be shared with the NJTPA for review.
- ii. An interactive digital map or tool that allows municipalities to visualize optimal areas for cargo e-bike usage based on factors like traffic patterns, business density, and urban layout.

**OPTIONAL STRATEGY E: EVs and EV Infrastructure Education and Outreach****Activities/Tasks:**

- i. Support the adoption of alternative-fueled vehicles, emphasizing EVs and the construction of EV charging stations.
- ii. Disseminate information about incentives for EV purchase and installation of charging infrastructure, presentations to municipal, business, and community stakeholders.

**Products and Outcomes:**

- i. Promote and facilitate the adoption of alternative-fueled vehicles, with a specific emphasis on electric vehicles (EVs) and the development of EV charging infrastructure. This includes increasing awareness and encouraging the use of clean and sustainable transportation options.
- ii. Disseminate comprehensive information about incentives available for EV purchase and the installation of charging infrastructure. This may involve conducting presentations to municipal, business, and community stakeholders to educate them about the benefits and opportunities associated with EVs and charging infrastructure.

**GOAL AREA 4: SAFETY**

Safety strategies should 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 (<https://www.transportation.gov/NRSS>) and the NJDOT Strategic Highway Safety Plan (<https://www.saferoadsforallnj.com/>). Safety activities may include outreach, education, planning, and data collection. TMAs are encouraged to participate as partners with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders and the public to successfully implement these activities.

The Hudson TMA is committed to enhancing public safety for motorists, pedestrians, and bicyclists through a series of strategic activities. We meticulously design our outreach methods and program delivery to be inclusive and accessible to all community members, with particular attention to those who are low-income, minorities, non-English speakers, and individuals with disabilities. Our focus is on fostering robust public engagement by proactively removing barriers to participation experienced by these communities, thereby ensuring that everyone can contribute to and benefit from our safety improvement initiatives.

## **STRATEGY A: Complete Streets**

### ***Activities/Tasks:***

- i. Support the implementation of Complete Streets.
- ii. Educate municipal stakeholders about Complete Streets.
- iii. Assist a municipality or county with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- v. Conduct and/or participate in temporary demonstration projects (i. e., tactical urbanism) with the approval of a local jurisdiction. TMAs may utilize the NJTPA Complete Streets Demonstration Library hosted by Hudson TMA.
- vi. Assist a municipality or county with the preparation of a grant application for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.
- vii. Local Circulation/ Transportation Plan Requirement and Guidance - Support jurisdictions in undertaking a comprehensive reexamination/visioning of street space use beyond specific corridors that cover multimodal improvements and complete streets, slow streets/speed, bus priority/bus infrastructure, and overall network connectivity for access to transit and non-motorized modes.

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

- i. Support the implementation of Complete Streets initiatives, contributing to safer and more accessible roadways for all users, including pedestrians, bicyclists, and motorists.
- ii. Educate municipal stakeholders about the concept and benefits of Complete Streets, fostering awareness and support for these inclusive transportation designs.
- iii. Assist municipalities or counties in adopting Complete Streets policies, checklists, or ordinances that align with the Complete & Green Streets for All: Model Policy & Guide, promoting more walkable and bike-friendly communities.
- iv. Participate as a stakeholder in Complete Streets planning or infrastructure projects sponsored by NJTPA, NJDOT, or other public agencies, contributing to the development of safer and more accessible transportation networks.
- v. Conduct and/or participate in temporary demonstration projects (tactical urbanism) to showcase potential Complete Streets improvements, with the support and approval of local jurisdictions.
- vi. Assist municipalities or counties in preparing grant applications for construction, planning studies, or technical assistance programs related to Complete Streets projects, facilitating project implementation.
- vii. Support jurisdictions in conducting comprehensive reexaminations of street space use and transportation planning beyond specific corridors, promoting multimodal improvements and enhanced connectivity for access to transit and non-motorized modes.

## **STRATEGY B. Safety Audits and Other Studies**

### ***Activities/Tasks:***

- i. Conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities. TMAs are encouraged to organize and lead audits in addition to participating in audits organized by counties or other organizations.

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

- i. Conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, and walkable community workshops, contributing to safer road environments and more pedestrian- and cyclist-friendly communities.

## **STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

### ***Activities/Tasks:***

- i. Carry out recommended strategies addressing at least one of the emphasis areas in the New Jersey 2020 Strategic Highway Safety Plan. The seven emphasis areas are Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, Other Vulnerable Road Users, and Data.
- ii. Support Toward Zero Deaths and or Vision Zero initiatives.
- iii. TMAs will serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.
- iv. Coordinate and implement proven-safety countermeasures - Suggest proven-safety countermeasures in any speed study report or walk/bike audit recommendation.
- v. Educate communities on proven safety countermeasures and the Safe System Approach.

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

- i. Implement recommended strategies addressing key emphasis areas in the New Jersey 2020 Strategic Highway Safety Plan, enhancing safety for all road users.
- ii. Support Toward Zero Deaths and Vision Zero initiatives, promoting road safety and the reduction of traffic-related fatalities.
- iii. Serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by the NJTPA, Hudson County, and the Sports and Exposition Authority, enhancing safety planning and strategies.
- iv. Suggest and coordinate the implementation of proven-safety countermeasures in speed study reports and walk/bike audit recommendations.
- v. Educate communities on proven safety countermeasures and the Safe System Approach to improve road safety by presentations and social media posts.

## **OPTIONAL STRATEGY D: Safety Outreach and Education**

### ***Activities/Tasks:***

- i. Conducting Street Smart NJ pedestrian safety education and outreach: Identify suitable communities for implementing pedestrian safety education and outreach, enlist support and participation from local stakeholders, and provide resources and support for an effective

pedestrian safety education effort. Street Smart NJ information is available at [www.bestreetsmartnj.org](http://www.bestreetsmartnj.org).

- ii. This strategy may include using radar speed feedback signs in coordination with a municipal or county partner.
- iii. Organize child safety equipment fittings and car fittings for older adults (CarFit).
- iv. Conduct outreach and education related to safety topics, such as younger drivers, mature drivers, drivers with disabilities, child passengers, safe driving behavior, and promoting a culture of safety.
- v. Provide bicycle and pedestrian encouragement with an emphasis on safety education.

***Products and Outcomes:***

- i. Implement Street Smart NJ pedestrian safety education and outreach. Targeting suitable communities and engaging local stakeholders to enhance pedestrian safety awareness and behavior.
- ii. Utilize radar speed feedback signs in coordination with municipal or county partners to promote safe driving speeds in Union City, West New York and North Bergen Township.
- iii. Organize child safety equipment fittings and CarFit events for older adults, ensuring proper safety measures are in place.
- iv. Conduct outreach and education with presentations at the High Schools on various safety topics, including younger and mature drivers, drivers with disabilities, child passenger safety, safe driving behaviors, and fostering a culture of safety.
- v. Provide bicycle and pedestrian encouragement with our Bike Rehab program with a strong emphasis on safety education to promote safe and sustainable transportation choices.

## **OPTIONAL STRATEGY F: Assist Municipalities in Safely Integrating Micromobility Options**

***Activities/Tasks:***

- i. Conduct micromobility training sessions with schools, community organizations, clubs, etc., to provide better education around micromobility, safe riding, and a safe space to practice using new modes.
- ii. Participate in partnerships with micromobility providers.
- lii. Assist in the creation of micromobility action plans.

***Products and Outcomes:***

- i. Conduct micromobility training sessions to educate schools, community organizations, clubs, etc., on safe riding practices, promoting safe and responsible micro-mobility use.
- ii. Establish partnerships with micromobility providers to ensure safe and regulated use of micro-mobility options within the community.
- iii. Assist in the development of micromobility action plans, ensuring a coordinated and safe integration of micro-mobility within the transportation ecosystem.

## **GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

This Goal Area includes implementation of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as the FY23 CHSTP Update Memo and implementation of the DVRPC, SJTPO, and county human services transportation plans. In FY 2017, with assistance of the TMAs, the NJTPA completed Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP). The plan offers comprehensive recommendations for meeting the transportation needs of four target populations: seniors, low-income persons, persons with disabilities, and veterans. It presents 33 strategies across nine areas of concern designed to address the existing and emerging needs of the approximately one million transportation disadvantaged residents within the 13-county NJTPA region. Transportation services for these populations help meet employment, education, medical, and social support needs by improving accessibility and opportunity.

Aligned with the strategies outlined in Go Farther, the regional Coordinated Human Services Transportation Plan, Hudson TMA is dedicated to enhancing mobility for seniors, individuals with disabilities, veterans, and low-income individuals. Through careful planning and coordination, we aim to provide accessible and efficient transportation solutions that cater to the unique needs of these groups, thereby fostering greater independence and improved quality of life for all community members.

### **STRATEGY A: Mobility Guide and Outreach**

#### ***Activities/Tasks:***

- i. Create or update mobility guide(s). The guides may be printed and/or electronic media.
- ii. Prepare a distribution plan describing how the TMA will use the printed and/or electronic media.
- iii. Conduct staff orientations at distribution sites, if appropriate.

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

- i. Create and update of comprehensive mobility guides, available in both printed and electronic formats. These guides provide valuable information on transportation options, services, and resources for the community.
- ii. Develop a distribution plan outlining how the mobility guides will be disseminated to ensure broad accessibility within the target audience.
- iii. Conduct staff orientations at distribution sites, if necessary, to ensure that personnel are well-informed about the content and purpose of the mobility guides, enhancing their ability to assist users.

### **STRATEGY B: Healthcare Transportation Services Support**

#### ***Activities/Tasks:***

- i. Support and assist healthcare providers to better meet patient transportation needs.
- ii. Collaborate with hospitals, healthcare foundations, non-profit healthcare organizations, and agencies that provide, coordinate, or fund healthcare-related services for the target populations.
- iii. Inventory transportation services and transportation information available to patients at healthcare delivery sites.

- iv. The Affordable Care Act of 2010 required not-for-profit hospitals to create a Community Health Needs Assessment, which may include information on patient transportation needs relevant to this strategy.
- v. To improve patient transportation services, facilitate coordination between healthcare providers and transportation providers, including public transit, publicly funded paratransit, private shuttle, taxi, and transportation network companies.

***Products and Outcomes***

- i. Support and assistance provided to healthcare providers to enhance their capacity to meet the transportation needs of patients, leading to improved access to healthcare services.
- ii. Collaborate with hospitals, healthcare foundations, non-profit healthcare organizations, and agencies involved in healthcare-related services, facilitating coordinated efforts to address transportation challenges for the target populations.
- iii. Development of an inventory of transportation services and information available to patients at healthcare delivery sites, ensuring healthcare providers have access to a comprehensive understanding of available transportation options.
- iv. Leveraging information from the Community Health Needs Assessment (required by the Affordable Care Act) to identify patient transportation needs and align transportation services accordingly.
- v. Facilitation of coordination between healthcare providers and transportation service providers, including public transit, paratransit, private shuttles, taxis, and transportation network companies, leading to improved patient transportation services.

**STRATEGY C: County Service Planning**

Participate in county and regional Coordinated Human Services Transportation planning and implementation efforts. Activities would vary based on the needs of the county agencies, but may include:

***Activities/Tasks:***

- i. Support and assist counties conducting human services transportation service planning.
- ii. Review of existing transportation plans, human services plans, or other relevant documents; development of inventories, GIS databases and maps of transit service; conduct of one-on-one and/or group meetings with human services transportation providers and other human services providers; and outreach to human services populations to build upon the public engagement conducted for the regional CHSTP.

***Products and Outcomes***

- i. Support and assistance provided to Hudson County and Transcend in conducting human services transportation service planning, resulting in improved transportation services for underserved populations.
- ii. Review and analysis of existing transportation plans and human services plans, leading to the identification of gaps and opportunities for service improvement.
- iii. Develop inventories, GIS databases, and maps of transit service within Hudson County to enhance planning and coordination efforts.

- iv. Conduct meetings with human services transportation providers and other relevant organizations to build a collaborative approach to service planning.
- v. Outreach efforts to engage human services populations and gather input, enhancing public engagement and tailoring services to meet specific community needs.

## **STRATEGY D: Human Services Trip Coordination**

### **Activities/Tasks:**

- i. Assist riders by scheduling trips with a transportation network company, taxi, or other third-party transportation provider.
- ii. Provide trips directly through a volunteer or paid driver program.
- iii. Provide travel training and concierge assistance.
- iv. Coordinated information: Inclusive of NJ TRANSIT fixed-route, private carrier, commuter buses, scheduled county services.

### **Products and Outcomes:**

- i. Assist riders in scheduling trips with third-party transportation providers such as transportation network companies, taxis, or private shuttle services.
- ii. Direct provision of trips through volunteer or paid driver programs, ensuring that individuals with transportation needs have access to reliable transportation services.
- iii. Delivery of travel training and concierge assistance to empower individuals to navigate the transportation system independently.
- iii. Coordination of information on various transportation options, including NJ TRANSIT fixed-route, private carriers, commuter buses, and county services, offering a comprehensive resource for riders seeking transportation solutions.

