

Unified Planning Work Program

**U P W P**

**FY2017**

**Volume IV  
Transportation Management  
Association Program**



**North Jersey  
Transportation  
Planning  
Authority, Inc.**



# NJTPA FY 2017 UPWP

## VOLUME IV

### TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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# NJTPA FY 2017 UPWP TMA PROGRAM

## PROGRAM BACKGROUND

There are eight TMAs operating in the state of New Jersey, seven of which operate in the NJTPA region: Cross County Connection TMA, Greater Mercer TMA, HART Commuter Information Services (HART), Hudson TMA, Keep Middlesex Moving, Meadowlink, Ridewise of Raritan Valley, and TransOptions. Greater Mercer TMA covers areas 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).

The NJTPA 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, 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 and Mercer County, and Cross County Connection TMA which covers Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland and Cape May Counties.

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

The following is provided to guide applicants seeking funding under this program. All work and expenditures associated with the program must adhere to applicable federal and state circulars, and must be in keeping with the guiding principles and requirements of the program, including the NJTPA Regional Transportation Plan, the FHWA grant program provisions (23 CFR – Highways, 49 CFR – Transportation and 2 CFR Chapter I, Chapter II, Part 200, et al. - Uniform Administration Requirements, Cost Principles and Audit Requirements for Federal Awards), and the NJDOT's Basic Agreement and Task Order with NJIT and NJTPA (Prime Contract).

## **Goals and Objectives of the Program**

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:***

[Moving Ahead for Progress in the 21<sup>st</sup> Century](#) (MAP-21) is the overarching federal transportation guidance that addresses the many challenges facing our transportation system today – with targeted investments to improve safety, encourage equity, foster public-private partnerships, reduce traffic congestion, improve efficiency in freight movement, increase intermodal connectivity, and protect the environment. MAP-21 promotes efficient and effective federal surface transportation programs by focusing on transportation issues of national significance, while giving State and local transportation agencies flexibility for solving transportation problems in their communities.

The NJTPA is also guided by federal emphasis areas, which the TMA work programs support. The three broad emphasis areas for FY 2016 are MAP-21 Implementation and a transition to performance based planning; Models of Regional Planning Cooperation, which emphasizes coordination across MPO borders; and Ladders of Opportunity, which emphasizes increased access to essential services for all residents, particularly traditionally underserved communities. FY 2017 federal emphasis areas, when received, will supersede the FY 2016 emphasis areas.

### ***Ladders of Opportunity:***

The Federal Highway Administration emphasizes the importance of providing access to essential services as an important part of the transportation planning process. Essential services include housing, employment, health care, schools/education, and recreation. This emphasis may include MPO and State identification of performance measures and analytical methods to measure the transportation system's connectivity to essential services and the use of this information to identify gaps in transportation system connectivity that preclude access of the public, including traditionally underserved populations, to essential services. It could also involve the identification of solutions to address those gaps.

TMA's should integrate this federal initiative into their work activities. This may be accomplished by engaging in activities that improve access to jobs, training, and to transit service for underserved populations. TMA's may offer direct assistance or may create active partnerships with existing organizations in the fulfillment of this initiative, may participate in the development and implementation of an updated Coordinated Human Services Transportation Plan, or through other activities.

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

The New Jersey Department of Transportation (NJDOT) actively supports and encourages the development and implementation of Transportation Demand Management (IDM) programs and projects to mitigate traffic congestion, improve mobility and accessibility, improve air quality, and optimize the efficiency of the transportation system throughout the State of New Jersey. The means to achieve these aims includes strategies that increase travel choices and reduce reliance on single occupant vehicles. Strategies may be implemented individually or through partnerships that include NJDOT, Transportation Management Associations, Metropolitan Planning Organizations (MPOs),

other state and local governments, public and private transportation service providers, businesses, and community organizations.

### ***NJTPA Planning Process and Regional Guidance:***

The NJTPA is the MPO for the 13 counties of northern New Jersey, serving a region with 6.6 million people and 3.5 million jobs. It is the fifth most populous MPO region in the nation. As the federally designated MPO for northern New Jersey, the NJTPA is responsible for the development of regional transportation plans and programs comprising an integrated planning process.

### ***NJTPA Membership:***

The NJTPA Board of Trustees includes 15 local elected officials, including one representative from each of the 13 northern New Jersey counties (Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Sussex, Somerset, Union, and Warren) as well as from the cities of Newark and Jersey City. The Board also includes a Governor's Representative, the Commissioner of NJDOT, the Executive Directors of NJ TRANSIT and the Port Authority of New York & New Jersey, and a Citizens' Representative appointed by the Governor.

### ***Key Products:***

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

[Regional Transportation Plan \(RTP\) for Northern New Jersey](#) - Updated every four years, the RTP 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. An updated RTP will be adopted by the Board of Trustees in the beginning of FY 2018 (summer of CY 2017), and therefore its development and associated public and stakeholder outreach will occur during FY 2017. TMA input into the long range plan is essential, particularly related to travel demand management strategies, inclusion of the needs of disabled, elderly, and low income residents, and other needs and strategies related to TMA activities. The RTP is developed with extensive public input, which is another area in which TMAs can provide essential support.

[Regional Plan for Sustainable Development \(RPSD\)](#)- 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.

[Transportation Improvement Program \(TIP\)](#) - Updated every two years, the TIP is a four-year agenda of improvement projects that implements the Regional Transportation Plan. To be eligible for federal funding, proposed projects must be approved by the NJTPA Board for inclusion in the TIP.

[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 Volume IV of the UPWP.

[Strategic Business Plan](#) - The Strategic Business Plan establishes the operational policies, goals and objectives of the Board to support the mission of the NJTPA. The current Business Plan was adopted by the Board in November 2010.



# TMA Service Areas





# NJTPA FY 2017 UPWP TMA PROGRAM

## PROGRAM MANAGEMENT GUIDELINES

All work and expenditures associated with the TMA Program must adhere to applicable federal and state regulations and circulars, and must be in keeping with the guiding principles and requirements of the program, including the FHWA grant program provisions ([23 CFR Part 420](#), [23 CFR Part 450](#), [49 U.S.C 5303](#), [49 CFR Part 613](#), and [2 CFR Chapter I, Chapter II, Part 200, et al. - Uniform Administration Requirements, Cost Principles and Audit Requirements for Federal Awards](#)), and the NJDOT's Basic Agreement and Task Order with NJIT and NJTPA (Prime Contract).

### **Program Management Activities**

TMA's shall provide program management and reporting information to support their TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP.

At minimum, required program management activities include the following:

- preparation of the following year's work program;
- maintenance of all TMA work program grant-related records and products;
- maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems;
- preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter;
- preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change;
- preparation of the final progress reports and invoice, due 15 business days after the end of the grant term; and
- preparation of the TMA Annual Report.

### **General Financial Guidelines**

1. Budgets may be developed using Labor and Direct Non-Labor Categories.
2. TMA's may allocate funds for fringe benefits and indirect (Facilities and Administrative) costs. However, the rates must be developed and certified in accordance with the Federal Acquisition Regulations and Code of Federal Regulations (2 CFR Parts 200.414, 200.415 and 200.431), and approved by the NJTPA in advance of the start of the fiscal year. Payment for fringe benefits costs and indirect costs of full-time and part-time TMA employees is permitted as a percentage of direct straight time wages, as approved by NJTPA.
3. All salary costs must be developed using time and effort per task according to the work program.

4. Current salary rates for each employee charged to the program must be supplied in advance to the NJTPA. If the salary rate changes, notification must be supplied in writing to NJTPA staff for review and approval.
5. The Program Management task activity budget shall not exceed 10% of the total estimate of the Core program goal area activities.
6. **Budget Adjustment:** 10% of budget may be transferred within Direct Non-Labor Expenses without pre-approval. 10% of budget may be transferred within Direct Labor Expenses without pre-approval. However, a copy of the revised budget must be submitted to central staff. Any budget adjustment which exceeds 10% within these categories must be submitted for approval to NJTPA staff.
7. **Budget Modifications:** All budget transfers between Labor and Direct Non-Labor categories require written approval. All requests must be in writing and must be submitted with a revised budget and staffing plan. Requests must be submitted no later than the end of the third quarter (the 31<sup>st</sup> of March). No budget modification will be granted in the 4<sup>th</sup> Quarter.
8. Copies of all invoices or receipts and proof of payment (i.e. - payment voucher, copy (ies) of check(s), financial statement; noting vendor, payment date, and check number) for direct non-labor expenses must be attached to the quarterly invoice. This includes employee expense reports or travel voucher forms, which must indicate destination and purpose of travel. The NJTPA will be unable to reimburse TMA expenses incurred without receipts.
9. All equipment purchases, including office, general or special purpose, computing devices, information technology systems, or capital equipment (regardless of dollar amount), are ineligible for reimbursement under this program.
10. Labor costs and expenditures of staff not listed on the staffing plan will not be reimbursed.
11. TMAs must submit quarterly reports and invoices whether or not the TMA is seeking reimbursement.
12. Monthly invoices may be submitted, at the option of the TMA, for reimbursement of labor expense only (including salaries, fringe and indirect/overhead cost). Direct non-labor expenses, however, can only be submitted for reimbursement with the quarterly invoices.
13. Costs incurred prior to or after the effective start date and end date of the TMA Work Program Subcontract are not reimbursable.
14. Back billing of expenditures is strongly discouraged. TMAs should not bill for expenditures incurred in previous quarters but should seek reimbursement in the quarter in which the expenditures (salary and non-salary) were incurred and, if applicable, in the quarter in which consultants were paid.
15. As a recipient of STP-NJ funding, the TMA is required to comply with all federal and state procurement guidelines and must comply with the annual federal and State audit requirements (2 CFR Part 200.331, 2 CFR Subpart F, and State OMB Circular 04-04-OMB); additional procedures for state audits may apply in accordance with the State Grant Compliance Supplement (see Department of Transportation listing on the New Jersey Office of Management and Budget website at: <http://www.state.nj.us/treasury/omb/publications/grant/index.shtml>).

16. Expenditures shall be documented in compliance with applicable federal and state guidelines and be made available for review. All records are to be kept by the TMA during the contract period and for a period of three years from the date of the final payment.
17. The TMA must use its own documented procurement procedures which reflect applicable State and local laws and regulations, provided that the procurements conform to applicable Federal law and standards identified in 2 CFR Parts 200.318 (General procurement standards) through 200.326 (Contract provisions).

### **Guidelines for Direct Non-Labor Expenses (Part II of the Work Program Budget)**

Non-labor expenses are defined in the appropriate Federal Acquisition Regulations and Codes of Federal Regulations. NJTPA will reimburse TMAs for non-salary direct expenses as provided for in the approved work program budget. Expenses related to non-labor items must be documented within the guidelines specified herein. Allowable charges include the following line items:

#### ***Line Item: Supplies:***

Allowable costs include:

1. Office supplies used to carry out the TMA work program (i.e. paper, pens, ink, etc.), which are not included with indirect costs. Note, computing devices are not eligible for reimbursement.

#### ***Line Item: Travel:***

Travel expenses and staff time spent at quarterly, roundtable, project coordination, and other meetings or training held at the request of NJTPA or hosted by NJTPA is reimbursable. A TMAC meeting held for the purposes of discussing aspects of the NJTPA TMA Program or for the main purpose of providing relevant technical program information directly to the TMAs is also reimbursable. Only one staff person from each TMA will only be reimbursed for travel expenses to any TMAC meeting, and for all NJTPA Board, Standing Committee and RTAC meetings. Additional staff may attend however; their costs will not be reimbursed through the TMA program.

Reimbursement for travel expenses for conferences, symposia or other similar events is also allowed under certain conditions. ***Travel expenses for such events must be pre-approved.*** Requests for approval for reimbursement of travel expenses for such events, if not included in the TMA's approved work program, must be submitted to NJTPA's program manager at least 30 days prior to the date of the event. Exceptions may be considered under special circumstances. The requests shall include an itemized list of anticipated travel expenses for each trip and a letter of justification for the trip.

Generally, travel for such events can only be approved for reimbursement under the following terms and conditions:

- the travel is essential to the services performed in accordance with the approved work program;
- the TMA staff person is making a presentation on a federally funded project or program;

- the conference or event has been sponsored by the U.S. Department of Transportation or U.S. Environmental Protection Agency and is consistent with TDM goals and objectives; and
- efforts have been made to keep the cost of the trip as low as possible and the costs are not excessive in terms of the TMA's approved other direct expenses.

Allowable travel costs include:

1. Hotel and transportation costs associated with conference travel:
  - TMAs must provide detailed receipts of all travel expenses and adhere to the current Federal Per Diem rates. Reimbursement will be based on actual expenditures with a cap not to exceed the federal per diem rates. (Information for current per diem rates can be found at [www.gsa.gov](http://www.gsa.gov).)
2. Parking and Tolls
  - Detailed receipts of all parking and toll expenses must be provided.
3. Mileage
  - Travel essential to the services performed in accordance with this Work Program may be reimbursed at actual cost on a public conveyance or in a privately owned vehicle at the lesser of the prevailing rate per mile authorized and paid by the TMA but not to exceed the amount authorized by the STATE (the mileage expense reimbursement remains at 31 cents per mile until further notice from the NJ Department of Treasury). TMAs must provide detailed receipts of travel expenses using a public conveyance. Proof of mileage in the form of a web-generated mileage calculator (e.g., MapQuest or Google) must also be submitted.
4. Meal Expenses Related to Overnight Travel
  - Reimbursement for all meal charges associated with overnight travel will be based on actual expenditures with a cap not to exceed the federal per diem rates. TMAs must provide detailed itemized receipts of all meal expenses.
    - TMAs may not charge for dining associated with daily travel such as attendance of a meeting or day conferences (i.e. purchase of lunch while attending NJTPA Board Meetings is unallowable). Alcohol is unallowable.
    - Gratuity is allowed on applicable meal charges. No gratuity will be allowed for services (i.e. maid/room service, bellhop, taxi, and etc.).
5. Meeting/Conference Agenda

***Line Item, Printing and Reproduction:***

Allowable costs include:

1. Costs of printing final reports, brochures, newsletters, promotional materials for events and educational campaigns, etc., which are directly applicable to and included in the TMAs' approved work program activities and budget.

***Line Item - Telephone:***

Allowable costs include telephone service fees that are not included with indirect/overhead costs, and are directly related to the TMA Work Program (i.e. fees for conference call meetings with NJTPA staff).

***Line Item - Postage:***

Allowable costs include direct costs associated with mailing documents for the TMA work program.

***Line Item - Conference/Training:***

Reimbursement for conferences and training must be specified and approved in advance by the NJTPA, and exclusively attributable to the TMA work program. A justification for attendance must be submitted and accepted.

***Line Item - Other:***

All items that are to be charged to “Other” must be specified and approved in advance, and exclusively attributable to the TMA work program.

***Ineligible Expenses:***

Staff time spent on TMA membership recruitment and solicitation, as well as other activities not represented in the application for federal funds, is not eligible.

Other ***ineligible expenses*** include the following list of items:

- Meals and refreshments (except for approved per diem for overnight travel)
- Travel, unrelated to the work program (without FHWA, NJDOT or NJTPA sponsorship)
- TMA Membership development or planning activities
- Professional development activities (without FHWA, NJDOT or NJTPA sponsorship)
- General-purpose, non-project-specific publications, promotional materials, or advertisements
- Equipment
- Bad debts, contributions, and donations
- Cash gifts and prizes
- Trinkets or giveaways to customers or clients
- Attendance at social events
- Defense and prosecution costs for criminal or civil proceedings and claims
- Entertainment expenses
- Alcohol
- Fund-raising and investment management costs
- Lobbying activities
- Under-recovery of costs under federal agreements
- Unauthorized consultant or vendor expenses

It is recognized that all budgets are forecast nearly one year in advance, and that TMAs may be required throughout the year to modify their budget. Therefore, individual exceptions that arise throughout the program year will be addressed on a case-by-case basis. Early notification allows NJTPA staff to provide the necessary assistance to ensure that work continues without interruption and that the TMA is able to fully expend the budget without disallowance. ***Budget Modifications are not allowed in the 4<sup>th</sup> quarter of the program.***

### **Guidelines for Awarding and Monitoring Consultant Work and Expenditures (Part IV of the Work Program Budget)**

1. Consultant services must be approved by the NJTPA. Consultants shall be retained in accordance with Federal regulations and standards (2 CFR Parts 200.318 through 200.326) and the NJTPA's "Procedures for Procurement of Professional Services".
2. TMA's cannot hire a firm(s), or vendor(s), to do
  - a. work beyond the work program's contract period;
  - b. work that is duplicative of the work already procured by the NJTPA or NJDOT for TDM and TMA programs; or
  - c. work in support of "Advanced Employer Services".
3. All project consultants must be registered to do business in the State of NJ. Business Registration Certificates are required for all consultants (primes and subconsultants).
4. Consultant contracts are subject to Title 49, Part 26, Code of Federal Regulations (49 CFR 26) entitled "Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs" and shall comply with the NJDOT's statewide DBE/ESBE participation goal in effect at the time of consultant solicitation.
5. ESBEs must be certified by NJDOT. DBEs may be certified by any participating member (NJDOT, NJ TRANSIT, and PANYNJ) under the NJ Unified Certification Program (UCP). Please Note: All certified DBEs are ESBEs. Certified DBEs will satisfy an ESBE contract goal. Firms certified as MBE/WBE/SBEs by the NJ Department of Commerce will not satisfy the DBE/ESBE requirement established under this program. However, the NJTPA does not discourage the use of such firms.
6. To be eligible for reimbursement, costs incurred must be included in the original consultant agreement scope of work and cost proposal, and must conform to Federal cost principles.
7. Carefully review invoices before issuing payment:
  - a. Check rates and personnel, should agree with cost proposal.
  - b. Check the math; please be sure the multiplication/addition is correct.
  - c. Consultants must adhere to federal and state cost principles (48 CFR 31.2), including Federal Travel Regulations and current Per Diem rates.
  - d. Check time and efforts reports to ensure that percentage of project completed agrees with percentage of project billed to date.
8. If the Consultant is required to produce extensive reports, maps, brochures and etc., be sure that the cost for these have been budgeted in the agreement.



9. Make sure project is on schedule. Get timely reports and invoices. Try to have consultant bill monthly, at most quarterly. This insures that you receive regular reports and that you are kept up to date on the project's status.
10. Alert the NJTPA Program Manager to any problems immediately.
11. Monitor ESBE/DBE goal. Alert the NJTPA as soon as possible if goal attainment is in question.
12. Amendments/Changes to Project:
  - a. Changes to scope of work. If during the course of this project it is discovered that the scope of work requires revision, the NJTPA should be notified immediately. Changes in project scope may require Board and FHWA approval.
  - b. Budget revisions. The NJTPA also must be aware of any budget changes. A change to the budget may affect the ESBE/DBE goal requirement. If changes to the budget or scope of work affect ESBE/DBE participation, the TMA will be required to request a waiver of exemption from the ESBE/DBE goal. The TMA must document that a good faith effort was made in order to meet the goal. All requests for a waiver of exemption from ESBE/DBE goal require the NJTPA's Executive Committee Approval.
13. Ask questions. The consultant is working for you. You should never be afraid to ask questions or direct the consultant to meet the project's needs.
14. All products of the consultant project shall be supplied to the NJTPA upon completion and acceptance by the TMA.

**Quarterly/Monthly Reporting**

***Submitting TMA Invoices and Progress Reports to the NJTPA:***

(A) Quarterly Report and Invoice Submission Deadlines

Quarterly Reports and Invoices are due 10 State business days after the close each quarter for the first through third quarters (1<sup>st</sup> - 3<sup>rd</sup>) for payment of actual costs incurred during the preceding calendar months. For the fourth (4<sup>th</sup>) quarter: the Final Reports and Invoices are due no later than 15 State business days after close of the final quarter. All consultant invoices for costs incurred during the fourth quarter must be paid within this period. **Reimbursement of costs incurred after June 30<sup>th</sup> will be disallowed.**

For FY 2017 the quarterly reports and invoices are due:

- 1<sup>st</sup> quarter (ending September 30<sup>th</sup>).....October 17, 2016
- 2<sup>nd</sup> quarter (ending December 31<sup>st</sup>).....January 17, 2017
- 3<sup>rd</sup> quarter (ending March 31<sup>st</sup>) .....April 17, 2017
- 4<sup>th</sup> quarter and Final (ending June 30<sup>th</sup>).....July 24, 2017

**At its option, the TMA may submit monthly invoices for reimbursement of labor expenses only.** Monthly invoices must be submitted to the NJTPA within ten (10) days of the end of each month for actual costs incurred for TMA staff salaries, fringe benefits and associated indirect/overhead costs calculated at the approved overhead rate

applicable to the same for such period. Any such amounts paid by the NJIT on behalf of the NJTPA shall be reconciled to the next quarterly invoice submission. Each monthly invoice submitted for reimbursement of TMA staff labor expenses shall have attached to it a corresponding monthly Employee Time Summary Report and Summary by Task Report (see link and sample *Cost Tracking System Reports* provided in Appendix C).

(B) Invoice Submission Requirements

*Signed Invoice*

**The TMA shall submit detailed invoices utilizing the NJTPA's standard invoice form**, which is generated from the NJTPA's web-based Cost Tracking System (CTS) for pass-through grant programs. See Appendix C for a sample standard invoice for payment form. ***Note: the Core Program budget and expenses should be tracked and invoiced separately from the Supplemental Program budget and expenses in the CTS.***

*Cost Tracking System Reports*

The following supporting financial reports should be generated and submitted with each quarterly invoice submission using the NJTPA's CTS. See Appendix C for sample financial reports.

- Budget Summary
- Employee Time Summary Report (*with the TMA's internally prepared, approved timesheets, signed by the employee's supervisor, also attached as supporting documentation*)
- Summary by Task Report
- Consultant's Quarterly Expenditures Report (if applicable)

If the TMA opts to submit a monthly invoice for reimbursement of TMA staff labor expenses, they only need to attach the corresponding monthly Employee Time Summary Report, Summary by Task Report, and employee timesheets.

*Direct Non-labor Expense Receipts*

Requests for reimbursement of actual costs incurred for allowable direct non-labor expenses shall be submitted with the quarterly invoices. All expense receipts or invoices for allowable direct non-labor expenses must be submitted with the quarterly invoices. This includes but not limited to: Printing, Postage/Express Mail, Travel Vouchers (should detail destination and purpose of trip, and include a web-generated mileage calculator) with toll, transit and parking receipts, and all other direct expense receipts and appropriate proof of payment. A summary of the expenses should also be included, organized by type, identifying specific tasks that they support where applicable.

*Payment Voucher for Consultant Services*

Requests for reimbursement of actual costs incurred for allowable consultant expenses shall be submitted with the quarterly invoices. This is a cost reimbursable program. **Back billing from a previous fiscal year is not permitted; where applicable, reimbursement must be sought in the billing period in which a consultant is paid.**

A TMA cannot seek reimbursement until it can provide documentation (**signed payment voucher issued by the Finance Department**) stating that the consultant has been paid. If signed payment voucher is unavailable, a copy of a check or financial statement will be sufficient. For example, if the TMA is billed in the 3rd quarter but does not pay the consultant until the 4th quarter, then reimbursement, accompanied by the payment voucher, the consultant's invoice with all supporting documentation, and activity summary, should be sought at the end of the 4th quarter.

**Note:** Invoices submitted with incomplete or unsigned payment vouchers or approved form of proof of payment will not be processed until proof of payment can be provided.

Consultant Invoice(s) and Supporting Documentation

- a. Approved Timesheets and Certified Payroll Summary.

*Sample Certified Payroll Language:*

*I (name and title of authorized personnel) do hereby certify that during the period covered by this payroll all personnel listed on certified payroll were gainfully employed in service for the subject project and their classification, rate of pay, hours worked and amount earned is a true and accurate report.*

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*Signature and date*

- b. A Certified Payroll Summary must provide the following information. See section on sample documentation for sample payroll summary.

- Name of Employee/Classification
- Date (Payroll period covered)
- Hours (by Task)
- Hourly Rate
- Total Salary
- Executed certification of accuracy by authorized personnel.

- c. Direct Expense Receipts

All direct expense receipts must be submitted with consultants' invoice. This includes but not limited to: Printing, Postage/Express Mail, Travel Vouchers (should detail destination and purpose of trip, and include a web-generated mileage calculator) with toll, transit and parking receipts, and all other direct expense receipts.

- d. Time and Efforts summary/progress report that shows % of project completed.  
e. Subconsultant invoices and supporting documents (same as above).

(C) Requirements for Quarterly Reports

Progress reports must be based on the tasks outlined in the original proposal/scope of work. TMAs must report on the progress of each activity every quarter. The quarterly reports must be cumulative and reflect all services completed within the 3-month quarterly period.

**TMA**s must use only the online pass-through grant management system established by the NJTPA (see Appendix A), which will allow for the TMA to structure a consistent reporting system on activities as they relate to the required and optional Goal Area Activities of the work program. The core required and encouraged task activities, and the supplemental task activities for the Quarterly Reports shall be organized as follows.

- ***Core Required***
  - Accessibility
  - Economic Development
  - Reliability
- ***Core Encouraged***
  - Environmental
  - Safety
- ***Supplemental***
  - Environmental
  - Safety
  - Street Smart NJ

The Quarterly Report for the FY 2017 work program year will consist of two components:

1. Online Report (for every activity); and
2. Performance Measures Spreadsheet (for every activity).

In the Narrative Report, TMA

s are to provide a detailed assessment of work progress relative to program objectives, including a brief description of activities undertaken in the quarter, significant accomplishments achieved during the quarter, and a summary account of the project budget and work completed. The TMAs also should briefly summarize any issues or challenges encountered during the quarter in implementing work program activities. Any approved revisions or modifications to the work program and/or budget must be noted.

The quarterly Performance Measures Report shall provide quantitative data on TMA

s inputs (e.g. employers contacted for Employer TDM Services) and outcomes (e.g. new employer clients starting TDM programs), for the current quarter and cumulative year to date (when applicable). The report shall be submitted in the supplied spreadsheet table document, and emailed after the narrative reports are submitted via the online system. Additionally, information on performance measures shall be summarized in the narrative report. Performance measures to be reported by each sub-core will consist of:

- Common measures that all TMAs will report,
- Performance measures specific to each TMA, and
- Performance measures related to tasks and activities that are funded by sources other than NJTPA.

TMA

s are encouraged to attach any additional quantitative and/or qualitative information they desire to the quarterly report, to supplement the data and narrative on the standard report.

Additionally, the NJTPA may request additional information from TMAs, to be used in the preparation of the annual TMA Program report. The NJTPA central staff or its contractors will collect this information at the time the annual report is being prepared.

### Narrative Quarterly Report

#### Project Description:

To be entered in the on-line reporting system once at the beginning of the new fiscal year, and not changed mid-year without prior approval. Include a brief description of the overall TMA work program funded through the NJTPA (please refer to your original proposal), including the project purpose, goals and objectives.

#### Activities Undertaken This Quarter:

Under each activity that is funded by the NJTPA, briefly describe the highlights of activities undertaken and accomplishments achieved in the quarterly period (preferably in bulleted format). In particular, describe activities in the program and tasks for which quantitative data are not easily collected or for which quantitative data do not capture key aspects of the activities.

#### Tasks/Activities Funded by Other Sources:

If applicable, briefly describe highlights of relevant activities undertaken and quarterly accomplishments in activities funded by other NJTPA subcontract agreements or public sources other than the NJTPA using the same task organization structure as used above. Coordinated Human Services Transportation Plan Update activities will be reported under this heading.

#### Performance Measures:

In the Narrative Report summarize the highlights of the specified TMA performance measures (which are included in greater detail in the Performance Measures Spreadsheet) to demonstrate the progress toward the primary and secondary performance goals for the TMA Program. The Performance Measures Spreadsheet shall include detailed data tables (in MS Excel format) with the complete list of performance measures and their statistics, for the current quarter and cumulative year to date (when applicable) and shall be submitted concurrently with the narrative report.

#### Products & Outcomes

Include a list and description of all interim and final products and outcomes by each sub-core completed during the quarter. Send any final products electronically to the NJTPA program manager including reports, documents, or other supporting information the TMA staff feels would be useful to the NJTPA in assessing TMA activities during the quarter.

#### Consultant Activities:

List all active consultant contracts, including the vendor's name, contact amount and the amount spent to date, if applicable. Provide a brief description of the consultant services completed during the quarterly period, referring the sub-core task activity they support.

### Budget Summary

Include the total amount of the overall TMA work program budget and the amount of the authorized funding that has been expended to date, including percentages of the budget expended and total work completed for each Goal Area for comparison. Please note that any variance greater than 10% between the percentage of work completed and the percentage of budget expended must be explained fully. Any approved revisions or modifications to the work program budget must be noted.

### ***Final Reporting:***

- TMAs must ensure that all tasks have been completed as stated in the original scope of work. To assure that expenditures are proper and in accordance with the terms and conditions of the TMA's work program's Federal award and approved work program budget, the final report and invoice requesting payment under the subcontract must include a certification, signed by an official who is authorized to legally bind the TMA, pursuant to 2 CFR Part 200.415.

### ***Submission Documentation Requirements:***

- One (1) original signed hard copy of monthly, quarterly or final invoice. Each invoice must include: Cost Tracking System reports, approved timesheets, receipts, payment voucher(s), and prime consultant invoices and supporting documentation, including subconsultant's invoices and supporting documentation (if applicable). Final invoice must also include or be accompanied by executed final release clause and certification statement (see sample documents sections for sample final invoice release clause and certification statement).
- One (1) hard copy of the quarterly and final progress reports, to be submitted with the quarterly and final invoices.
- One (1) electronic copy of all quarterly and final progress reports and invoices, to be emailed (please note, products defined in the work program must be available upon request).