## **OPTIONAL GOAL AREA: RELIABILITY**

Reliability strategies provide an increase in dependable and predictable transportation service. 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 travel time.

Hudson TMA is committed to implementing activities designed to enhance the reliability and predictability of transportation services. The focus is on fostering interagency coordination and providing timely communication to the public regarding any disruptions in the transportation system. This approach ensures that travelers are well-informed and can make judicious decisions regarding their mode, route, and timing of travel.

Our initiatives aim to alleviate or counteract roadway traffic, aligning with the objectives of both Hudson TMA and NJTPA. Notably, in all outreach endeavors and program delivery efforts, special attention is given to engaging communities that are often underserved.

This includes:

- **Low-Income Individuals and Families:** Ensuring that economically disadvantaged groups have access to and information about reliable transportation services.



- **Minority Communities:** Engaging with diverse racial and ethnic groups to provide transportation solutions that meet their specific needs.
- **Limited English Proficiency Individuals:** Implementing communication strategies that are accessible to non-English speakers, helping them navigate the transportation system effectively.
- **Persons with Disabilities:** Providing tailored services and support to meet the unique transportation needs of disabled persons, ensuring they can travel with ease and dignity.

The overarching aim is to foster an inclusive approach to public involvement, actively working to dismantle any participation barriers that these communities may encounter. Through these concentrated efforts, Hudson TMA seeks to promote equitable and dependable transportation services for all residents of Hudson County.

## **STRATEGY A: Construction and Event-Related Congestion Mitigation**

### ***Activities/Tasks:***

- i. Provide information about travel options available to mitigate impacts related to construction, maintenance, emergencies, and special events.
- ii. Coordinate with operating agencies (NJDOT, Port Authority of New York and New Jersey (PANYNJ), TransCom, NJ TRANSIT, Delaware River Port Authority (DRPA), county and municipal agencies, or other agencies) to share information and implement congestion mitigation strategies. This includes disseminating operating agency information to travelers and providing information on travel conditions from travelers to operating agencies. This coordination may also include attending and providing support or leadership in regional working groups to share information and collaborate on transportation-related issues.
- iii. Assist operating agencies with providing shared ride and shuttle services and advertising the availability of park and ride facilities related to construction, maintenance, emergencies, and special events.

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

- i. Provision of information on various travel options to the public to help mitigate congestion caused by construction, maintenance, emergencies, and special events. This information includes alternative transportation modes and routes.
- ii. Coordination with operating agencies such as NJDOT, PANYNJ, TransCom, NJ TRANSIT, DRPA, county and municipal agencies, and other relevant entities to facilitate the sharing of information and the implementation of congestion mitigation strategies. This includes two-way information exchange, ensuring that travelers are informed of conditions and that their feedback is relayed to operating agencies.
- iii. Assistance provided to operating agencies in offering shared ride and shuttle services, as well as promoting the availability of park and ride facilities during construction, maintenance, emergencies, and special events.

## **STRATEGY B: Travel Alerts**

### ***Activities/Tasks:***

- i. Notifying travelers of unexpected construction, maintenance, special event, or emergency-related conditions;
- ii. Provide information about travel options available to mitigate traffic related to construction, maintenance, and special events.
- iii. Notify travelers of unexpected construction, maintenance, special event, or emergency-related conditions.

***Products and Outcomes:***

- i. Timely notifications to travelers about unexpected traffic conditions arising from construction, maintenance, special events, or emergencies. This information keeps travelers informed and helps them plan their routes accordingly.
- ii. Dissemination of information regarding available travel options to alleviate traffic related to construction, maintenance, and special events. Travelers receive guidance on alternative routes and transportation modes to minimize congestion.
- iii. Efficient notification of travelers regarding unexpected conditions, allowing them to make informed decisions about their travel plans and potentially avoid congested areas.

**GOAL AREA: PROGRAM MANAGEMENT**

Hudson TMA will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

**STRATEGY: Program Management**

***Activity/Task:***

- 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:

1. Preparation of the following year’s work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the cost tracking system and TMA work program online reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter.
4. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.
5. Preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

***Products and Outcomes:***

1. Quarterly Progress Reports, invoices, and supporting documentation.
2. Prepare next fiscal year’s Work Program and Staffing Plan
3. Submit emergency response plans/contingency plans by December 31, 2024.
4. Fourth Quarter/Final Report and all final deliverables.

## **WORK FUNDED BY OTHER SOURCES**

Provide a description of work provided by the TMA through grants other than those funded through the NJTPA.

### **STRATEGY: New Jersey TRANSIT**

#### ***Activity/Task:***

- The Hudson TMA will provide services to promote and enhance mass transportation usage through its work program via a contract with NJ TRANSIT.

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

- NJ TRANSIT Information and Outreach Activities Product or outcome.

### **STRATEGY: NJDOT Safe Routes to School**

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**

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 2025

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

Hudson TMA will use the following types of media in FY 2025 for the promotion of the programs, goals, and objectives of the work program:

1. **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.
2. **Periodicals:** Promotion in in periodicals, such as local newspapers, have successfully drawn attention to a particular program, events, an classes. The circulation is audited and measured by the respective publications.
3. **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.
4. **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 (fall and spring). Effectiveness will be tracked by the number of pieces distributed.
5. **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.
6. **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.
7. **Video:** Hudson TMA produces videos highlighting messages for public viewing on cable TV and at fairs and Community Events. Effectiveness will be tracked by the number of viewers.
8. **Social Media:** The TMA utilizes Facebook, X (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.
9. **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.
10. **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 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.

### ***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 relayed 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.

### ***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.

## BUDGET AND STAFFING PLAN

### NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

#### HUDSON TMA FY 2025 WORK PROGRAM BUDGET PLAN

		PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 124,434.79	
	2. FRINGE BENEFITS 135% FT, 135% PT	\$ 167,986.97	
	<b>SUBTOTAL</b>	<b>\$ 292,421.76</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ -	
	2. TRAVEL	\$ -	
	3. PRINTING & REPRODUCTION	\$ 6,500.00	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ 36.00	
	6. CONFERENCE/TRAINING	\$ -	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 72,570.93	
	<b>SUBTOTAL</b>	<b>\$ 79,106.93</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 182.00%	\$ 226,471.32	
	<b>SUBTOTAL</b>	<b>\$ 226,471.32</b>	100%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 598,000.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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:	\$ 598,000.00	Total:	\$ 598,000.00
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2025 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

"OTHER" Direct Expense Items	Description	Total Direct Non-Labor Costs OTHER
Anti-idle/Electric Vehicle	Promotional Materials	\$ 2,068.72
Bike Rehabilitation Program	Bike Repair	\$ 2,200.00
CarFree Week	Promotional Materials	\$ 300.00
Chamber of Commerce/Economic Development Council Network	Council Fee	\$ 500.00
Emergency Ride Home	Uber or Lyft	\$ 200.00
Golden Sneaker Walking Program	Trophy Materials	\$ 500.00
Hoboken Bike Camp	Bike Instructor's Time and Promotional Materials	\$ 500.00
New Jersey Smart Workplaces	Promotional Materials	\$ 2,000.00
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	\$ 7,000.00
Social Media	Facebook, Instagram and Twitter Posts	\$ 33,000.00
Street Smart	Printing, Advertising	\$ 1,974.23
Coordinated Human Services Transportation	Printing, Advertising	\$ 1,577.98
Stride & Ride Bike Rodeo	Materials, Advertising, & Equipment	\$ 13,000.00
Switch to Mass Transit Program	Ride Shared Promotion	\$ 600.00
Vanpool Empty Seat & Start-Up Subsidies	Ride Shared Promotion	\$ 500.00
Video Use in Production and Updates for Marketing TMA Programs	Marketing Promotion	\$ 600.00
Walking Day	Promotional and Advertising	\$ 250.00
Website Maintenance and Content Revisions/Additions	Hudson TMA's online website	\$ 4,000.00
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 72,570.93</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2025 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	1,290	\$ 103,078.40	\$ 73,054.72	\$ 79,830.93	\$ -	\$ 255,964.06
Core Goal Area Activities - Economic Development	1,040	\$ 76,372.65	\$ 2,500.00	\$ 59,148.18	\$ -	\$ 138,020.83
Core Goal Area Activities - Environmental	237	\$ 17,769.43	\$ -	\$ 13,761.86	\$ -	\$ 31,531.29
Core Goal Area Activities - Safety	921	\$ 60,169.17	\$ 1,974.23	\$ 46,599.10	\$ -	\$ 108,742.49
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	54	\$ 4,746.22	\$ 1,577.98	\$ 3,675.80	\$ -	\$ 10,000.00
Core - Program Management	242	\$ 27,017.39	\$ -	\$ 20,924.10	\$ -	\$ 47,941.49
Optional Goal Area Activities - Reliability	30	\$ 3,268.50	\$ -	\$ 2,531.35	\$ -	\$ 5,799.84
<b>TOTAL</b>	<b>3,814</b>	<b>\$ 292,421.76</b>	<b>\$ 79,106.93</b>	<b>\$ 226,471.32</b>	<b>\$ -</b>	<b>\$ 598,000.00</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, Director	49%	895
Emma Hualca, TDM Program Coordinator	40%	730
Kathryn Hester, Field Coordinator	6%	110
Christina Arzola, Field Coordinator	47%	857
Zachery Logan, Field Coordinator	39%	706
Environmental Specialist (New Hire)	28%	516
<b>TOTAL*</b>	<b>35%</b>	<b>3,814</b>

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



# **Keep Middlesex Moving TMA FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP

Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services Transportation  
Reliability  
Program Management

## **Work Funded by Other Sources**

### **Promotions Plan**

### **Budget and Staffing Plan**

# Keep Middlesex Moving 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 mission of the nonprofit is to develop and implement transportation demand management (TDM) solutions that assist commuters, employers, and local, county, and state governments in reducing traffic congestion, improving air quality, and providing bike and pedestrian safety education.

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 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 dues paid by members. The membership roster has been provided.

KMM addresses 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, Route 287, 9, 130, 27, 22, 1, 18, and other major roadways as well as the Raritan Valley Northeast Corridor and NJ Coastline 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 Landing Lane.

According to US census, Middlesex County has a population of 861,418. Middlesex County is densely populated with 2,791 persons per square mile. Sixteen percent of the population is over age 65. (Source:<https://www.census.gov/quickfacts/fact/table/NJ,middlesexcountynewjersey,US/PST045222>)

Middlesex County's population is richly diverse. Residents identify primarily as White, Black, or Hispanic/Latino. Immigrants hail from India, Dominican Republic and Mexico. Middlesex also welcomes immigrants from China, Philippines, Pakistan, Poland, Egypt, Ukraine, Italy, and many more places. Nearly 27% of the population identifies as Asian.

(Source: <https://www.census.gov/quickfacts/fact/table/NJ,middlesexcountynewjersey,US/PST045222>).

Nearly 64 percent of the population own their homes. The median property value is \$362,900. The

median rent is \$1,612. The median household income is \$102,400. (Source: <https://www.census.gov/quickfacts/fact/table/NJ,middlesexcountynewjersey,US/PST045222>)

There are 21,897 employer establishments in Middlesex County. Total employment is 395,031. Sixty eight percent journey to work alone while 8% car/vanpool. Public transportation accounts for 8 percent of commuters. Eleven percent work from home. (Source: U.S. Census ACS 5-Year Estimate 2017-2021.)

There are five institutions of higher learning in Middlesex County. They are Middlesex College, Princeton University (Forrestal Campus), Rutgers, the State University, UMDNJ – Robert Wood Johnson Medical School, and DeVry University.

According to the NJ Hospital Association, there are 10 hospitals in Middlesex County.

## GOALS AND OBJECTIVES

Thirty five years ago, KMM's Board of Trustees defined KMM's goals:

- To provide assistance in connection with the establishment of efficient transportation services
- To promote efficient transportation services for the purposes of conserving energy, reducing air pollution, and reducing traffic congestion.

Today, those goals are broader and more defined. Now “efficient” transportation services include on demand services, micromobility, electric vehicles, self driving cars, and even autonomous flying taxis. Safer road conditions, reliable and multiple mobility choices, wiser bicycle and pedestrian behaviors, and smarter land use decisions enhance the human, physical, and economic environments.

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

### Foreign Born Residents

Middlesex County is a melting pot of nationalities, languages, race, and incomes. Thirty three percent of the population is foreign born. Over 26 percent of the population identifies as Asian and 23 percent of the population is Hispanic or Latino. Middlesex is home to immigrants from India, Dominican Republic, and Mexico. Middlesex also welcomes immigrants from China, Philippines, Pakistan, Poland, Egypt, Ukraine, and Italy. Fifty seven percent of the residents are White and 13 percent are Black. (Source: <https://www.census.gov/quickfacts/fact/table/middlesexcountynewjersey/PST045222>)

### Limited English Proficiency

In Middlesex County, 46 percent of the population age 5 and above live in a household in which a language other than English is spoken at home. Languages spoken in Limited English Proficiency households are Spanish (46%), Chinese (8%), Gujarati (7%), Other Asian (5%), Indic\* (5%), and Other (29%). (Source: [https://www.lep.gov/sites/lep/files/resources/NJ\\_cnty\\_LEP.ACS\\_5yr.2015.pdf](https://www.lep.gov/sites/lep/files/resources/NJ_cnty_LEP.ACS_5yr.2015.pdf)) \*Indo-Ayran languages

## Income

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>)

Race, income, and language all factor into the quest for Environmental Justice. But so do age, disabilities, gender, vehicle ownership, and education.