**PROGRAM BUDGET**  
**(Source: Federal Surface Transportation Program Funds)**

<b>TMA</b>	<b>Proposed Budget</b>
Cross County Connection *	\$ 1,050,000
Greater Mercer TMA *	\$ 799,940
HART Commuter Information Services	\$ 430,000
Hudson TMA	\$ 520,000
Keep Middlesex Moving (KMM)	\$ 610,000
Meadowlink	\$ 1,330,000
Ridewise of Raritan Valley	\$ 450,000
TransOptions	\$ 915,000
<b>TOTAL PROGRAM</b>	<b>\$ 6,104,940</b>

\* Please note that funding for these two TMAs will be furnished through the DVRPC STP sub-allocation.





## **FY 2017 TMA WORK PROGRAMS**



**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Cross County Connection TMA  
FY 2017 WORK PROGRAM



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## CROSS COUNTY CONNECTION FY 17 WORK PROGRAM OVERVIEW

### Cross County Connection 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 = \$1,030,000 NJDOT/Safe Routes to School Work Program = \$180,277 NJ TRANSIT/TMA Work Program = \$80,000 Pascale Sykes (English Creek) Grant = \$ 65,000.00 Pascale Sykes (Pureland Shuttle) Grant = \$ 92,000.00 Pascale Sykes (Rt. 54 Shuttle) Grant = \$ 50,533.09
Office location	4A Eves Drive, Suite 114, Marlton, NJ 08053
Staff summary	13 Full Time Employees, 2 Part Time Employee

### Geographic and Demographic Information

Cross County Connection's service area includes seven counties in southern NJ, as follows: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester & Salem. As the table below shows, 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 (2010)	Persons under 18 years	Persons over 65 years	Area (sq. mi.)	Population Density (per sq. mi.)	Housing Units	Private Jobs
Burlington	448,734	23.2%	13.9%	820	561	175,615	165,029
Camden	513,657	24.4%	12.8%	228	2,321	204,943	162,752
Gloucester	288,288	24.4%	12.4%	336	895	109,796	81,253
DVRPC Region	1,250,679	24.0%	13.0%	1,384	1,259	490,354	409,034
Atlantic	274,549	23.3%	14.2%	610	494	126,647	113,919
Cape May	97,265	18.9%	21.6%	286	387	98,309	31,388
Cumberland	156,898	24.0%	12.6%	501	324	55,834	45,757
Salem	66,083	23.5%	15.0%	347	199	27,417	17,053
SJTPO Region	594,795	22.4%	15.9%	1,744	351	308,206	208,117
CCCTMA Region	1,845,474	23.1%	14.6%	3,128	790	798,560	617,151

Source: US Census Bureau, 2010 Census and NJ Department of Labor, 2009 Fact sheets

Transportation Infrastructure

Service Area Roadways:

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

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

COUNTY	State Highway	Toll Road	County	Municipal	Park	Total
	<b>Miles</b>					
Atlantic	144	53	373	1,337	19	1,926
Burlington	156	38	500	2,079	219	2,993
Camden	102	28	376	1,525	7	2,038
Cape May	75	32	199	722	21	1,050
Cumberland	89	0	539	643	0	1,270
Gloucester	152	20	400	1,042	0	1,613
Salem	86	9	359	421	5	880
<b>TOTAL</b>	804	180	2746	7,769	271	11,770

Source: Bureau of Transportation Data Development, Roadway Systems Section 2009

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 57 miles with three travel lanes in each direction. Between the Delaware Memorial Bridge and Bordentown are 43 Exits in the CCCTMA service area which provide connections with state highways and other interstate routes.

The New Jersey Turnpike is a toll road operated by the New Jersey Turnpike Authority which begins at the Delaware Memorial Bridge in Pennsville, Salem County and continues for 51.3 miles until Exit 7 in Bordentown, Burlington County at the northern extent of our service area. Included in this stretch of turnpike are 10 exits and 4 service plazas, 2 for each direction of highway. The NJ Turnpike Connector Bridge to I-95 in Pennsylvania occurs at Exit 6 in Burlington County and provides for 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 until the northern extent of our service area in Galloway Township, Atlantic County. The parkway connects with the Atlantic City Expressway and US Route 9 on its way northbound into the northern portion of the state.

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

**Bridges:**

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

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

<b>Bridge</b>	<b>Connection</b>	<b>AADT</b>
Ben Franklin	Camden City - Center City Phila.	106,090
Betsy Ross	Pennsauken - NE Philadelphia	39,800
Burlington-Bristol	No. Burlington County - Bristol, PA	23,973
Commodore Barry	Gloucester County - Delaware County, PA	38,588
Delaware Memorial	Salem County - Wilmington, DE	80,000
Tacony-Palmyra	No. Burlington County - Phila.	48,147
Walt Whitman	Camden City - South Phila.	115,522

Sources: Delaware River Port Authority, Delaware River & Bay Authority, DVRPC, 2010

**Ferries:**

The Delaware River Port Authority operates the RiverLink Ferry between Penn’s Landing in Philadelphia and the Camden Waterfront. The ferry service operates seasonally between Memorial Day and Labor Day. The

ferry provides access to center city Philadelphia and Camden City's regional tourist attractions and entertainment center, including Independence Hall, many museums, the Battleship NJ, The NJ Aquarium and others. The ferry also carries many commuters and bicyclists travelling between the two cities. Each ferry takes roughly 12 minutes to cross the Delaware River and with ferries departing every hour. Each ferry has a capacity of 600 passengers and the service had a total ridership of 109,946 in 2010.

#### Freight:

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

#### Public Transit:

The Cross County Connection service area is served by NJ TRANSIT bus and rail and PATCO. NJ TRANSIT operates approximately 40 bus routes with service oriented primarily towards Camden City and Atlantic City. The Rand Transportation Center in Camden City serves as a regional hub for NJ TRANSIT; most southern NJ buses serve the Rand Center. NJ TRANSIT also operates two rail services in southern NJ: the Atlantic City Rail Line and the River LINE. The Atlantic City Rail Line provides limited service between Philadelphia's 30<sup>th</sup> Street Station (Amtrak) and the Atlantic City Convention Center, with six stops in between; three in Camden County and 3 in Atlantic County. This service is designed primarily to accommodate visitors to the Atlantic City casinos. NJ TRANSIT's River LINE is a light-rail system providing service between Trenton and Camden City. The River LINE includes 20 stops; three in Mercer County, 11 in Burlington County and six in Camden County. The River LINE provides frequent service to accommodate commuters travelling to employment destinations and other locations.

The Delaware River Port Authority (DRPA) operates the PATCO High-Speed Line with frequent service between center city Philadelphia and Lindenwold, Camden County. This 14 mile rail line serves 4 stops in Philadelphia and 9 stops in Camden County. The rail service is well utilized by commuters travelling from Camden and Gloucester counties to employment in Camden County and Philadelphia.

Several counties also provide shuttle services open to the general public or disadvantaged populations travelling primarily to work sites. Burlington County is served by the BurLink bus system. This deviated fixed route system serves all populations, and includes 6 routes that provide peak period service between River LINE rail stations and employment parks in Burlington County. The South Jersey Transportation Authority (SJTA) also operates employment shuttle services in Camden, Gloucester and Atlantic counties. These services are contracted by employers who need transportation for their employees. Most of the shuttles pick up passengers at the Rand Transportation Center in Camden and bring them to worksites. Cumberland, Gloucester and Atlantic counties operate limited demand-based shuttle services for low income residents seeking transportation to employment locations.

#### Summary Transportation Infrastructure:

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

Trip Generator Information:

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

As the table below shows, approximately 81% of resident commuters in CCCTMA’s service area drive alone to work; approximately 9% carpool and 3.5% use public transit. As expected, the percentage of public transit users is highest in Atlantic (6.7%) and Camden (8.1%) counties due to the extensive rail and bus networks in the two counties. Commuters are more inclined to bike and walk to work in Cape May County. Compared to the entire state of NJ, resident commuters in the CCCTMA service area tend to drive along more and use public transit less.

MEANS OF TRANSPORTATION TO WORK

Transportation Mode	2010 County Estimate							CCCTMA Mean Est.	New Jersey Total Est.
	Atlantic	Burlington	Camden	Cape May	Cumberland	Gloucester	Salem		
Workers 16+ Years of Age	123,737	216,314	233,398	43,110	60,178	136,084	26,678	839,499	4,054,388
Drove alone	78.4%	82.9%	78.1%	75.9%	80.5%	86.1%	87.2%	81.3%	72.3%
Carpooled	8.6%	8.0%	8.3%	10.1%	11.8%	7.3%	7.0%	8.7%	8.4%
Public transportation	6.7%	3.5%	8.1%	1.1%	1.9%	2.1%	1.2%	3.5%	10.8%
Walked	2.9%	1.1%	1.8%	5.5%	1.8%	1.3%	1.7%	2.3%	2.9%
Bicycle	0.2%	0.3%	0.1%	2.7%	0.3%	0.0%	0.1%	0.5%	0.4%
Taxicab, motorcycle, other	0.8%	0.7%	0.9%	0.9%	2.4%	0.7%	0.2%	0.9%	1.6%
Worked at home	2.4%	3.5%	2.7%	3.8%	1.3%	2.5%	2.6%	2.7%	3.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: U.S. Census Bureau, 2010 American Community Survey

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 30.3 minutes. In Cross County Connection’s service area the average commuting time is 26.4 minutes indicating less traffic congestion and the close proximity of commuters’ residences and worksites.

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, 86% of Atlantic County’s resident workers work in the County and compared to only 47% and 49% 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 does not have a significant 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.

<b>CCCTMA Service Area County-to-County Worker Commute Flows</b>			
County of Residence	# of resident workers	% of resident workers commuting	Mean Travel Time (minutes)
<b>Total workers residing in Atlantic County</b>	<b>122,808</b>		
Employed in Atlantic County	105,925	86.3%	23.5
Employed in Cape May County	4,025	3.3%	
Employed in Cumberland County	2,985	2.4%	
<b>Total workers residing in Burlington County</b>	<b>214,553</b>		
Employed in Burlington County, NJ	120,705	56.3%	28.8
Employed in Camden County, NJ	27,450	12.8%	
Employed in Mercer County, NJ	22,865	10.7%	
<b>Total workers residing in Camden County</b>	<b>237,117</b>		
Employed in Camden County, NJ	129,215	54.5%	27.5
Employed in Burlington County, NJ	36,730	15.5%	
Employed in Philadelphia County, PA	32,100	13.5%	
<b>Total workers residing in Cape May County</b>	<b>43,241</b>		
Employed in Cape May County, NJ	32,720	75.7%	21.3
Employed in Atlantic County, NJ	6,490	15.0%	
Employed in Philadelphia County, PA	955	2.2%	
<b>Total workers residing in Cumberland County</b>	<b>62,962</b>		
Employed in Cumberland County, NJ	47,420	75.3%	24.1
Employed in Atlantic County, NJ	5,080	8.1%	
Employed in Gloucester County, NJ	3,485	5.5%	
<b>Total workers residing in Gloucester County</b>	<b>137,640</b>		
Employed in Gloucester County, NJ	65,061	47.3%	28.4
Employed in Camden County, NJ	26,390	19.2%	
Employed in Philadelphia County, PA	15,395	11.2%	
<b>Total workers residing in Salem County</b>	<b>30,302</b>		
Employed in Salem County, NJ	14,920	49.2%	31.0
Employed in Gloucester County, NJ	4,920	16.2%	
Employed in Cumberland County, NJ	3,355	11.1%	
<b>NJ Statwide Mean Travel Time</b>			<b>30.3</b>
Source: 2006-08 American Community Survey Estimates and 2010 Census			

## Cross County Connection Goals and Objectives

Cross County Connection's mission is to *Improve the quality of life in southern New Jersey through transportation solutions*. Based on this Mission Statement, Cross County Connection's Work Program is designed to meet the following goals and objectives:

- Implement traffic mitigation strategies to reduce congestion and provide for predictable roadway conditions through the promotion of commute alternatives, assistance with implementation of alternatives, and the dissemination of commute alternatives information.
- Improve the economic viability of employment centers and worksites by increasing the availability of commute alternatives in the region and encouraging the adoption of TDM strategies.
- Develop and maintain partnerships among local entities to improve coordination on common goals to ensure a region-wide approach to project implementation is carried out, where feasible, to promote greater efficiencies and utilization of resources in the region.
- Eliminate barriers to travel modes other than single occupancy vehicles through its continuing information, outreach and education efforts in direct support of the Mission Statement.
- Assist municipalities and counties improve transportation systems for all users in accordance with the TDM goals of NJDOT, NJTPA, DVRPC, SJTPO and FHWA.
- Improve air quality in Southern New Jersey in accordance with the goals of NJDEP, NJDOT and the MPOs.
- Improve transportation services to elderly, disabled, and other transportation disadvantaged populations in support of Federal, State and MPO goals of providing affordable, accessible transportation systems to current and future users.



## Cross County Connection Program Report FY 2017

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### **Goal Area Activity:** ACCESSIBILITY

*Description:* Increase traveler awareness and access to travel modes other than single occupancy vehicles. Provide assistance to commuters, residents, tourists and other travelers interested in receiving information on carpooling, vanpooling, public transit, bicycling, walking, and other non-drive alone modes of travel. Assist local governments with Complete Streets policies, planning, implementation and promotion of shuttle services, bicycle and pedestrian facilities and other Travel Demand Management (TDM)-related initiatives. Assist local governments with the identification of grants and other funding opportunities to implement shuttle services and bicycle/pedestrian facilities. Work with transit operators, the MPOs and others to continue to increase the ladders of opportunity for underserved communities. Continue to assist counties and transit operators with NJ JARC and 5310 applications to fund transit services which improve transit opportunities for low income individuals, seniors and persons with disabilities. Assist the MPOs and counties with the update and implementation of Coordinated Human Services Transportation Plans.

#### **Strategy:** Rideshare Matching & Trip Planning

*Description:* Provide rideshare matching assistance to travelers seeking a carpool or vanpool via a computerized rideshare matching system. Provide customized trip planning assistance for travelers using public transit and other non SOV modes.

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

- ◆ Utilization of rideshare database and assist commuters with all transportation needs

#### **Strategy:** Commute Alternatives Promotion & Incentives

*Description:* Educate travelers about commute alternatives and services available for commuting and other trips. Encourage travelers to use commute alternatives by providing incentives, such as the Caring Commuter Program, which offers travelers using a non SOV mode of travel discounts with participating merchants. Other incentives, such as Try Transit and Bike to Work Month, which promote the respective commute modes, may be utilized.

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

- ◆ Promotion of commute alternatives and incentives.

#### **Strategy:** Shuttle Planning & Marketing Services

*Description:* Assist counties and state and local agencies with the planning, design, funding, implementation, promotion, monitoring and evaluation of existing and proposed shuttle services. Coordinate shuttle services with NJ TRANSIT, PATCO and other public transit services. Promote services to the general public and employers/employees through print and electronic media outlets.

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

- ◆ Provide technical services, marketing & customer support for shuttle and transit services

#### **Strategy:** Complete Streets Assistance and Outreach

*Description:* Promote adoption and implementation of Complete Streets policies in municipalities and counties. Develop implementation plans and training programs and materials on best practices and outreach

efforts. Coordinate with NJDOT, VTC, NJTPA, DVRPC and SJTPO on their Complete Streets efforts.

**Products and Outcomes:**

◆Technical assistance & education efforts including Best Practices for implementing Complete Streets

**Strategy:** Bicycle & Pedestrian Planning & Education Program

*Description:* Provide planning assistance and promotion of bicycle and pedestrian projects and education programs. Assist local governments to implement new bicycle and pedestrian infrastructure improvements, including Bike Share programs, as well as support policy and planning efforts. Update county bikeway inventories, identify funding options for new bikeways, and provide bicycle facility information to the general public, community groups, and non-profits, governments and employers. Utilize local case studies to demonstrate best practices including a guide to bikeway facility types. Assist counties and municipalities with implementing the recommendations of their Bicycle Master Plans. Facilitate conversations between all levels of local government and other interested stakeholders to create partnerships. Foster a collaborative approach to funding and implementing bicycle infrastructure, programs and policies.

**Products and Outcomes:**

◆Technical assistance to implement bicycle & pedestrian policies & encourage new infrastructure

◆Inventory existing and proposed bikeways

◆Research and development of local bike share program

**Strategy:** Human Services Transportation Assistance

*Description:* Assist counties with the coordination, updating and implementation of Coordinated Human Services Transportation Plans. Assistance will include participation with organized efforts; liaison with other counties to provide a regional perspective; implementation, promotion, monitoring and evaluation of new and existing services. Assist transit operators with the writing and development of NJ JARC and 5310 grant applications to develop ladders of opportunity for disadvantaged populations.

**Products and Outcomes:**

◆Technical assistance to support Counties and DVRPC and SJTPO with updates to their Coordinated Human Services Transportation Plans and grant applications.

**Goal Area Activity:** RELIABILITY

*Description:* Communicate with the traveling public to provide an increase in dependable and predictable transportation services. Promote awareness of roadway construction and traffic impacts, coordinate with operating agencies and MPOs to plan traffic mitigation efforts for significant construction projects and special events and provide timely information to employers and employees on construction activity and traffic incidents. In the event of an emergency which prevents staff from accessing the office, a Contingency Operation Plan will permit them to work off site to continue communications with the traveling public.

**Strategy:** Emergency Contingency Plan

*Description:* Design and implementation of procedures to provide for the CCCTMA office activities continuation in the event of an emergency closure.



**Products and Outcomes:**

- ◆Written Emergency Contingency Plan
- ◆Operational capabilities from remote/off-site locations to maintain Organization's operations and outside communications.

**Strategy:** Congestion Mitigation Program

*Description:* Mitigate traffic impacts of roadway construction and traffic incidents by making the traveling public aware of such activities. Monitor traffic conditions and alerts received from RIMIS, NJ511, NJDOT DVRPC, NJ Turnpike and Parkway Authorities, DRPA, local and county governments, and public transit operators. Disseminate information through Alert Program which sends e-mails and text messages to subscribers. Website and/or newsletters will also be utilized to disseminate information regarding long-term construction projects which will have major impact on traffic conditions in region.

**Products and Outcomes:**

- ◆Disseminate information to traveling public regarding roadway and transit conditions.
- ◆Participate in corridor planning studies related to congestion mitigation.

**Strategy:** Technology Utilization

*Description:* Develop and utilize technology to improve the dissemination of travel information. Utilize driveless.com and other domains owned by Cross County Connection to host information. Host and maintain an interactive map showing the locations of public transit routes, bikeways and other features on driveless.com. Evolve websites and utilization of social media to meet changing informational needs and dissemination avenues available to general public. Continue to develop and modify transportation-related apps.

**Products and Outcomes:**

- ◆Continual development and upgrading of websites.
- ◆Utilization of social media.
- ◆Continue to develop transportation-related mobile apps and modify and improve existing apps.

**Goal Area Activity:** ECONOMIC DEVELOPMENT

*Description:* Provide outreach and assistance to employers to encourage the implementation of commute alternative programs. Promote the use of commute alternatives at worksites, by creating customized commute alternative plans to meet the unique commuting needs of specific employees at each location. Nominate eligible employers to the NJ Smart Workplaces for Commuters program.

**Strategy:** Employer Outreach

*Description:* Conduct outreach activities to inform employers of available programs and strategies designed to encourage employees to use commute alternatives. Conduct outreach to business groups, including realtors, HR groups, and others.

**Products and Outcomes:**

- ◆Provide print and electronic materials regarding commute alternatives to employer

groups, such as Chambers of Commerce, HR groups and others. Materials will be presented at meetings and events.

**Strategy:** Employer Assistance

*Description:* Provide technical assistance and guidance to employers to encourage them to implement commute alternatives programs at their worksites. Conduct worksite assessments to determine commuting needs of employees' at individual worksites. Provide customized materials and assistance based on the outcome the of worksite assessment. Encourage employers to participate in the NJ Smart Workplaces program and nominate eligible employers for recognition.

**Products and Outcomes:**

- ◆Worksite assessments and implementation plan.
- ◆Promote NJ Smart Workplaces program and nominate eligible employers.

**Goal Area Activity:** ENVIRONMENTAL

*Description:* Assist local and county governments and Green Teams with the implementation of transportation-related Sustainable Jersey Action Items. These Action Items may include, bike/ped audits and Master Plans, electric vehicle adoption, Complete Streets policies, SRTS activities, and other Action Items under the Transportation/Land Use and Health categories .Provide information to the traveling public regarding actions that can be taken to reduce air pollution from motorized vehicles by using commute alternatives through the promotion of the Air Quality Partnership.

**Strategy:** Sustainable Jersey Assistance

*Description:* Provide technical assistance and guidance to municipalities and Green Teams regarding transportation related Action Items included in the Sustainable Jersey certification program. Assistance to be provided for Action Items in the Land Use and Transportation and Health and Wellness categories.

**Products and Outcomes:**

- ◆Technical assistance to local governments and Green Teams to achieve SJ Certification

**Strategy:** Air Quality Partnership

*Description:* Encourage employers, employees and general public to participate in the Air Quality Partnership through the dissemination of materials and Air Quality Alerts. Encourage employers to sign up for Air Quality Alerts and provide information to their employees.

**Products and Outcomes:**

- ◆Increase participation in Air Quality Program.

**Goal Area Activity:** SAFETY

*Description:* Increase public awareness of roadway safety through the use of promotional materials and technical assistance to local and county governments. Promote local, regional and statewide safety initiatives, including NJTPA's Be Street Smart NJ Pedestrian Safety Campaign, targeting motorists, bicyclists and pedestrians.

**Strategy:** Conduct pedestrian and bicycle safety audits.

*Description:* Conduct pedestrian and bike safety audits in areas deemed unsafe for pedestrians and/or

bicyclists and recommend safety improvements. Audits will be conducted upon request by a local government, the MPO or NJDOT and will be supported by existing crash and safety data. Specific pedestrian and bike safety improvement recommendations will be provided.

**Products and Outcomes:**

- ◆Site specific bike/ped safety audits and recommendations

**Strategy:** Safety awareness and promotion.

*Description:* Promote and enhance safe and efficient travel by educating the traveling public about safety related issues. Provide safety awareness materials to the traveling public through transportation events, employer outreach and web based outreach. Provide traveling public with information and education from various sources including NJTPA, DVRPC, and SJTPO.

**Products and Outcomes:**

- ◆Utilize existing local, regional and statewide safety campaigns and materials to educate public, including the Be Street Smart NJ Pedestrian Safety campaign.

**Goal Area Activity:** SUPPLEMENTAL ENVIRONMENTAL

*Description:* Assist municipalities to implement their Complete Streets policies. Identify municipalities facing similar issues to implementation and organize informal meetings to discuss issues and Best Practices. Provide guidance and assistance to municipalities on grant applications to fund implementation of Complete Streets policies and plans. The adoption of Complete Streets policies will result in improved air quality by creating a more efficient transportation system that enables users of all abilities and modes to travel within the network.

**Strategy:** Lunch and Learn Complete Streets sessions.

*Description:* Twenty three municipalities and Camden County have adopted Complete Streets policies in

south Jersey, however many of these towns are struggling with how to actually implement these policies. There are many similarities in the issues that are hindering or slowing down implementation as well as several success stories that could be used as Best Practices. Cross County Connection will host a region-wide workshop for south Jersey municipalities and counties to discuss these Best Practices and learn from the experts. Cross County Connection will also host and facilitate small groups of municipalities facing similar issues to discuss how to implement Complete Strategies policies and share Best Practices and experiences from successful towns.

**Products and Outcomes:**

- ◆Work sessions for municipalities hosted and facilitated by Cross County Connection. Summary of sessions and recommendations for next steps.

**Goal Area Activity:** WORK FUNDED BY OTHER SOURCES

*Description:* Cross County Connection receives funding from various sources to implement projects. Funders may include NJDOT, NJTRANSIT, the Pascale Sykes Foundation, DVRPC, and others. Projects funded outside of the NJTPA TMA grant will be reported on. For FY17, the following projects are anticipated.

**Strategy:** Provide NJT customer service support and technical assistance to travelers, local governments and employers.

*Description:* NJ Transit-Provide customer service to travelers seeking information regarding NJ Transit bus

and rail services; advocate for new/improved public transit services; 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)

*Description:* Implement Safe Routes to School non-infrastructure program. Program encourages municipalities and schools to implement activities which promote and encourage children to walk and bike to school.

**Products and Outcomes:**

◆Conduct walking and bicycling events at K-8th grade schools

◆Conduct in-classroom Pedestrian Safety Education Program to third and fourth grade classes.

**Strategy:** Pascale Sykes Foundation Shuttle Program

*Description:* Provide administrative, technical and marketing support for shuttles funded by the Pascale Sykes Foundation. These shuttles include English Creek-Tilton Road Community Shuttle in Atlantic County, the Route 54/40 Community Shuttle in Atlantic County and the Pureland E-W Community Shuttle in Gloucester County. This assistance is above and beyond what is funded through the NJTPA grant program.

**Products and Outcomes:**

◆Provide Administrative, technical and marketing assistance to the Atlantic County Working Group regarding the implementation of the English Creek-Tilton Road Shuttle.

◆Provide Administrative, technical and marketing assistance to the Atlantic County Working Group regarding the implementation of the Route 54/40 Community Shuttle.

◆Provide technical and marketing assistance to the Gloucester County Working Group regarding the implementation of the Pureland E-W Shuttle.

**Goal Area Activity:** Street Smart NJ Optional Supplemental Task

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 Cross County Connection TMA will implement Street Smart NJ campaigns in select communities.

**Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination with Enforcement

## Efforts

*Description:* CCCTMA will expand and continue an existing and successful campaign along the Route 130 Corridor in Burlington County in up to seven communities. Community selection will be made with crash data supplied by Plan4Safety and in close coordination with the Burlington County Sheriff's department. Communities under consideration include Cinnaminson, Delran, Edgewater Park, Willingboro, and Florence.

CCCTMA will reach out to government officials, law enforcement, the business community, and other interested stakeholders to enlist their assistance spreading the message, and organizing outreach, enforcement, and evaluation. The education campaign will consist of public outreach including outreach directed at pedestrian traffic generating businesses, the distribution of program materials, social media, and earned media.

Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the campaign.

## **Products and Outcomes:**

- ◆ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in up to seven municipalities along Route 130 in Burlington County in coordination with municipal and law enforcement personnel.
- ◆ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.



## Work Program Promotion Plan

CCCTMA 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.

CCCTMA will use the following types of media in FY 2017 for the promotion of the programs, goals, and objectives of the work program:

**Electronic:** Web-based, social media (Facebook, Twitter), online promotions, and e-mail blasts to database of commuters, employers, and municipalities.

*Web-based:* With a robust and comprehensive, content-rich website on driveless.com, CCCTMA reaches a current average of 25,000 unique visitors a month who download over 12,000 electronic publications covering: accessibility, reliability, economic development, environmental, safety, and appropriate topics. Effectiveness is tracked with website data-management software to capture visitor data and analytical assessment.

*Social media:* CCCTMA's Facebook page currently has 250 likes, and 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 several times daily to effectively deliver short traffic, transit, and construction alerts to hundreds of followers.

*Online promotions:* Many media outlets, analog or digital, now also have accompanying web promotional offerings. CCCTMA will utilize these opportunities when available. Examples include: SJ.com, NJ.com, and sites connected to radio and regional print publications. Effectiveness is tracked and provided by the media outlet's digital metrics systems.

*E-mail blasts:* CCCTMA will use its Constant Contact e-mail account to deliver custom-created transportation messages and graphics to its database of over 10,000 regional subscribers with monthly messages covering all areas of the TMA Work Program core areas. Additional email address subscribers are captured through on-line sign up /opt-in at driveless.com, as well as paper form submission at on-site commuter and transportation events.

**Print communications:** Newsletters, brochures, flyers, and general transportation-themed publications for distribution to over 335 public sites in the seven-County southern New Jersey service area.

*Newsletter:* CCCTMA designs an in-house, award-winning quarterly magazine publication, EasyRider. Typically 16-20 pages long, full color, and direct mailed to a subscriber list of 10,000 readers. Additional copies are printed (20,000 in total), for year-round distribution at public locations in the seven-County service area.

*Marketing collateral:* CCCTMA maintains a regular publishing of brochures, flyers, maps, transit guidebooks, and information cards, all designed in-house, to promote the TMA work program's core sections of activity. An average of over 150,000 printed pieces are distributed annually in the CCCTMA seven-County service area.

*Print advertising:* Several times a year, CCCTMA displays graphical promotions in regional print publications, newspapers, and magazines. The circulation is audited and measured by the respective publications. On average, print ads reach an audience of 40,000 readers per ad run.

**Mass media and broadcast:** Radio spots, cable TV promotions. CCCTMA will run occasional pre-recorded announcements on regional radio stations (e.g., SoJO 104.9), to promote commuter and transportation awareness to the general public. Radio stations are effectively measured by Arbitron for listenership. An average CCCTMA 30-second, radio spot campaign can reach upwards of 250,000 people. CCCTMA promotes general TMA awareness to the public with an annual cable TV campaign on Comcast Cable TV, to target households in the seven-County service area. Cable subscribership is measured in the hundreds of thousands of viewers.

**Outdoor appearances/events:** CCCTMA attends several outdoor festivals, commuter fairs, and employer benefits expos throughout the calendar year. The purpose of these appearances is to provide outreach to the general community, answer transportation questions, further disseminate CCCTMA literature, and direct attention to online offerings at [driveless.com](http://driveless.com). The effectiveness of these events and appearances is measured by the event hosts' report on anticipated turnout and audience attendance. Typical events see up to 1,000 people with hundreds of pieces of transportation literature distributed.

**Special co-partnership:** During the baseball sporting season, CCCTMA maintained a promotional relationship with the Camden Riversharks minor-league professional baseball team. CCCTMA's graphical signage visibly advertised "driveless.com" at the stadium's entrance, and thousands of pieces of TMA literature were distributed from May to September. Effectiveness is measured by ballpark attendance, which averages 3,000 people per game, with a season average of 50 home games each year. As of this report submission, the Camden Riversharks organization has ceased operations, and a new baseball team is likely to utilize the stadium. CCCTMA will respond accordingly when a new team is established.