For the purpose of this grant application, KMM followed guidance from NJDOT. "In addition to managing the EJ program and coordinating Title VI compliance requirements for transportation programs, NJDOT promotes policies and strategies to involve *low-income and minority* communities in those programs."

To identify communities for the purposes of Environmental Justice, KMM referred to US Census Quick Facts (<https://www.census.gov/quickfacts/fact/table/middlesexcountynewjersey/PST045222>) with a vintage year of 2022. 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 living in poverty, 10 percent limited English Proficiency, and 25 percent Latino. The communities which met all four criteria are below.

	FOREIGN BORN 30%	LIVING IN POVERTY 20%	LIMITED ENGLISH PROF 10%	LATINO 25%
<b>PERTH AMBOY**</b>	46%	21%	81%	78%
<b>NEW BRUNSWICK**</b>	32%	35%	55%	46%
<b>CARTERET**</b>	35%	9%	59%	39%
<b>DUNELLEN</b>	32%	14%	42%	43%
<b>HIGHLAND PARK</b>	29%	8%	32%	11%
<b>SOUTH RIVER</b>	25%	12%	45%	24%
<b>JAMESBURG</b>	25%	6%	37%	25%
<b>MIDDLESEX</b>	21%	8%	31%	30%
<b>NORTH BRUNSWICK</b>	35%	9%	46%	21%

Source: <https://www.census.gov/quickfacts/fact/table/middlesexcountynewjersey/PST045222>

(\*\*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.

### Dunellen

KMM enjoys a robust working relationship with the Borough of Dunellen, working together on all manner of transportation and bike/ped safety projects. In addition to participating on the 2022-2023 NJTPA Complete Streets Technical Assistance Project, KMM has actively supported the Mayor's Traffic and Pedestrian Safety Task Force, particularly in the areas of Faber School. KMM has been awarded a NJ Highway Traffic Safety grant to prepare plans for a Dunellen Safety Town in Gavornik Park.

### Carteret

The Borough of Carteret is moving forward with infrastructure improvements to increase the safety of its streets through two grants awarded by NJDOT. Carteret was awarded \$702,000 through the Safe Routes to School Infrastructure Grant in 2022.

In summer 2023, KMM developed a learn-to-ride activity for the borough's recreation summer camp, where participants were equipped with bicycle helmets and were given the practice using balance bikes. KMM continues to support Carteret Public Schools through pedestrian and bicycle safety programming through Walk to School events and safety assemblies in the 2023-24 school year.

### **Perth Amboy**

When the City of Perth Amboy revised its municipal bicycle ordinance in 2021 and 2023, KMM provided guidance and recommendations to replace language that was prohibitive for cycling activities and to include language that promotes cycling and electric micromobility use in the city. In addition, the city has consulted KMM in developing annual public bicycle safety events. KMM has become a trusted partner and proponent for active transportation in the City of Perth Amboy, and in June 2023 the city celebrated the launch of its first, free, shared bicycle system. Perth Amboy police department continues to collaborate KMM on Safe Routes to School efforts throughout the school year.

Perth Amboy is currently participating in the NJTPA Transit Hub Planning Program to redevelop the downtown business district. KMM has participated in the visioning and stakeholder workshops and will continue to assist the project as needed.

### **New Brunswick**

New Brunswick Public Schools have participated in the Safe Routes to School program through KMM through International Walk to School Day and Dads Walk Your Child to School Day. As of the summer of 2021 the city's department of recreation has supported KMM throughout the county at each of the Safe Routes to School Bicycle Rodeos in partnership with Healthier Middlesex and the Catholic Charities Mobile Family Success Center of Middlesex County. As representatives of New Brunswick Recreation, the Bike Exchange has accompanied KMM in New Brunswick, Edison, Highland Park, Metuchen, North Brunswick, Piscataway, and Sayreville where they have evaluated and addressed the mechanical safety of every bicycle that is used in the events. The group's volunteers have been trained to provide instruction alongside the SRTS Coordinator within the bike rodeo spaces.

In June 2023, the New Brunswick Public Schools, the City of New Brunswick, RWJ University Hospital and New Brunswick Tomorrow (NBT) met with KMM to determine walking routes and solutions to prioritize the safety of students traveling to Blanquita B. Valenti school on Jersey Avenue. KMM led a preliminary walk audit to examine the existing infrastructure and traffic patterns and to establish a plan for the district's site visit and walking tour on June 15. KMM is developing a School Travel Plan and will provide assistance to the City as they prepare to apply for the Safe Routes to School Infrastructure Grant in 2023.

# KEEP MIDDLESEX MOVING, INC.

## PROGRAM REPORT FY 2025

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### GOAL AREA 1: ACCESSIBILITY

Accessibility strategies should 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. KMM may accomplish this by providing services, information, or other assistance.

Currently, KMM provides the following activities: trip planning and information, rideshare matching, emergency ride home, and bicycle and pedestrian encouragement.

KMM provides ridematching services, trip planning 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 participates in the continued enhancement and maintenance of the ride-matching system. KMM supports a "Transit First" policy. KMM encourages bicycling and walking as alternative transportation modes.

### STRATEGY A: Trip Planning and Information

#### ***Activities/Tasks***

- i. Provide the public with information on non-single occupant vehicle (SOV) travel options by phone, email, radio, social media, podcasts, website, or at an information desk or tabling event. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- iii. Provide trip planning assistance.
- iv. Promote and market Emergency Ride Home.
- vi. Develop and maintain information repositories, websites, social media channels, and email lists to support the dissemination of information.

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

- i. KMM will provide verbal, electronic, or written information on non-single occupant vehicle (SOV) modes including walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- iii. KMM will provide personalized trip planning assistance.
- iv. KMM will promote the Emergency Ride Home program.
- vi. KMM will continue to maintain information repositories, websites, social media channels, and email lists to support the dissemination of information.

### STRATEGY B: Bicycle and Pedestrian Encouragement

### **Activities/Tasks**

- i. Assist communities and schools with implementing activities that encourage walking and bicycling or educate participants about the benefits of walkable communities.
- iii. Illustrate the walkability and bike-ability of a community by creating/maintaining sidewalk and bike path data, walking paths to schools, transit, and other major destinations.

### **Products and Outcomes**

- i. KMM will identify a minimum of one municipality in which to deliver programming to encourage safe bicycling and walking. Activities may include but are not limited to older adult pedestrian safety, Paint the Pavement or others.
- iii.a. KMM will work with at least one municipality to create an Active Travel Map depicting low speed routes for walking and bicycling. Among the tools to which KMM may refer are the NJTPA active transportation plan, the Middlesex County LOC map, and Vision Zero HIN.
- iii.b. As requested, KMM will organize and conduct pedestrian/bike counts to gather data on the behaviors and number of ped/bicyclists to illustrate walkability and bike-ability of a community.

## **STRATEGY C: Rideshare/Ride-Matching**

### **Activities/Tasks:**

- i. Facilitate, administer, and promote rideshare/ride-matching and vanpool programs.

### **Products and Outcomes**

- i. KMM will promote and provide rideshare/ride-matching and vanpool programs through social media, radio, live events, and [NJ Rideshare](#).

## **STRATEGY D: Technical Assistance**

### **Activities/Tasks:**

- i. Provide technical assistance to employers, developers, communities, and other organizations to encourage, provide, and implement TDM strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework.

### **Products and Outcomes**

- i. KMM will respond to requests for technical assistance from employers, developers, communities, and other organizations to encourage, provide, and implement TDM strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework.

## **OPTIONAL STRATEGY G: Other Non-SOV Travel**

### **Activities/Tasks:**

- i. Promote non-SOV travel at transportation facilities and significant destinations.
- ii. Commuter incentive programs.

### **Products and Outcomes**



- i. Through social media and other marketing platforms, KMM will promote non-SOV travel at transportation facilities and significant destinations.
- ii. KMM will develop and introduce a benefits program to reward those who commute via bicycle or other micromobility modes.

## **OPTIONAL STRATEGY H: Joint Marketing Campaign Between Tourism Boards and TMAs**

### ***Activities/Tasks:***

- i. Strengthen our partnership with the Middlesex County Convention and Visitors Bureau to coordinate marketing of transportation alternatives for tourists. This could include local guides, social media, and advertising highlighting non-SOV options.

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

- i. KMM will continue to partner with the Middlesex County Convention and Visitors Bureau to promote alternative transportation options. These may include but not be limited to social media, videos, print, radio, or podcasts.

## **GOAL AREA 2: ECONOMIC DEVELOPMENT**

Economic Development strategies focus on encouraging, providing, and implementing transportation demand management services at sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services increase traveler choices while lowering the use of single-occupant vehicle travel. This may include working with communities to identify and/or establish first/last mile solutions that improve access to jobs or providing information about availability of carpools and vanpools.

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.

KMM promotes Non-SOV travel through our relationship with businesses, associations, and organizations, presenting travel alternatives to businesses. We have partnered with the Middlesex County Regional Chamber of Commerce to present Transportation Conferences in FY23 and in FY24.

## **STRATEGY A: Worksite-Based Transportation Demand Management**

### ***Activities/Tasks:***

- i. Pursue opportunities to encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commutation and travel choices.
- ii. Conduct outreach to employers regarding TDM and travel alternatives, arrange for Transportation Fairs or similar events at employer, social services or other organization sites.

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

- i. KMM will engage with the Middlesex County Office of Economic Development and the Office of Business Engagement to identify existing and relocating employers who may need assistance encouraging, providing, and/or implementing TDM strategies at their work sites.
- ii. KMM will conduct outreach to employers regarding TDM and travel alternatives, arrange for Transportation Fairs or similar events at employer, social services or other organization sites.

## **STRATEGY B. Employer Liaison**

### ***Activities/Tasks:***

- i. Acting 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:***

- i. As requested by and in coordination with the NJTPA, KMM will serve as a liaison between employers and the NJTPA for the purposes of outreach to the business community.

## **STRATEGY C: Outreach**

### ***Activities/Tasks:***

- i. The TMAs are required to keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

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

- i. KMM will maintain records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

## **OPTIONAL STRATEGY D: Connect with Other Organizations**

### ***Activities/Tasks:***

- ii. Promote, encourage, and assist municipalities, businesses, and universities in applying for recognition through the League of American Bicyclists Bicycle-Friendly Business Program.
- iii. Connect with employers through relationships with the Middlesex County Department of Economic Development, Middlesex County Regional Chamber of Commerce, Einstein's Alley, and others.

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

- ii Register a minimum of five communities, businesses, or universities for the Bicycle-Friendly Business Program of the League of American Bicyclists
- iii. KMM will maintain and build relationships among businesses in order to expand its visibility and outreach in Middlesex County.

## **GOAL AREA 3: ENVIRONMENTAL**

Environmental strategies should primarily 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.

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.

## **STRATEGY A: Electric Vehicle Charging and Preparedness**

### ***Activities/Tasks:***

- i. KMM will encourage the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure, including in low-income areas. KMM will use sources including but not limited to NJTPA **EV Resources** page, the NJDEP **DriveGreenNJ**, and the NJTPA **Alternative Fuel Readiness Guidebook**.
- iii. Provide technical assistance to municipalities, employers, and others engaged in readiness planning, ordinance adoption, charging station siting, and participation in support activities sponsored by the NJTPA or other agencies.

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

- i. KMM will encourage the adoption of EVs and infrastructure throughout Middlesex County through social media and podcasts. KMM will contact communities which have not yet installed an EV infrastructure and, if requested, provide education and assistance in moving forward.
- iii. KMM will provide technical assistance as requested by municipalities, employers, or other entities and in support of NJTPA or other agencies.

## **STRATEGY B: Air Quality Monitoring and Education**

### ***Activities/Tasks:***

- i. Provide air quality education and alerts, including conducting anti-idling campaigns, education outreach to communities on the importance of air quality, and air quality monitoring.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

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

- i. KMM will continue to post air quality alerts and educational messaging on all social media platforms and will conduct anti-idling campaigns as requested by municipalities.
- ii. KMM will participate in DEP training and conduct community air monitoring studies in response to requests from local governments, schools, or community groups.

## **STRATEGY C: Electric Micro-Mobility**

### ***Activities/Tasks:***

- i. E-bikes, e-scoots, and e-cargo delivery are great sustainable transportation options. TMAs should encourage, educate, and support the use/implementation of these alternative modes.