[http://www.philly.com/philly/news/new\\_jersey/20151021\\_Riversharks\\_end\\_operation\\_in\\_Camden.html](http://www.philly.com/philly/news/new_jersey/20151021_Riversharks_end_operation_in_Camden.html)



## PROGRAM MANAGEMENT

### Description

CCCTMA will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2014 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 457,161		
	2. FRINGE BENEFITS	61.53% FT / 12.01% PT	\$ 269,392		
		<b>SUBTOTAL</b>	<b>\$ 726,553</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 450		
	2. TRAVEL		\$ 3,709		
	3. PRINTING & REPRODUCTION		\$ 39,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 10,103		
	6. CONFERENCE/TRAINING		\$ 2,000		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 37,500		
		<b>SUBTOTAL</b>	<b>\$ 92,762</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	50%	\$ 230,685		
			<b>SUBTOTAL</b>	<b>\$ 230,685</b>	100%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	<b>\$ -</b>	100%
			<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,050,000</b>	100%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 1,000,000</b>	
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 50,000</b>	

This estimated budget is based upon projected costs to perform the FY 2017 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: \$ 1,050,000      Local Match: \$ -      Total: \$ 1,050,000**

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA**

**FY 2017 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
PROGRAM PROMOTIONS	\$ 31,500.00
APPLICATION DEVELOPMENT TECHNICAL ASSIST	\$ 5,000.00
COMPLETE STREETS WORKSHOPS - ROOM RENTAL	\$ 1,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 37,500.00</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2017 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	8,135	\$ 346,554	\$ 56,453	\$ 109,229	\$ -	\$ 512,236
Core Goal Area Activities - Economic Development	1,100	\$ 43,360	\$ 5,250	\$ 13,546	\$ -	\$ 62,156
Core Goal Area Activities - Reliability	4,175	\$ 181,021	\$ 15,900	\$ 57,517	\$ -	\$ 254,438
Core Goal Area Activities - Environmental (optional)	880	\$ 35,875	\$ 3,300	\$ 11,207	\$ -	\$ 50,382
Core Goal Area Activities - Safety (optional)	1,165	\$ 54,984	\$ 6,650	\$ 17,177	\$ -	\$ 78,811
Program Management	805	\$ 30,279	\$ 500	\$ 11,198	\$ -	\$ 41,977
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>16,260</b>	<b>692,072</b>	<b>88,053</b>	<b>219,875</b>	<b>-</b>	<b>1,000,000</b>
Supplemental Goal Area Activities - Environmental (optional)	433	\$ 20,541	\$ 3,003	\$ 6,456	\$ -	\$ 30,000
Supplemental Goal Area Activities - Safety (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Goal Area Activities - Street Smart NJ (optional)	284	\$ 13,940	\$ 1,705	\$ 4,355	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>717</b>	<b>34,481</b>	<b>4,709</b>	<b>10,810</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>16,977</b>	<b>\$ 726,553</b>	<b>\$ 92,762</b>	<b>\$ 230,685</b>	<b>\$ -</b>	<b>\$ 1,050,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William J. Ragozine, Executive Director	65%	1350
Ronda R. Urkowitz, Program Director	55%	865
Joseph Wilson, Marketing Director	68%	1405
Marianne E. Sperry, Office Manager	62%	1296
Stephen W. Holt, GIS Analyst	62%	1296
Patrick C. Farley, Senior Land Use & Transportation Planner	64%	1335
Thomas Hillman, Transportation Specialist	64%	1341
Sean Schweitzer, SRTS Coordinator	17%	350
Marili Tapia, Research Assistant	53%	1100
Michele Geiger, Marketing Outreach Specialist	66%	1369
Kacie Manzo, Graphic Artist	70%	1450
Dorin Foster, Administrative Assistant I	67%	1390
Jill Wunder, Administrative Assistant II	67%	1390
Sopha Mowad, Bookkeeper	51%	530
Intern/Web Developer	61%	510
<b>TOTAL</b>	<b>59%</b>	<b>16977</b>

**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Greater Mercer TMA  
FY 2017 WORK PROGRAM



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## **GREATER MERCER TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

Greater Mercer TMA (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, 5317 New Freedom grant and Highway Traffic Safety.

GMTMA also has member companies that we work with. Our members include Bloomberg, A-1 Limousine, Pepper Hamilton LLC, West Windsor Township, Robbinsville Township, New Jersey Manufacturers, West Windsor Parking Authority, Princeton Forrestal Center, Starr Tours, Stout's Transportation, Johnson & Johnson, Bank of America, East Windsor Twp., Montgomery Twp., Municipality of Princeton, Steven & Lee, ETS, Princeton University, and Princeton Healthcare, Hamilton Continuing Care, Hyatt and Amazon.

### **Staff:**

The GMTMA staff for the NJTPA work program is comprised of eight full time staff and 2 part time staff positions and one open short-term intern position.

### **Service Area Description**

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

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

Mercer County's 13 municipalities are home to 368,000 people in 226 square miles, with 10% of the US population within a 75-mile radius. Land use ranges from highly urbanized in 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 most recent figures from the American Community Survey, 26% of the Mercer County population was under the age of 20 and 18.5% were 60 or older. The median age is 38 years. The racial makeup of the county was 54% White, 19.5% Black or African American, 0.2% Native American, 9% Asian, 0.1% Pacific Islander, and 2 % from other races or two or more races. Hispanic or Latino of any race was 15.5% of the population. The median household income is \$73,480. Approximately 17% of the households have income levels under \$25,000/year.

Mercer County has a robust transportation network that includes Interstates 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), a light rail system and a SEPTA regional rail station. In addition, NJ TRANSIT operates 12 bus routes, SEPTA operates one bus route and the County runs the Rt. 130 JARC route. Princeton is also served by Princeton University's Tiger Transit bus system which consists of eight fixed routes.

According to the 2013 American Community Survey, Mercer County residents commuted to work by the following means: 71% drive alone to work, 10% carpool, 8% use public transportation, 4% walk, 1% bike, 2% use other means, and 5% work at home.

Ocean County is the second largest county in the state, containing 638 square miles that include a 45-mile coastline along the Atlantic Ocean. As a result of unprecedented growth in the past three decades, more than 578,000 people reside in Ocean County. The town of Lakewood is one of the fastest growing towns in the State and saw an increase of over 32,000 residents from 2000 to 2010, the largest increase in the State and making Lakewood the seventh most populous town in New Jersey.

Education and health services are the largest employment sector in Ocean County and account for its largest job gains. Major employers also include the county and local government, Six Flags Theme Park, Lakehurst Naval Station, Kimball 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.

In 2013, 25.5% of Ocean County's population was under the age of 20 and 28% were 60 or older. The median age was 42.6. The racial makeup of the county was 86% White, 3% Black or African American, 0.1% Native American, 2% Asian, <0.10% Pacific Islander, and 1 % from other races or two or more races. Hispanic or Latino of any race comprises 8% of the population. The median household income is \$61,136. Almost 19.1% of the households had an income under \$25,000.

Ocean County's roadways include the Garden State Parkway, Routes 9, 72, 34, 35, 36 and 37 and 195. The county has its own bus system, Ocean Ride, which currently consists of 10 bus routes. Ocean County is served by the North Jersey Coastline Rail Line at Point Pleasant Beach and Bay Head and NJ TRANSIT buses.

According to the 2013 American Community Survey, Ocean County residents commuted to work by the following means: 82% drive alone to work, 8% carpool, 2% use public transportation, 1.5% walk, 0.5% bike, 1% use other means, and 4.5% 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.



## Greater Mercer Transportation Management Association Program Report FY 2017

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### **Goal Area Activity:** Core Accessibility

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

#### **Strategy:** Rideshare Matching and Trip Planning

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

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

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

#### **Strategy:** Bicycle and Pedestrian Education and Programs

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

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

- ◆ GMTMA will organize, promote and encourage bicycling and walking through activities including Bike to Work Week, and bike and pedestrian safety education.
- ◆ GMTMA supports bicycle and pedestrian infrastructure with activities such as managing the bike locker program at Princeton Junction, Hamilton and Point Pleasant Rail Stations, participating in and/or facilitating bicycle and pedestrian task forces, and taking inventory of bike parking facilities.

#### **Strategy:** Incentives

*Description:* Greater Mercer TMA will provide our Emergency Ride Home, vanpool empty seat subsidy

(VanBuck\$) and Green Commuter Rewards incentive programs. We will also work to develop and implement new incentive programs that encourage travelers to try and continue using travel alternatives.

Emergency Ride Home-Our program provides up to four emergency rides home per year to eligible participants. To be eligible the person must be enrolled in GMTMA's rideshare database and have commuted by means other than a single occupant vehicle on the day the ride is needed. Emergency rides cannot be provided for weather related closings, planned appointments or planned overtime.

VanBuck\$ is an ongoing program and provides empty seat subsidies for three months to new and existing vanpools that need riders. Vans must be at least 75% full to qualify. Staff will identify vanpools that are in jeopardy of disintegrating because of lack of passengers and coordinate payment with the vanpool providers for all subsidized seats. Staff will also promote this program to jump start new vanpools that may not yet have enough people for a full van.

The Green Commuter Rewards incentive program from GMTMA offers qualified commuters rebates for online purchases. Green Commuter Rewards provides access to online stores, who in turn, offer discounts and rebates for purchases. The program is available to commuters who carpool, vanpool, use mass transit, or walk or bicycle for 15 times over a 60 day period.

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

- ◆ Provide alternative commute incentives

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

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

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

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

#### **Strategy:** Human Service Transportation Efforts

*Description:* Greater Mercer TMA will participate in activities that work to provide, support and improve transportation services to elderly, disabled, low income residents and other transportation disadvantaged populations. Developing ladders of opportunity by identifying and addressing transportation activity gaps will be part of this work. An integral part of this work is the provision of GMTMA's transportation service for seniors and visually impaired adults that serves Mercer County, Plainsboro and the southern portion of Montgomery.

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

- ◆ Continued provision of RideProvide services to senior citizens and visually impaired

adults.

- ◆ GMTMA will provide information and assistance to transportation disadvantaged populations. These activities will include transportation options counseling and travel training. It also includes maintaining and/or updating the Mercer County Mobility Guide, the Ocean Ride Guide, RideProvide website, and NJ Find a Ride website.
- ◆ GMTMA will continue its participation on the Mercer County Coalition for Coordinated Transportation and Ocean County's Transportation Advisory Committee for Senior Citizens and Persons with Disabilities. Additionally, GMTMA will participate in the local efforts to update and implement the County and Regional Coordinated Human Services Transportation plans.

**Goal Area Activity:** Core Reliability

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

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

*Description:* GMTMA will perform as needed congestion mitigation activities for the purpose of reducing the impact of construction and traffic related congestion along major corridors in Mercer and Ocean Counties. This will include using social media and the GMTMA website to inform, printing and distributing printed materials as needed, providing information on impacts of construction and alternate routes, maximizing usage of existing park and ride lots, publicizing temporary park and ride carpool lots and shuttle services, related to the construction and set up for the duration of the construction, maintaining our own contingency plan to ensure our continued operation and outreach directly to employers.

**Products and Outcomes:**

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

**Strategy:** Participation in Regional Planning Efforts

*Description:* GMTMA will continue its advisory role in the Central Jersey Transportation Forum (CJTf). The forum is comprised of representatives of three counties, 18 municipalities, two MPOs, and other stakeholders with the mission of working collaboratively to improve mobility in the Route 1 Corridor. GMTMA also serves on both the Transit Action Group and the Forum Steering Committee. The Executive Director provides updates to the forum on the work of the TMA.

**Products and Outcomes:**

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

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

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

**Products and Outcomes:**

- ◆ GMTMA will update its contingency plan as needed

**Goal Area Activity:** Core Economic Development

*Description:* Greater Mercer TMA will serve as a primary Employer TDM Services (ETS) contact for employers and other demand generating sites (transportation facilities, educational institutions, shopping centers etc.) in Mercer and Ocean County and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, Greater Mercer TMA will conduct aggressive outreach to a broad range of employers to inform them of availability of ETS opportunities and encourage use of ETS assistance to develop or expand worksite TDM programs. GMTMA will participate in the development of outreach and education materials and tools, participate in training to support effective outreach, and provide the assistance for an employer to set up a TDM program. This effort may include working with municipalities to encourage or require employers to include TDM strategies as part of development or redevelopment plans and/or to work with GMTMA.

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

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

**Products and Outcomes:**

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

**Strategy:** Employer TDM Assistance

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

he services offered by GMTMA will include but not be limited to:

GMTMA will perform an onsite needs assessment and conduct an inventory of transit availability, parking, bike/pedestrian facilities, other amenities and site features as appropriate to assist in determining obstacles and resources to an effective TDM program.

GMTMA will customize a survey instrument to the employer's specifications if requested. GMTMA will



coordinate survey distribution and tabulation, including on-line surveys and analyze and summarize the results in a report with recommendations

GMTMA will develop customized relocation service packages for employers to include information on commute options to the worksite.

GMTMA will provide TDM strategy assistance to employers that will include but not be limited to education on pre-tax commuter benefits, setting up alternate work arrangements and parking management techniques or assisting in the development on an internal “green commute” page.

GMTMA will provide information and resources on TDM strategies that can be used for Leadership in Energy and Environmental Design (LEED) credits to interested businesses. GMTMA will prepared carbon footprint reports for transportation related activities for employers.

Shuttle service development and assistance will be promoted and offered.

The NJSW will be promoted including identifying and contacting employers to inform them of the program and invite them to join, assisting interested employers to enroll, plan and/or participate in events to recognize employer participants.

**Products and Outcomes:**

- ◆ Provide employer TDM assistance

**Goal Area Activity:** Core Environmental

*Description:* GMTMA will promote actions that reduce the impact of pollution from transportation activity and work to conserve resources affected by transportation activity.

**Strategy:** Air Quality Education

*Description:* The purpose of this strategy is to inform and educate the public on how air quality can affect their health and on how their choices related to transportation can directly impact the environment.

**Products and Outcomes:**

- ◆ GMTMA will educate on the environmental impacts of transportation through our anti-idling toolkit and other air quality programs. GMTMA will continue to reach out to schools and municipalities/green teams to promote anti-idling/air quality awareness and to use GMTMA for education programs and as an information resource. At the school level we will work to coordinate this effort with SRTS. Anti-idling information will be included in our transportation fairs.
- ◆ Ozone Action Alerts-GMTMA will continue to post information on ozone action days on our website and on twitter. Employers will be encouraged to sign up with NJ TRANSIT for Ozone Passes.

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

*Description:* GMTMA will assist municipalities and Sustainable Jersey Green Teams in reducing the environmental impact of transportation and work with the MPOs in environmental working groups. Assistance includes but may not be limited to assisting with bicycle and pedestrian audits and plans, anti-idling campaigns, safe routes to school programming, complete streets planning, and New Jersey Smart

Workplaces.

**Products and Outcomes:**

- ◆ GMTMA will assist municipalities in reducing the environmental impact of transportation. This will include assisting with Sustainable Jersey Certification related to transportation, being a resource for TDM for LEED credits and providing information on alternative fuel vehicles.

**Goal Area Activity:** Core Safety

*Description:* GMTMA will promote safe and efficient travel via educational programs. Safety topics include but are not limited to bicycle and pedestrian issues, distracted driving, winter driving, Vision Zero (and other priorities identified in the 2015 NJ Strategic Highway Safety Plan), and animal-vehicle collisions.

**Strategy:** Safety education programming

*Description:* GMTMA will provide safety education through outreach at community and employer fairs, libraries, and via the GMTMA website and social media, and through partnerships with community groups.

**Products and Outcomes:**

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

**Goal Area Activity:** Supplemental Safety

*Description:* GMTMA will work to advance safer and more complete streets through programming aimed at improving the overall safety of the environment and improving the personal safety of individuals.

**Strategy:** Identify problems and develop solutions for improvements in the physical environment to improve bike and pedestrian safety.

*Description:* GMTMA will perform bicycle and pedestrian audits, partnering with community groups, NJDOT and MPOs when appropriate. Plan4Safety crash data will be used to help identify areas for audits. Areas will also be selected based on adjacent land uses such as senior centers or housing and school areas as well as upon request. GMTMA will identify and report on solutions for improved conditions to the street and roadway network to increase safety for pedestrians and bicyclists. We will work with municipalities to encourage street solutions that are multi modal and improve safety.

**Products and Outcomes:**

- ◆ Conduct bicycle and Pedestrian audits--identify and report on conditions and present solutions for the sidewalk and roadway network to increase safety for pedestrians and bicyclists.

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

*Description:* This strategy aims to provide bike and pedestrian safety education through an expansion of GMTMA's current outreach to provide bike safety education. GMTMA currently does street level outreach to provide safety equipment to individuals who bike to work. Staff does outreach to managers at locations throughout Ocean and Mercer County where bikes are seen and where it is typical to see workers bike to work, ex. restaurants, gas stations, car washes. With the managers consent we provide safety education information (English/Spanish) and safety equipment such as reflective vests and bands, helmets with reflective decals and lights to the workers who need them. This outreach includes helmet fittings and

mounting the lights to the bikes. It may also include outreach through participation at health fairs and partnering with law enforcement to further expand its impact. Pedestrian safety education will also be included in this activity. With additional staff time dedicated to this work we will be able to expand the outreach and its impact.

If additional time is needed for the Street Smart NJ work beyond the supplemental program for Street Smart it will be included in this strategy.

**Products and Outcomes:**

- ◆ Conduct outreach and educational programming to enhance bicycle and pedestrian safety
- ◆ Participation in the Street Smart Safety Campaign

**Goal Area Activity:** Work Funded By Other Sources

*Description:*

**Strategy:** Safe Routes to School

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

**Products and Outcomes:**

- ◆ Develop Safe Routes to School Program

**Strategy:** Mobility Management-New Freedom Grant

*Description:* GMTMA is providing mobility management to implement Mercer County's Human Service Transportation Coordination Plan.

**Products and Outcomes:**

- ◆ Implement Activities Related to the New Freedom Grant

**Strategy:** Highway Traffic Safety

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

**Products and Outcomes:**

- ◆ Conduct bicycle and pedestrian safety campaigns

**Goal Area Activity:** Street Smart NJ Optional Supplemental Task

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 Greater Mercer TMA will implement Street Smart NJ campaigns in select communities.

**Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination with Enforcement Efforts

*Description:* Greater Mercer TMA plans to implement Street Smart NJ campaigns in up to four municipalities, continuing or expanding campaigns in Lakewood and Toms River and initiating one month campaigns up to two new locations. New communities will be selected based on crash data, as well as interest expressed by the community and expected levels of participation. As part of this task, GMTMA will analyze pedestrian-motor crashes, evaluate physical conditions and human behavior at crash locations, and discuss the issue with the community.

The TMA will work with local government and law enforcement to gain support for a high visibility campaign in the selected locations that utilizes printed material, local access television, volunteer outreach, social media, as well as Street Smart NJ developed out of home media. Volunteers will receive outreach training if necessary.

Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the campaign

**Products and Outcomes:**

- ◆ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in up to four municipalities in the Greater Mercer TMA service area in coordination with municipal and law enforcement personnel.
- ◆ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

## GMTMA Work Program Promotion Plan

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.

Greater Mercer TMA will use the following types of media in FY 2017 for the promotion of the programs, goals, and objectives of the work program:

**Newsletters:** The TMA will distribute our monthly newsletter by email via an email marketing tool such as 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 anti-idling. Effectiveness will be measured by general opens rates or the email as well as measuring the web traffic generated by the mailing.

**Facebook:** GMTMA will regularly post on facebook information about our programming and have postings on topics related to our work (biking, pedestrian safety, ridesharing etc.). Our blog postings are also linked to the facebook page. Effectiveness will be measured by tracking the number of likes for the page, likes for postings, shares and traffic.

**Twitter:** Twitter will be used to deliver messages on local traffic incidents and congestions, NJ TRANSIT delays and schedule changes, announce Ozone Action days, GMTMA programs and general tweets on topics related to our work program. Effectiveness will be measured by the number of followers, re-tweets, and traffic.

**Pinterest:** Pinterest will be used to visually share and promote various transportation related themes such as bicycling, commuting, distracted driving etc.

**Website:** GMTMA's website promotes all of the work in our work program. To focus on certain efforts we change the slides in the slideshow on our homepage. Additionally, during the spring the website will also host our Bike Month page with information about bike to work week and other bike month activities. As needed we will add additional pages to the site to promote new programs. Effectiveness will be tracked by the traffic to the site.

**Direct Mail:** Direct Mail will be used to make new residents aware of sustainable mobility choices in the region and GMTMA. Direct mail may also be used to promote specific work related projects. Effectiveness will be measured by the number of people requesting new resident information kits and the number of cards distributed by realtors and property managers and/or by the number of hits to program specific webpages.

**Brochures:** As needed, GMTMA will produce or reprint brochures for TMA programs and services, carpooling, vanpooling, SRTS and other TDM measures. Effectiveness will be measured by the number distributed.

**Advertising:** GMTMA will look at exploring the following advertising methods to promote GMTMA work program projects and services:

- Radio spots

-Online advertising in local Patch sites

-Print advertising in local newspapers and Chamber newsletters or magazines

Effectiveness will be measured by the number of website hits, phone calls and new registrants to programs.

## PROGRAM MANAGEMENT

### Description

GMTMA will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Greater Mercer TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 330,748		
	2. FRINGE BENEFITS	43.0% FT / 15.0% PT	\$ 127,880		
		<b>SUBTOTAL</b>	<b>\$ 458,628</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 1,800		
	2. TRAVEL		\$ 3,456		
	3. PRINTING & REPRODUCTION		\$ 4,966		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 1,310		
	6. CONFERENCE/TRAINING		\$ 2,397		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 9,710		
		<b>SUBTOTAL</b>	<b>\$ 23,640</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	90%	\$ 297,673		
			<b>SUBTOTAL</b>	<b>\$ 297,673</b>	100%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	<b>\$ -</b>	100%
				100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 779,940</b>	100%	0%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 749,940</b>	
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 30,000</b>	

This estimated budget is based upon projected costs to perform the FY 2017 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: \$ 779,940      Local Match: \$ -      Total: \$ 779,940**



**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Greater Mercer TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 4,200.00
VanBuck\$	\$ 2,000.00
Website updates	\$ 3,000.00
Other Misc. Public Outreach	\$ 510.34
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 9,710.34</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Greater Mercer TMA  
FY 2017 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	7,313	\$ 334,526	\$ 15,510	\$ 214,023	\$ -	\$ 564,060
Core Goal Area Activities - Economic Development	1,136	\$ 60,520	\$ 3,137	\$ 38,895	\$ -	\$ 102,553
Core Goal Area Activities - Reliability	127	\$ 3,926	\$ 900	\$ 2,749	\$ -	\$ 7,575
Core Goal Area Activities - Environmental (optional)	295	\$ 9,137	\$ 1,450	\$ 5,750	\$ -	\$ 16,337
Core Goal Area Activities - Safety (optional)	69	\$ 2,106	\$ 1,200	\$ 1,494	\$ -	\$ 4,800
Program Management	756	\$ 30,882	\$ 550	\$ 23,184	\$ -	\$ 54,615
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>9,696</b>	<b>441,096</b>	<b>22,748</b>	<b>286,096</b>	<b>-</b>	<b>749,940</b>
Supplemental Goal Area Activities - Environmental (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Goal Area Activities - Safety (optional)	593	\$ 17,531	\$ 892	\$ 11,577	\$ -	\$ 30,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	353	\$ 12,149	\$ -	\$ 7,851	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>946</b>	<b>29,680</b>	<b>892</b>	<b>19,428</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>10,642</b>	<b>\$ 470,776</b>	<b>\$ 23,640</b>	<b>\$ 305,524</b>	<b>\$ -</b>	<b>\$ 799,940</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Cheryl Kastrenakes/Executive Director	79%	1538
Joan Lockwood-Reck/Marketing and Service Manager	42%	825
Carol Staats//Ride ProvProgDirector	89%	1730
Adele Clark/Commuter Services Mgr	83%	1627
Chad Dixson-Mobility Mgr	49%	957
Portia Edwards-Gyampo/Office Manager	2%	45
Jerry Foster/Bike and Pedestrian Safety Educator	45%	883
Ian Henderson/ Sustainable Transportation Coordinator	40%	788
Debra Christie/Business Admin - PART TIME	42%	771
Julia Ibara/Marketing and Outreach coord - PART TIME	85%	1330
Intern	9%	148
<b>TOTAL</b>	<b>47%</b>	<b>10642</b>

**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

**HART Commuter Information Services  
FY 2017 WORK PROGRAM**



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## TMA WORK PROGRAM OVERVIEW

### Organizational Summary

**Official Business Entity Name:** “Hunterdon Area Rural Transit, Inc.” (HART) In 2005, “Hunterdon Area Rural Transit, Inc.” filed for a legal alternate name, “HART Commuter Information Services” which is now used officially on all HART materials and correspondences.

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

**Incorporation Status:** HART is recognized as 501(c) 4 nonprofit corporation by the Internal Revenue Service. The organization is governed by an independent Board of Directors and Advisory Board.

**Federal Identification Number:** 22-330-663

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

HART works to educate the commuting public on alternatives to driving alone, facilitate rideshare arrangements, provide support to commuters who select an alternative commute and promote mobility, through all travel modes, to the traveling public. Emphasis in recent years has been on promoting and increasing awareness of walking and bicycling as transportation options for commuters, residents and, through the Safe Routes to School Program, elementary school aged children.

HART 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:** HART carries out work programs funded by Federal Highway Administration (FHWA) (NJTPA TMA Work Program), NJDOT (Safe Routes to School), NJ TRANSIT, and the NJ Division of Highway Traffic Safety (NJDHTS).

**Membership/Other Sources of Funding:** HART does not accept membership. Sponsorship is accepted for support of specific events/activities such as “Bike to Work Month”, “Junior Solar Sprints” and the HART Annual Meeting & Awards Breakfast.

**Fee for Service:** HART does not charge any fees for service. All programs and services are offered free of charge.

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

**Staff Summary:** HART employs seven (7) full time staff members and two (2) part time/per diem employees at its offices in Raritan Township, NJ.

### **Geographic and Demographic Information**

The service area for this work program is Hunterdon County, New Jersey. Hunterdon County is approximately 437 square miles. It is bordered to the west by Pennsylvania on the Delaware River, and by Warren, Morris, Somerset and Mercer counties in New Jersey. The population is approximately 126,067 (2014 Census estimate) 128,349 (2010 Census). Hunterdon County's population is predominantly Caucasian/White (92%); with 6.2% Latino; 2.7% Black; 3.7% Asian. (margins of error) There are 26 municipalities and 31 school districts. While Hunterdon County's overall population has been declining in recent year, there has been a steady increase in residents aged 65 years or older.

Hunterdon 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 and population (22,185- Census 2010), followed by Readington Township (16, 126-Census 2010) and Clinton Township (13,378- Census 2010). These municipalities have become activity centers with big box retail and higher density housing.

Hunterdon is also home several small "town centers" including tiny Stockton Borough (Population 538- Census 2010); Bloomsbury (Population 870- Census 2010) and small "river towns" such as Frenchtown and Milford with less the 1,500 people each.

Hunterdon County has historically been a wealthy county, with a median household income of approximately \$100,000. 00. However, income is unevenly distributed throughout the county. Flemington, the county seat, for example, has a median household income of \$48,000.

Like many parts of the state, Hunterdon is experiencing changes in its racial demographics. The Latino/Hispanic population is projected to increase over the next five years by 20-25%. The Latino/Hispanic population is currently clustered in Flemington, Clinton and the City Lambertville. Many within this population are transit dependent and/or rely on walking or bicycling as their primary travel mode.

Approximately 43% employed Hunterdon residents both live and work within the County. Fifty four (54%) of employed residents commute out of county, primarily to Somerset, Morris, or Warren counties. Only 3% of employed Hunterdon residents commute to Manhattan. Of those commuters coming into Hunterdon County to work, approximately 3% are residents of Pennsylvania. Other origins include Warren, Somerset, Middlesex and Morris counties. This data aligns with HART's experience with its commuter programs. Just less than half of commuters in HART's commuter database are residents of the Lehigh Valley, PA commuting to worksites in Hunterdon County, NJ.

Hunterdon has the lowest unemployment rate in New Jersey (3.9%- NJDOL). The Hunterdon workforce is generally very well educated (Bachelor's degree or higher). Job growth is anticipated to come as a result of replacing retiring workers as opposed to the creation of new positions. Job generation is projected to be limited to the healthcare industry, as well as service and retail jobs (*US Census, NJLWD, Award Planning, Inc.*)

Of the 77,007 jobs identified in Hunterdon County, approximately 75% are identified as wage or salaried workers. Self employed workers account for approximately 25% of the jobs in Hunterdon County.



### **Business and Industry**

There are approximately 7,000 businesses in Hunterdon County. More than 85% are small business, with fewer than 10 employees. Hunterdon is also home to several of New Jersey's top 100 Employers, including: Chubb Group of Insurance Companies (Chubb Commercial Insurance, Chubb Personal Insurance), ExxonMobil Research & Development, Foster Wheeler, and Ingersoll Rand. The top employment industries are "Healthcare and Social Services", "Retail Trade", and "Educational Services". (*US Census; Esri, 4wardPlannig, Inc.*)

Hunterdon Healthcare System, with approximately 2,300 employees at 36 locations throughout the county, is the largest single employer.

### **Transportation Infrastructure**

There are 242 miles of County Roadways; 53 miles of US Roadways; 44 miles of Interstate Roadways; 98 miles of State Roadways; 1,103 miles of Municipal Roadways; and 113 miles of privately owned roads for a total of 1,653 miles of roadways in the County. Major highway corridors include Interstate 78 and 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 Foran Boulevard, Flemington).

### **Public Transportation**

Hunterdon County is served by limited public transportation. NJ TRANSIT rail service is provided at four stations in Hunterdon County along the Raritan Valley Rail Line during weekdays (no weekend service). Trans Bridge Bus Lines provides express commuter service from four (4) park and ride facilities to Newark and New York. NJ TRANSIT does not operate bus service within Hunterdon County. Local bus service/paratransit service is provided by the Hunterdon County LINK Transportation System (in county service only). Private taxi services have become available in the area in recent years for local trips.

## **Goals and Objectives**

### **ACCESSIBILITY**

- Encourage expanded use of travel alternatives and other strategies to increase traveler access to alternate modes of travel other than single occupancy, consistent with HART's organizational mission to promote sustainable transportation; the North Jersey Transportation Planning Authority (NJTPA) Plan 2040 goals of providing affordable, accessible and dynamic transportation systems responsive to current and future customers; the vision of the Regional Plan for Sustainable Development; the stated goals of the Regional Coordinated Human Services Transportation Plan (CHSTP); the State of New Jersey Travel Demand Management (TDM) Program goal of promoting travel choice and providing enhanced options in travel mode; and to support MAP-21 planning.
- Increase access to non motorized modes of travel through a comprehensive program to promote bicycling and walking, including Safe Routes to School efforts, in support of MAP-21 guiding legislation to integrate all modes of transportation into a seamless transportation system; as well as to advance to NJTPA Plan 2040; the State of New Jersey TDM goals enhancing intermodal connectivity, improving pedestrian and bicycle facilities near transit, and promoting travel choice; and the vision of the Regional Plan for Sustainable Development currently in development.
- Encourage expanded implementation of TDM initiatives in Hunterdon communities and at activity centers by providing support to county and municipal governments, schools and community organizations that are developing or implementing TDM services or programs for their constituents to advance the NJTPA Plan 2040 goals of protecting and improving the quality of the natural ecosystems and the human environment; providing affordable, accessible and dynamic transportation systems responsive to current and future customers; and selecting transportation investments that support the coordination of land use with transportation systems, including support for Complete Streets, encouraging smart growth and livable communities.
- Create an environment within Hunterdon County that promotes and provides for non motorized modes of travel (bicycling and walking) and improving infrastructure for non motorized travel which supports the State of New Jersey TDM goals to promote travel choice, improve mobility and access, improve air quality, and NJTPA goals and investment strategies to support walking and bicycling, the vision of the Regional Plan for Sustainable Development currently in development.
- Advance the goals of the NJTPA Regional Coordinated Human Services Transportation Plan and Hunterdon County "United We Ride" Coordinated County Human Services Transportation Plan to provide affordable, accessible and dynamic transportation systems responsive to current and future customers and the State policy of improving mobility and accessibility to all residents including the disabled, senior and transit dependent populations in Hunterdon County, NJ.

### **ECONOMIC DEVELOPMENT**

- Support NJTPA's goals, as set forth in the Regional Transportation Plan, Plan for Sustainable Development, Regional Comprehensive Economic Development Strategy and other NJTPA efforts, of retaining and increasing economic activity and competitiveness objective of fostering public-private partnerships by encouraging, providing and facilitating the implementation of TDM services at employer locations, transportation facilities, recreational facilities, and other demand generating sites as identified.
- Recognize employers through the NJ Smart Workplaces for Commuters program, as well as local acknowledgement for their efforts to implement worksite TDM services.

- Facilitate interaction between employers and the NJTPA for the purposes of regional planning outreach and visioning, including public outreach.
- Market Hunterdon County as a premier destination for recreational cycling to attract bicyclists, generating activity for the local economy and in support of local economic development initiatives.
- Support Hunterdon County's efforts to implement the Hunterdon County Plan for the Future (Comprehensive Economic Development Strategy/CEDS) which serves as a road map to assist in identifying investment priorities, introducing potential funding sources, and developing the means to measure economic impacts; as well as guide development of a strong workforce, a better transportation network, improved infrastructure and other key factors critical to making Hunterdon more economically competitive while protecting its quality of life.

## **RELIABILITY**

- Advance the NJTPA goals of enhancing system coordination, efficiency and intermodal connectivity and maintaining a safe and reliable transportation system in a state of good repair as well as the NJDOT policy of optimizing the efficiency of the transportation system through congestion mitigation strategies.
- Coordinate with NJDOT, Port Authority of New York & New Jersey (PANYNJ), TransCom, NJ TRANSIT, Delaware Regional Planning Authority (DRPA), Delaware Valley Joint Toll Bridge Commission (DVJTBC), and other agencies that may be identified to share information and implement congestion mitigation strategies and identify opportunities for TDM measures within the Interstate 78/Route 22/31 Corridor, and other corridors, as appropriate.
- Maintain an updated comprehensive business continuity plan (TMA Contingency Plan) to ensure continued operation of HART programs and services in the event of natural or manmade disasters or other event/incidents.

## **ENVIRONMENTAL**

- Support HART's mission and the NJTPA goal of protecting and improving the quality of natural ecosystems and the human environment, addressing climate change, and MAP-21's goal of protecting the environment, by raising public awareness of the impacts of transportation on air quality/pollution and educating the traveling public practical solutions for reducing greenhouse gas emissions through behavior choices.
- Work with state, county and municipal officials, to advance the NJTPA strategy of encouraging smart growth and livable communities, by supporting the ongoing efforts of organizations with similar missions, such as Sustainable Jersey, to promote programs and policies that mitigate the harmful results of SOV use and the encourage the adoption of sustainability practices.
- Coordinate with NJTPA to support and advance NJTPA's Climate Change and Air Quality programs.

## **SAFETY**

- Educate the public on issues related to vehicular travel that will support the maintenance, safety and reliability of New Jersey's transportation system and ensuring that it is in a state of good repair.
- Work in coordination with State, County and local officials to identify and address issues of safety, including behavioral and infrastructure considerations, to advance the NJTPA goal of making all modes of transportation safer and more secure.
- Support the work of NJTPA's Street Smart Safety Education Program.

## HART Commuter Information Services Program Report FY 2017

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### **Goal Area Activity:** Accessibility

*Description:* Description: HART will work to increase traveler access and encourage expanded use of alternate modes of travel other than single occupancy vehicles by providing information, education, incentives, support services and assistance to commuters and travelers relative to ridesharing, use of public transit, non-motorized modes of transportation (bicycling and walking) and availability of transportation services for the disabled, senior and transit dependent populations in Hunterdon County, NJ.

**Strategy:** Promote transportation options, provide trip planning assistance & Ridesharing Matching

*Description:* Prepare and/or distribute travel information materials directly to residents, commuters, tourists, and other travelers through a variety of direct and online outlets including printed materials, the HART website, social media, participation in local events, visits to employer worksites, and networking with municipalities, county, state and regional officials, business organizations and community organizations.

Provide trip planning assistance to travelers who desire to travel via carpool, vanpool, bicycling or public transportation, or who wish to reduce the need to travel.

Maintain park and ride information, facilitate park and ride usage, and advance development of new park and ride facilities.

Encourage the formation of carpools and vanpools, as well as encourage increased ridership within existing rideshare arrangements. Provide rideshare matching assistance to commuters who desire to carpool or vanpool for reducing the number of single occupancy vehicles traveling to and within Hunterdon County, NJ.

Promote and administer commuter incentives including, but not limited to, a Commuter Discount Program, Rider Bonus and Referral Programs, Emergency Ride Home, Vanpool incentives, and Worksite Specific/Regional/Statewide incentives as appropriate.

### **Products and Outcomes:**

- ▶ Distribute travel information materials to travelers
- ▶ Conduct direct outreach to commuters and employers on rideshare opportunities through worksite visits and online communications
- ▶ Conduct ridematching & track rideshare activity
- ▶ Promote and administer commuter incentives

**Strategy:** Promote transportation services to human service transportation disadvantaged individuals and traditionally underserved populations

*Description:* Ensure that the transportation disadvantaged populations are aware of available transportation services, serve as a resource for transportation information, and engage in activities that improve access to jobs in support of the goals of the federal Ladders of Opportunity initiative. Maintain relationships and strengthen interagency cooperation with social service agencies, non profits, and other organizations serving “targeted populations” to identify and stay informed of transportation needs; offer direct assistance through travel training and “commute consultation” to serve as a customized resource on transportation issues. Maintain Information Outreach Partner Network (info racks) to facilitate the distribution of schedules and

other accessible transportation service information, publication and distribution of a printed “Transportation Options” brochure and maintenance of information on the HART website.

**Products and Outcomes:**

- ▶ Distribute transit schedules and other accessible transportation service
- ▶ Provide travel training and “commute consultation”

**Strategy:** Support and facilitate the County and Regional Coordinated Human Services transportation planning process and Plan implementation.

*Description:* Serve as the United We Ride “County Lead”; serve as a promoter of efforts related to human services transportation for both county and regional efforts by facilitating discussions of ongoing transportation coordination and facilitation of implementation of Plan recommendations.

**Products and Outcomes:**

- ▶ Provide extensive technical assistance to Hunterdon County and NJTPA for human services transportation plan implementation, including ongoing analysis of system operations and identifying opportunities to increase service for both public and paratransit riders and to maximize connections to out of county travel.

**Strategy:** Promote and Facilitate “Active Transportation” (non-motorized transport)

*Description:* Encourage “Active Transportation” by promoting and facilitating a variety of bicycle and pedestrian programs, events and campaigns in Hunterdon County, as well as providing technical assistance to municipalities, schools and other interested entities to create and support more walkable and bikeable communities. Assistance may include conducting bicycle and pedestrian infrastructure audits and inventories, documentation for grant application and similar support.

Encourage and facilitate adoption of local Complete Streets policies and implementation plans among Hunterdon Municipalities.

Support and assist in municipal traffic calming efforts and improve pedestrian/bicycling environment by conducting speed studies to provide information to assist with engineering, education and enforcement decisions.

Promote bicycling as a transportation mode for both recreation (through Bike Hunterdon initiative) and commuting (bicycle commuter program); and provide bicycle & pedestrian safety education to schools, municipalities and community organizations (which do not receive similar assistance through other state or federally funded programs) through information distribution, public awareness campaigns, special events and presentations.

**Products and Outcomes:**

- ▶ Conduct Bicycle and Pedestrian encouragement and education events/campaigns
- ▶ Provide technical assistance to Hunterdon municipalities
- ▶ Facilitate adoption of Complete Streets policies and implementation plans
- ▶ Conduct speed studies

**Goal Area Activity:** Economic Development

*Description:* HART will work to increase traveler access and encourage expanded use of alternate modes of travel other than single occupancy vehicles by providing information, education, incentives, support services and assistance to commuters and travelers relative to ridesharing, use of public transit, non motorized modes of transportation (bicycling and walking) and information about the availability of transportation services for the disabled, senior and transit dependent populations in Hunterdon County, NJ.

**Strategy:** TDM Worksite Assessment, Assistance, and Recognition

*Description:* Assist employers to assess and evaluate opportunities to promote TDM at the worksite and provide direct TDM program assistance to employers and employees. Develop and distribute basic information on commute alternatives and other TDM strategies to employer worksites for distribution to employees and assist in the development, promotion and implementation of worksite based TDM programs including commute alternatives, provision of Emergency Ride Home (ERH), carpool and vanpool programs, new employee orientation, bike/walk promotions and programs, telecommuting, compressed work schedules and flextime programs.

Provide relocation assistance to employers that are relocating, or considering relocation, to or within Hunterdon County and provide commutation and travel choice assistance to new employees who may be hired at a Hunterdon County worksite.

Maintain records of employer contacts and worksite profiles, outreach efforts, and types of assistance provided to employer and commuters and recognize Hunterdon County employers with outstanding worksite TDM achievements and support the statewide NJ Smart Workplaces (NJSW) employer recognition program.

**Products and Outcomes:**

- ▶ Employer worksite evaluation, worksite events
- ▶ TDM technical assistance to employers and employees, including relocation
- ▶ Support to employers to achieve recognition under NJ Smart Workplaces program

**Strategy:** Participate in Local and Regional Economic Development Efforts

*Description:* Participate in efforts to promote economic development in Hunterdon County and the NJTPA region, including participation in the implementation of recommendations from the Hunterdon County Economic Development Strategy (CEDS) and NJTPA’s Regional Comprehensive Economic Development Strategy (CEDS). Serve as Chair of the Hunterdon County CEDS "Transportation" Implementation Committee.

Serve as a primary stakeholder in the CEDS implementation as a local resource on transportation issues facilitate public outreach, and provide technical assistance to advance recommendations of the County and Regional CEDS efforts. Work efforts may include, but are not limited to, serving on advisory committees, providing reports of available transportation, conducting surveys, or facilitating interaction between employers and the NJTPA.

**Products and Outcomes:**

- ▶ Serve as Chair of the Hunterdon County CEDS “Transportation” Implementation Committee to advance the transportation recommendations of the Hunterdon County CEDs Plan and serve as Stakeholder in Regional CEDs efforts.

**Goal Area Activity: Reliability**

*Description:* Work to increase the dependability and predictability of the transportation system by providing direct traffic mitigation information to commuters, travelers, employers and other users of the transportation system, and coordinating with local, county, state and regional partners.

**Strategy:** Distribute traffic incident, construction and weather related alerts to travelers

*Description:* Provide timely information to commuters, employers, employees and other interested parties through HART’s Traffic Alert Service (TAS) via email, Twitter, website and Facebook postings.

**Products and Outcomes:**

- ▶ Provision of construction, incident and weather alerts and tracking of traveler behavior change as a result of alert service.

**Strategy:** Emergency Planning & Preparedness

*Description:* Work closely with local emergency management officials and transportation partners(NJDOT, PANYNJ, TransCom, NJ TRANSIT, DRJTBC) to ensure effective communication to the public in such scenarios. Serve as a source of information to the public through the provision of direct traffic/emergency alerts, updating of webpage, and use of social media communication.

Provide assistance to employers who wish to integrate telework, flextime, compressed workweek, ridesharing into their business continuity plans. Facilitate communication among all potential partners and the public.

Develop plans for sharing information and operations among NJ TMAs in cases of disruption of service at individual TMA locations.

Maintain and update, as necessary, the HART Emergency Contingency Plan; coordinate with partner TMAs to ensure continued operations of TMA services; participate in the refinement of a statewide TMA Contingency Response Plan to be prepared for potential service interruptions in the region.

**Products and Outcomes:**

- ▶ Participate as stakeholder in local, regional or statewide emergency preparedness planning efforts and serve as a source of information to the public
- ▶ Maintain and implement Emergency Contingency Plan

**Goal Area Activity: Environmental**

*Description:* Undertake efforts that conserve resources and reduce pollution created by transportation activity; protect and improve the quality of natural ecosystems and the human environment; increase awareness, and encourage the adoption of behaviors, programs and policies that reduce greenhouse gas emissions and promote sustainability practices in Hunterdon County, NJ.

**Strategy:** Support for Sustainable Jersey Municipal and School Programs

*Description:* Through HART’s Sustainable Hunterdon initiative, provide technical assistance and staff support to communities and schools seeking certification under “Sustainable New Jersey” and the new “Sustainable Jersey for Schools” programs.

**Products and Outcomes:**

- ▶ Conduct outreach to municipalities and schools
- ▶ Provide technical support and facilitation services

**Strategy:** Environmental Education & Public Awareness Programming

*Description:* In support of NJTPA and FHWA’s goals to reduce greenhouse gas emissions, undertake educational programming to raise awareness of the impacts of individual transportation choice and behaviors on the environment and the actions that may be taken to mitigate these negative impacts.

Provide presentations/lessons and public outreach on automobile idling reduction, alternative energy transportation and emission reduction.

Facilitate a Hunterdon County Junior Solar Sprints Program, a competition based program in which students design, build and race a solar powered model car against other local teams. Educational lessons meet NJ Core Curriculum Standards and are STEAM aligned (Science, Technology, Engineering, Arts, Math).

**Products and Outcomes:**

- ▶ In class environmental education programs and public awareness campaigns
- ▶ Junior Solar Sprints Competition

**Goal Area Activity:** Environmental - Supplemental

*Description:* In support of NJTPA and FHWA’s goals to reduce greenhouse gas emissions by undertaking educational anti-idling campaigns.

**Strategy:** Anti-Idling Campaign (school based)

*Description:* In support of NJTPA and FHWA’s goals to reduce greenhouse gas emissions, undertake educational anti-idling campaigns, based on successful campaigns previously conducted by HART at Milford Public School and High Bridge Elementary School, to reduce pollution created by transportation activity and conserve resources.

**Products and Outcomes:**

- ▶ Conduct an automobile idling reduction campaign at a local school, facilitation of local stakeholder group, campaign messaging and collection of baseline and data, and project report.

**Goal Area Activity:** Safety

*Description:* HART will promote a culture of safety to commuters, travelers, employers, municipalities, schools and other audiences as may be identified and appropriate.

**Strategy:** Public Outreach and Education on Traveler Safety

*Description:* Provide driving, pedestrian, passenger and vehicle operation safety messaging to the public through a variety of mediums including in person presentations, newsletters, social media, newsletters, press releases and safety alerts

**Products and Outcomes:**

- ▶ Provision of driving, pedestrian, passenger and vehicle operation safety messaging



**Goal Area Activity:** Safety Supplemental

*Description:* HART will promote a culture of pedestrian safety

**Strategy:** Support and assist NJTPA in the expansion of the Pedestrian Safety Education Campaign, “Be Street Smart NJ” within Hunterdon County, NJ.

*Description:* HART will promote and facilitate the development of a local campaign, assist stakeholder groups with implementation and evaluate impact.

**Products and Outcomes:**

- ▶ Promote and facilitate the “Be Street Smart NJ” Campaign

**Goal Area Activity:** Activities Funded by Other Sources

*Description:* Work activity performed under goal areas having additional funding provided by other sources.

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

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

Serve as a local facilitator of NJ TRANSIT information, including distribution of rail schedules of maintenance of HART website to serve as a public portal for information on public transportation and transit facilities; conduct outreach and advocate for the use of public transit and vanpooling, provide feedback to NJ TRANSIT on local transit related issues.

**Products and Outcomes:**

- ▶ NJ Transit Information and Outreach Activities

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

*Description:* Promote and administer the statewide Safe Routes to School Program within Hunterdon County. Support the goals of Safe Routes to School and maintain data on implementation of the program.

**Products and Outcomes:**

- ▶ Safe Routes to School Activities

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

*Description:* Promote and advocate for pedestrian and bicycle safety by providing public safety messaging, in person presentations, information and advocacy. Promote and provide personal safety equipment (hi-viz, reflectives).

**Products and Outcomes:**

- ▶ Department of Highway Traffic Safety Activities

**Goal Area Activity:** Street Smart NJ Optional Supplemental Task

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 HART TMA will implement Street Smart NJ campaigns in select communities.

**Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination with Enforcement Efforts

*Description:* HART TMA plans to implement Street Smart NJ campaigns in two new municipalities, initiating eight week efforts in the City of Lambertville and Raritan Township. These locations have been selected through crash data analysis. The campaigns will consist of pre-campaign data collection, awareness and educational activities, enforcement, and post campaign data collection. HART will use proxy observation and public perception survey evaluation tools, as developed by the NJTPA and adapted for local use. A final report will be developed detailing the process and results of the campaign.

**Products and Outcomes:**

- ▶ Implement an eight week Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in two municipalities in Hunterdon County in coordination with municipal and law enforcement personnel.
- ◆ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

## Program Promotion Plan FY17

HART 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.

HART will use the following types of media in FY 2017 for the promotion of the programs, goals, and objectives of the work program:

- **Website:** Updating of a desktop and mobile version of the HART website will be conducted regularly to provide for continual interaction with the public. Analytics will be collected to determine reach, identify area of interest to visitors and evaluate site content
- **Facebook:** Facebook page will be used to maintain contact with the public, to provide updates on HART programs and services, provide messaging, and offer an opportunity for public feedback into HART efforts. Effectiveness will be tracked by the number of followers, “ shares”, and links clicked in tweets
- **Twitter:** The Twitter platform will be used as one delivery system for short messages and alerts relative to traffic congestion, incidents and construction using the Effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets
- **Instagram:** Photos of events, programs, and visual messaging will be posted to the HART Instagram page to solicit interest in programs and services
- **Email and Event Email Marketing:** Constant Contact will be used to provide direct email marketing to various audiences on a variety of topics and programs
- **Press Releases:** Submission of traditional press releases to local media outlets and community organizations for publication and re-publication
- **Information Outreach Partner (IOP) Network:** Information racks for distribution of transit schedules, bicycle maps, ridesharing, and safety messaging will be maintained at employer locations, libraries, non-profit/service organizations, retail outlets, municipal facilities and other community locations. Effectiveness will be tracked by the amount of materials distributed through the racks as well as addition of new IOP partner locations.
- **Information Kiosks:** Installation and maintenance of free standing information kiosks at employer locations, libraries, non-profit/service organizations, retail outlets, municipal facilities and other community locations, as appropriate. Effectiveness will be tracked by the amount of materials distributed through the racks as well as addition of new IOP partner locations.
- **In Person Presentations/Information Sessions:** Conducted at employer sites, schools, non profit and community organizations
- **Events:** Participation in business and community fairs, festivals, public events.
- **Intranet and Display Monitors:** Develop and provide promotional slides for use by employers to integrate messaging into CATV and monitors at worksite locations
- **New Hire Packets:** Development and distribution of printed “new hire” packets to employers for new and/or potential employees on transportation options
- **Event Campaigns:** Short term, event driven promotions, such as “Bike to Work Month” or similar promotions that will motivate commuters to try a new mode.
- **Joint marketing:** Work collaboratively with other community resources, including, but not limited, to: Hunterdon Medical Center, YMCA, Raritan Valley Community College, Chamber of Commerce, County Library System, Hunterdon Helpline, local retail establishments (bike shops, etc.) to identify opportunities for joint promotion

- **Statewide cooperative marketing:** Participate in efforts put forth by NJTPA, its consultants and/or other TMA's.
- **Printed materials:** Development and distribution of brochures and other printed materials, in limited quantities, as needed to promote HART programs and services, conduct surveys, or other outreach.

Promotion Expenses

HART does not anticipate extensive direct costs for marketing of HART programs and services. Most outreach is conducted through low costs mediums, including websites, social media, information racks, newspaper articles, presentations, promotional campaigns, and commuter and employer referrals. This approach will be continued indefinitely.

## PROGRAM MANAGEMENT

### Description

HART will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HART Commuter Information Services  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 252,860		
	2. FRINGE BENEFITS 26.91% FT /9.07 % PT	\$ 65,547		
	<b>SUBTOTAL</b>	<b>\$ 318,407</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ 1,700		
	2. TRAVEL	\$ 2,629		
	3. PRINTING & REPRODUCTION	\$ 5,363		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 150		
	<b>SUBTOTAL</b>	<b>\$ 9,842</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 40%	\$ 101,751		
	<b>SUBTOTAL</b>	<b>\$ 101,751</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 430,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 380,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 50,000</b>		

This estimated budget is based upon projected costs to perform the FY 2017 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>\$ 430,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 430,000</b>
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**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HART Commuter Information Services  
 FY 2017 WORK PROGRAM  
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 150.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 150.00</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HART Commuter Information Services  
FY 2017 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	3,005	\$ 103,190	\$ 2,450	\$ 33,115	\$ -	\$ 138,755
Core Goal Area Activities - Economic Development	1,405	\$ 68,679	\$ 2,550	\$ 21,776	\$ -	\$ 93,006
Core Goal Area Activities - Reliability	1,125	\$ 38,305	\$ -	\$ 12,393	\$ -	\$ 50,698
Core Goal Area Activities - Environmental (optional)	1,412	\$ 34,272	\$ 417	\$ 10,867	\$ -	\$ 45,555
Core Goal Area Activities - Safety (optional)	44	\$ 1,436	\$ -	\$ 455	\$ -	\$ 1,892
Program Management	815	\$ 37,922	\$ -	\$ 12,173	\$ -	\$ 50,095
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>7,806</b>	<b>283,804</b>	<b>5,417</b>	<b>90,779</b>	<b>-</b>	<b>380,000</b>
Supplemental Goal Area Activities - Environmental (optional)	157	\$ 4,347	\$ 13	\$ 1,378	\$ -	\$ 5,738
Supplemental Goal Area Activities - Safety (optional)	600	\$ 18,421	\$ -	\$ 5,841	\$ -	\$ 24,262
Supplemental Goal Area Activities - Street Smart NJ (optional)	350	\$ 11,835	\$ 4,413	\$ 3,753	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,107</b>	<b>34,603</b>	<b>4,426</b>	<b>10,972</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>8,913</b>	<b>\$ 318,407</b>	<b>\$ 9,842</b>	<b>\$ 101,751</b>	<b>\$ -</b>	<b>\$ 430,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Tara Shepherd, Executive Director	72%	1495
Diana Davis, Data Administrator	64%	1325
Christina Edzenga, Commuter Services Manager	61%	1279
Cathy Taglienti, Community Mobility Coordinator	56%	1165
Tim Arnold, Complete Streets Coordinator	83%	1735
Nathan Charron, Environmental Education Coordinator	67%	1389
Ryan Fisher, Safe Routes to School Coordinator	6%	125
Jeff Clayton, Information Technology Associate	44%	400
<b>TOTAL</b>	<b>57%</b>	<b>8913</b>



**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Hudson TMA  
FY 2017 WORK PROGRAM



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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

The Hudson Transportation Management Association (TMA) is a division of the Hudson County Improvement Authority (HCIA), an autonomous agency whose 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 improve safety which will reduce traffic congestion, advance business productivity, better the environment and improve one's health and quality of life. Among the most important 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 TMA became a division of the HCIA on April 11, 1992. The agency 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, 9<sup>th</sup> floor, in Jersey City, New Jersey and is comprised of four full-time staff members and one part time staff member with the assistance of other HCIA staff.

### **Service Area Description**

The Hudson TMA services all of Hudson County's twelve municipalities. They are Bayonne, Jersey City, Hoboken, Union City, West New York, Guttenberg, Weehawken, North Bergen, Secaucus, Kearny, Harrison and East Newark.

The county covers approximately 62 square miles with a population of approximately 635,000 residents. At approximately 14,000 residents per square mile, Hudson County is NJ's most densely populated county. Hudson County is located in the heart of the New York metropolitan area and is bordered by the Hudson River and Upper New York Bay to the east; Kill van Kull to the south; and the Newark Bay, Hackensack River and the Passaic River to the west. Its only land border is shared with Bergen County to the north and west.

Seventy-percent of Hudson County's residents are between the ages of 19 and 64.

Hudson County is rich in transportation options. Regarding train-type services, there are three distinct operations: NJ TRANSIT provides seven major rail lines which connect to train stations in Hoboken and Secaucus. Also by NJ TRANSIT, travelers are served by a 22-mile long "light rail" system, the Hudson Bergen Light Rail (HBLR); which has various stations in six Hudson municipalities. The Port Authority of New York and New Jersey operates the Port Authority Trans-Hudson (PATH) train which in Hudson County serves Harrison, Jersey City and Hoboken with stops in midtown and downtown New York City.

There is also a profusion of bus routes to and through the county, with hundreds of coaches and buses providing various commuter services each day in all twelve municipalities. In addition, private jitneys function in competition with established providers as well as in areas not served by bus operators.

The New York Waterway operates more than thirty ferry boats which carry passengers between Jersey City, Hoboken, Weehawken and New York City.

Connectivity to New York City for cars, buses and trucks is provided through the Lincoln Tunnel in Weehawken and the Holland Tunnel in Jersey City, as well as the Bayonne Bridge in Bayonne.

Hudson County is home to many major employers, with the largest growth in recent years in "Wall St. West," also known as the "Jersey Gold Coast" i.e., the financial district of downtown Jersey City.

Hudson County is also a tourist hub with an abundance of annual visitors to Liberty Science Center, Red Bull Stadium, Cape Liberty Cruise Port and Liberty State Park offering ferries to the Statue of Liberty and Ellis Island, among dozens of other parks and attractions.

## Goals and Objectives

The Hudson TMA's goals and objectives support the NJTPA's Mission Statement as it works to improve mobility; assists in transportation planning; creates partnerships with businesses, community groups, municipalities and transit related agencies; improves safety; increases economic growth; and decreases carbon emissions. Such actions raise the quality of life for the region.

Several of the goals and objectives of the Hudson TMA support the *goals and objectives of the NJTPA*:

- The TMA's efforts in reducing single occupancy vehicle use, the total number of trips by motorists and the total number of vehicle miles traveled as well as providing anti-idling efforts will *protect and improve the quality of natural ecosystems and the human environment.*
- Acting as a liaison between the public and transit agencies, the TMA helps to *provide affordable accessible and dynamic transportation systems responsive to current and future customers.*
- Providing TMA programs and activities which improve the commute of the employee helps businesses and the region to *retain and increase economic activity and competitiveness.*
- Assisting and/or providing shuttles which connect to mass transit hubs, the TMA works to *enhance system coordination, efficiency, and competitiveness.*
- By providing a Municipal Safety Program and acting as a liaison to transit agencies, the TMA helps to *maintain a safe and reliable transportation system in a state of good repair.*
- By serving on Technical Advisory Committees for planning studies, the TMA often *supports the coordination of land use with transportation systems*





## Hudson TMA Program Report FY 2017

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### **Goal Area Activity:** Accessibility

*Description:* The Hudson TMA will work to enhance the availability and range of Transportation Demand Management support services available in Hudson County.

#### **Strategy:** Public Awareness

*Description:* The Hudson TMA will provide information regarding the TMA's programs to the public through exposure in various forms of paid and free media as well as participation in special events including, but not limited to CarFree Day, Park(ing) Day, Earth Day and community fairs and festivals.

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

- ▶ Program promotion activities such as CarFree Day and participation in community fairs and festivals.

#### **Strategy:** Mass Transit Promotion

*Description:* Hudson TMA will promote and facilitate the provision of a range of mass transit options for all travelers with the goal of reducing single occupancy vehicles and vehicle miles traveled. Hudson will assist individuals and groups by providing travel information, travel planning, and mass transit education. Hudson will act as a liaison between the public and mass transit agencies. The TMA will also assist people who are seeking employment and are concerned with how they will be able to travel to work or are having difficulty connecting to essential services by providing travel consultation and mass transit/rideshare information assistance at community service sites in Hudson County.