**Products and Outcomes**

- ia. KMM will encourage, educate, and support the use of E-bikes, e-scoots, and e-cargo delivery by conducting live or recorded training sessions, social media, and inclusion in our proposed bicycle benefit program. Training will be available for schools, community organizations, clubs, or other groups.
- ib. If requested, KMM will assist in the creation of micromobility action plans.

**OPTIONAL STRATEGY E: EVs and EV Infrastructure Education and Outreach**

**Activities/Tasks:**

- i. Support the adoption of alternative-fueled vehicles, emphasizing EVs and the construction of EV charging stations.
- ii. Disseminate information about incentives for EV purchase and installation of charging infrastructure, with and outreach presentations to municipal, business, and community stakeholders.

**Products and Outcomes:**

- i. Promote the adoption of EVs and installation of charging stations by creating a resource page on [www.kmm.org](http://www.kmm.org).
- ii. Disseminate information through social media, podcasts, and live meetings.

**OPTIONAL Strategy F: Climate Resiliency**

**Activities/Tasks:**

- iii. KMM will educate elected and appointed municipal stakeholders with a Climate Resiliency Workshop focused on defining the issues, discussing solutions, and identifying appropriate implementable corrective actions including templates, grant information, and other resources.

**Products and Outcomes:**

- iii. Assist municipalities in preparing climate resiliency plans for their communities. Activities could include but not be limited to organizing and leading community information sessions, compiling and reporting results of the information sessions, delineating next steps and a way forward, writing ordinances, and identifying appropriate grant opportunities.

**GOAL AREA 4: SAFETY**

Safety strategies should 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 (<https://www.transportation.gov/NRSS>) and the NJDOT Strategic Highway Safety Plan (<https://www.saferoadsforallnj.com/>). Safety activities may include outreach, education, planning, and data collection. KMM partners with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders and the public to successfully implement these

activities.

KMM has developed a menu of safe mobility educational programming for all modes and ages. Flag It!, Paint the Pavement, The Jay Walker Show, Teen Distracted Driving, and street audits are offered to Middlesex County municipalities. Additionally, KMM has created custom programs for libraries and produced a Distracted Driving video with East Brunswick TV. KMM will continue to focus on driver, pedestrian, and bicyclist behavior as designated in the 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.

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. 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.

## **STRATEGY A: Complete Streets**

### **Activities/Tasks:**

- i. Support the implementation of Complete Streets.
- ii. Educate municipal stakeholders about Complete Streets
- iii. Assist a municipality or county with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- v. Conduct and/or participate in temporary demonstration projects (i. e., tactical urbanism) with the approval of a local jurisdiction. TMAs may utilize the **NJTPA Complete Streets Demonstration Library** hosted by Hudson TMA.

### **Products and Outcomes**

- i. KMM will support the implementation of Complete Streets.
- ii. Conduct an Inventory to determine which municipalities have CS policies, the implementation status of these policies, and interest in adopting a CS policy.
- iii. KMM will work with a minimum of one community to assist with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- v. KMM's goal is to work with a minimum of three communities to install a demonstration project using the **NJTPA Complete Streets Demonstration Library**.

## **STRATEGY B: Safety Audits and Other Studies**

### **Activities/Tasks:**

- i. Conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities. TMAs are encouraged to organize and lead audits in addition to participating in audits organized by counties or other organizations.

**Products and Outcomes**

- i. KMM will conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities in at least one Middlesex County municipality.

**STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

**Activities/Tasks:**

- ii. Support Vision Zero initiatives in Middlesex County and communities.
- iii. With Middlesex County, KMM will coordinate a Safe System Approach to implement the Bike Easy. Walk Safely. component of the County’s 2040 Transportation Master Plan.
- iv. Coordinate and implement proven-safety countermeasures - Suggest proven-safety countermeasures in any speed study report or walk/bike audit recommendation.
- v. Educate communities on proven safety countermeasures and the Safe System Approach.

**Products and Outcomes**

- ii. Middlesex County is the first county in NJ to adopt a Vision Zero policy. KMM will coordinate with and support Vision Zero programming.
- iii. Conduct listening sessions with officials and other stakeholders in each of the 25 municipalities to align local bike/ped plans with the County’s commitment to improve the safety, efficiency, and reliability of the transportation system throughout the County.
- iiib. Coordinate content with Middlesex County Planning Department.
- iiic. Identify and prioritize “hotspots” – areas which are disproportionately affected by crashes.
- iv. As requested, KMM will coordinate and implement proven-safety countermeasures - Suggest proven-safety countermeasures in any speed study report or walk/bike audit recommendation.
- v. Educate communities on proven safety countermeasures and the Safe System Approach through social media, podcasts, and live programming.

**OPTIONAL STRATEGY D. Safety Outreach and Education**

**Activities/Tasks:**

- iii. Conduct outreach and education related to safety topics, such as bicyclists, pedestrians, younger drivers, mature drivers, drivers with disabilities, child passengers, safe driving behavior, and promoting a culture of safety.

**Products and Outcomes:**

- iii. Through social media or live programming, KMM will provide educational messaging related to safety topics, such as younger drivers, mature drivers, drivers with disabilities, child passengers, safe driving behavior, bicycle and pedestrian mobility to promote a culture of safety.

## **OPTIONAL STRATEGY G: Partnerships**

### **Activities/Tasks:**

- i. Participating in partnerships with transportation safety organizations.

### **Products and Outcomes:**

- i. KMM will work with our partners such as Girls in Gear, the Family Mobile Success Center, senior centers, libraries, and others to deliver safety education and programming.

## **GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

This Goal Area includes implementation of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as the FY23 CHSTP Update Memo and implementation of the DVRPC, SJTPO, and county human services transportation plans. In FY 2017, with assistance of the TMAs, the NJTPA completed Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP). The plan offers comprehensive recommendations for meeting the transportation needs of four target populations: seniors, low-income persons, persons with disabilities, and veterans. It presents 33 strategies across nine areas of concern designed to address the existing and emerging needs of the approximately one million transportation disadvantaged residents within the 13-county NJTPA region. Transportation services for these populations help meet employment, education, medical, and social support needs by improving accessibility and opportunity.

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.

## **STRATEGY A: Mobility Guide and Outreach**

### **Activities/Tasks:**

- i. Create or update mobility guide(s) which may be distributed electronically or printed.

### **Products and Outcomes:**

- i. KMM will update its existing electronic guide to municipally-based transportation services.

## **STRATEGY B. Healthcare Transportation Services Support**

### **Activities/Tasks:**

- v. To improve patient transportation services, facilitate coordination among healthcare providers and transportation providers, including public transit, publicly funded paratransit, private shuttle, taxi, and transportation network companies.

**Products and Outcomes:**

- v. A goal of the Healthier Middlesex Access to Care committee of which KMM is a member, is to promote the Middlesex County Services Locator through a marketing campaign and social media. The campaign may include but not be limited to a QR code to access the locator.

**STRATEGY C. County Service Planning**

**Activities/Tasks:**

- i. Support the Middlesex County Planning Department in the implementation of the Forward Together recommendations.

**Products and Outcomes:**

- ia. Develop PSAs to advertise the existence of transit opportunities within walking distance.
- ib. Create a survey tool for passengers of MCAT.
- ic. Participate in the MCAT Community Advocacy Committee

**OPTIONAL STRATEGY E. Human Services Trip Coordination**

**Activities/Tasks:**

- ii. Provide trips directly through a volunteer or paid driver program.

**Products and Outcomes:**

- ii. KMM will develop a plan for a pilot program that will offer on demand trips through a paid driver program. The program will be developed in collaboration with Middlesex County Planning/MCAT, Healthier Middlesex, and other partners as appropriate.

**OPTIONAL GOAL AREA: RELIABILITY**

Reliability strategies provide an increase in dependable and predictable transportation service. 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 travel time.

KMM provides the Information Notification Network which provides personalized travel alerts to subscribers,

**STRATEGY B: Travel Alerts**

**Activities/Tasks**

- i. KMM maintains the Information Notification Network (INN), a service which allows subscribers to personalize their commute information. Travelers are notified of construction, maintenance, emergency-related conditions, and other alerts.

**Products and Outcomes:**

- i. KMM will continue to provide information to subscribers through the Information Notification Network



## **GOAL AREA: PROGRAM MANAGEMENT**

KMM will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

### **STRATEGY: Program Management**

#### **Activity/Task:**

- KEEP MIDDLESEX MOVING, INC. 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:

1. Preparation of the following year's work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the cost tracking system and TMA work program online reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter.
4. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.
5. Preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.

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

1. Quarterly Progress Reports, invoices, and supporting documentation.
2. Prepare next fiscal year's Work Program and Staffing Plan
3. Submit emergency response plans/contingency plans by December 31, 2024.
4. Fourth Quarter/Final Report and all final deliverables.

## **WORK FUNDED BY OTHER SOURCES**

### **STRATEGY: Develop a Plan for Safety Town in Dunellen**

Highway Traffic Safety - KMM will work with the Borough of Dunellen to develop a plan for a Safety Town in Gavornek Park. The HTS grant period is October 1, 2023-September 30, 2024.

#### **Activity/Task:**

- Engage stakeholders in visioning meetings
- Identify a qualified consultant
- Work with consultant to create a plan
- Present plan to the governing body.

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

- Plan for Safety Town in Dunellen

### **STRATEGY: Deliver Safe Routes to School Programming**

With funding from NJDOT, KMM will deliver Safe Routes to School programming to schools and

communities in Middlesex County. The term of the contract is September 1, 2023 – August 31, 2024.

**Activity/Task:**

- Partner with NJDOT, the NJ SRTS Resource Center, and Middlesex County municipalities and schools to deliver Safe Routes to School programming to school children.

**Products and Outcomes:**

1. Safe Routes to School programming in Middlesex County.

**STRATEGY: Deliver NJ TRANSIT Programming**

With funding from NJ TRANSIT, KMM supports a policy of Transit First in Middlesex County. The term of the contract is January 1, 2024 – December 31, 2025.

**Activity:**

- Partner with NJ TRANSIT to support transit services in Middlesex County.

**Products and Outcomes:**

- Advocacy
- Outreach
- Feedback
- Information

## KEEP MIDDLESEX MOVING, INC. PROMOTION PLAN FY 2025

Keep Middlesex Moving, Inc. 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, Inc. will use the following types of media in FY 2025 for the promotion of the programs, goals, and objectives of the work program:

**X (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 matters. 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 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 may 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 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**

- X / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok/Podcasts
- KMM will provide information about trip planning, information, emergency ride home, and non-SOV travel. 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 use social media posts, videos in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters to support the Convention and Visitor's Bureau in promoting alternative travel options.

### **Economic Development**

- X / Facebook / Instagram / YouTube / Radio / E-Newsletters
- KMM anticipates creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.
- KMM anticipates developing printed materials to promote the Bicycle Friendly Business Program in Middlesex County and other TDM strategies.

### **Environmental**

- X / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks / TikTok
- Keep Middlesex Moving will post a variety of media messages promoting electric vehicles, air quality monitoring and education, and micromobility. 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 podcasts gathering information from expert sources for such topics as Climate Change, Electric Vehicle Charging Stations, and Micromobility. 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 anticipates produces educational materials and podcasts to promote the FY25 Resiliency Conference. We anticipate creating social media posts, videos and blogs utilizing the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks.

## ***Safety***

- X / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok
- Keep Middlesex Moving will post a variety of media messages promoting Vision Zero. 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.
- 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.

## ***Reliability***

- X / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks/ TikTok
- 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.