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

- ▶ "Transit First" public assistance and encouragement

#### **Strategy:** Carpooling/Vanpooling Promotion

*Description:* The Hudson TMA will provide information and programs relating to ridesharing options. The Hudson TMA will continue to participate in the statewide ridematching effort by performing rideshare matching services, follow-ups, and registrations while providing support and guidance as well as Emergency Ride Home, Vanpool Start Up, Vanpool Empty Seat and Green Rewards subsidy and incentive programs. The Hudson TMA conducts activities that establish, expand and sustain carpools and vanpools that reduce the use of single occupancy vehicles and vehicle miles traveled.

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

- ▶ Provide rideshare services such as the Emergency Ride Home program and other incentives as appropriate
- ▶ Participate in the statewide ridematching effort

#### **Strategy:** Bicycling Promotion

*Description:* The TMA will provide information and programming to increase the use of bicycles in an effort to reduce the use of single occupancy vehicles and vehicle miles traveled. Programs include Bike to Work Week; Bike Rehab, which provides financially challenged commuters with a rehabilitated used bike; Bicyclist Green Rewards; and education programs including but not limited to Stride and Ride, a comprehensive hands-on skill and safety training for all ages; Child and Adult Learn to Ride; Bike School, sa

school physical education program; Savvy Cyclist: Urban Biking Traffic Skills 101; League of American Bicyclist's League Certified Instructor (LCI)training; Child Bicycle Skills & Safety Seminars; and Bike Driver's Ed - Sharing the Road.

**Products and Outcomes:**

- ▶ Bicycle events, incentives and educational programs such as Savvy Cyclist and Bike Driver's Ed - Sharing the Road

**Strategy:** Walking Promotion

*Description:* The Hudson TMA will promote walking to reduce the use of single occupancy vehicles and vehicle miles traveled. The TMA will provide activities and programs to encourage greater walking including, but not limited to, Walk to School; Golden Sneaker, a walking competition (a walking competition); and the Senior Pedestrian Education program.

**Products and Outcomes:**

- ▶ Walking encouragement and promotional activities such as Golden Sneaker and the Senior Pedestrian Education Program

**Goal Area Activity:** Economic Development

*Description:* The Hudson TMA will engage in activities that focus on encouragement, provision and implementation of Transportation Demand Management services at demand generating sites such as employers, transportation facilities, recreational facilities, entertainment venues, shopping centers and others.

**Strategy:** Employer Outreach

*Description:* In order to create business partnerships and provide services at work sites for employees, the Hudson TMA will perform outreach to members of the business community by establishing new contacts, arranging meetings with new employers, communicating annually with each Hudson TMA registered employer, participating in Rotary, Chamber of Commerce, Employer Legislative Committee, and State/Municipal/County Economic Development networking events. The TMA will also facilitate interaction between employers and the NJTPA for the purpose of MPO regional planning outreach.

**Products and Outcomes:**

- ▶ Employer Outreach Activities such as participation in networking events and arranging meetings with new employers

**Strategy:** Employer Services

*Description:* Hudson TMA's Transportation Demand Management (TDM) programs and services will be provided to employers and employees based in Hudson County. Annually, each Hudson TMA registered employer will receive a needs assessment so the TMA can provide assistance. Businesses may receive commute alternative information, assistance in forming employee sponsored shuttles or vanpools, group or one-on-one employee commuter trip consultation, On-site Mass Transit Information Fairs, assistance in relocating their business to Hudson County, lunch and learn transportation related seminars and recognition in the NJ Smart Workplaces program. Hudson will work with each NJ Smart Workplaces recipient to maintain or expand its level of participation. The TMA will also promote the Federal Pre-tax Transit Benefit Program, Preferential Parking, Flextime, Telecommuting and Comprehensive Work Week programs to both the employees and employers.

**Products and Outcomes:**

- ▶ Employer Services Activities such as providing commute information and On-site Mass Transit Information Fairs

**Goal Area Activity: Reliability**

*Description:* The Hudson TMA will engage in activities that result in an increase in dependable and predictable transportation services. A considerable impediment to the delivery of reliable transportation is vehicle congestion. Efforts to bypass or offset roadway traffic are consistent with TMA and NJTPA goals.

**Strategy: Traffic Mitigation**

*Description:* The TMA will undertake efforts to relieve congestion on roads and highways in order to improve the flow of traffic and reduce carbon emissions. Efforts will include but are not limited to establishing temporary shuttles, maintaining the web-based Hudson TMA Traffic Alert System, promoting the use of the Traffic Alert System on the TMA website and at all employer and community events, providing public notice of planned or unexpected construction, maintenance or emergencies with corresponding travel options while assisting transit related agencies with community outreach and implementation of congestion mitigation strategies.

**Products and Outcomes:**

- ▶ Congestion Mitigation Activities such maintaining the Hudson TMA Traffic Alert System

**Strategy: Studies and Transportation Planning**

*Description:* The Hudson TMA will participate in transportation related meetings and studies, when invited to participate as a stakeholder or member of a Technical Advisory Committee by a transportation related agency, County department or municipality in Hudson County which may be working to identify or address transportation related issues.

**Products and Outcomes:**

- ▶ Participation in Transportation Planning Efforts at the County, Regional, and State levels as appropriate

**Strategy: TMA Contingency Plan**

*Description:* Hudson TMA will maintain a TMA Contingency Plan which will enable the Traffic Mitigation Strategy to continue in the event of an interruption of use of phones, computers or ability to access our offices. The TMA will test the protocols annually to ensure its ability to engage the strategy when an emergency situation occurs. Any revisions or updates to the strategy will be made as needed.

**Products and Outcomes:**

- ▶ TMA Contingency Plan testing, update, and implementation as needed

**Goal Area Activity: Environmental**

*Description:* The Hudson TMA will promote activities to reduce pollution created by transportation activity by creating public awareness of the need to reduce pollution and conserve resources. Information will be presented alongside travel information at fairs and festivals, and the Hudson TMA Traffic Alert System will be used to distribute air quality alerts.

**Strategy: Public Awareness**

*Description:* The Hudson TMA will address to the public the effects of vehicular idling on the environment and assist the NJTPA in any air quality or pollution reduction studies.

**Products and Outcomes:**

- ▶ Air Quality Improvement Efforts such as providing educational programming during community fairs and festivals

**Goal Area Activity:** Safety

*Description:* The Hudson TMA will engage in activities to improve public safety related to traffic activity.

**Strategy:** Public Awareness

*Description:* The Hudson TMA will educate the public on issues which impede public safety relating to transportation. They are: drinking and driving, neglect or improper seat belt use, poor vehicle maintenance, improper infant/child seat restraint, lack of understanding of bicycle/pedestrian rules and other topics related to traveler safety. It may also take the form of information gathering related to safety issues, or implementation of a safety related service. Hudson will assist the NJTPA in its sponsored Statewide Pedestrian Safety Campaign by conducting community outreach, distributing educational materials, participation in pedestrian safety campaign activities and participating in its speaker's bureau.

**Products and Outcomes:**

- ▶ Participation in the NJTPA sponsored Statewide Pedestrian Safety Campaign
- ▶ Promotion of Multi-modal Travel Safety

**Goal Area Activity:** Supplemental Environmental

*Description:* The Hudson TMA will promote programs in FY 2017 through the Supplemental Environmental Goal Area Activity to increase the TMA's efforts in reducing pollution created by transportation activity.

**Strategy:** Supplemental Public Awareness

*Description:* The Hudson TMA will increase the public's awareness on the effects of vehicular idling on the environment and encourage better practices to reduce carbon emissions. The Hudson TMA will also provide air quality alerts through its Traffic Alert System. The TMA will provide environmental education programs to elementary and high schools located in Hudson County. Information will be presented to employers, community organizations and municipalities for distribution.

**Products and Outcomes:**

- ▶ Air Quality Improvement Efforts such as Air Quality Alerts through the Traffic Alert System

**Strategy:** Sustainable Jersey Certification

*Description:* The Hudson TMA will also assist municipalities seeking Sustainable Jersey certification. The TMA will also support municipal green teams and assist in transportation related activities.

**Products and Outcomes:**

- ▶ Assist municipalities seeking Sustainable Jersey Certification with transportation strategy implementation

**Goal Area Activity:** Supplemental Safety

*Description:* The Hudson TMA will promote activities supplemental to the FY 2017 Work Program Safety Goal Area Activity which will also improve public safety related to traffic activity.

**Strategy:** Supplemental Public Awareness

*Description:* Through the Supplemental Safety Program, the Hudson TMA will engage and further educate residents and employees in Hudson County on issues which impede public safety relating to transportation. The TMA will also encourage implementation of best safety practices regarding current safety issues. Such issues are: drinking and driving, neglected or improper seat belt use, poor vehicle maintenance, improper infant/child seat restraint, lack of understanding of bicycle/pedestrian laws and common sense rules of the road. The TMA will also offer pedestrian, bicycle and motorist safety programs geared specifically to high school and college students, a demographic not previously served. Hudson will also promote and implement "Be Safe, Be Seen" best practices for pedestrians and bicyclists of all ages. In addition, the TMA will expand the NJTPA Street Smart Program to two other municipalities in Hudson County. TMA staff will also participate in a partnership with the Brain Injury Prevention Coordinator of Hudson County and AAA North Jersey in order to provide a coordinated and inclusive safety program. The TMA will provide a cyclist anti-dooring campaign in Hudson County.

**Products and Outcomes:**

- ▶ Increased participation by the public in both TMA sponsored safety initiatives and the NJTPA Sponsored Pedestrian Safety Campaign which will decrease accidents, injuries and traffic in Hudson County.

**Goal Area Activity:** Work Funded By Other Sources

*Description:*

**Strategy:** NJDOT Safe Routes to School Grant

*Description:* The Hudson TMA will provide Safe Route to School programs according to its SRTS work program supervised by NJ DOT.

**Products and Outcomes:**

- ▶ Development and presentation of Safe Routes to School Programs

**Strategy:** NJ Department of Highway Traffic Safety (HTS)

*Description:* The Hudson TMA will provide pedestrian, bicycle and driving safety programs according to its work program through NJ Department of Highway Traffic Safety (HTS).

**Products and Outcomes:**

- ▶ NJ Dept. of Highway Traffic Safety Grant Activities

**Strategy:** NJ TRANSIT Information and Outreach

*Description:* 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

**Goal Area Activity:** Street Smart NJ Optional Supplemental Task

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 Hudson TMA will implement Street Smart NJ campaigns in a select community.

**Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination with Enforcement Efforts

*Description:* Hudson TMA will start a one month Street Smart NJ pedestrian safety campaign in one municipality in Hudson County. The municipality will be selected using crash data analysis combined with other factors such as the level of municipal interest and available local resources for the effort.

In coordination and with support from the municipality, Hudson TMA will identify areas of concern, form a Stakeholder's Committee, conduct pre-campaign observations, enlist the help of volunteers, perform the educational campaign, and observe post-campaign results using methods developed by the NJTPA. The educational campaign will consist of signage, flyers, information cards, and other out of home promotions.

A final report will be developed detailing the process and results of the campaign.

**Products and Outcomes:**

- ▶ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in one Hudson County municipality in coordination with municipal and law enforcement personnel.
- ▶ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

## **Hudson TMA Promotions Plan**

The 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.

IN 2017 the Hudson TMA will use the following types of media to engage the public and support its work program.

### **Brochures**

Hudson produces brochures to serve as handouts at Transit Fairs, public events, HR departments, group business presentations, community festivals, introductory visits to businesses and schools, relocation presentations, bike rodeos, company networking events, safety education events and community action programs. Each is a standard nine inches high, three panel glossy brochure.

Brochures are often arranged in specialized packages or folders for new businesses and they are bundled in special envelopes for “new hires” for our business clients.

Some brochures contain application forms so those who do not own computers and are unable to apply online can do so without difficulty.

Current brochures which we maintain include but are not limited to the following titles: carpool, Vanpool, Emergency Ride Home, Golden Sneaker, Walk to School, Switch to Mass Transit, Bike Education, Bike Safety, Bike Rehab, Traffic Alert System and NJSW. Brochures are reprinted as needed.

Some activities are supported by the distribution of small palm cards, six inches by four inches card stock, rather than large brochures, in order to provide a short list of important information.

Effectiveness will be tracked by number of brochures taken at fairs, worksites, and events.

### **Newspapers and Magazines**

Ads in periodicals have proven to successfully draw attention to a particular program as well as draw the public to attend certain events or classes. Programs that are supported through the newspaper include but are not limited to CarFree Day, Stride & Ride, Bike Rehab, Savvy Cyclist and Bike to Work Week. Ads are placed in the Kidsville News, Jersey Journal and the Hudson Reporter Papers, which include the Bayonne Community News, Jersey City Reporter, Hoboken Reporter, Jersey City Reporter, Weehawken Reporter, Secaucus Reporter, North Bergen Reporter, Union City Reporter, West New York Reporter, Hudson

Current, Palisade Magazine and Jersey City Magazine. Effectiveness will be tracked by the number of attendees at events.

#### Flyers

Hudson TMA produces for distribution flyers to promote or explain the purpose of activities or events such as Park(ing) Day, bike rodeos and Savvy Cyclist. 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.

#### Seasons and Kid Seasons

The Hudson TMA, as a division of the HCIA, has the unique opportunity to highlight activities or provide a particular message regarding TDM news or programs which affect residents and travelers in Hudson County. Seasons and Kid Seasons are large sized (twelve inches by eighteen inches), multipage pieces on glossy paper. Seasons is delivered to more than 250,000 homes and businesses in Hudson. Kid Seasons is hand delivered to each one of 40,000 grammar school children. Both pieces are produced twice per year, once on the fall and once in the spring. Effectiveness will be tracked by number of pieces distributed.

#### Signage and Posters

Hudson events often utilize banners, marquis signs, posters and tabletop placards to identify the TMA, bring attention to a particular program or direct the public.

#### Website

The TMA maintains and revises its interactive website to inform the public on all aspects of the Hudson TMA. Effectiveness will be tracked by the number of “unique hits” made onto the website.

#### Video

Hudson TMA produces videos to highlight particular messages for public viewing on cable as well as at Fairs and Community Events. Effectiveness will be tracked by responses made at the time of the viewing.

#### Newsletter

Hudson distributes a newsletter both electronically and in print to showcase activities, increase awareness and assist the public. The newsletter is an eleven inches by fifteen inches folded piece on glossy paper. Effectiveness will be tracked by the number of newsletters sent and returned.



## PROGRAM MANAGEMENT

### Description

Hudson TMA will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Hudson TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 152,577		
	2. FRINGE BENEFITS	99%	\$ 151,052		
			<b>SUBTOTAL \$ 303,629</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 1,037		
	3. PRINTING & REPRODUCTION		\$ 15,772		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 24		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 48,486		
			<b>SUBTOTAL \$ 65,320</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	99%	\$ 151,052		
			<b>SUBTOTAL \$ 151,052</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>		<b>\$ 520,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 470,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 50,000</b>		

<p>This estimated budget is based upon projected costs to perform the FY 2017 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.</p>
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**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 520,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 520,000</b>
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**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Hudson TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Bike Rehab Program	\$ 950.00
Bike To Work Week	\$ 250.00
Calendar	\$ 2,885.90
CarFree Week	\$ 600.00
Chamber/EDC/ProfNetwork	\$ 1,000.00
Earth Day	\$ 100.00
ERH	\$ 300.00
Golden Sneaker	\$ 100.00
Kid Seasons	\$ 3,000.00
Newsletter	\$ 1,000.00
Park(ing) Day	\$ 1,200.00
Savvy Cyclist	\$ 3,000.00
Seasons	\$ 5,000.00
Stride & Ride	\$ 15,500.00
Switch to Mass Transit	\$ 1,500.00
Tech - Apps	\$ 2,000.00
Vanpool Seat Subsidy	\$ 300.00
Vanpool Start Subsidy	\$ 300.00
Video	\$ 2,100.00
Walk to School	\$ 200.00
Ward Tour	\$ 1,200.00
Website	\$ 5,000.00
Anti Idle	\$ 500.00
Safety	\$ 500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 48,485.90</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Hudson TMA  
FY 2017 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	1,812	\$ 114,106	\$ 52,310	\$ 56,766	\$ -	\$ 223,182
Core Goal Area Activities - Economic Development	2,280	\$ 129,743	\$ -	\$ 64,545	\$ -	\$ 194,288
Core Goal Area Activities - Reliability	205	\$ 15,513	\$ -	\$ 7,717	\$ -	\$ 23,230
Core Goal Area Activities - Environmental (optional)	20	\$ 1,500	\$ -	\$ 746	\$ -	\$ 2,246
Core Goal Area Activities - Safety (optional)	30	\$ 2,056	\$ -	\$ 1,023	\$ -	\$ 3,079
Program Management	230	\$ 16,010	\$ -	\$ 7,965	\$ -	\$ 23,975
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,577</b>	<b>278,927</b>	<b>52,310</b>	<b>138,763</b>	<b>-</b>	<b>470,000</b>
Supplemental Goal Area Activities - Environmental (optional)	84	\$ 6,322	\$ 3,496	\$ 3,145	\$ -	\$ 12,962
Supplemental Goal Area Activities - Safety (optional)	117	\$ 9,049	\$ 3,487	\$ 4,502	\$ -	\$ 17,038
Supplemental Goal Area Activities - Street Smart NJ (optional)	170	\$ 9,331	\$ 6,027	\$ 4,642	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>371</b>	<b>24,702</b>	<b>13,009</b>	<b>12,289</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>4,948</b>	<b>\$ 303,629</b>	<b>\$ 65,320</b>	<b>\$ 151,052</b>	<b>\$ -</b>	<b>\$ 520,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
James DiDomenico, Director	54%	985
James Avella, TDM Program Manager	52%	947
Ivonne Pierluisses, Marketing Associate	52%	938
Josefina Palacios, Field Coordinator	52%	954
Robert Milne, Project Associate	55%	1010
Kathleen Czander, Program Associate	1%	10
David Ruiz, Program Associate	1%	20
Thomas Shehadi, Program Assistant	0%	9
Anthony DeFillipo, Program Assistant	0%	5
Michael Holloway, Jr., Program Assistant	1%	15
Luis Delgado	0%	55
<b>TOTAL</b>	<b>27%</b>	<b>4948</b>

**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Keep Middlesex Moving  
FY 2017 WORK PROGRAM



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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

Keep Middlesex Moving, Inc. (KMM) was incorporated on September 8, 1988 as a 501(c)(3) as defined by the Internal Revenue Code of 1954. The purpose of this non profit is to develop and implement transportation demand management (TDM) solutions that assist commuters, employers, and local, county, and state governments in reducing traffic congestion and improving air quality.

KMM's major funding sources are: the Surface Transportation Program (USDOT), NJ TRANSIT, and the County of Middlesex which provides in-kind services in addition to funding. In recent years, KMM has received funding from the NJ Division of Highway Traffic Safety and, in FY12, a grant from the New Jersey Department of Transportation for a Safe Routes to School Non Infrastructure program. Additionally, KMM is funded by the dues of members. The membership roster includes: South Plainfield Chamber of Commerce, Woodbridge Chamber of Commerce, Verizon, Township of Edison, Brunswick Square Mall, Sayreville Public Library, New Jersey Authority, New Brunswick Parking Authority, Borough of Metuchen, NJ Alliance for Action, CME Associates, Township of East Brunswick, Johnson & Johnson, Township of Piscataway, K. Hovnanian, Rutgers University, Greater Media Company, City of New Brunswick, Township of Plainsboro, Bristol-Myers Squibb, Township of South Brunswick, Township of Monroe, Township of Woodbridge, United Way of Central New Jersey, Buckler Associates, Township of North Brunswick, Middlesex County Improvement Authority, Middlesex County Regional Chamber of Commerce, PSE&G, Borough of Milltown, Borough of Spotswood, Borough of Highland Park, Qualcare, Inc., Timothy Haahs & Associates, Plan Smart NJ, New Jersey Department of Transportation, County of Middlesex, Colgate Palmolive, NJ TRANSIT, Robert Wood Johnson University Hospital, Township of Cranbury, Borough of Carteret, Borough of Jamesburg, Borough of South River, and Business and Government Insurance Agency.

KMM is pleased to address the transportation demand management (TDM) needs of any commuter or traveler, employer, or governmental entity in Middlesex County. KMM's partners number in the hundreds. Examples of entities to which KMM provided service include: Johnson & Johnson World Headquarters, J&J HCS, Colgate-Palmolive Company, Rutgers University, IEEE, Meril Limited, The Provident Bank, Computershare, Enzon, J&JHCS, UMDNJ Piscataway and New Brunswick, St. Peter's University Hospital, Laurel House, and numerous Middlesex County communities.

KMM's office is located at 100 Bayard Street, 2<sup>nd</sup> Floor, New Brunswick, NJ. There are 7 full time staff members.

### **Service Area Description**

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, Rte 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 the Landing Lane.

One of the fastest growing counties in NJ, Middlesex boasts a residential population approaching 810,000 residents in 271,722 households, reflecting an 8% (statewide 4.5%) increase over the past decade. Middlesex County is densely populated with 2,614 persons per square mile. Twelve percent (12%) of the population is 65 years of age or older.

Middlesex County's population is richly diverse. Twenty one percent (21%) of the population is Asian (statewide 8.3%). Eighteen percent of the residents identify themselves as Hispanic or Latino (17% statewide), and nearly 10% identify themselves as Black (statewide 13.7%). Forty nine percent (49%) are white not Hispanic persons (statewide 59%). Per capita income in 2009 was \$33,022; the median household income is \$75,000.

Non Farm employment dropped to under 387,194, a .7% decrease from the 2000 census. There are over 21,000 non farm business establishments.

There are five institutions of higher learning in Middlesex County. They are Middlesex County College, Princeton University (Forrestal Campus), Rutgers, the State University, University of Medicine and Dentistry, and DeVry University.

Middlesex County offers 1,900 beds to those requiring medical care. John F. Kennedy Medical Center, Robert Wood Johnson University Hospital, Raritan Bay Medical Center in Old Bridge and Perth Amboy, and St. Peter's University Hospital are the five major medical facilities in Middlesex County. Soon, the new Princeton Medical Center will open in Plainsboro.

## **Goals and Objectives**

### NJTPA's Goals and Objectives

- Protect and improve the quality of natural ecosystems and the human environment
- Provide affordable accessible and dynamic transportation systems responsive to current and future customers
- Retain and increase economic activity and competitiveness
- Enhance system coordination, efficiency, and competitiveness
- Maintain and safe and reliable transportation system in a state of good repair
- Support the coordination of land use with transportation systems

Safer road conditions, reliable transportation choices, and smarter land use decisions enhance the economic, physical, and human environments. They are the heart of KMM's mission as adopted by KMM's Board of Trustees over 25 years ago. The staff is dedicated to addressing the needs of commuters, employers, and local, county, and state governments as KMM works to implement a broad and ever expanding menu of transportation demand

management programs and services that support and enhance improved mobility and safety, cleaner air, and sustainability in Middlesex County. KMM's portfolio contains activities that address NJTPA's goals and objectives including Accessibility, Economic Development, Reliability, Environment, and Safety.



## Keep Middlesex Moving (KMM) Program Report FY 2017

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### **Goal Area Activity:** Core Accessibility

*Description:* The purpose of this core activity is to encourage and support commuters who are considering or have adopted alternative commute modes. Direct outreach or social media messaging will provide opportunities to educate those who may be unfamiliar with commute options.

**Strategy:** Encourage alternative transportation choices

*Description:* KMM will promote all commute options including, but not limited to car and vanpooling, shuttles, bicycling, and walking as alternatives to single occupant driving with educational activities and events.

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

- ▶ Activities supporting the adoption of alternative transportation choices.

**Strategy:** Support accessibility focused implementation and planning efforts

*Description:* KMM is an active participant in New Brunswick Ciclovía and the Perth Amboy Transit District, two Middlesex County activities under the Regional Plan for Sustainable Development (RPSD). In New Brunswick and Perth Amboy, KMM has focused on bicycling and pedestrian accessibility. KMM will continue to support projects such as New Brunswick Ciclovía, the Perth Amboy Transit District, the Woodbridge Rahway Arts Region, and the Middlesex Greenway as requested. The TMA will seek additional partnerships in order to support Ladders of Opportunity.

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

- ▶ Activities increasing the adoption of alternative transportation choices
- ▶ Support the RPSD and Ladders of Opportunity

**Strategy:** Facilitate carpooling and vanpooling

*Description:* Activities in this category include implementation and maintenance of the statewide ridematch system, car/vanpool ridematch services, and, for qualified commuters, the Emergency Home Ride Program. KMM will address requests for trip planning and other commuter assistance. KMM supports a "Transit First" policy.

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

- ▶ Comprehensive rideshare support services including, but not limited to trip planning.

**Strategy:** Multi-media promotion of accessibility related activities

*Description:* KMM will use social, radio, and print media to promote commute alternatives.

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

- ▶ Social, radio, and print media to promote commute choices

### **Goal Area Activity:** Core Economic Development

*Description:* Employers are key players in advancing transportation demand management programming. KMM has cultivated relationships with the business community in Middlesex County and is a leader in the Middlesex County Regional Chamber of Commerce and the Convention and Visitors Bureau. These relationships have enabled KMM to work closely with the private sector to advance the adoption of TDM strategies in the workplace.

**Strategy:** Workplace TDM outreach, implementation, and recognition

*Description:* KMM will coach and assist employers that wish to implement TDM worksite-based programs. This may include, but not be limited to employee surveys, on-site fairs, development of a car/vanpool program, shuttles, and site-specific social media. Site-specific emergency ride home, incentives, preferential parking, on-site transit passes, bike/ped promotions, and alternative work hours are among the other services KMM could provide. KMM supports NJ Smart Workplaces, a statewide program that recognizes employers who are making a TDM difference. Smart Workplaces businesses are recognized in 4 categories and awards are presented annually.

**Products and Outcomes:**

- ▶ Implementation of TDM at Middlesex County worksites
- ▶ Designation of Middlesex County employers as Smart Workplaces

**Strategy:** Economic development promotion in Middlesex County

*Description:* KMM will use social media, radio, and print to promote activities, including, but not limited to Smart Workplaces, webinars, and other programs related to Economic Development in Middlesex County.

**Products and Outcomes:**

- ▶ Comprehensive campaign to support transportation activities related to Economic Development

**Strategy:** Support implementation of the Regional Comprehensive Economic Development Strategy

*Description:* A key component of the Regional Comprehensive Economic Development Strategies is the strengthening of tourism throughout the region. Tourism is a significant economic generator in the retail, hospitality, cultural, historical, sports, and recreation sectors. KMM is a member of the Middlesex County Regional Convention and Visitors Bureau.

**Products and Outcomes:**

- ▶ Advance initiatives in partnership with the Middlesex County Department of Business Development and Education
- ▶ Implement methodologies which facilitate travel and/or mass transportation to tourist destinations

**Goal Area Activity:** Core Reliability

*Description:* A sound, reliable, and functional infrastructure is vital to a strong economy. KMM will coordinate with transportation stakeholders and providers to support a dependable and predictable transportation infrastructure.

**Strategy:** Update Emergency Response Plan

*Description:* Extreme weather, security threats, roadway accidents, fires, or other catastrophic occurrences wreck havoc with the transportation system. KMM has created and maintains an Emergency Response Plan which will be implemented in the event of unanticipated events.

**Products and Outcomes:**

- ▶ Update Emergency Reponse Plan and implement if needed

**Strategy:** Participate in plans to improve regional mobility

*Description:* KMM will partner with regional and local stakeholders to support ongoing and new construction and mitigation projects. Our partners may include, but not be limited to the County of Middlesex, the Middlesex County Transportation Coordinating Committee, the Central Jersey Transportation Forum, NJDOT, NJTPA, NJ TRANSIT, other agencies, and trip generators. The TMA will provide assistance as needed for the Regional Transportation Plan.

**Products and Outcomes:**

- ▶ Ongoing communication, cooperation, and collaboration among TDM stakeholders

**Strategy:** Disseminate emergency and non-emergency roadway information

*Description:* KMM's Information Notification Network (INN) is available in three ways -- app for iPhones and Androids, email, and social media. Those who wish to subscribe to INN may register online or download the app. Alerts are pulled from 511NJ, NJ Transit, NJ State Police, Amber/Silver Alerts, Ozone Alerts, and local police, fire, and community Nixle alerts.

**Products and Outcomes:**

- ▶ Dissemination of emergency and non emergency roadway information

**Strategy:** Promote Reliability-related activities

*Description:* KMM will promote INN, meetings of the Middlesex County Transportation Coordinating Committee and the Central Jersey Transportation Forum and other information related to Reliability through social media and other outreach efforts.

**Products and Outcomes:**

- ▶ Campaign to promote activities related to Reliability

**Goal Area Activity:** Core Environmental

*Description:* Alternative commute modes not only reduce traffic congestion, they improve air quality. KMM will focus on educating children about the dangers of air pollution.

**Strategy:** Environmental Education

*Description:* KMM will invite 5th graders to create book marks illustrating an environmental theme related to motor vehicle emissions. Educational tools and classroom exercises related to the theme will be provided to teachers. The TMA will use social media to promote Earth Day and other air quality messages.

**Products and Outcomes:**

- ▶ Promote air quality through a bookmark contest and social media.

**Goal Area Activity:** Core Safety

*Description:* KMM is committed to educating the public about travel safety including, but not limited to driving under the influence, distracted driving, seat belt safety, winter driving safety, vehicle maintenance, infant safety seats, and safe bicycling and walking.

**Strategy:** Promote travel safety education

*Description:* KMM will coordinate with the NJ Division of Highway Traffic Safety and NJTPA, particularly Be Street Smart NJ to distribute safety materials through, but not limited to social, web based, electronic, and print media.

**Products and Outcomes:**

- ▶ Promote travel safety education

**Goal Area Activity:** Supplemental Environmental

*Description:* The focus of KMM's activities in Supplemental Environmental will be to encourage the adoption of alternative fuel vehicles through the updating and printing of the Middlesex County Bicycle Guide and the hosting of an Electric Vehicle Conference.

**Strategy:** Middlesex County Bicycle Guide

*Description:* KMM last updated and printed the Middlesex County Bicycle Guide in 2010. In partnership with the Middlesex County Planning Department and municipalities, KMM will oversee updates to the Guide and arrange for printing of 5000 copies. In addition to print, the Guide will be available online at [www.kmm.org](http://www.kmm.org).

**Products and Outcomes:**

- ▶ Update and print the Middlesex County Bicycle Guide

**Strategy:** Electric Vehicle Conference

*Description:* With 300,000 electric vehicles (EV) in use, it is clear that Americans are growing more interested in plug in vehicles. KMM will implement an Electric Vehicle Conference in Middlesex County. The purpose of the conference is educational and designed to help public and private stakeholders understand the EV landscape. KMM envisions the conference to be of interest and benefit to municipal, corporate, retail, and residential developers, among others. KMM will coordinate the development of the conference agenda with NJTPA.

**Products and Outcomes:**

- ▶ Host an EV Conference in Middlesex County in coordination with NJTPA

**Goal Area Activity:** Supplemental Safety

*Description:* The activities which KMM proposes here will promote and enhance travel safety for pedestrians of all ages with a particular focus on senior citizens.

**Strategy:** Senior Pedestrian Safety Audit

*Description:* In partnership with the Middlesex County Sheriff and the County Office on Aging and Disabled Services, KMM will prepare a Senior Pedestrian Safety Audit. Initially, municipalities which host senior residences and service will be the focus of this audit. Activities may include, but not be limited to identifying and mapping senior residential and service facilities. Within the area of the senior residences and facilities, KMM will identify and map crash locations and characteristics of crashes, conduct walkability audits, and provide safety materials. KMM will attempt to secure cooperation from a minimum of 3 municipalities in which to conduct audits. Prepare a report of findings.



**Products and Outcomes:**

- ▶ Identification of senior facilities and crash locations
- ▶ Distribution of pedestrian safety materials
- ▶ Final report of activity

**Strategy:** Flag It!

*Description:* KMM will build upon the Flag It! program, implemented previously with funding from the NJ Division of Highway Traffic Safety. Flag It! places brightly colored flags on each side of a marked intersection. Pedestrians carry flags as they cross from one side of the street to the other to increase their visibility to drivers. KMM will seek partnerships with a minimum of 3 municipalities in which to implement Flag It!

**Products and Outcomes:**

- ▶ Installation of pedestrian safety flags in a minimum of 3 municipalities

**Goal Area Activity:** Work funded from other sources

*Description:* The strategies enumerated below are funded through sources other than NJTPA and include Safe Routes to School (NJDOT), Paint the Pavement (NJ Division of Highway Traffic Safety, and NJ Transit.

**Strategy:** Paint the Pavement - NJ Division of Highway Traffic Safety

*Description:* The goal of Paint the Pavement, a pilot program, is to reduce distracted walking by changing the color of the sidewalk as pedestrians approach intersections.

**Products and Outcomes:**

- ▶ NJ Division of Highway Traffic Safety Grant Activities

**Strategy:** Safe Routes to School

*Description:* Implementation of Safe Routes to School programming in Middlesex County. Safe Routes to School is funded by the NJ Department of Transportation.

**Products and Outcomes:**

- ▶ Implementation of Safe Routes to School program

**Strategy:** NJ Transit

*Description:* Promote a "Transit First" policy, manage bike locker rentals, and support "Ticket to Work." "Ticket to Work" provides bus tickets to those seeking jobs and the newly employed in Middlesex County. New wage earners may receive 5 round trip bus tickets for work-related commuting.

**Products and Outcomes:**

- ▶ Implementation of NJ Transit work program activities

**Goal Area Activity:** Supplemental Street Smart NJ

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 Keep Middlesex Moving will implement Street Smart NJ campaigns in select communities.

**Strategy:** Improve Pedestrian Safety and Motorist Behavior Through Education and Coordination with Enforcement Efforts

*Description:* KMM will implement pedestrian safety education campaigns in up to two communities. Communities will be selected using a data driven process with the assistance of NJTPA. The campaigns will include community involvement, pre-campaign data collection, support for the implementation of an enforcement campaign, public outreach support, and a post-campaign evaluation. Outreach support will include out of home, social, earned, and broadcast media as well as speaking engagements.

KMM will work to secure the cooperation of elected officials, and form a steering committee of community leaders and stakeholders including but not limited to elected and appointed officials, emergency services and law enforcement representatives, merchants and business groups, students, and other interested parties.

Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the campaign.

**Products and Outcomes:**

- ▶ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in up to two Middlesex County municipalities in coordination with municipal and law enforcement personnel.
- ▶ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

**Keep Middlesex Moving, Inc.**  
**Work Program Promotion Plan**

Keep Middlesex Moving, Inc. (KMM) 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 quarterly report attachments.

KMM will use the following types of media in FY17 for the promotion of the programs, goals, and objectives of the work program.

**Social Media:** Social media includes but is not limited to Facebook (“keepmiddlesexmovinginc”), Twitter (“@MiddlesexCmuter”), Pinterest (“keepmiddlesexmovinginc”) and Instagram (“@keepmiddlesexmoving”). These will be used to communicate brief messages and to provide links to traffic incidents and congestion reports, blog posts, KMM-related news, and other related information of interest. Effectiveness will be tracked by the number of hits, unique visitors, followers, posts/tweets, reach, impressions, mentions, visits, and Instagram pictures.

**Newsletter: “Intersection”** targeted to commuters, businesses, and other stakeholders, is published by KMM three times per year. This four page newsletter contains articles and information of interest to all stakeholders. It is mailed to 1500 stakeholders, including those registered in the rideshare database and is used as a means to manage the database. The addresses of newsletters returned as “undeliverable” are deleted. Additionally, Intersections is sent electronically to employers who re-distribute it to their employees. Effectiveness will be tracked by the number of returned newsletters and web traffic.

**Printed Material:** As needed, KMM will produce or re-print brochures including but not be limited to brochures, flyers, and other documents as may be needed to support our work program. Materials may include but not be limited to educational brochures about walking, bicycling, distracted driving, air quality, or other topics. Typically, these materials are distributed at transportation fairs, street fairs, community meetings, or other similar events. In fy17, KMM will reprint the Middlesex County Bicycling Guide. Effectiveness will be measured by the number distributed.

**Radio:** KMM will promote events and programs that may include but not be limited to Earth Day, Bike to Work Week, Distracted Driving, ridesharing, bike/ped, back to school safety, and more. Typically, our radio spots have a call to action and urge listeners to visit a landing page. Effectiveness will be tracked by hits on the landing page.

**Online ad:** KMM will promote events and programs that may include but not be limited to Earth Day, Bike to Work Week, Distracted Driving, ridesharing, bike/ped, back to school safety, and more. Typically, our online ads have a call to action and urge viewers to visit a landing page. Effectiveness will be tracked by hits on the landing page.



## PROGRAM MANAGEMENT

### Description

Keep Middlesex Moving will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 173,614		
	2. FRINGE BENEFITS 60%	\$ 104,168		
	<b>SUBTOTAL</b>	<b>\$ 277,782</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 738		
	3. PRINTING & REPRODUCTION	\$ 13,340		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 31,835		
	<b>SUBTOTAL</b>	<b>\$ 45,913</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 159%	\$ 286,304		
	<b>SUBTOTAL</b>	<b>\$ 286,304</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
<b>TOTAL PROGRAM BUDGET</b>		<b>\$ 610,000</b>	100%	0%
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 560,000</b>		
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 50,000</b>		

This estimated budget is based upon projected costs to perform the FY 2016 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: \$ 610,000      Local Match: \$ -      Total: \$ 610,000**

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2017 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 300.00
TWT Newsletter	\$ 3,600.00
Electronic /Print/Radio Advertising	\$ 27,935.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 31,835.00</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2017 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	1,910	\$ 106,310	\$ 32,145	\$ 105,646	\$ -	\$ 244,101
Core Goal Area Activities - Economic Development	680	\$ 49,222	\$ 485	\$ 48,915	\$ -	\$ 98,622
Core Goal Area Activities - Reliability	1,055	\$ 64,430	\$ 1,325	\$ 64,028	\$ -	\$ 129,783
Core Goal Area Activities - Environmental (optional)	217	\$ 13,703	\$ 570	\$ 13,617	\$ -	\$ 27,889
Core Goal Area Activities - Safety (optional)	222	\$ 14,143	\$ 568	\$ 14,055	\$ -	\$ 28,766
Program Management	139	\$ 10,322	\$ -	\$ 20,516	\$ -	\$ 30,838
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,223</b>	<b>258,131</b>	<b>35,093</b>	<b>266,776</b>	<b>-</b>	<b>560,000</b>
Supplemental Goal Area Activities - Environmental (optional)	124	\$ 7,538	\$ 8,080	\$ 7,491	\$ -	\$ 23,109
Supplemental Goal Area Activities - Safety (optional)	55	\$ 3,456	\$ -	\$ 3,434	\$ -	\$ 6,891
Supplemental Goal Area Activities - Street Smart NJ (optional)	124	\$ 8,657	\$ 2,740	\$ 8,603	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>303</b>	<b>19,651</b>	<b>10,820</b>	<b>19,529</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>4,526</b>	<b>\$ 277,782</b>	<b>\$ 45,913</b>	<b>\$ 286,304</b>	<b>\$ -</b>	<b>\$ 610,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William Neary, Executive Director	38%	697
Roberta Karpinecz, Director of Operations	46%	830
Morteza Ansari, Program Manager	39%	710
Cristina Fowler, Program Manager	57%	1039
Arlene Holt, Program Coordinator	57%	1045
Lynne Cuevas, Program Coordinator	8%	140
Peter Bilton, Program Coordinator	4%	65
<b>TOTAL</b>	<b>36%</b>	<b>4526</b>



**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Meadowlink TMA  
FY 2017 WORK PROGRAM



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- Environmental
- Safety

## **Supplemental Goal Area Activities**

- Environmental
- Safety
- Street Smart NJ

## **Promotions Plan**

## **Program Management**

- Consultant Activities

## **Budget and Staffing Plan**



## TMA WORK PROGRAM OVERVIEW

### Organizational Summary

The Meadowlands Transportation Brokerage Corporation (d/b/a Meadowlink) was incorporated on October 24, 1983 as a non-profit 501(c)3. It is the first Transportation Management Association (TMA) in the State of New Jersey and was created as a result of the gas crisis in the 1970's, which resulted in companies like Hoffmann La Roche having over 400 vanpools. The charter members include the New Jersey Sports and Exposition Authority (NJSEA), New Jersey Meadowlands Commission (NJMC), the Port Authority of New York and New Jersey (PANYNJ), the New Jersey Department of Transportation (NJDOT), the New Jersey Turnpike Authority and the Meadowlands Regional Chamber of Commerce. Meadowlink's Board of Trustees includes 10 representatives from the public sector including the North Jersey Transportation Planning Authority (NJTPA), and 15 from the private sector.

### 1. Mission

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

### 2. Major Sources of Funding and Clients

Public sector Grants: \$2,517,185

(NJTPA, NJDOT, NJ TRANSIT, NJHTS)

Public Sector fee for service: \$2,189,301

(Essex, Monmouth, & Passaic Counties)

Private sector: \$1,993,630

(Hartz Mountain, BNE Real Estate Group, Russo Development, Barnes & Noble, Rose Brand, ARRI, Greystar, Vermella, Onyx and Vitamin Shoppe)

Total: \$6,700,116

### 3. Office Locations

Meadowlink operates from three different offices.

#### Main Office:

144 Park Place East, Wood-Ridge, NJ 07075

#### Satellite Offices:

1 Industrial Way West, Eatontown, NJ 07724

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

### 3. Staff Summary

Office Location	Full-Time Employees	Part-Time Employees	Total Employees
Wood-Ridge	47	27	74
Newark	2	2	4
Eatontown	6	13	19
<b>Total:</b>	<b>55</b>	<b>42</b>	<b>97</b>

### Geographic and Demographic Information

- **Geographic information (i.e. – service area, etc.)**

The Meadowlink 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.

- **Demographic information (i.e – age, population, etc.)**

County	Total Population	Senior Population 60+	People with Disabilities	# of people carpooling	# of people driving alone	# of people using transit	# of people who work from home	# of people who walk/other
<b>Bergen</b>	933,572	136,483	335,480	32,563	306,957	59,357	20,070	6,555
<b>Hudson</b>	669,115	65,657	229,400	25,658	124,772	127,708	9,317	4,437
<b>Essex</b>	795,723	88,953	280,090	31,165	210,896	68,506	10,364	5,379
<b>Union</b>	552,939	66,403	184,510	21,080	175,485	25,732	8,300	15,598
<b>Monmouth</b>	629,279	87,474	233,730	24,408	224,156	24,702	14,077	5,053
<b>Passaic</b>	508,856	60,115	161,910	23,975	157,616	20,110	5,304	6,454
<b>TOTAL</b>	<b>4,089,484</b>	<b>505,085</b>	<b>1,425,120</b>	<b>158,849</b>	<b>1,199,882</b>	<b>326,115</b>	<b>67,432</b>	<b>43,476</b>

- **Infrastructure**

Less than 5-miles from Times Square in New York City, the Meadowlink service area defines the urban core in New Jersey and is home to more than a third of the state's population with an extensive multi-model transportation system that includes major transit hubs like Secaucus Junction, Newark Penn Station, Newark Liberty International Airport, Teterboro Airport and Elizabeth/ Newark Seaport. Routes 3 & 17 which connect to the Lincoln Tunnel with the most successful express bus lane in the country are traversed by more than 500 buses during peak hours. The New Jersey Turnpike and the Garden State Parkway are the two major highway corridors in the region. To the west is Route 4 the major highway that links to the George Washington Bridge. The region can be easily accessed by land, sea or air.

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

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

The area houses major sports franchises that include the Giants at the Metlife Stadium in the Meadowlands, and the Devils at the Prudential Center in Newark. The Metlife Stadium and Prudential Center are easily accessible from New York City as well as most of the Meadowlink service area via public transit.

The much anticipated entertainment and retail complex, *American Dream Meadowlands* is scheduled to open in 2017 with more than two million square feet of retail space with retailers like Saks Faith Avenue and Lord & Taylor, and an 800-room hotel anchoring the development.

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

## **Goals and Objectives**

In actively advancing its mission, Meadowlink staff will focus on six core goals that are supported by clear and consistent objectives.

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

Staff will accomplish this goal by working with companies to engage new and innovative transportation options that are supported by the latest technologies; providing employee transportation planning and brokerage services to companies who are relocating to the region; designing and implementing regional transportation management programs for business; providing transportation and commute options to reduce costs and congestion; advocating the development of cost-effective and efficient public transit; improving the commutation linkages between concentrated areas of high unemployment and

concentrated job centers by advancing programs like the Jobs Access Reverse Commute (JARC) and New Freedom initiatives.

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

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

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

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

3. Advocate High Occupancy Vehicles (HOV)

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

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

4. Achieve Improvements in Air Quality

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

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



5. Conserve energy resources

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

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

6. Promote transit equity

In the spirit of the federal United We Ride initiative Meadowlink staff will develop programs and services to serve the disadvantaged segments of the population like low 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.



## **Meadowlands Transportation Brokerage Corporation Program Report FY 2017**

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### **Goal Area Activity:** Accessibility

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

**Strategy:** Increase of travel access to alternative modes other than SOV

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

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

### **Products and Outcomes:**

- ▶ Provide Rideshare assistance by conducting Transportation fairs/events at employer worksites to promote alternative transportation such as carpooling, vanpooling, bike riding.
- ▶ Provide trip planning assistance as requested to travelers who desire to plan trips by travel alternatives. Such assistance will include offering information on transit routes and service, Park-Ride lot locations, and safe bicycling routes.

**Strategy:** Human Services Transportation Efforts

*Description:* Meadowlink’s goal is to eliminate the transportation barrier for the low-income workers, seniors and commuters with reduced mobility. This will include expansion of existing transportation services and working with the County’s Community Transportation Committee (United-We-Ride) assist with data collection as needed, inform commuters and employers about the services available, and solicit their comments and involvement. In particular, Meadowlink will assist in identifying transportation connectivity gaps that affect the traditionally underserved populations and partnering with other organizations both public and private to address those gaps and ensure access to essential services like housing, employment, health care, education and recreation.

**Products and Outcomes:**

- ▶ Assist in updating the coordinated human services transportation plan.
- ▶ Develop sustainable and affordable transportation services to meet the needs of seniors, people with reduced mobility, and low income clients.

**Goal Area Activity:** Economic Development

*Description:* Meadowlink will serve as a primary contact for employers in the area and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, Meadowlink will conduct aggressive outreach to a broad range of employers to inform them of availability of opportunities and encourage use of assistance to develop or expand worksite TDM programs, participate in the development of outreach and education materials and tools, arrange for TMA staff to participate in training to support effective outreach and report to NJTPA on the TMA's employer outreach activities.

Additionally, Meadowlink will strive to provide transportation programs and services that enhance visitor experience, stimulate business expansion, attract new businesses and facilitate community development to enable economic growth and prosperity in Meadowlink's service area. Meadowlink's primary partners are the local chambers of commerce, businesses, employers, state government agencies, and local governments.

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

*Description:* Meadowlink 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. Meadowlink will provide assistance to employers on program assessment and evaluation, delivery of commute alternative information and promotions to employees of a specific employer worksite(s), development of common TDM strategies and information resources including activities that increase use of non-SOV modes, and reduce mid-day travel activities from work sites. In addition, Meadowlink will assist with identifying seed funding and implementation of transportation demonstration projects.

Additionally, Meadowlink will assist companies to qualify for "New Jersey Smart Workplaces" Program; providing support to Employee Transportation Coordinators (ETC); encouraging pedestrian and bicycle transportation alternatives wherever applicable; sharing government resources about clean air with business; and advocating the use of non-fossil fueled vehicles.

**Products and Outcomes:**

- ▶ Undertake efforts that focus on the encouragement, provision and implementation of TDM services at employer sites.
- ▶ Promotion of NJ Smart Workplaces Program

**Strategy:** Participation and Implementation of the Together North Jersey effort, including the regional CEDS

*Description:* Meadowlink will participate in activities to implement the Together North Jersey effort including the regional CEDS and their local efforts.

**Products and Outcomes:**

- ▶ Participate in implementation of the Together North Jersey Plan and regional and local Comprehensive Economic Development Strategy activities.

**Goal Area Activity: Reliability**

*Description:* Meadowlink will provide and coordinate with NJTPA, NJDOT, PANYNJ, TRANSCOM and NJ TRANSIT, as requested, to identify, promote, plan, and implement suitable TDM initiatives that contribute to effective State and regional infrastructure planning and system operations in a corridor or regional setting.

Traffic delays and congestion is the norm and the reduction of traffic is a major goal for the region. Meadowlink will disseminate information on construction related congestion mitigation projects, boost usage of carpool/vanpools and encourage use of public transit by linking major employment centers to major transit hubs using shuttle services.

Meadowlink will implement/refine a Contingency Plan to ensure continuation of operation in case of emergency.

**Strategy:** Construction related congestion mitigation

*Description:* Meadowlink will coordinate with local, county, and statewide transportation operations for the purpose of relieving congestion related to construction and maintenance.

**Products and Outcomes:**

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

**Goal Area Activity: Environmental**

*Description:* Meadowlink will strive to reduce pollution created by transportation activity, and conserve resources affected by transportation activity by focusing on the adoption of low-emission vehicles and educational programs to reduce pollution caused by transportation activity. We will participate as stakeholders on NJTPA-led activities/studies related to improving air quality and reducing pollution, including the Alternatively Fueled Vehicle Readiness Plan Study.

**Strategy:** Improvement of air quality programs

*Description:* Meadowlink will participate in disseminating information and encouragement activities including anti-idling and promote the adoption of low emissions vehicles or other activities. Meadowlink will participate in activities/studies related to improving air quality.

**Products and Outcomes:**

- ▶ Meadowlink will participate in activities to encourage the use of low emission vehicles and build a network of individuals and groups who are informed about, become supportive of, and ultimately able to actively pursue the development/ implementation of the appropriate strategies within their local community. This will include promotion of an anti-idling program as appropriate.

**Goal Area Activity: Safety**

*Description:* Meadowlink will promote travel safety throughout its service area for all modes. This could include educational programs focused on issues such as drinking and driving, distracted traveling, wildlife related motor vehicle incidents, seatbelt use, vehicle maintenance, infant/ child seat education, bicycle/pedestrian safety or topics related to traveler safety. Meadowlink may also engage in information gathering related to safety issues, or implementation of a safety-related program such as conducting bicycle/ pedestrian audits. In this section of the core work program, Meadowlink will focus on commuters and students.

Meadowlink will assist with development/ promotion of NJTPA’s Statewide Pedestrian Safety Campaign “Be Street Smart NJ” pilot program.

**Strategy:** Promotion of Pedestrian Safety Education Programs

*Description:* Meadowlink will disseminate information and conduct presentations focused on safety. Meadowlink will participate in educational campaigns including all Street Smart NJ activities in coordination with NJTPA and local communities.

**Products and Outcomes:**

- ▶ Conduct information sessions about safety programs & participate in the "Be Street Smart NJ" activities.

**Goal Area Activity:** Supplemental Safety

*Description:* For many seniors, especially those over the age of 75, age-related issues make driving a difficult and potentially dangerous prospect. Anyone who has cared for an aging parent or relative understands the importance of senior transportation, even without studying the demographics.

While the facts show that New Jersey’s 1.1 million seniors will grow to 1.5 by 2020 – with the greatest percentage increase in those 85 years and older – we know the need is growing just by looking around us, at our neighbors, friends and families. The safety and the mobility needs of our senior citizens will continue to grow at least for the next 20-years as the baby boom generation peaks.

In this section of the supplemental work program, Meadowlink will focus exclusively on providing mobility solutions to assist mature drivers to “age in any place.”

**Strategy:** Providing Education and Assistance to Mature Drivers

*Description:* Meadowlink will launch a two-phased comprehensive senior safety program that is organic to its transportation roots while meeting the mobility needs of the customers, and leveraging the strength of its partners - non-profit organizations like AARP and the New Jersey Foundation for the Aging, service providers like AAA and NJTIP, and the local communities. Last year, Meadowlink hosted about 20 events at various senior centers to introduce our senior transportation program and they will continue to be the primary venue for these sessions.

**Phase-I: Safe Driving**

- 1) Evaluating driving ability: The objective is to inform seniors about their options to drive more safely by providing self-rating forms, interactive driving evaluation on the computer or even an assessment by an occupational therapist-driver rehabilitation specialist. These modules have already been developed by AAA and will be presented in partnership with them at various senior centers.
- 2) Understanding Mind & Body Changes: This will include presentations to help mature drivers understand the effect of aging on vision, hearing, reaction time, medical conditions & medications, and mind and cognition.
- 3) Improving Driving Skills: Meadowlink’s Safety Supervisor will present the preparations prior to a drive that could include a pre-drive vehicle inspection, checking your body’s fit with the vehicle, using and

adjusting mirrors and safety belt. Every day driving challenges include left –hand turns, roundabouts, driving around big trucks, driving at night, yielding the right of way, backing and parking and dealing with aggressive drivers. Additionally, driving in bad weather such as rain, snow, ice and sleet, fog, smoke and sandstorms and handling unexpected situations like vehicle failures, avoiding crashes and emergency maneuvers, and what to do after a crash will be discussed.

#### Phase-II: Beyond Driving

The second Phase is designed to help seniors grow out of their fear of not being able to drive and losing their independence. “Giving up the keys” doesn’t have to mean giving up. It is all about providing safe and affordable mobility options.

- 1) Retraining seniors on using public transit: The northern New Jersey area has an extensive public transit network that could be used more effectively by seniors. In partnership with NJTIPS, Meadowlink will coordinate retraining seniors on using public transit. These events will also be coordinated at the senior centers as well as senior housing units.
- 2) Introduction to senior transportation services: Meadowlink will present information about County senior transportation programs and Volunteer driver programs like Community Cars that currently serves about 1,000 seniors using a fleet of 12-vehicles.
- 3) Partner with other TMAs to explore and expand possible mobility options: Meadowlink has pioneered the award-winning volunteer-driven Community Cars senior transportation program and will work with other TMAs, non-profit organizations, senior housing providers and other service providers to expand the program and offer the services to potential riders.

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

- ▶ Develop a 4-step training module to conduct the following: i. Information sessions to drive more safely ii. CarFit events that focus on preparations prior to a drive iii. Improved driving skills with emphasis on defensive driving iv. Travel Options using public transit, county and volunteer driver programs
- ▶ Conduct a minimum of 6 sessions for each of the four modules for a total of 24 sessions.
- ▶ Provide information to about 1,000 older adults and recruit 100 older adults to participate in volunteer driven programs

#### **Goal Area Activity:** Work Funded by Other Sources

*Description:* Meadowlink will provide assistance to schools and communities that need help implementing walking and biking programs as well as raising awareness of safe driving habits. The work is funded by other sources.

**Strategy:** Safe Route to School Program (SRTS): Funded by NJDOT

*Description:* Safe Routes to School encourages children to walk and bike to and from school. This program has been designed to reverse the decline in children walking and biking to school. Today, fewer than 15% of children walk to school and we are targeting the long-term health and traffic consequences of this trend. Safe Routes to School incorporates the Five E's, education, encouragement, engineering, enforcement and evaluation. Safe Routes to School improves the built environment and increases opportunities for healthy physical activity for everyone.

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

- ▶ SRTS Activities

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

*Description:* The purpose behind this campaign is to reduce pedestrian and cyclist injuries and fatalities in certain key and disadvantaged areas with incident rates far above the statewide average. We are facilitating events with on-the-ground community groups, schools, businesses and municipalities to increase safe driving habits and raise awareness of the rules of the road. "Distracted Driving" is a primary focus of the Highway and Traffic Safety program.

**Products and Outcomes:**

- ▶ Highway Traffic Safety Activities

**Goal Area Activity:** Supplemental Street Smart NJ

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 Meadowlink will implement Street Smart NJ campaigns in a select community.

**Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination with Enforcement Efforts

*Description:* Meadowlink will implement the Street Smart NJ campaign in Asbury Park. This community was selected based on related work that is planned or underway, including a walkability assessment and continued work with a School Health Council and Community Coalition that is interested in improving neighborhood safety.

Campaign activities will include community outreach, out of home media, earned media, social media, and digital ad radio.

The campaign will be evaluated using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the campaign.

**Products and Outcomes:**

- ▶ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in Asbury Park in coordination with municipal and law enforcement personnel.
- ▶ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.



## **Meadowlink – Work Program Promotion Plan**

Meadowlink 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.

Meadowlink will use the following types of media in FY 2017 for the promotion of the programs, goals, and objectives of the work program:

- Newsletters: Meadowlink will continue to publish its quarterly newsletter. It will be printed on glossy paper and sent through the mail, as well as sent as a Constant Contact managed email. The newsletter will discuss issues of local and regional importance, as well as promote Meadowlink efforts, especially for those interested in environmental education and worksite based TDM. Effectiveness will be tracked by web traffic generated by the email distribution, Constant Contact measured open and forward rates, and the number of newsletters returned via postal mail as undeliverable.
- Twitter: The Twitter platform will be used as a delivery system for shuttles related information regarding traffic congestion and incidents. Effectiveness will be tracked by the number of followers, re-tweets (if feasible), and links clicked in tweets.
- Brochures: Meadowlink will distribute promotional brochures detailing the wide-range of programs targeted at businesses as well as individuals. These include, but are not limited to Carpooling, Vanpooling, Senior Transportation, Flex-T, Volunteer Drivers, Shuttle Programs and Safe Routes to School Programs. Brochures will also be distributed at various events/fairs hosted by Meadowlink. Effectiveness will be tracked by the number of brochures distributed and number of applicants signing up for our programs.
- Displays: Meadowlink attends various trade shows, employer events/fairs aimed at expanding awareness of our TDM programs
- Web-Site information: Currently our website offers information on all our programs in great detail. Additionally, all press releases are available on our website. Effectiveness will be tracked by the number of visitors and website hits.