## BUDGET AND STAFFING PLAN

### NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

#### KEEP MIDDLESEX MOVING, INC. FY 2025 WORK PROGRAM BUDGET PLAN

		PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>		
	1. SALARIES	\$ 229,800.76	
	2. FRINGE BENEFITS 93%	\$ 213,714.71	
	<b>SUBTOTAL</b>	<b>\$ 443,515.47</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>		
	1. SUPPLIES	\$ -	
	2. TRAVEL	\$ 588.88	
	3. PRINTING & REPRODUCTION	\$ 17,543.77	
	4. TELEPHONE	\$ -	
	5. POSTAGE	\$ -	
	6. CONFERENCE/TRAINING	\$ -	
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 33,041.16	
	<b>SUBTOTAL</b>	<b>\$ 51,173.81</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>		
	INDIRECT COST ALLOCATION 95.00%	\$ 218,310.72	
	<b>SUBTOTAL</b>	<b>\$ 218,310.72</b>	100%
<b>TOTAL PROGRAM BUDGET</b>		<b>\$ 713,000.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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:	\$	713,000.00		<b>Total:</b>	\$	<b>713,000.00</b>
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2025 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>"OTHER" Direct Expense Items</b>	<b>Description</b>	<b>Total Direct Non- Labor Costs OTHER</b>
Emergency Ride Home	Ride reimbursements through the Emergency Ride Home program	\$ 500.00
Podcast Editor	Payment for editing podcasts	\$ 1,500.00
Advertising	Radio, Print, Social Media, Kiosks, Bus, Train Station Ads	\$ 30,000.00
Bicycle/Micromobility Incentive	Reward program to incentivize use of bikes and mobility	\$ 1,041.16
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 33,041.16</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2025 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	1,438	\$ 111,589.90	\$ 12,715.36	\$ 54,927.67	\$ -	\$ 179,232.93
Core Goal Area Activities - Economic Development	505	\$ 43,172.56	\$ 5,127.79	\$ 21,250.74	\$ -	\$ 69,551.09
Core Goal Area Activities - Environmental	1,134	\$ 84,779.42	\$ 16,051.94	\$ 41,730.80	\$ -	\$ 142,562.16
Core Goal Area Activities - Safety	1,510	\$ 109,112.94	\$ 14,078.72	\$ 53,708.44	\$ -	\$ 176,900.10
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	612	\$ 44,603.07	\$ 3,200.00	\$ 21,954.88	\$ -	\$ 69,757.95
Core - Program Management	398	\$ 44,378.61	\$ -	\$ 21,844.40	\$ -	\$ 66,223.01
Optional Goal Area Activities - Reliability	70	\$ 5,878.97	\$ -	\$ 2,893.80	\$ -	\$ 8,772.77
<b>TOTAL</b>	<b>5,667</b>	<b>\$ 443,515.47</b>	<b>\$ 51,173.81</b>	<b>\$ 218,310.72</b>	<b>\$ -</b>	<b>\$ 713,000.00</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
Roberta Karpinecz - Director of Operations	70%	1,265
Arlene Holt - Manager	69%	1,250
Christopher Gonda - Manager	75%	1,369
Lynne Cuevas - Program Coordinator/Bookkeeper	18%	319
Vacant - Program Coordinator	74%	1,344
Delfina Picchio - Program Coordinator	7%	120
<b>TOTAL*</b>	<b>52%</b>	<b>5,667</b>

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



**RideWise TMA**  
**FY 2025 WORK PROGRAM**

NJTPA FY 2025 UPWP  
Transportation Management Association Program

# TABLE OF CONTENTS

## **TMA Work Program Overview**

Organizational Summary  
Geographic and Demographic Information  
Goals and Objectives  
Title VI/Environmental Justice

## **Goal Area Strategies**

Accessibility  
Economic Development  
Environmental  
Safety  
Coordinated Public Transit Human Services Transportation  
Reliability  
Program Management

## **Work Funded by Other Sources**

**Promotions Plan**

**Budget and Staffing Plan**

# RideWise 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. Greater Mercer TMA serves Montgomery Township.

RideWise is an independent 501(c)3 organization governed by a Board of Directors comprising representatives from the public and private sectors. 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 and programming 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. The organization does not accept membership fees, 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 connections to business contacts supporting the agency's business and tourism work. RideWise currently employs six 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, with diverse landscapes ranging from urban and suburban neighborhoods to rural countryside. Somerset County is the 13th largest County by area and is bordered by Hunterdon, Mercer, Middlesex, Morris, and Union Counties. Somerset County's total population in 2022 was 346,875. The median age of residents is 42.5, which is slightly higher than the median age in New Jersey of 40.4.

### POPULATION BY AGE RANGE

AGE	PERCENTAGE
<b>UNDER 5</b>	4.8%
<b>UNDER 18</b>	20.7%
<b>18 YEARS AND OVER</b>	79.3%
<b>65 YEARS AND OVER</b>	17.3%

2022 ACS 5-YEAR ESTIMATES DATA PROFILES

**POPULATION BY MUNICIPALITY**

MUNICIPALITY	POPULATION
BEDMINSTER	8,234
BERNARDS TOWNSHIP	27,836
BERNARDSVILLE	7,862
BOUND BROOK	11,799
BRANCHBURG	14,859
BRIDGEWATER	46,072
FAR HILLS	1,001
FRANKLIN TOWNSHIP	67,867
GREEN BROOK	7,041
HILLSBOROUGH	42,773
MANVILLE	10,861
MILLSTONE	593
NORTH PLAINFIELD	22,635
PEAPACK-GLADSTONE	2,611
RARITAN	7,993
ROCKY HILL	752
SOMERVILLE	12,453
SOUTH BOUND BROOK	4,818
WARREN	15,850
WATCHUNG	6,483

2022 ACS 5-Year Estimates Data Profiles

**LANGUAGE SPOKEN AT HOME**

LANGUAGE	PERCENTAGE
LANGUAGE OTHER THAN ENGLISH SPOKEN AT HOME IN SOMERSET COUNTY, NEW JERSEY	34.6% +/- 1.7
LANGUAGE OTHER THAN ENGLISH SPOKEN AT HOME IN NEW JERSEY	32.3% +/- 0.3%
OTHER INDO-EUROPEAN LANGUAGES	12%
ASIAN AND PACIFIC ISLANDER LANGUAGES	8.9%
OTHER LANGUAGES	1.7%

2022 American Community Survey 1-Year Estimates

**TYPES OF LANGUAGE SPOKEN AT HOME**

LANGUAGE	PERCENTAGE
ENGLISH ONLY	64.5%
SPANISH	12.1%
OTHER INDO-EUROPEAN LANGUAGES	12%
ASIAN AND PACIFIC ISLANDER LANGUAGES	8.9%
OTHER LANGUAGES	1.7%

2022 ACS 5-Year Estimates Data Profiles

**NATIVE AND FOREIGN BORN**

LANGUAGE	PERCENTAGE
FOREIGN BORN POPULATION IN SOMERSET COUNTY, NEW JERSEY	26.3% +/- 1.4%
FOREIGN BORN POPULATION IN NEW JERSEY	23.0% +/- 0.3%

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 most significant decrease - 18 percent - since 2010. The two categories that saw the most significant increases in 2020 were Asian and Hispanic populations. (U.S. Census Bureau, 2020 Decennial Census).

## Race and Ethnicity

	SOMERSET COUNTY	NEW JERSEY
<b>WHITE</b>	182,899	5,008,587
<b>WHITE (NOT HISPANIC/LATINO)</b>	174,077	4,766,476
<b>ASIAN</b>	68,347	934,091
<b>HISPANIC/LATINO</b>	56,778	2,028,470
<b>BLACK/AFRICAN AMERICAN</b>	31,037	1,169,436
<b>AMERICAN INDIAN/ALASKA NATIVE</b>	2,758	43,680
<b>NATIVE HAWAIIAN/PACIFIC ISLANDER</b>	0	1,988
<b>TWO OR MORE RACES</b>	38,294	1,127,281
<b>SOME OTHER RACE</b>	23,540	976,636

*US Census Bureau, 2022 Decennial Census ACS Demographic & Housing Estimates*

## Income & Housing

According to the 2022 American Community Survey 1-Year Estimates, Somerset County has a poverty rate of 4.9 percent, which is half the rate in the state (9.7%). The median income is \$135,577, well above the median household income of \$96,346 in New Jersey. In 2022, there were 130,178 households in Somerset County. Median property values are between \$300,000 and \$999,999. The homeownership rate is 77.07 percent, higher than the New Jersey average. The median rent is \$1,868, which is higher than the median rent in New Jersey (\$1,214).

*2022 American Community Survey 1-Year Estimates*

## Workforce

There were 9,727 employer establishments in Somerset County, according to 2021 Census Data. The total workforce population of 188,461 is five percent of the overall employment population in New Jersey. U.S. Census LEHD 2021.

The COVID-19 pandemic had a significant effect on the unemployment rate. In 2019, Somerset County reported an unemployment rate of three percent. During the pandemic, unemployment rates increased to 12.8 percent for Somerset County in June 2020. American Community Survey 2022 estimates indicate the employment rate in Somerset County is 65.8 percent, compared to New Jersey's employment rate of 60.2 percent. Within Somerset County, 63.6 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*

*Bureau of Labor Statistics, Local Area Unemployment Statistics, 2020-2021*

*2022 American Community Survey 1-Year Estimates*

## 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, Pennsylvania's Lehigh Valley (Allentown, Bethlehem, and Easton) and beyond.

Somerset County has two NJ TRANSIT rail lines, seven NJ TRANSIT bus routes, eight Somerset County bus routes, one LINK bus (shared with Hunterdon County), and three private bus carriers (TransBridge, Lakeland, and Coach USA). NJ TRANSIT, Lakeland Bus Lines, Transbridge Bus, and Coach USA provide regional bus service to/from NYC. 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 29.6 minutes, according to the [2022 American Community Survey 1-Year Estimates](#). Driving alone remains the primary means of getting to work at 62.3 percent. 6.2 percent of residents carpool, nearly 24.2 percent work from home, and 2.9 percent use public transit. The average car ownership in Somerset County is two cars per household. Zero car households are 6,590, or 1.9 percent of the total population. Fifty-eight 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).

## 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. Strategies may be implemented individually or through partnerships, including NJDOT, TMAs, MPOs, other state and local governments, public and private transportation service providers, businesses, and community organizations.

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"), RideWise will incorporate the following federal emphasis areas into its 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)/US 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 principles 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 connect people to jobs.
- **Engage** with local government and the community to increase biking, walking, and transit usage opportunities.

## 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, persons with 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 older adults 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 with challenges accessing community services and employment. Street Smart NJ pedestrian safety campaigns have been conducted in Bound Brook, North Plainfield, Franklin Township, and Manville Borough.

Five Somerset County 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, a higher proportion than in 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 the region (14.1%) and the state (13.7%).

In addition to being among the largest Asian sub-groups, Indians, Chinese, and Filipinos are 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 than 5.4 percent of the region and 4.8 percent of the state. Individuals who 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 than the region and the state. The percentage of Hispanic residents is 14.4 percent, lower when compared to the area (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 most significant 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 most significant 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). 30.5 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 not speaking English "very well." The communities with the most significant 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. However, this could be a lifestyle choice given the large number of new housing units built close 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), Manville (8.6 percent), and Bound Brook at 7.8 percent.

*U.S. Census Bureau, 2020 Decennial Census  
US Census Bureau, American Community Survey 2021  
Somerset County Community Health Needs Assessment  
NJTPA Subregional Diversity Profile for Somerset County*



# RIDEWISE INC.

## PROGRAM REPORT FY 2025

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### GOAL AREA 1: ACCESSIBILITY

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. The TMA will accomplish this by providing services, information, or other assistance.

This goal area is defined by providing information, services, and assistance related to ridesharing, public transit, and safe biking and walking to increase traveler awareness of and access to alternate modes of travel. The activities in this section connect to several of the Somerset County planning documents. The *Walk, Bike, Hike* study completed in 2019 “recognizes the growing demand for better connected destinations and improved mobility choices for county residents, workers, and visitors.” The update of the *Somerset County Circulation Element* (in progress) emphasizes “enhanced connectivity for walking, biking, and transit” and “improving information and the overall traveler experience for all users.” One key takeaway from the circulation element update is the “disconnect between affordable housing locations and transportation access and opportunities.” Transportation is consistently identified as one of the top unmet needs in Somerset County, especially among older adults, in over-burdened communities, and among the ALICE population. The needs of low-income, minorities, persons with disabilities, older adults, and individuals with limited English proficiency will be a priority in the TMA’s program delivery and outreach efforts.

All program activities undertaken by RideWise 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, Highway Traffic Safety, and the County of Somerset. Programming will include qualitative and quantitative performance measures, as appropriate, which will be recorded and reported in quarterly reports.

### STRATEGY A: Trip Planning and Information

#### **Activity/Task:**

- i. Provide the public with trip planning information on non-single occupant vehicle (SOV) travel options by phone, email, at an information desk or event table, via informational publications, and/or a website. Travel modes may include walking, bicycling, riding public transit, carpooling, vanpooling, and telecommuting.
- ii. Manage and promote rideshare matching services under the guidance of the NJTPA, including the njrideshare.com website, if requested.
- iii. Provide trip planning assistance
- iv. Promote and market commuter benefit incentive programs and transit ticket bulk sales programs.
- v. Create or update mobility guides.
- vi. Promote and market public transit services through both print and electronic.

- vii. Develop and maintain information repositories, websites, social media channels, and email lists to support the dissemination of information.

**Products and Outcomes:**

- i. Requests for assistance (trip planning, schedules, emails, phone calls)
- i. Special events, campaigns and promotions (RideWise coordinated)
- i. Community events/#of attendees (information tables)
- ii. Ridematching requests/carpool or vanpool activity
- iii. Trip plans and travel training (bus and rail)
- v. vi. Mobility guides distributed. Draft and final to be shared with the NJTPA.
- vii. Communications created (digital and print)

## **STRATEGY B: Bicycle and Pedestrian Encouragement**

**Activities/Tasks:**

- i. TMAs may assist communities and schools with implementing activities that encourage walking and bicycling or educate participants about the benefits of walkable communities.
- iii. Illustrate the walkability and bike-ability of the TMA region - create/maintain sidewalk and bike path data, walking paths to schools, transit, and other major destinations.
- Proposed 1: Provide adults in need of transportation with rehabilitated bikes through the TMA BikeConnect program. Solicit donations from the community and solicit referrals from non-profit agencies.