## PROGRAM MANAGEMENT

### Description

Meadowlink will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 648,579		
	2. FRINGE BENEFITS 40.71%	\$ 264,036		
	<b>SUBTOTAL</b>	<b>\$ 912,615</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 4,000		
	3. PRINTING & REPRODUCTION	\$ 10,000		
	4. TELEPHONE	\$ 917		
	5. POSTAGE	\$ 2,000		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 15,860		
	<b>SUBTOTAL</b>	<b>\$ 32,777</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 59.3%	\$ 384,607		
	<b>SUBTOTAL</b>	<b>\$ 384,607</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,330,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 1,280,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 50,000</b>		

This estimated budget is based upon projected costs to perform the FY 2017 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: \$ 1,330,000      Local Match: \$ -      Total: \$ 1,330,000**

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink**

**FY 2017 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 3,500.00
Internet Marketing - Google Adwords	\$ 3,500.00
Internet Marketing - Constant Contact	\$ 660.00
NRBP Business Directory & Magazine	\$ 2,000.00
Mdest Hospitality Event	\$ 200.00
NRBP Annual Transportation Conference	\$ 5,000.00
Meadowlands Transportation Conference	\$ 1,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 15,860.00</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink  
FY 2017 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	22,064	\$ 775,371	\$ 18,917	\$ 326,768	\$ -	\$ 1,121,057
Core Goal Area Activities - Economic Development	300	\$ 34,735	\$ 12,860	\$ 14,639	\$ -	\$ 62,233
Core Goal Area Activities - Reliability	250	\$ 27,877	\$ 400	\$ 11,749	\$ -	\$ 40,026
Core Goal Area Activities - Environmental (optional)	100	\$ 11,578	\$ 500	\$ 4,880	\$ -	\$ 16,958
Core Goal Area Activities - Safety (optional)	100	\$ 11,578	\$ 100	\$ 4,880	\$ -	\$ 16,558
Program Management	150	\$ 16,299	\$ -	\$ 6,869	\$ -	\$ 23,168
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>22,964</b>	<b>877,440</b>	<b>32,777</b>	<b>369,783</b>	<b>-</b>	<b>1,280,000</b>
Supplemental Goal Area Activities - Environmental (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Goal Area Activities - Safety (optional)	750	\$ 21,105	\$ -	\$ 8,895	\$ -	\$ 30,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	409	\$ 14,070	\$ -	\$ 5,930	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,159</b>	<b>35,176</b>	<b>-</b>	<b>14,824</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>24,123</b>	<b>\$ 912,615</b>	<b>\$ 32,777</b>	<b>\$ 384,607</b>	<b>\$ -</b>	<b>\$ 1,330,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the</b>	<b>Total Estimated Hours For TMA Work Program</b>
Krishna Murthy, Executive Director	60%	1100
Avnish Gupta, Assistant Executive Director	66%	1200
Carole Swanstrom, Manager - Accounts Payable	85%	1554
Kinga Skora, Regional Manager - Bergen/Hudson County	85%	1554
Ellie Ferrer, Regional Manager - Essex/Union County	85%	1554
Nicole Neri, Assistant Manager - Accounts Receivable	66%	1200
Brenda Carter, Regional Manager - Monmouth County	43%	780
Melinda Dalton - Tpt. Coordinator - Monmouth County	54%	984
Lisa Lee - Manager, Bike/Ped Programs	11%	205
Michael Parra - Tpt. Coordinator	1%	25
Stephen Culpepper, Tpt. Coordinator - Commute Fairs	43%	780
Veronica Almonte, Accounting Coordinator	43%	780
Trudy Pearson, Tpt. Coordinator - Essex Community Cars	100%	1248
Kenia Hernandez, Tpt. Coordinator - Essex County	44%	800
Michael Jensen, Tpt. Coordinator - Bergen County	1%	25
Constance Shelley, Tpt. Associate - Community Cars	85%	1554
Rose Heimann - Tpt. Associate - Customer Service	98%	1227
Cesar Gomez, Asst. Operations Manager	1%	25
Vanessa Flores - Tpt. Associate - Customer Service	66%	1200
Jose Garzon - Accounting Assistant II	66%	1200
Nicholas Calabro - Tpt. Associate - Customer Service	96%	1200
TBD, Safety Coordinator	21%	375
TBD, Safety Coordinator	21%	375
Douglas Arbesfeld - Marketing Coordinator	87%	1589
Carla Savage - HR Assistant	87%	1589
<b>TOTAL</b>	<b>57%</b>	<b>24,123</b>

**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

RideWise of Raritan Valley  
FY 2017 WORK PROGRAM





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## **RIDEWISE WORK PROGRAM OVERVIEW**

### **Organizational Summary**

RideWise, whose legal name is the Somerset Alliance for the Future, is Somerset County's designated Transportation Management Association (TMA). The agency is an independent, 501(c)3 organization that is governed by a 15 member Board of Directors made up of representatives from the public and private sector. RideWise was initially formed in the early 1990's to provide carpool matching services and information on local transit services to major employers in Somerset County. The agency's role has evolved and expanded over the years as the agency makes the transition to become a provider of transportation services. The agency's mission is to advocate for and provide safe and sustainable travel solutions that improve mobility, reduce traffic congestion and decrease carbon emissions in Somerset County, New Jersey. RideWise serves Somerset County and maintains an office in Bridgewater, sharing space with the Somerset County Business Partnership. The agency employs 8 staff members.

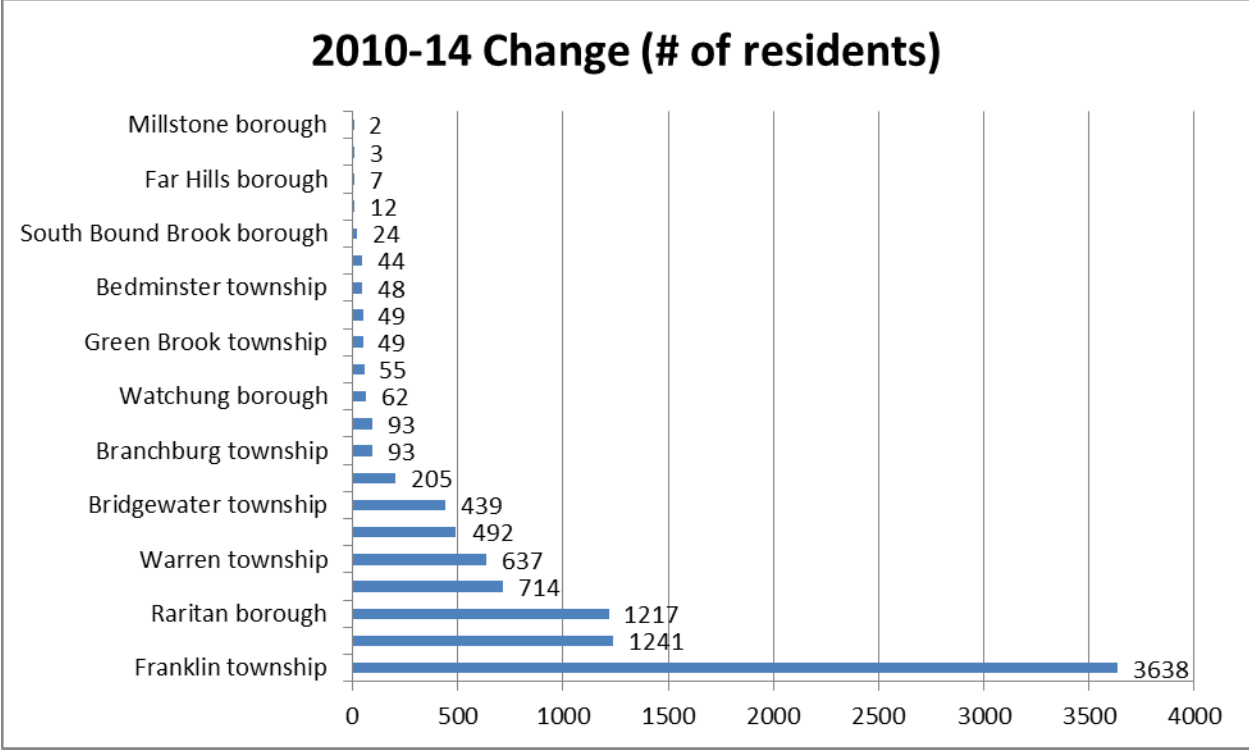
### **Service Area Description**<sup>123</sup>

#### ***Overview***

Somerset County is located in north-central New Jersey, about 40 miles west of New York City and 60 miles northeast of Philadelphia, Pennsylvania. The County's 21 municipalities encompass 305 square miles that are characterized by diverse landscapes, ranging from urban and suburban neighborhoods to rural countryside. The County has 11,600 acres of parkland, 7,753 acres of preserved farmland, and 3,253 acres of greenways, along with a distinct mix of municipalities, ranging from small boroughs to large suburban townships. Each municipality adopts its own land use ordinances, zoning ordinances, and master plan to guide development patterns.

#### ***Population***

Somerset County is the 13th most populated county in the state of New Jersey out of 21 counties. The estimated population in 2014 was 332,568, an increase of 2.8% from 2010. All 21 municipalities experienced an overall increase in population from 2010 to 2014. Franklin Township has gained nearly 4,000 residents since 2010, making it the fourth-fastest growing municipality in the state and the top in the county. Bound Brook, the fourth-fastest growing municipality in Somerset County, has added 714 residents since 2010, an increase of 7 percent. Raritan Borough saw an 18 percent uptick in residents from 2010 to 2014. Over half of Somerset County's population resides in its four most populous municipalities - Franklin Township, Bridgewater Township, Hillsborough Township, and Bernards Township.



The percent of the county’s residents 18 and younger comprises 23.2 percent of the population, a slight decrease from 25 percent in 2010. The proportion of the population 65 years of age and over has steadily increased over the past four decades. According to the 2013 American Community Survey, 46,892 or 14.1 percent of Somerset County residents are over the age of 65, an increase from 12.4 percent in 2010. The median age in 2013 was 40.6. 71.2 percent of residents are White. Asians make up 16.6 percent of the population and individuals of Hispanic/Latino descent make up 14.2 percent of the population.

***Housing***

The number of households in Somerset County increased 7.45 percent from 2000 to 2010. This represents a significant decrease in the rate of household growth as compared to the previous decade, during which the number of households increased by 18.93 percent. Concurrently, the average number of persons per household increased countywide from 2.69 in 2000 to 2.71 in 2010. Approximately three-fourths of all homes are owner-occupied as opposed to renter-occupied. The median cost of rental units in the countywide was \$1,379 in 2010. Approximately half of all renters pay in excess of 30 percent of their household income in rent. The median house value in Somerset County is \$420,500, higher than most counties in New Jersey. The average price of a new home is \$636,262. Somerset County had the 6<sup>th</sup> lowest number of residential foreclosures in New Jersey from 2009-2012. Somerset County foreclosures comprised only a 2.8 percent of the total number of foreclosures in New Jersey during that time period.

## ***Workforce***

Somerset County has a well-educated workforce. 52.7 percent of residents hold a Bachelor degree and 23 percent have an advanced degree. After the steep decline that occurred during the Great Recession, the total number of jobs in the county has begun to grow again. The latest estimates available from the New Jersey Department of Labor and Workforce Development for August 2015 indicate a county unemployment rate of 4.4 percent. Compared with New Jersey and the United States as a whole, Somerset County has experienced a slightly better employment situation. Unemployment in the county is well below both the State and national rates. Currently, job growth is most prominent in health care, education, and management. Somerset County has an office vacancy rate of 13.2 percent. Opportunities to re-use and revitalize existing office space are significant in Somerset County.

## ***Major Employers***

Anadigics Inc.	Warren	500
Bloomberg	Skillman	1,381
Carrier Clinic	Skillman	650
Cellco Partnership	Basking Ridge	800
Celanese Corp	Bedminster	500
Cegedim	Bedminster	2,000
Chubb Corporation	Warren	1,500
Chubb Group of Insurance Companies	Warren	1,800
Ethicon Inc.	Somerville	1,200
Executive Risk Indemnity Inc.	Warren	2,000
Federal Insurance Company	Warren	1,800
HSBC Bank	Bridgewater	600
Janssen Research & Development	Raritan	2,000
Johnson & Johnson Consumer Products	Skillman	1,200
Memorial Sloan- Kettering Inc.	Basking Ridge	1,000
Northwestern Pacific Indemnity	Warren	2,000
Ortho Clinical Diagnostics	Raritan	1,000
Ortho McNeil Pharmaceuticals	Raritan	1,800
Pfizer Inc.	Bridgewater	2,000
Philips Lighting	Somerset	500
PVH Distribution Center	Bridgewater	800
Robert Wood Johnson Somerset	Somerville	1,500
Roche Molecular	Branchburg	500
Sanofi	Bridgewater	2,500
Sears	Watchung	500
SHI International	Somerset	600
Super Stop & Shop	Watchung	500

UPS	Bound Brook	1,000
VA Lyons Medical Center	Lyons	675
Verizon	Basking Ridge	3,500

***Income***

Somerset County has one of the top ten highest median household incomes in the United States at \$99,020. The per capita income was \$47,803. The number of persons living at or below the poverty level is 5 percent.

***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.

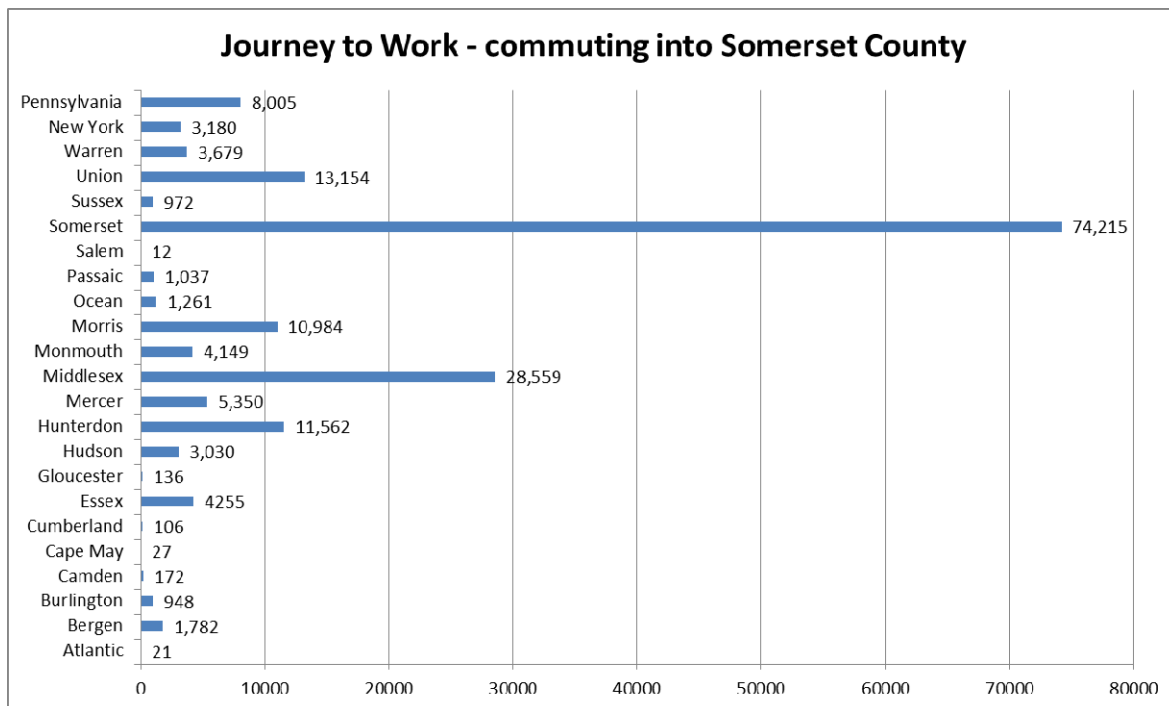
Interstate 287 (I-287, N/S) and Interstate 78 (I-78, E/W) intersect in the heart of Somerset County. I-287 serves as the outer beltway west of New York City through the north-central section of Somerset County. Meanwhile, I-78 spans east to west in the northern third of Somerset County, and connects to New York City, as well as Pennsylvania’s Lehigh Valley (Allentown, Bethlehem, and Easton) and beyond.

Somerset County is served primarily by New Jersey Transit (NJ Transit), TransBridge Bus, and Lakeland Bus Lines, which is augmented by Somerset County’s Office of Transportation. Somerset County’s Office of Transportation offers eight shuttle bus routes in the County as part of a regional network. Passenger rail service in Somerset County connects to New York (NY), Philadelphia (PA), and Trenton (NJ), through Penn Station in Newark, New Jersey. Somerset County’s passenger rail service is provided through NJ Transit via two lines that connect passengers to Newark, New Jersey, and New York City. NJ Transit runs two passenger lines through Somerset County that further connects to New York City through the Port Authority of New York and the New Jersey Trans-Hudson (PATH) connection.

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. In 2014, off-peak, mid-day “one seat ride” service was launched. Evening “one seat ride” service began January 2015. 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.

### ***Commute Patterns***

The mean travel time to work for county residents is 31 minutes. Montgomery Township, Green Brook, and Peapack-Gladstone report the highest percentages of residents with 60+ minute commutes. 46 percent of residents commute to jobs within Somerset County. 54 percent of residents commute to jobs outside of Somerset County. Middlesex County, Union County and Morris County are the top work destinations for Somerset County residents. Workers traveling to Somerset County are primarily traveling from Middlesex, Union, Hunterdon and Morris Counties. These four counties account for 36% of all inbound travelers for work related purposes.



<sup>1</sup> Investment Somerset: A Collaborative Blueprint for Economic Growth

<sup>2</sup> Somerset County Trends and Indicators Report 2013

<sup>3</sup> American Community Survey Data 2013 and 2014

### **TMA Goals and Objectives**

The TMA’s mission, as adopted by the board of directors, is to advocate for, and provide, safe and sustainable travel solutions that improve mobility, reduce traffic and decrease carbon emissions. The TMA is guided by seven goals, which are in alignment with the goals of NJTPA:

- Promote efficient transportation through carpools, vanpools, shuttle services, bicycling and walking (relates to NJTPA goals 2 and 3)
- Implement employer-based programs directed at increasing employee mobility (relates to NJTPA goal 3)
- Educate the public on efficient transportation alternatives to the single occupant vehicle (relates to NJTPA goals 2, 3, 4)

- Expand and enhance mobility and transportation options for transit dependent populations (relates to NJTPA goals 2 and 3)
- Partner with municipalities and schools on initiatives that address environmental sustainability and pedestrian safety (relates to NJTPA goals 1 and 6)
- Support state, county and municipal government in the development of walking paths, bike paths, park-n-ride facilities, and transit services and enhancements (relates to NJTPA goals 1,2,3,4,5 & 6)

**NJTPA Goals:**

1. Protect and improve the quality of natural ecosystems and the human environment
2. Provide affordable accessible and dynamic transportation systems responsive to current and future customers
3. Retain and increase economic activity and competitiveness
4. Enhance system coordination, efficiency, and competitiveness
5. Maintain a safe and reliable transportation system in a state of good repair
6. Support the coordination of land use with transportation systems



## Ridewise of Raritan Valley Program Report FY 2017

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### **Goal Area Activity:** Accessibility

*Description:* Provide information and assistance to commuters, tourists, and other travelers who are interested in carpooling, vanpooling, using public transit, bicycling, and walking. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate

#### **Strategy:** Rideshare matching & trip planning

*Description:* Provide rideshare matching assistance to travelers seeking to form new car/vanpools and to provide ongoing support for existing car/vanpools in Somerset County. This assistance will be provided through the statewide ride-match system. For individuals where ridesharing is not an option or not needed, information on customized trip planning bus and train schedules, park-n-ride locations and safe bicycling routes will be provided.

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

- ◆ Rideshare matching
- ◆ Trip planning

#### **Strategy:** Community education on travel alternatives

*Description:* Educate travelers on commute alternatives through advertising, print collateral, social media, mass mailings, and participation in community events such as street fairs/festivals. This includes educating travelers on any services and incentives provided by RideWise to encourage the use of alternate travel modes.

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

- ◆ Communications/promotions
- ◆ Website technology
- ◆ Community outreach
- ◆ Incentives and promotions

#### **Strategy:** Bicycle and pedestrian education and support

*Description:* Provide programs and services that encourage and support biking and walking including educational seminars within the community, assistance to municipal and county government on bicycle and pedestrian projects, and supporting bicycle and pedestrian education in non-SRTS schools.

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

- ◆ Community bicycle/pedestrian planning
- ◆ Bicycle/pedestrian education (non-SRTS schools)
- ◆ Community education (bike safety clinics, helmet fittings, workshops)

#### **Strategy:** Human services transportation support

*Description:* Partner with local agencies to identify and implement mobility solutions for economically disadvantaged clients. Provide technical assistance and support to the Somerset County United We Ride

initiative. Engage nonprofit/social service organizations to identify client mobility issues and provide education to clients and/or staff. Provide travel training to non profit/social service agency staff and clients; distribute free passes for client transportation. Provide subsidized rides (not paid for through this grant) for senior citizens and residents with special needs through RideConnect. Support the Ladders of Opportunity initiative by identifying gaps in transportation system connectivity that prevent access to essential services and develop possible solutions to address the gaps. Partner with the One Stop Center, the Board of Social Services, the Workforce Investment Board (WIB), and United Way of Northern New Jersey on the development of mobility options that help to connect individuals with job training, education and employment opportunities. Partner with Meadowlink TMA to operate the Community Cars Somerset volunteer ride program. Participate as a stakeholder in NJTPA's update of the Regional Coordinated Human Services Plan.

**Products and Outcomes:**

- ◆ Travel training
- ◆ RideConnect
- ◆ Work First mobility solutions
- ◆ Community Cars Somerset
- ◆ Coordinated Human Services Plan update

**Strategy:** Provide assistance to local government

*Description:* Educate municipalities on the benefits of a Complete Streets policy; guide them through the process of drafting and adopting a policy.

**Products and Outcomes:**

- ◆ Complete Streets education and policy adoption

**Goal Area Activity:** Economic Development

*Description:* Encourage and implement TDM strategies and tactics at businesses, recreational facilities, entertainment venues, shopping centers and other sites that generate a large amount of vehicle traffic. Facilitate outreach to the business community if and when requested by NJTPA.

**Strategy:** Employer outreach and recruiting

*Description:* Conduct ongoing and aggressive outreach activities to inform employers, business associations, municipalities, builders and developers of the available programs and strategies designed to encourage the use commute alternatives.

**Products and Outcomes:**

- ◆ Participation in networking events
- ◆ One-on-one introductory meetings with employers

**Strategy:** Employer assistance

*Description:* Provide technical assistance and guidance to employers to encourage them to implement commute alternatives programs at their worksites. Solicit nominations for the New Jersey Smart Workplace program.

**Products and Outcomes:**

- ◆ Smart Workplace nominations
- ◆ TDM assistance provided (surveys, zip code analysis, carpool/vanpool formation)

**Strategy:** Regional and local economic development

*Description:* Participate in the implementation of travel and transit recommendations within the Somerset County Economic Development Strategy (CEDS) and the Regional CEDS for the North Jersey region. This assistance involves identifying and developing last mile travel strategies that connect workers to jobs in areas not well served by transit.

**Products and Outcomes:**

- ◆ Last mile travel strategies

**Goal Area Activity:** Reliability

*Description:* Provide information and services that increase dependable and predictable transportation services. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate

**Strategy:** Congestion mitigation

*Description:* Mitigate traffic impacts of roadway construction and traffic incidents by making the traveling public aware of such activities. Monitor traffic conditions and alerts, and distribute the information to the traveling public via website posts, emails, and social media. Participate in all local and regional corridor studies and transportation forums and coordinate with appropriate state agencies as necessary. The TMA will also assist NJTPA with coordination and outreach for the update of Regional Transportation Plan and participate in activities related to the implementation of the Regional Plan for Sustainable Development.

**Products and Outcomes:**

- ◆ Traffic alerts
- ◆ Corridor studies
- ◆ RTP update
- ◆ RPSD strategy implementation

**Strategy:** Business continuity

*Description:* The TMA will continue to implement, update and refine its contingency plan to ensure the TMA can continue operating in the event of a business interruption.

**Products and Outcomes:**

- ◆ Plan updates and revisions

**Goal Area Activity:** Environmental

*Description:* Provide information and educational activities in the community that help conserve natural resources or that help reduce pollution created by transportation.

**Strategy:** Air quality & anti idling

*Description:* Promote activities that educate travelers on air quality to help reduce vehicle-related pollution and address climate change. Notify travelers of bad air quality alert days through social media. Provide educational information on anti idling to schools, youth civic groups and municipalities.

**Products and Outcomes:**

- ◆ anti-idling workshops
- ◆ air quality education and alerts

**Goal Area Activity:** Safety

*Description:* Provide information and educational activities in the community on safety issues or topics related to traveler safety.

**Strategy:** Provide education and information that enhances safe and efficient travel.

*Description:* Promote and enhance safe and efficient travel throughout the TMA service area by educating the traveling public about safety related issues. Provide safety awareness materials, print and electronic, to the traveling public through onsite lunch n learns. Provide safety vests and reflective materials to cyclists and pedestrians. Provide pedestrian safety presentations to senior citizens. Provide education on safety related areas as identified in the Strategic Highway Safety Plan such as pedestrians and bicycles and mature drivers

**Products and Outcomes:**

- ◆ # of safety vests distributed
- ◆ lunch n learns conducted
- ◆ senior pedestrian safety workshops

**Strategy:** Support the Be Street Smart NJ campaign

*Description:* Support NJTPA in the implementation and expansion of the Be Street Smart NJ campaign. Partner with municipalities that have adopted Complete Streets policies or that participate in Safe Routes to School to implement the Be Street Smart NJ campaign.

**Products and Outcomes:**

- ◆ Municipal participation

**Goal Area Activity:** Supplemental Safety

*Description:* Provide support and services to municipalities that enhance safe and efficient travel.

**Strategy:** Complete Streets technical assistance

*Description:* The supplemental activity is an expansion of the Complete Streets educational activity currently being provided under the "Accessibility" section. Supplemental funding will enable the TMA to retain a full time staff person who will provide technical "how to implement" assistance to municipalities that have adopted Complete Streets policies. The staff person will make informational presentations at municipal meetings, work with municipal engineers and planning staff to create an implementation plan, assist with the identification of grant funding, document activities for Sustainable Jersey certification, and assist with the implementation of specific design elements such as bike lanes, new sidewalks, traffic calming measures, etc.

**Products and Outcomes:**

- ◆ # of municipalities assisted
- ◆ design elements implemented
- ◆ other measures or enhancements as identified by the municipality

**Goal Area Activity:** Supplemental Environmental

*Description:* Provide information and support for activities that conserve natural resources and/or that help reduce or avoid pollution created by transportation activity.

**Strategy:** Anti idling technical support

*Description:* The TMA will create an anti-idling campaign to help participating municipalities earn points towards Sustainable Jersey certification. Specific activity will include identifying priority anti-idling locations within the community, pass an anti-idling resolution by act of the municipal governing body, post "no-idling" signs at priority locations, develop a detailed enforcement plan for priority locations, and create educational materials for distribution by municipalities.

**Products and Outcomes:**

- ◆ Anti idling campaign materials produced
- ◆ anti idling ordinances developed and adopted
- ◆ municipal assistance

**Goal Area Activity:** Environmental

*Description:* Provide information and educational activities in the community that help conserve natural resources or that help reduce pollution created by transportation.

**Strategy:** Sustainable Jersey support

*Description:* Identify opportunities where municipalities can partner with RideWise to earn points towards Sustainable Jersey certification including, but not limited to, anti idling education , Safe Routes to School , green challenges, green/earth day fairs, biking/walking and NJ Smart Workplaces.

**Products and Outcomes:**

- ◆ Municipalities assisted/earning points
- ◆ Strategies implemented

**Goal Area Activity:** Street Smart NJ Optional Supplemental Task

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 RideWise will implement Street Smart NJ campaigns in select communities.

**Strategy:** Improve pedestrian and motorist behavior through education and coordination with enforcement efforts

*Description:* RideWise plans to implement one month long Street Smart NJ pedestrian safety campaigns in up to three communities. The communities will be selected based on the existence of Complete Streets policies, active Safe Routes to School programs, previous road safety efforts, and crash data.

RideWise staff will work with the selected municipalities to analyze data to identify the best locations to focus on for the campaign. Staff will work with municipal safety officers to help determine the most appropriate form of enforcement activities, and after the campaign will assist with analyzing the data collected during enforcement.

Staff will distribute educational materials at key community sites, as well as work with the participating communities to distribute press releases and social media. RideWise will provide the communities with a limited amount of promotional materials. The campaign will utilize evaluation methods developed by the NJTPA.

Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the campaign

**Products and Outcomes:**

- ◆ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in up to three municipalities in Somerset County in coordination with municipal and law enforcement personnel.
- ◆ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

## **RideWise TMA FY 2017 Promotion Plan**

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

RideWise will use the following types of media in FY2017 for the promotion of the programs, goals and objectives of the work program:

### **Twitter**

The Twitter platform will be used as a delivery system for short messages and links related to all alternate modes (rideshare, transit, cycling, walking), and for disseminating traffic and transit incident alerts. Effectiveness will be tracked by the number of followers, re-tweets and links clicked in tweets.

### **Newsletters**

The TMA will produce a regular e-mail newsletter called “*RideWise News*”. The newsletter will be distributed to 3,000+ recipients through Constant Contact. The newsletter will promote all work program related projects and services, and discuss issues of local and regional importance. Effectiveness will be measured by open/forward rates, and links clicked within the newsletter.

### **Facebook**

The online social networking site will be used as an advertising tool to drive users to our website and encourage their involvement in the TMAs programs and promotions. Effectiveness will be tracked by the number of likes, by monthly page insight statistics, and by the agency’s Klout score.

### **Direct mail**

The TMA will distribute printed postcards that promote work program related projects and services to Somerset County residents via regular mail. Effectiveness will be measured by the number of hits to program specific webpages (tracked using QR codes) and increases in program registrations.

### **Brochures**

Promote ridesharing matching, trip planning, travel alternatives (public transit, bicycling, walking) and incentive programs through the printing and distribution of program-related brochures, postcards, rack cards and other marketing collateral. This material will be distributed by mail or at employer and community onsite fairs. Effectiveness will be measured by the number of hits to specific webpages (tracked using QR codes) and increases in program registrations.