**Products and Outcomes:**

- i. Bicycle and pedestrian safety educational events
- ii. Bicycle tour or pedestrian guide maps linking historic sites and attractions
- iii. Bike path/sidewalk data
- iii. Provide technical research/assistance for municipal bike share or scooter programs
- Proposed 1: Bicycle donations/bicycle client referrals

## **STRATEGY C: Rideshare/Ride-Matching**

**Activities/Tasks:**

- i. Facilitate and or administer rideshare/ride-matching and vanpool programs.
- Proposed: Administer and promote incentive strategies (emergency ride home, empty seat subsidies) that encourage and support the use of sustainable travel modes.

**Products and Outcomes:**

- i. New carpools/vanpools created
- ii. ERH program activity (new registrations, rides reimbursed)
- ii. Vanpool subsidies

## **STRATEGY D: Technical Assistance**

### **Activities/Tasks:**

- i. Provide technical assistance to employers, developers, and other organizations to encourage, provide, and implement TDM strategies that help existing and relocating employees access work via non-SOV options, including transit, shuttles, walking, biking, and telework.

### **Products and Outcomes:**

- i. Reports and documentation detailing the technical assistance provided. Draft and final reports created to be shared with the NJTPA.

## **GOAL AREA 2: ECONOMIC DEVELOPMENT**

Economic Development strategies focus on encouraging, providing, and implementing transportation demand management services at employers, transportation facilities, recreational facilities, entertainment venues, shopping centers, and other locations. These services increase traveler choices while lowering the use of single-occupant vehicle travel. This may include working with communities to identify and/or establish first/last mile solutions that improve access to jobs or providing information about the availability of carpools and vanpools.

This goal area is defined as providing information and support services to locations that generate high vehicle traffic. Somerset County officials are working hard to attract businesses and individuals to locate in Somerset County for its quality of life, talent pool, and amenities. In 2023, Niche, a company that ranks the best places to work and live, ranked Somerset County among the 20 best counties to live nationwide and the number-one County in New Jersey. Somerset County is home to 13,392 businesses and 186,627 employees. Its easy access to New York City, Philadelphia, and local airports, walkable town centers, top-rated schools, and historic sites make it an attractive location to live and work. However, being a top place to live requires traffic demand management, so the area remains attractive. One of the key takeaways from the update of the Somerset County Circulation element is the need to better connect the County's worksites, educational institutions, and amenities with transit services, especially among essential worksites where employees must be present and can't work remotely.

All program activities undertaken by RideWise will be promoted to the public through outreach or educational efforts. The needs of low-income, minorities, persons with disabilities, older adults, and individuals with limited English proficiency will be a priority in the TMA's program delivery and outreach efforts. RideWise will coordinate with other agencies on program activities when appropriate. These agencies include NJDOT, NJ TRANSIT, Highway Traffic Safety, and the County of Somerset. Programming will include qualitative and quantitative performance measures, as appropriate, which will be recorded and reported in quarterly reports.

## **STRATEGY A: Worksite-Based Transportation Demand Management**

### **Activities/Tasks:**

- i. Pursue opportunities to encourage, provide, and/or implement TDM strategies that help existing and relocating employees' commutation and travel choices.
- ii. Conduct outreach to employers regarding TDM and travel alternatives, arrange for Transit Days, Transportation Fairs, or similar events at employer, social services, or other organization sites.

**Products and Outcomes:**

- i. Records on onsite employer activity and programming (tabling events, lunch n learns)
- i. Records/reports on site need assessments, surveys, relocation assistance, zip code analysis
- i. Records/documentation of transportation-related issues impacting worksites

**STRATEGY B: Employer Liaison**

**Activities/Tasks:**

- i. Acting 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:**

- i. Records of outreach and employers contacted in coordination with NJTPA

**STRATEGY C: Outreach**

**Activities/Tasks:**

- i. The TMAs are required to keep records of outreach-related activities, including contacts made and the type and number of services resulting from TMA interaction or services provided directly by the TMA.

**Products and Outcomes**

- i. Records of TMA prospecting and outreach activity

**OPTIONAL STRATEGY E: Economic Development Planning**

**Activities/Tasks:**

- i. Conduct research, planning, or outreach on workforce or visitor transportation issues or serve as a stakeholder in such efforts.
- ii. Participate in strategic planning and implementation of local CEDS, North Jersey Partners strategies, or coordination with local Workforce Development Boards (WDBs).
- iii. Support the development of non-SOV travel options for visitors to major non-employment destinations.
- iv. Proactively solicit feedback from employers and other organizations regarding how well available transit services meet current needs and communicate the same to NJ TRANSIT.

**Products and Outcomes:**

- i., iii. Records/documentation of transportation-related issues impacting worksites or visitor transportation
- i. Participate in strategic planning meetings for the Somerset County CEDS update
- ii. Other outcomes as defined by Somerset County Business Partnership, Greater Raritan Workforce Development Board or Somerset County Tourism.
- Iv. Records and memos detailing transit services to worksites

## GOAL AREA: ENVIRONMENTAL

Environmental strategies focus on 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.

This goal area is defined by providing information, education, and support services to local government, schools, and communities on the benefits of implementing electric vehicles and micro-mobility, the adoption of anti-idling policies, and the negative health impacts of bad air quality. Somerset County is a leader in sustainability and champions environmentally sustainable practices. The activities in this section help further several of the County's initiatives, including its "EV Readiness Plan" and the work of the Green Leadership Hub, Sustainable Somerset, and the Energy Council, as well as New Jersey's clean energy goals.

All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low-income, minorities, persons with disabilities, and individuals with limited English proficiency.

### STRATEGY A: Electric Vehicle Charging and Preparedness

#### **Activities/Tasks:**

- i. Participate in activities encouraging the adoption of electric vehicles and related infrastructure, emphasizing EV adoption and infrastructure throughout their service area, including in low-income neighborhoods.
- ii. RideWise will utilize the information and tools on the NJTPA EV Resources page and the NJDEP **DriveGreenNJ** website to support the adoption of EVs and the construction of EV charging stations. The NJTPA Alternative Fuel Readiness Guidebook is an additional resource.
- iii. Provide technical assistance to municipalities, employers, and other destinations engaged in readiness planning, ordinance adoption, charging station siting, and participation in support activities sponsored by the NJTPA or other agencies.

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

- i. ii. iii. Municipal outreach, education, and technical assistance for EV adoption.

### STRATEGY B: Air Quality Monitoring and Education

#### **Activities/Tasks:**

- i. Provide air quality education, including conducting anti-idling campaigns, education outreach to communities and schools on the importance of air quality, and air quality monitoring.
- ii. Plan and conduct community air monitoring studies in response to requests from local governments, schools, or community groups in accordance with guidance from the New Jersey Department of Environmental Protection (<https://www.nj.gov/dep/airmon/community-science.html>)

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

- i. Air quality education, anti-idling campaigns in schools/communities
- ii. Provide a report on any AQM as requested.

## **STRATEGY C: Electric Micromobility**

### **Activities/Tasks:**

- i. E-bikes, e-scoots, and e-cargo delivery are great sustainable transportation options. TMAs should encourage, educate, and support the use/implementation of these alternative modes.
- ii. Assist municipalities and counties to create cargo e-bike delivery programs / determine the best location and designated zones for these vehicles.

### **Products and Outcomes:**

- i. ii. Municipal outreach, education, and technical assistance for micro-mobility options.

## **OPTIONAL STRATEGY D: Sustainable Jersey**

### **Activities/Tasks:**

- i. Support municipal participation in Sustainable Jersey by assisting with actions related to “Health & Wellness” and “Land Use & Transportation” categories that align with TMA programs related to Complete Streets, bicycling and walking, anti-idling, EV-friendly towns and New Jersey Smart Workplaces for Commuters. 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:**

- i. Document assistance to municipalities for Sustainable Jersey

## **OPTIONAL STRATEGY E: EVs and EV Infrastructure Education and Outreach**

### **Activities/Tasks:**

- i. Support the adoption of alternative-fueled vehicles, emphasizing EVs and the construction of EV charging stations.
- ii. Disseminate information about incentives for EV purchase and installation of charging infrastructure, presentations to municipal, business, and community stakeholders.

### **Products and Outcomes:**

- i. EV education/webinars (in-person or virtual)
- ii. EV car show events

## **GOAL AREA 4: SAFETY**

Safety strategies should contribute to traveler safety and support the implementation of the US 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/>). Safety activities may include outreach, education, planning, and data collection. RideWise will partner with transportation operating agencies, safety agencies and organizations, planning agencies, community and private stakeholders, and the public to successfully implement these activities. Reports or memoranda prepared by RideWise for this activity shall be provided to the NJTPA for review.

This goal area is defined by providing information, education, and support services to local government and the general public on driving, cycling, and walking safety and Complete Streets adoption. These initiatives are separate from activities under the Highway Traffic Safety grant. Driver behavior, especially distracted driving, was a key contributing factor in 41 percent of the 8,416 crashes in Somerset County in 2021-2022. 17.9 percent of crashes involved older drivers (65+), and 14.7 percent of crashes involved younger drivers between the ages of 16 and 20. Forty-six percent of all crashes occurred in Franklin Township, Bridgewater, and North Plainfield. These three communities, plus the others listed below, have high percentages of one or more Environmental Justice and Title VI factors.

Somerset County saw 69 pedestrian crashes in 2021-2022, six of which involved fatalities. Over half of these accidents occurred in Franklin Township, Bridgewater, North Plainfield, and Bound Brook. Walking (and bicycling) are essential transportation modes for many community residents. Thirty-three percent of pedestrian crashes involved distracted driving, and 26 percent involved older drivers. Somerset County saw 47 bicycle accidents in 2021-2022. Distracted driving was a factor in 31 percent of bicycle accidents. The majority occurred in North Plainfield, Franklin Township and Bridgewater communities, where bicycling is an essential transportation mode for many residents.

*2021-2022 Somerset County Crash Data*

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.

TOWN	Crashes (total)	Pedestrian	Bicycle
<b>BOUND BROOK</b>	228	8	1
<b>FRANKLIN</b>	1,650	15	8
<b>NORTH PLAINFIELD</b>	917	15	13
<b>RARITAN</b>	457	-	3
<b>SOUTH BOUND BROOK</b>	49	1	-
<b>SOMERVILLE</b>	304	4	4
<b>BRIDGEWATER</b>	1,333	11	6
<b>MANVILLE</b>	264	3	3
<b>TOTAL</b>	5202	57	38

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 will be a priority for RideWise safety efforts in Bound Brook, Franklin, North Plainfield and Bridgewater.

## **STRATEGY A: Complete Streets**

### **Activities/Tasks:**

- i. Support the implementation of Complete Streets.
- ii. Educate municipal stakeholders about Complete Streets.
- iii. Assist a municipality or County with the adoption of a Complete Streets policy, checklist, or ordinance consistent with the Complete & Green Streets for All: Model Policy & Guide.
- iv. Participate as a stakeholder in a Complete Streets planning or infrastructure project sponsored by the NJTPA, the NJDOT, or another public agency.
- v. Conduct and/or participate in temporary demonstration projects (i. e., tactical urbanism) with the approval of a local jurisdiction. TMAs may utilize the **NJTPA Complete Streets Demonstration Library** hosted by Hudson TMA.
- vi. Assist a municipality or County with the preparation of a grant application for construction (e.g., Safe Routes to School or Transportation Alternatives Set-Aside), a planning study or a technical assistance program, and support for project implementation.

- vii. Local Circulation/ Transportation Plan Requirement and Guidance - Support jurisdictions in undertaking a comprehensive reexamination/visioning of street space use beyond specific corridors that cover multimodal improvements and complete streets, slow streets/speed, bus priority/bus infrastructure, and overall network connectivity for access to transit and non-motorized modes.

**Products and Outcomes:**

- i. ii. iii. Municipal/county education and assistance (Complete Streets policy adoption)
- iv. Stakeholder participation in Complete Streets planning or infrastructure project
- v. Participation in or coordination of pop-up or temporary demonstration projects

**STRATEGY B: Safety Audits and Other Studies**

**Activities/Tasks:**

- i. Conduct or participate in road safety audits, walking audits, bicycling audits, speed audits, walkable community workshops, or similar activities. RideWise will organize and lead audits, as requested, or participate in audits organized by counties or other organizations.

**Products and Outcomes:**

- i. Audit reports prepared by RideWise (draft and final shared with NJTPA)

**STRATEGY C: Support Local Safety Action Plans, Vision Zero, NJ Safety Plans, and Safety Initiatives**

**Activities/Tasks:**

- i. Carry out recommended strategies addressing at least one of the emphasis areas in the New Jersey 2020 Strategic Highway Safety Plan. The seven emphasis areas are Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, Other Vulnerable Road Users, and Data.
- ii. Support Toward Zero Deaths and or Vision Zero initiatives.
- iii. TMAs will serve as stakeholders and resources to Safety Action Plan planning efforts undertaken by cities, counties, and MPOs in their service area, as requested.
- iv. Coordinate and implement proven-safety countermeasures - Suggest proven-safety countermeasures in any speed study report or walk/bike audit recommendation.
- v. Educate communities on proven safety countermeasures and the Safe System Approach.

**Products and Outcomes:**

- ii., v. Safety presentations, outreach or campaigns in the community or worksites
- iii., iv. Participate in the Somerset County Local Safety Action Plan study and provide feedback and recommendations for strategies and projects in the local safety plan.

**OPTIONAL STRATEGY D: Safety outreach and education**

**Activities/Tasks:**

- i. Conducting Street Smart NJ pedestrian safety education and outreach: Identify suitable communities for implementing pedestrian safety education and outreach, enlist support and participation from local stakeholders, and provide resources and support for an effective



pedestrian safety education effort. Utilize the information available at [www.beststreetsmartnj.org](http://www.beststreetsmartnj.org).

- ii. This strategy may include using radar speed feedback signs in coordination with a municipal or County partner.

**Products and Outcomes:**

- i. Street Smart campaigns
- ii. Speed studies/radar reports (draft and final reports submitted to NJTPA for review)

## **GOAL AREA 5: COORDINATED HUMAN SERVICES TRANSPORTATION**

This Goal Area includes implementation of Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP) in the NJTPA region, as well as the FY23 CHSTP Update Memo and implementation of the DVRPC, SJTPO, and county human services transportation plans. In FY 2017, with assistance of the TMAs, the NJTPA completed Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP). The plan offers comprehensive recommendations for meeting the transportation needs of four target populations: seniors, low- income persons, persons with disabilities, and veterans. It presents 33 strategies across nine areas of concern designed to address the existing and emerging needs of the approximately one million transportation disadvantaged residents within the 13-county NJTPA region. Transportation services for these populations help meet employment, education, medical, and social support needs by improving accessibility and opportunity.

This goal area is defined by providing information, education, and support services related to transportation to older adults, persons with disabilities, low-income persons and veterans, and the non-profit agencies helping these residents. All strategies address demonstrated needs that are identified in the FY23 CHSTP Update, the Somerset County 2018 Coordinated Public Transit Human Services Transportation Plan, and the Somerset County 2021 Community Needs Assessment. Transportation was identified as a top concern for many residents who participated in the needs assessment. Focus group participants expressed that Somerset County was a largely car-dependent community and that public transportation options were insufficient for those who do not have access to a vehicle, especially youth, seniors, and immigrants. Only 29 percent of Somerset County survey respondents agreed or completely agreed with the statement, “My community has transportation services available for seniors and those with disabilities.” Transportation was also identified as one of the significant challenges to accessing health care.

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 A. Mobility Guide and Outreach**

**Activities/Tasks:**

- i. Create or update mobility guide(s), print and electronic versions
- ii. Prepare a distribution plan describing how printed and electronic guides will be utilized
- iii. Conduct staff orientations at distribution sites, if appropriate.
- iv. Administer and refine the One Click, One Call site for Somerset County (created in FY24)

**Products and Outcomes:**

- i. Updated mobility guide shared with NJTPA for review

- ii. Distribution plan for guide shared with NJTPA for review; track recipients
- iii. Track/document sites receiving staff orientations
- iv. Share updates to One Click, One Call site with NJTPA for review
- iv. Requests for assistance from One Click site (online or by phone)

## **STRATEGY B. Healthcare Transportation Services Support**

### ***Activities/Tasks:***

- i. Support and assist healthcare providers to better meet patient transportation needs.
- ii. This activity may also include the involvement of hospitals, healthcare foundations, non-profit healthcare organizations, and agencies that provide, coordinate, or fund healthcare-related services for the target populations.
- iii. Inventory transportation services and transportation information available to patients at healthcare delivery sites.
- iv. The Affordable Care Act of 2010 required not-for-profit hospitals to create a Community Health Needs Assessment, which may include information on patient transportation needs relevant to this strategy.
- v. To improve patient transportation services, facilitate coordination between healthcare providers and transportation providers, including public transit, publicly funded paratransit, private shuttle, taxi, and transportation network companies.

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

- ii. iii. iv. v. Participation in monthly RWJ Somerset Hospital Healthier Somerset CHIP meetings

## **STRATEGY C. County Service Planning**

### ***Activities/Tasks:***

- i. Support and assist counties conducting human services transportation service planning.
- ii. Review of existing transportation plans, human services plans, or other relevant documents; development of inventories, GIS databases and maps of transit service; conduct of one-on-one and/or group meetings with human services transportation providers and other human services providers; and outreach to human services populations to build upon the public engagement conducted for the regional CHSTP.

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

- i. Participation in quarterly Somerset County Transportation Advisory Board meetings
- ii. Meetings with human service organizations; document collaboration and assistance provided
- ii. Participation as a stakeholder in update of the Somerset County CHSTP; provide feedback and recommendations

## **STRATEGY D: Human Services Trip Coordination**

### **Activities/Tasks:**

- i. Assist riders by scheduling trips with a transportation network company, taxi, or other third-party transportation provider.
- ii. Develop/identify funding for a volunteer or paid driver program or a program using TNCs
- Provide travel training and concierge assistance.
- iv. Coordinated information: Inclusive of NJ TRANSIT fixed-route, private carrier, commuter buses, scheduled county services.

### **Products and Outcomes:**

- i. Travel training in the use of ride-hailing services
- ii. Updates on the progress of transportation program
- iv. Data file of all Somerset County transit information maintained and updated

## **OPTIONAL GOAL AREA: RELIABILITY**

Reliability strategies provide an increase in dependable and predictable transportation service. 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 travel time.

## **STRATEGY B: Travel Alerts**

### **Activities/Tasks:**

- i. Notifying travelers of unexpected construction, maintenance, special event, or emergency-related conditions;
- ii. Provide information about travel options available to mitigate traffic related to construction, maintenance, and special events.
- iii. Notify travelers of unexpected construction, maintenance, special event, or emergency-related conditions

### **Products and Outcomes:**

- i. ii. iii. Traffic/transit alerts issued

## **STRATEGY C. Studies and Regional Planning Efforts**

### **Activities/Tasks:**

- i. Advance regional transportation goals by participating in all NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning initiatives.

### **Products and Outcomes:**

- i. Participation on steering advisory committees, collection of data (when needed), and encouraging community participation.

## GOAL AREA: PROGRAM MANAGEMENT

**Description:** RideWise will provide administrative support for the FY 2025 UPWP TMA Program in accordance with the NJTPA planning process.

### STRATEGY: Program Management

#### **Activities/Tasks:**

- Provide program management and reporting information to support the NJTPA 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:

1. Preparation of the following year's work program.
2. Maintenance of all TMA work program grant-related records and products.
3. Maintenance of the online pass-through grant program management system, including the cost tracking system and TMA work program online reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter.
4. Preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change.
5. Preparation of the final progress reports and invoice, due 15 business days after the end of the grant term.
6. Maintain, refine, and test emergency response plans/contingency plans to ensure the continued operation of critical TMA activities in the case of an interruption of business. These plans must be submitted to the NJTPA in the second quarter of FY 2025.

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

1. Quarterly Progress Reports, invoices, and supporting documentation.
2. Prepare next fiscal year's Work Program and Staffing Plan
3. Submit emergency response plans/contingency plans by December 31, 2024.
4. Fourth Quarter/Final Report and all final deliverables.

## WORK FUNDED BY OTHER SOURCES

### STRATEGY: Safe Routes to School

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. This is an ongoing program. The current grant runs to August 2024. Continued funding is anticipated.

**Activity/Tasks:** The following tasks are included in the TMA's SRTS work programs:

- Task 1: NJ SRTS Coordination and Partnership Levels
- Task 2: Walk and Bike to School Events (iWalk)
- Task 3: Walking School Bus Train-the-Trainer Technical Assistance
- Task 4: Non-Infrastructure Technical Support – School Travel Plans
- Task 5: Youth Bicycle Education
- Task 6: SRTS Outreach and Assistance
- Task 7: Monitor Program Performance
- Task 8: Additional Safe Routes to School Activities

**Products and Outcomes:**

- The work products can take many forms and will vary depending on the exact needs for their service area. Anticipated products include applications for Safe Routes to School and Transportation Alternative Program infrastructure funding, Walk to School Days, Walking School Buses, pedestrian and bicycle safety education for students in grades K-8, maps of safe corridors leading to the schools and any other acceptable way to encourage Safe Routes Programming within the community.

## **STRATEGY: NJ TRANSIT TMA Work Program**

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. The TMA services include the provision of transit service information, outreach to potential transit users, and advocacy for employers and feedback to NJ TRANSIT on related activities. This effort is an annual program.

**Activity/Tasks:**

- Information: To provide a comprehensive inventory of information on transit related services available within the TMA service area and disseminate information to promote transit usage.
  - The TMA staff will maintain a complete and up-to-date inventory of schedules and other transit information. Schedules and/or transit information superseded by updated data will be replaced.
  - The TMA staff will provide a package of commuter alternatives when responding to rideshare questions for information.
  - The TMA staff will update its website with relevant transit service information as it becomes available. They will monitor present links to other transit providers to ensure all information is updated in a timely fashion.

- The TMA staff will utilize its email system to reach out to employers with weather alerts, transit information, emergency disruptions and changes in schedules as they become available.
- The TMA staff will identify and assist in maximizing distribution points for transit information.
- The TMA staff will attend NJ TRANSIT sponsored meetings to network and exchange ideas concerning TMA transit promotion ideas and strategies. The TMA staff will also attend the NJ TRANSIT seasonal marketing campaigns and include NJ TRANSIT marketing material in our newsletters.
- The TMA staff will distribute all available information to companies in our service area.
- The TMA staff will provide information and assistance on NJ TRANSIT's Vanpool Sponsorship Program.
- The TMA staff will provide and make transit information, described above, available to all requestors. The TMA will also provide applicable transit information to employers and their employees at Transportation Fairs.
- The TMA will provide trip-planning assistance to all requestors, using the NJ TRANSIT Website.
- Advocacy to Employers and Other Service: To provide an active advocacy role in the promotion of transit service in the TMA's service area by assisting NJ TRANSIT with developing, providing, improving and promoting existing and new transit services within the TMA's service area.
  - The TMA staff will work with local employers, developers and organizations to promote the use of transit services.
  - The TMA staff will continue to serve as a liaison between employers and NJ TRANSIT on local issues.
  - The TMA staff will continue to utilize an up-to-date list of names, addresses, telephone numbers and wherever possible web site addresses for businesses in their service area.
  - The TMA staff will maintain updated information on all NJ TRANSIT products and transit alternatives.
  - The TMA staff will attend NJ TRANSIT training/refresher courses to ensure that TMA employees are current in their knowledge of these programs.
  - The TMA staff will encourage transit service in its newsletters and through advertisements in local newspapers and/or magazines. The TMA will also provide transit information directly to employers and their employees through transportation fairs.
  - The TMA staff will meet with employers and public entities in need of transit or shuttle services. They will review the availability of existing transit service and further review accessibility to the work site.
  - The TMA staff will work with municipalities to promote community shuttle services through NJ TRANSIT's Community Shuttle Program.
  - The TMA staff will provide any available route and schedule information that is applicable to the employer and their work site.
  - The TMA staff will review current route information, analyze site(s) for potential riderships, make specific route modification recommendations to NJ TRANSIT and work with NJ TRANSIT to include the necessary modifications.

- The TMA staff will hold public information exchanges, focus groups, and/or forums to provide information and educational awareness to the transit service in our area.
- Outreach to Commuters and Potential Transit: To provide an outreach program in the promotion of transit service in the TMA's service area. The TMA will assist NJ TRANSIT in promoting the use of existing and new transit services within the TMA service area through the development and distribution of transit information, and to develop and implement a focused marketing plan including targeting outreach and public relations efforts.
  - The TMA staff will conduct Transit Days, Transportation Fairs or similar events at employer, organization sites, municipal and County offices to inform employees and clients about transit services and to promote transit. They will also distribute NJ TRANSIT resource materials at these events and advertise the advantages of transit.
  - The TMA staff will conduct Customer Appreciation Days at the different transit facilities.
  - The TMA staff will assist in administering the NJ TRANSIT's Bike Locker Lease Program when it is implemented by functioning as the local lease agent with potential locker renters.
  - The TMA staff will collect applications from participants in NJ TRANSIT's Vanpool Sponsorship Program. The TMA will also maintain records for each existing vanpool and provide NJ TRANSIT with updates.
  - The TMA staff will continue to provide information on all NJ TRANSIT programs to interested calls received on the TMA's phone lines.
  - The TMA staff will work in coordination with NJ TRANSIT's Marketing Department to promote and market transit services on the safety in the schools program as part of our educational outreach programs within our service area.
  - The TMA staff will work with NJ TRANSIT staff to determine the range of marketing materials offered by NJ TRANSIT to fit the needs of service seekers in our area.
  - The TMA staff will work with employers, municipalities, economic development organizations, service area shopping malls, and libraries to provide information on transit services.
  - The TMA staff will continue to promote mass transit options to commuters that are affected by traffic due to heavy volume and construction.
  - The TMA staff will continue to work with municipalities and schools where transit service is extended to promote safe usage.
- Feedback: To provide feedback to NJ TRANSIT in order to determine reliability and effectiveness of existing transit services in TMA's service area. The TMA will report on all activities undertaken and their findings in a monthly status report to NJ TRANSIT.
  - The TMA staff will work with employers to determine how well existing transit services meet the employees' needs and work schedules. They will advise NJ TRANSIT's TMA support staff on any findings.
  - The TMA staff will "spot check" performance, routing, timeliness, cleanliness, driver courtesy and other aspects of quality service on existing NJ TRANSIT services.
  - The TMA staff will monitor usage at Park & Ride lots along transit corridors.
  - The TMA staff will respond to all comments and/or complaints conveyed by the riding public, as it refers to NJ TRANSIT service. The TMA will report all findings to NJTRANSIT's Community Affairs.

- The TMA will continue to attend meetings requested by Community Relations, Marketing, and will assist in addressing bus service planning & service issues due to construction related activities.
- The TMA will summarize and forward transit service quality issues to the appropriate NJ TRANSIT Support Unit.
- The TMA staff will conduct surveys of ridership and forward results to NJ TRANSIT in a timely fashion.
- The TMA staff will conduct surveys and make recommendations for Community Shuttle routes.
- The TMA staff will forward all information, as described in the elements above, to NJ TRANSIT in a timely fashion. In general, this information will be formally transmitted, but will occasionally be verbally transmitted in the interests of safety and expediency.

***Products and 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.

**STRATEGY: NJ Division of Highway Traffic Safety Grant Program**

The NJ Division of Highway Traffic Safety (NJDOTS) 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. The fiscal year for the NJDOTS Grant begins October 1 and ends September 30. Tasks will vary with each participating TMA depending on the exact needs for their service area.

- Pedestrian Safety – Work with police departments, non-profits, 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.
- Bicycle Safety – Work with community organizations to conduct bicycle safety presentations, events and media outreach.
- Driving Safety – Work with community organizations to conduct driving safety presentations, events and media outreach.
- Paint the Pavement – Conduct an educational campaign to raise awareness of distracted walking using painted messages or pictures on the sidewalk. Keep Middlesex Moving has conducted this program.
- Street Smart NJ – Conduct Street Smart NJ pedestrian safety campaigns. Cross County Connection TMA uses this grant program to supplement funding received through the NJTPA Supplemental Street Smart NJ program. This NJDOTS funding allows them to conduct additional campaigns in their southern NJ service area.

***Products and 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.



## **STRATEGY: Access Link Assessment Interviews**

RideWise is an authorized “assessment agency” and staff conducts weekly in-person assessment interviews with customers looking to use Access Link. The MOU between NJ TRANSIT and RideWise runs from February 2017 to October 2026.

### ***Activities/Tasks:***

- The TMA conducts transportation assessment interviews for Access Link services over the phone each week for individuals looking to qualify for Access Link services.

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

- Weekly assessment interviews provided to NJ TRANSIT

## **STRATEGY: NJ TRANSIT 5310**

RideWise is a recipient of NJ TRANSIT 5310 funding to expand its travel training instruction to older adults and persons with disabilities.

### ***Activities/Tasks:***

- Provide individual and group training (bus, rail and ridehailing) to persons with disabilities and older adults.

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

- Travel trainings
- Group presentations
- New partner collaborations (nonprofits, schools)

## RIDEWISE PROMOTION PLAN FY 2025

RideWise 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

RideWise will use the following types of media in FY 2025 for the promotion of the programs, goals, and objectives of the work program:

1. **Facebook** will be used to disseminate text/photo messages related to agency updates and programs, and transportation related news. Most posts will be specific to biking, pedestrian safety, sustainability, ridesharing, transit, special events, and promotions. Effectiveness will be tracked by the number of likes, share, followers, mentions, FB messages, and traffic to the website.
2. **X (Twitter)** will be used to post short text-only messages related to traffic incidents, construction and congestion, and transit/travel alerts. Effectiveness will be tracked by the number of followers, re-tweets and shares.
3. **Instagram** will be used to post visually appealing photos to tell a story without words designed to attract Millennials and Gen Z. Effectiveness will be tracked by the number of likes and followers.
4. **YouTube** will be used to post long-form videos related to programming, education, webinars, and recognition of agency partners and clients. Effectiveness will be measured by the number of views and subscribers.
5. **Tiktok** will be used to post shorter videos related to programming that appeal to the Millennials and Gen Z audiences that use this platform.
6. **LinkedIn** will be used to post program updates of interest to the business community, such as program activity at workplaces.
7. **Newsletter:** RideWise will publish a monthly e-newsletter that is produced and distributed through Benchmark. The newsletter will include information on agency programs, safety messaging, environmental education, and sustainability information. Effectiveness will be measured by open/forward rates, links clicked within the newsletter, traffic to the website, and new subscribers.
8. **TMA Website:** The website is the place where visitors can find information on all the agency's programming, news and events. The site will be revised/updated often to keep the content fresh.

### Outreach Methods

RideWise will use the following types of outreach methods in FY 2025 for the promotion of the programs, goals, and objectives of the work program:

1. **Direct Mail** will be used to inform residents of the services available from the TMA. Specific audiences for mailing 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, QR code hits, and requests sent to [staff@ridewise.org](mailto:staff@ridewise.org)

2. **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 community fairs, libraries, and other public sites. Effectiveness will be measured by the number of hits to program specific webpages, QR code hits, and requests sent to [staff@ridewise.org](mailto:staff@ridewise.org).
3. **Advertising** will be limited to boosting Facebook posts.
4. **Event Campaigns** will be used to motivate individuals to try a new mode or that provide educational on travel alternatives and/or agency programs such as “Drive Less Somerset” or “Love to Ride Somerset” or BikeConnect.
5. **Community Events:** RideWise will participate in spring carnivals, street festivals, green fairs, and community days to inform residents of the services and programming available from the TMA. Effectiveness will be measured by the number of table visits, printed materials distributed, and hits to webpages or social media after the event.

## Goal Area Activity Promotion Plans

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

### Accessibility

In addition to the media and outreach efforts already listed, RideWise will post social media messages and newsletter articles about the program related days/months listed below to heighten awareness and encourage involvement in any interactive programming the TMA develops for these days such as Bike to School, Walking Day, Drive Less Somerset, Bike Somerset, bike drives, etc.

- **Second Friday in February** - International Winter Bike to Workday
- First Wednesday in April - National Walking Day
- **May** - National Bike Month / National Bike Safety Month
- **May** - New Jersey Walk and Bike to School Month
- **June 3** - World Bicycle Day
- **June 17 - Third Saturday in June** - National Trails Day
- **September 5** - International Day of Charity (to promote Bike Connect)
- **September 15 - Third Thursday** of September – Park(ing) Day
- **September 22** - World Car Free Day
- **October** - International Walk to School Month
- **October 10** - Put the Brakes on Fatalities Day

### Economic Development

In addition to the media and outreach efforts already listed, RideWise will post social media messages and newsletter articles about the program related days/months listed below to heighten awareness and encourage involvement in any interactive programming the TMA develops for these days such as Earth Day, Bike to Work Day, corporate bike drives, etc. Additionally, RideWise will participate in any onsite workplace events related to Earth Day and National Bike to Work Day.

- **April** - Earth Day
- **Third Friday in May** - National Bike to Workday

## ***Environmental***

In addition to the media and outreach efforts already listed, RideWise will post social media messages and newsletter articles about the program related days/months listed below to heighten awareness and encourage involvement in any interactive programming the TMA develops for these days such as EV car shows or EV educational events, alternate fuel vehicles, and anti-idling education in schools.

- **April** - Earth Day
- **June 5** - World Environment Day
- **September 7** - International Day of Clean Air
- **September 9** - World EV Day
- **September 22** - October 2, 2024 - National Drive Electric Week

## ***Safety***

In addition to the media and outreach efforts already listed, RideWise will post social media messages and newsletter articles about the program related days/months listed below to heighten awareness and encourage involvement in any interactive programming the TMA develops for these days such as safety contests geared towards teens, thank you events for crossing guards, and in-school education.

- **January** - Teen Driving Awareness Month
- **March** - Brain Injury Awareness Month – related to cycling and driving safety
- **April** - Distracted Driving Awareness Month
- **May** - National Youth Traffic Safety Month
- **June** - Show your appreciation for Crossing Guards
- **Third Week in September** - Child Passenger Safety Awareness Week
- **October** - National Pedestrian Safety Month
- **Third Week in October** - National School Bus Safety Week / National Teen Driver Safety Week
- **November 18** - National Injury Prevention Day

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

In addition to the media and outreach efforts already listed, RideWise will post social media messages and newsletter articles related to the program related days/months listed below to heighten awareness of mobility issues for older adults, persons with disabilities and low-income persons.

- **October 2-8** - First Monday week in October - Active Aging Week
- **December 6-10** - First Week in December - Older Driver Safety Awareness Week
- **December 3** - International Day of Persons with Disabilities to promote Travel Training

## ***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 the NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning efforts, when appropriate.

## BUDGET AND STAFFING PLAN

### NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

#### RIDEWISE INC. FY 2025 WORK PROGRAM BUDGET PLAN

			PROPOSED BUDGET	FEDERAL SHARE
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES		\$ 274,690.44	
	2. FRINGE BENEFITS	36.53% FT, 12.09% PT	\$ 100,344.42	
		<b>SUBTOTAL</b>	<b>\$ 375,034.85</b>	100%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES		\$ 1,200.00	
	2. TRAVEL		\$ 897.54	
	3. PRINTING & REPRODUCTION		\$ 1,000.00	
	4. TELEPHONE		\$ -	
	5. POSTAGE		\$ 600.00	
	6. CONFERENCE/TRAINING		\$ -	
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 7,400.00	
		<b>SUBTOTAL</b>	<b>\$ 11,097.54</b>	100%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION	64.57%	\$ 177,367.61	
		<b>SUBTOTAL</b>	<b>\$ 177,367.61</b>	100%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 563,500.00</b>	100%

This estimated budget is based upon projected costs to perform the FY 2025 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:	\$	563,500.00	Total:	\$	563,500.00
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**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2025 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>"OTHER" Direct Expense Items</b>	<b>Description</b>	<b>Total Direct Non- Labor Costs OTHER</b>
Ticket Home	Ride reimbursements through the Emergency Ride Home program.	\$ 500.00
Vanpool Subsidies	Temporary "empty seat" subsidies to vanpools that lose passengers.	\$ 500.00
Website	TMA Website hosting, updating, or enhancing by the web designer.	\$ 2,500.00
Newsletter Design	Costs using Benchmark & Canva to design/distribute TMA newsletter.	\$ 500.00
Bike Rehab Repairs	Costs for repairing/tuning up donated bicycles for the BikeConnect program.	\$ 2,500.00
Zoom Subscription	Costs for webinars or virtual meetings.	\$ 900.00
	<b>Total "OTHER" Direct Expenses</b>	<b>\$ 7,400.00</b>

**NJTPA FY 2025 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2025 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	3,618	\$ 157,910.68	\$ 8,100.00	\$ 74,681.70	\$ -	\$ 240,692.38
Core Goal Area Activities - Economic Development	1,100	\$ 53,932.08	\$ 700.00	\$ 25,506.44	\$ -	\$ 80,138.52
Core Goal Area Activities - Environmental	1,794	\$ 69,777.58	\$ 700.00	\$ 33,000.35	\$ -	\$ 103,477.94
Core Goal Area Activities - Safety	1,246	\$ 50,575.93	\$ 700.00	\$ 23,919.20	\$ -	\$ 75,195.13
Core Goal Area Activities - Coordinated Public Transit Human Services Transportation	491	\$ 22,121.51	\$ 597.54	\$ 10,462.07	\$ -	\$ 33,181.12
Core - Program Management	250	\$ 16,427.97	\$ 300.00	\$ 7,769.39	\$ -	\$ 24,497.36
Optional Goal Area Activities - Reliability	75	\$ 4,289.09	\$ -	\$ 2,028.47	\$ -	\$ 6,317.56
<b>TOTAL</b>	<b>8,573</b>	<b>\$ 375,034.85</b>	<b>\$ 11,097.54</b>	<b>\$ 177,367.61</b>	<b>\$ -</b>	<b>\$ 563,500.00</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	68%	1,406
Sarah Chelli - Program Specialist	62%	1,297
Sara Catherine Lichon - Communications Manager	66%	1,375
Linda Rapacki - Mobility Manager	47%	968
Caty Whalen - Bicycle & Pedestrian Safety Manager	27%	570
Vacant - Strategic Initiatives and Partnerships	80%	1,657
Vacant - Environmental Education	63%	1,300
<b>TOTAL*</b>	<b>59%</b>	<b>8,573</b>

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