### **Advertising**

Any and all advertising will promote work program related projects and services. Effectiveness will be measured by the number of website hits, ad click-thrus, phone calls, RBus Somerset downloads, and program registrations or participation. The TMA will explore the possibility of utilizing the following advertising venues in FY17:

- Theatre slides at Clearview, AMC, Hillsborough and Manville 12 theatres
- Diner placemats at local diners (Bridgewater, Time to Eat)
- Seat drops on Somerset County buses (free)

- “Diamond Vision” big screen during Somerset Patriots games
- Print advertising in daily and weekly newspapers – *Courier News*, *Star Ledger*
- Online advertising through My Central Jersey and NJ.com
- Bus shelter ads along Route 28 in Somerville and Bridgewater
- Community access channels – Ville TV in Somerville
- Radio advertising on WCTC, WMGQ, WDHA



## PROGRAM MANAGEMENT

RideWise will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### **Description**

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 261,554		
	2. FRINGE BENEFITS	18.89% FT / 9.07% PT	\$ 47,208		
			<b>SUBTOTAL \$ 308,762</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 1,200		
	2. TRAVEL		\$ 2,800		
	3. PRINTING & REPRODUCTION		\$ 5,010		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 3,648		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 4,500		
			<b>SUBTOTAL \$ 17,157</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	47%	\$ 124,081		
			<b>SUBTOTAL \$ 124,081</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>		<b>\$ 450,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 400,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 50,000</b>		

This estimated budget is based upon projected costs to perform the FY 2017 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>\$ 450,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 450,000</b>
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**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE TMA  
FY 2017 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Ticket Home	\$ 500.00
Vanpool subsidies	\$ 1,000.00
Website	\$ 1,500.00
Promotion	\$ 1,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 4,500.00</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE TMA  
FY 2017 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	5,333	\$ 179,156	\$ 9,148	\$ 71,488	\$ -	\$ 259,792
Core Goal Area Activities - Economic Development	687	\$ 37,295	\$ 700	\$ 14,882	\$ -	\$ 52,877
Core Goal Area Activities - Reliability	80	\$ 3,719	\$ 400	\$ 1,484	\$ -	\$ 5,603
Core Goal Area Activities - Environmental (optional)	511	\$ 15,944	\$ 300	\$ 6,362	\$ -	\$ 22,606
Core Goal Area Activities - Safety (optional)	511	\$ 16,002	\$ 300	\$ 6,385	\$ -	\$ 22,687
Program Management	772	\$ 25,354	\$ 400	\$ 10,681	\$ -	\$ 36,435
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>7,894</b>	<b>277,471</b>	<b>11,248</b>	<b>111,282</b>	<b>-</b>	<b>400,000</b>
Supplemental Goal Area Activities - Environmental (optional)	361	\$ 10,722	\$ -	\$ 4,278	\$ -	\$ 15,000
Supplemental Goal Area Activities - Safety (optional)	361	\$ 10,722	\$ -	\$ 4,278	\$ -	\$ 15,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	420	\$ 9,847	\$ 5,910	\$ 4,243	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,141</b>	<b>31,291</b>	<b>5,910</b>	<b>12,799</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>9,035</b>	<b>\$ 308,762</b>	<b>\$ 17,157</b>	<b>\$ 124,081</b>	<b>\$ -</b>	<b>\$ 450,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Donna Allison, Executive Director	76%	1586
Vicki Becker, Business Liason	76%	1586
James Crane, SRTS Project Manager	3%	68
Nadine DiLeo, Business Manager (part-time)	58%	600
Kristen Harding, Community Development Coordinator	78%	1623
Susan Harkins, Mobility Manager	10%	200
Lauren Powelson, Rideshare Coordinator	76%	1586
Linda Rapacki, Marketing Manager	67%	1386
Street Smart coordinator (part-time)	19%	400
<b>TOTAL</b>	<b>51%</b>	<b>9035</b>

**NJTPA FY 2017 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

TransOptions  
FY 2017 WORK PROGRAM



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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

TransOptions, Inc. 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.

For nearly thirty years, TransOptions' 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 TransOptions is located at 2 Ridgedale Avenue, Suite 200 Cedar Knolls, NJ 07927. TransOptions does not maintain any other office locations. An organization chart of the TMA is attached as Appendix A.

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

## **Service Area Description**

TransOptions' 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 TransOptions, by resolution dated September 19, 2002, consolidated the above named geographic areas into one "Service Area".

Over one million people of different age groups and cultural backgrounds reside within the service area; a detailed list with the demographic census breakdown is attached as Appendix B and a summary of journey to work data in Appendix C. 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 Morris & Essex Line
  - Portions of the NJ TRANSIT Gladstone Branch
- Bus Routes and Services can be found in Appendix C

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

- Vernon Ski and Water Park Resort Area
- County and State Parks and the Delaware National Recreation Area
- Major Employers/Places of Employment (not exhaustive):
  - County of Morris
  - County of Sussex
  - SJP Properties
  - Mack-Cali Corporate Center - Parsippany
  - Mack-Cali – Florham Park
  - Selective Insurance
  - Maersk
  - Tiffany and Co.
  - Picatinny Arsenal
  - Novartis Pharmaceuticals Corp.
  - Honeywell International Inc.
  - Coldwell Banker
  - Crum & Forster
  - Johnson & Johnson
  - Pfizer

- Mondelez
- ADP
- Bayer
- Toys R Us
- Realogy
- BASF
- Nestle
- Hospitals/Healthcare:
  - Saint Clare's Health System
    - Saint Clare's Health Center (Sussex)
    - Saint Clare's Hospital (Dover)
    - Saint Clare's Hospital (Denville)
    - Saint Clare's Hospital (Boonton)
  - Atlantic Health Systems
    - Morristown Medical Center
    - Newton Medical Center
    - Atlantic Health Corporate Headquarters
    - Atlantic Rehabilitation Institute
    - Overlook Medical Center
    - Chilton
  - St. Luke's Warren Hospital
  - Hackettstown Regional Medical Center
  - Saint Barnabas
- Colleges and Universities:
  - Drew University
  - Fairleigh Dickinson University
  - College of St. Elizabeth
  - Centenary College
  - County College of Morris
  - William Paterson University
  - Sussex County Community College
  - Warren County Community College

## Goals and Objectives

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

- Generating programs that increase the efficiency, accessibility, safety and reliability of transportation networks, ultimately contributing to a reduction in traffic congestion and improving air quality thereby aiding economic development by the resultant improvement in mobility of people, goods and services;
- Identifying and addressing transportation connectivity gaps especially accessibility to work sites;
- Actively supporting and encouraging the implementation of Transportation Demand Management (TDM) strategies that increase travel choices and reduce reliance on single occupancy vehicles (SOV's), while promoting programs and strategies that contribute to regional performance goals, in furtherance of NJTPA's UPWP, TIP and Plan 2040;
- Offering programs that reduce number of trips and vehicle miles traveled (VMT's), optimizes the efficiency of the transportation system, mitigates congestion, encourages tele-working/hoteling and alternative work scheduling, and promotes ridesharing so as to reduce emissions in the region;
- Improving access to job opportunities and improving choices for transportation disadvantaged populations including the elderly, disabled and low income populations.
- Encouraging the use of alternative means of transportation and increasing mobility and safety of pedestrians and bicyclists alike that will aid in the reduction of automobile use;
- Delivering programs, such as Street Smart NJ, that aim to reduce the instances of pedestrian crashes within the service area through grassroots and community-driven campaigns;
- Delivering an environmental message to all persons, ranging from Youth to Senior, that informs them of issues and encourages them to act to reduce their environmental impact.
- Acting as a conduit for up-to-date travel related information to all travelers in, to and through the service area;
- Participate in and assist 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 the implementation of Complete Streets and Sustainable Jersey strategies in accordance with policies and goals of the NJTPA, NJDOT and New Jersey Transit.

## TransOptions Program Report FY 2017

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### **Goal Area Activity: CORE: ACCESSIBILITY**

*Description:* Within its defined geographic service area, TransOptions will provide assistance to all travelers to increase mobility and accessibility of travel through various and diverse strategies such as carpooling, vanpooling, shuttle service, public transit, bicycling, walking, and other non-SOV modes of travel. This assistance shall include, but not be limited to, outreach to commuters and other travelers to acquaint them with 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, provision of Emergency Ride Home services to commuters using alternative modes for their commute, vanpool empty seat management, mapping services as needed, assisting schools that need help implementing walking and biking programs, and delivery of other travel assistance services, making sure to include the needs of the disabled, elderly and low income residents in our programs.

TransOptions will educate travelers about available travel alternatives and transportation services and will support NJDOT and NJTPA traveler promotional and outreach efforts including NJTPA's Unified Planning Work Program (UPWP) and the Strategic Business Plan. These activities will utilize outreach strategies including maintaining a website that is both comprehensive and current in content, publishing newsletters and press releases, conducting "on-site" transportation fairs and/or delivering "Lunch and Learn" presentations for public and private entities and at community fairs. TransOptions will disseminate information related to TDM strategies at these events and on the website, and undertake market research activities and/or participate in market research conducted by the NJTPA to establish baseline data and track progress towards achieving goals in ridematch effectiveness, public awareness of TDM, public awareness of the TMA's services, market penetration and customer satisfaction.

TransOptions will promote bicycle and pedestrian activities as viable TDM strategies for all travelers and support improvements to the infrastructure that will promote bicycle and pedestrian activity. TransOptions will also be proactive in promoting bicycle and pedestrian safety, providing relevant information on appropriate cycling behavior and general rules of the road, especially in communities and municipalities where biking and walking are prevalent, and support municipal bike ways and regional bicycle and pedestrian efforts such as the Morris Canal Greenway, Complete Streets initiatives and Transit Oriented Development.

**Strategy:** Transportation Accessibility Outreach and Education.

*Description:* Provide information on mass transit, teleworking, flexible work schedules as well as other TDM strategies to all travelers, employers and county and local government officials within TransOptions' service area.

Provide assistance, education and hands-on training to all travelers who are interested in carpooling, vanpooling, public transit, bicycling, walking, shuttle services and other non-SOV modes of travel.

Evaluate internal and external program performance using various indicators as it relates to transportation accessibility outreach and education. This also includes but is not limited to: Pre- and Post-Surveys, studies and statistical analysis.

**Products and Outcomes:**

- ▶ Promote awareness of bicycle, pedestrian, other commute alternatives and safety.
- ▶ Electronic dissemination of accessibility related information.
- ▶ Manage challenges such as Trip Switch as a means of encouraging behavioral change when it comes to commuting and SOV use.
- ▶ Evaluate internal and external program performance and provide seminars and trainings to enhance program delivery.

**Strategy:** Interagency Coordination and Development for Transportation Accessibility.

*Description:* Assist, actively participate with, support and provide information to MPO, NJDOT, NJ TRANSIT, Counties and other stakeholder groups with planned studies of the transportation systems' accessibility and reliability. Provide input into the updating of the Regional Transportation Plan for Northern New Jersey (RTP). Assist the counties by identifying and addressing transportation connectivity gaps particularly in low income areas as related to the development of Ladders of Opportunity.

Provide assistance to Counties and Municipalities for transportation for people who are transportation disadvantaged through the Workforce Investment Board (WIB) of Morris, Sussex and Warren Counties and the Human Resources offices in those counties.

**Products and Outcomes:**

- ▶ Involvement with local and regional stakeholder groups, Together North Jersey, educational institutions or other organizations on TDM strategies and promote TDM strategies to support NJTPA efforts.
- ▶ Participate in and support TDM studies, programs or other joint projects including, but not limited to, regional or local bicycle and pedestrian task forces.
- ▶ Participate in organized work efforts with the Workforce Investment Board (WIB) and provide resources and assistance as it relates to alternative transportation solutions for the underserved populations that WIB assists.
- ▶ Assist all counties in our service area on their human services transportation plans, such as United We Ride and the development of Ladders of Opportunity in order to identify and address gaps to essential services so traditionally underserved populations have access to those services.
- ▶ Provide programs re: TDM strategies for the disabled, elderly, low income and other transportation under-served residents.

**Strategy:** Rideshare Coordination.

*Description:* Manage and process rideshare applications for carpools and vanpools submitted for trips within or into the defined borders of TransOptions' service area, as well as those traveling from our service area to locations outside of our service area, including to locations outside of New Jersey. This includes all phases of performing the ridematching effort, including data management and maintenance, and performance analysis. Evaluate internal and external program performance using various indicators as it relates to achieving goals in matching effectiveness.

Conduct outreach efforts to acquaint travelers with the availability of alternative modes of travel, deliver rideshare matching assistance and provide up-to-date park and ride information, Emergency Ride Home

services to commuters using alternative modes for their commute, vanpool empty seat management, customized mapping services as needed and other travel assistance services.

Evaluate internal and external program performance using various indicators as it relates to Rideshare coordination. This also includes but is not limited to: Pre- and Post-Surveys, studies and statistical analysis.

**Products and Outcomes:**

- ▶ Participate in and coordinate the statewide rideshare matching services including the continued enhancement and maintenance of the system and its data.
- ▶ Encourage and assist in the implementation of carpool and/or vanpool incentive programs for employers to foster and encourage employee participation in rideshare programs.
- ▶ Evaluate internal and external program performance and provide seminars and trainings to enhance program delivery.

**Goal Area Activity: CORE: ECONOMIC DEVELOPMENT**

*Description:* TransOptions will serve as the primary resource for employers and economic development organizations in our service area, and conduct community outreach activities to inform and educate commuters of alternative transportation methods. TransOptions will utilize the statewide ride-matching software, administered by NJTPA, as well as the Go-For-Good tracking tool developed by TransOptions as a means to identify industry trends and potential targets for TDM strategy implementation. The TMA will provide outreach and education aimed at promoting economic development, fostering ridesharing, assisting entities looking to expand or relocate within our service area, supporting tourism and regional event planning as well as parks and recreational groups.

Participate in Together North Jersey activities, including activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS), the Regional Transportation Plan, Plan 2045, The North Jersey Partners Local Demonstration Project, Ladders of Opportunity and other MPO products that may benefit from outreach to the business and community and other county CEDS efforts.

TransOptions will focus on the encouragement, provision and implementation of TDM services at employer locations, transportation facilities, recreational facilities, entertainment venues, shopping centers and community events, among others. These activities include working closely with employers and municipalities to promote the use of travel alternatives and TDM strategies through outreach efforts such as “on-site” transportation fairs and/or Lunch and Learn presentations for public and private entities and at community fairs.

**Strategy:** Public Outreach and Education to Employers

*Description:* Provide information to organizations on mass transit, relocation services, flexible schedules, teleworking and other commute options.

Provide relocation assistance and information on transportation infrastructure, customized mapping showing major highways and public transit routes, customized surveys and commute alternatives, including telework plans and subsidies, to businesses considering moving to or expanding within Northwest New Jersey.

Provide assistance, education and hands-on training to all employers and municipalities who are interested in flexible schedules, teleworking, public transit, bicycling, bike safety programs, walking, and other non-SOV modes of travel.

Work with developers, brokers and building and property managers to promote TDM strategies that increase access to the site by expanding commute options.

**Products and Outcomes:**

- ▶ Enhance awareness and availability of public transportation information.
- ▶ Electronic dissemination of information to commuters.
- ▶ Propose and promote the implementation of employer supported shuttle services.
- ▶ Work closely with employers to promote the NJ Smart Workplaces Recognition program and assist them with the implementation of the programs' activities.
- ▶ Engage in activities as outlined in Ladders of Opportunity that will improve access to jobs, training and transit service for underserved populations.
- ▶ Promotion, implementation and ongoing support of worksite based TDM with area employers.
- ▶ Provide relocation assistance to companies identified as moving to or expanding within our service area.
- ▶ Promote bicycle, pedestrian and other commuter alternatives to employees via Lunch and Learn programs, participation in on-site events and the distribution of informational materials.

**Strategy:** Interagency Coordination and Development

*Description:* Partner with local and regional stakeholders, as well as economic development groups to assist companies that are relocating or expanding in the TransOptions service area in accordance with the Comprehensive Economic Development Strategy. This will include, but not be limited to, working with employers to create and support customized programs that encourage economic and transit oriented development where available.

**Products and Outcomes:**

- ▶ Provide transportation related information to Municipal Economic Development Councils (EDC) and other economic groups to support their efforts to initiate economic and business growth.
- ▶ Evaluate internal and external program performance using various indicators such as records of outreach and feedback received from employers as it relates to achieving goals in providing customized programs for employers.
- ▶ Partner with employers, local and regional stakeholder groups, and education institutions, municipalities on relocation or general commute strategies.
- ▶ Participate in economic development studies, programs or other joint projects.
- ▶ Assistance of the implementation of the economic development strategies developed for RPSD/CEDS.
- ▶ Enhance collaboration to encourage transit service availability to centers of employment.

**Goal Area Activity:** CORE: RELIABILITY



*Description:* TransOptions will explore strategies within its service area to mitigate traffic impacts and construction related congestion through increased promotion of commute alternatives and alternative routes. TransOptions will assist NJTPA, NJDOT, NJ TRANSIT, Counties and municipalities with implementation of traffic mitigation efforts, utilizing the Traf-Alerts system and through other means as appropriate.

At a minimum, TransOptions will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJTPA staff and other partners to plan traffic mitigation efforts for significant construction projects in its service area, provide timely information to employers/employees on construction activity and incidents that might affect traffic conditions, and coordinate its efforts with NJDOT's Traffic Operations, the Division of Capital Programming, Regional Construction Offices, the Office of Communications and the Traffic Mitigation Advocate, as well as local and state police. We will also make travelers aware of any unplanned or unexpected construction projects that may arise due to unforeseen emergency construction or maintenance.

**Strategy:** Transportation Network Reliability Related Public Outreach and Education

*Description:* In areas that will be affected by major construction, maintenance, emergencies or large-scale regional events, distribute congestion related information for NJDOT, counties, or other partners, and, as requested, create marketing materials, press releases and make media contacts, which will promote public awareness of these situations and will explain available commute and/or alternative travel route options. Also provide information to commuters on tele-working and alternative work hours as well as the distribution of Traf-Alert notifications.

Review and analyze effectiveness of public outreach and public awareness of travelers impacted by construction or large scale events. This may include but is not limited to: Pre- and Post-Surveys, studies and statistical analysis.

**Products and Outcomes:**

- ▶ Promotion and operation of TransOptions' Traf-Alert Service.
- ▶ Provide information regarding transit and bus information, road closings as reported by local and regional partners and ridesharing opportunities during large-scale regional events, or as a result of planned long-term construction projects.
- ▶ In the event of construction, road closures, and special events, assist operating agencies with the provision of shared rides and shuttle services and assist with the availability of park and ride facilities related to construction, maintenance, special events, and emergencies.
- ▶ Evaluate internal and external program performance and provide seminars and trainings to enhance program delivery.

**Strategy:** Emergency Contingency Plan and Interagency Coordination

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

Work directly with towns needing assistance during strong storms that cause flooding, power outages, transit interruptions and dangerous travel conditions. In working with County OEMs and towns, TransOptions will provide critical information to commuters about road closures, transit disruptions and provide information about ridesharing options, park and rides, and shuttle services and encourage flextime and teleworking. The

information provided to travelers will help to mitigate the effects of severe weather, emergencies and emergency road construction.

Update and refine our Emergency Response Plan. Coordinate communication with other TMA's not impacted by the storm/emergency and those TMA's that were impacted but are not able to assist with the dissemination of information to help ensure state-wide availability of TMA services in the event of emergency or catastrophic event. TransOptions will assist other TMAs in the event their operations are adversely impacted by the emergency to ensure the continued operation of critical activities in the case of an interruption of business.

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

**Products and Outcomes:**

- ▶ Update, test and refine the existing emergency contingency plan.
- ▶ Implement communications strategy for use in anticipation of and during emergency or catastrophic events to ensure communication between key stakeholders including municipalities, businesses, the public and travelers by providing pre and post storm emergency information, as is available and appropriate. Utilize existing relationships with local and regional news agencies to help disseminate and receive important information.
- ▶ Support employers in our service area to help them maintain business continuity and aid in recovery.
- ▶ Partner with traffic alert agencies as well as other key stakeholders such as NJ Transit, NJDOT, NJ511, Transcom, NJTPA, Port Authority of New York and New Jersey, County DOT's and county and municipal offices of emergency management and other municipalities.

**Goal Area Activity:** CORE: ENVIRONMENTAL

*Description:* TransOptions will deliver an environmental education program throughout the year to educate students about and foster behavioral change in travel mode choice and the relationships between traffic congestion, fossil fuels, alternative fuels, air quality and health. The primary emphasis will be on programs for youth, especially middle-school aged children, such as the Junior Solar Sprints program, which will emphasize the environmental damage caused by dependence on the internal combustion engine and reducing air pollution primarily as well as reducing water pollution and other pollutants. Participants are provided with specific actions they can take that will affect the long-term future of air quality and the environment. This will include Next Generation Science Standards programs and presentations as well as hands-on activities that introduce and promote the benefits of alternative energy sources and the emergence of alternative fuel vehicles.

By reaching out through classroom presentations and reinforcing projects such as the Junior Solar Sprints and the Hydrogen Fuel Cell Model Car Challenge, TransOptions hopes additionally, to educate siblings and parents. The outreach efforts will involve the educational technique known as “spiraling” whereby students re-visit similar educational material several times during their school career. This will reinforce the learning that has occurred and will help them to make the concepts a reality.

TransOptions will also promote the transportation and land use concepts within the Sustainable Jersey program, all of which align with regional and local TDM goals and activities.

**Strategy:** Environmental Education and Public Outreach

*Description:* Educate students in K–12 classrooms (with a focus on middle school students), at the college-level and the general public about the negative impact of transportation fuels on air quality and the environment and the availability of commute and travel alternatives to SOVs.

Provide Continuing Education Unit (CEU)-qualified training to educators regarding transportation’s effect on air quality and the availability of alternative fuels and commute modes and regarding topics covered within the Junior Solar Sprints and Hydrogen Fuel Cell Model Car Challenge.

Continue to implement a seasonal Air Quality Partnership Campaign for TransOptions’ service area, which is targeted to residents as well as commuters.

Measure the effectiveness of environmental education classroom programs and JSS and H2 using a variety of indicators.

**Products and Outcomes:**

- ▶ Junior Solar Sprints (JSS) and Hydrogen Fuel Cell Model Car Challenge (H2) Programs.
- ▶ Present introductory in-class activities for students and teacher workshops to promote STEM competitions.
- ▶ Provide classroom environmental education programs, initiatives and activities with the focus on energy and air pollution.
- ▶ Encourage the use of alternative fuels.
- ▶ Provide air quality education.
- ▶ Provide air quality alerts.
- ▶ Use information and data we receive from teacher surveys to improve and enhance classroom environmental education programs, JSS and H2 Challenge races.
- ▶ Evaluate internal and external program performance and provide seminars and trainings to enhance program deliver.

**Strategy:** Assistance and Support for Sustainable Jersey Certification and Community Environmental Groups

*Description:* Expand sustainability programs beyond the traditional involvement in the Sustainable Jersey program. The focus will be on improving the livability of Northwest New Jersey. Efforts will be both “place-based” and “issue based” and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency.

Conduct outreach and education about the benefits of implementation and then assist municipal leaders and community members and leaders in attaining Sustainable Jersey (SJ) action points. The aim is to provide guidance and manpower for many of the transportation-related actions that are laid out within the SJ program.

Provide guidance through participation in Transportation and Land Use functions and/or task forces of the Sustainable Jersey program.

**Products and Outcomes:**

- ▶ Support Sustainable Jersey and assist municipalities to achieve Sustainable Jersey Certification.
- ▶ Participation with community environmental groups and other organizations performing studies or undertaking actions to protect the environment.

**Goal Area Activity:** CORE: SAFETY

*Description:* TransOptions will provide education and outreach regarding Driving, Pedestrian, and Passenger Safety for the purpose of reducing roadway incidents and fatalities and injuries by raising awareness for all travelers. This will include the Be Street Smart NJ campaign.

The staff will disseminate information related to the Strategic Highway Safety Plan (SHSP) and on all areas concerning vehicle operation safety including: Drowsy and Distracted Driving, Lane Departure, Aggressive Driving, Pedestrian and Bicycle Safety, Impaired Driving, Teen Driving (Graduated Driver's License program), Mature Drivers, Seatbelts, Snow/Ice Removal, Railway Safety, dangerous intersections, Wildlife-related motor vehicle incidents, Vehicle Maintenance, and Stop and Stay Stopped.

**Strategy:** Public Outreach and Education

*Description:* Educate the public and conduct outreach programs focused on topics related to traveler safety. Provide education through community, school or employer events and programs as well as electronic communications to increase awareness of specific safety tips, actions and behaviors with the objective of reducing accidents and fatalities.

Measure program performance through various performance measures including the number of presentations given and the number of participants at each. Also the number of events attended by TransOptions staff and contacts made during the event.

**Products and Outcomes:**

- ▶ Conduct bicycle/pedestrian safety audits.
- ▶ Promote and conduct safe driving presentations, including mature and young drivers and travelers with disabilities.
- ▶ Participate in recommended action items contained in the Strategic Highway Traffic Safety Plan.
- ▶ Evaluate internal and external program performance and provide seminars and trainings to enhance program deliver.

**Strategy:** Interagency Coordination and Development on Issues of Safety

*Description:* TransOptions will continue to work and partner with the New Jersey Teen Safe Driving Coalition, AARP, AAA, and other organizations that focus on safety initiatives. We will also participate in Phase II of the Be Street Smart NJ Statewide Pedestrian Safety Campaign by making use of campaign materials.

**Products and Outcomes:**

- ▶ Conduct educational campaigns including "Be Street Smart NJ".
- ▶ Participate as partners with transportation operating agencies, organizations or community and private stakeholder groups and planning agencies to implement safety activities.
- ▶ Partner with active safety transportation organizations and groups.

**Goal Area Activity: ACTIVITIES FUNDED BY OTHER SOURCES**

*Description:* Activities funded by sources other than NJTPA.

**Strategy:** Safe Routes To Schools

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

**Products and Outcomes:**

- ▶ All Safe Routes To School activities.

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

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

**Products and Outcomes:**

- ▶ Programs funded by DHTS.

**Strategy:** NJ TRANSIT

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

**Products and Outcomes:**

- ▶ Activities funded by NJ TRANSIT.

**Strategy:** County of Morris

*Description:* General support for TDM activities.

**Products and Outcomes:**

- ▶ Support all TDM activities for the County of Morris.

**Strategy:** TransOptions

*Description:* Activities funded solely by TransOptions.

**Products and Outcomes:**

- ▶ Activities funded by TransOptions.

**Goal Area Activity:** STREET SMART NJ OPTIONAL SUPPLEMENTAL TASK

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 TransOptions will implement Street Smart NJ campaigns in select communities.

**Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination

*Description:* TransOptions will conduct six week Street Smart NJ campaign in Wayne Township following the guidelines in How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community. This location was selected through an analysis of Plan4Safety crash data and population data from the US Census.

The campaign will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high visibility enforcement including a pedestrian decoy program (cops in the crosswalk), educational efforts through local businesses and schools including Traffic Safety Town for young students, high visibility signage throughout the participating towns, and general marketing and outreach efforts.

Evaluation methods include pre/post campaign analysis through surveys, intersection observation studies focusing on compliant vs. noncompliant behavior for pedestrians and motorists, pre/post campaign speed data from our Speed Sentry sign, and ticket/warning data from the participating police department.

A final report will be developed detailing the process and results of the campaign.

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

- ▶ Implement a six week Street Smart NJ Pedestrian Safety Campaigns in Wayne Township supported by a variety of messaging techniques in three municipalities in the TransOptions service area in coordination with municipal and law enforcement personnel.
- ▶ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

#### **Goal Area Activity: SUPPLEMENTAL SAFETY**

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey, beginning with an October campaign that will focus on promoting Street Smart NJ messages in coordination with October pedestrian safety events. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

In FY 2017 TranOptions will implement Street Smart NJ campaigns in select communities.

#### **Strategy:** Improve Pedestrian and Motorist Behavior Through Education and Coordination

*Description:* TransOptions will conduct Street Smart NJ campaigns in two new communities. The municipalities selected are Phillipsburg and Dover. Both campaigns will be implemented for an approximately six-week time period, following the guidelines in How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community. These locations were selected through an analysis of Plan4Safety crash data and population data from the US Census.

The campaign will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high visibility enforcement including a pedestrian decoy program (cops in the crosswalk), educational efforts through local businesses and schools including Traffic Safety Town for young students, high visibility signage throughout the participating towns, and general marketing and outreach efforts.

Evaluation methods include pre/post campaign analysis through surveys, intersection observation studies focusing on compliant vs. noncompliant behavior for pedestrians and motorists, pre/post campaign speed data from our Speed Sentry sign, and ticket/warning data from the participating police department.

A final report will be developed detailing the process and results of the campaign.

**Products and Outcomes:**

- ▶ Implement six week Street Smart NJ Pedestrian Safety Campaigns in Phillipsburg and Dover supported by a variety of messaging techniques in three municipalities in the TransOptions in coordination with municipal and law enforcement personnel.
- ▶ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.



## **TransOptions Work Program Promotion Plan**

TransOptions 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.

TransOptions will use the following types of media in FY 2017 for the promotion of the programs, goals, and objectives of the work program:

**Newsletters:** TransOptions will publish a monthly e-newsletter titled “Go Smart! with TransOptions.” The newsletter will be sent as a MailChimp-managed email and discuss transportation issues of local, regional and, when applicable, national importance. It will promote TransOptions’ work program efforts and support the efforts of NJTPA within the TransOptions service area and the region. Effectiveness will be tracked by web or social media traffic generated by the email distribution and MailChimp open rates.

**Facebook:** TransOptions 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 TransOptions outlets such as the website and monthly newsletter. Effectiveness will be tracked by the number of impressions, page consumptions, and increases in Page “likes”. These performance measures are subject to change based on how Facebook collects and presents data on Pages.

**Twitter:** TransOptions 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, @TransOptions, will be used to disseminate short messages about local or regional transportation events and issues as well as TransOptions’ work program efforts. Effectiveness will be tracked by tweets, retweets, followers and followers of entities who retweet (retweet followers). These performance measures are subject to change based on development of new analytics tools from Twitter.

**Instagram:** TransOptions will use Instagram to create and share more visually appealing content that may be unique to the Instagram account (@TransOptions), or shared across other social platforms. Effectiveness will be tracked by the number of likes on photos.

**Website:** TransOptions will promote its services and programs through its website at [www.TransOptions.org](http://www.TransOptions.org). It will house up-to-date information that helps promote or implement TDM measures. Additionally it will serve as a promotional tool for TransOptions’ work program efforts. Effectiveness will be tracked by web traffic through Google Analytics.

**Press and Editorials:** TransOptions will promote various programs throughout each quarter through press releases seeking media coverage from both print and online outlets in an effort to increase TransOptions’ audience. TransOptions will also seek to have several Op-Ed letters published in local press outlets on transportation issues of local importance in an effort to increase awareness of those issues, especially safety and the availability of ridesharing options. Effectiveness will be tracked by stories and letters published and estimated circulation rates.

All of these promotional avenues will be used to bolster TransOptions efforts as well as support community events hosted by or promoted by NJTPA, Together North Jersey or NJDOT.



## PROGRAM MANAGEMENT

TransOptions will provide administrative and program information for the FY 2017 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

- preparation of the following year's work program – **filed electronically**
- maintenance of all TMA-related records, preparation of work programs
- maintenance of Cost Tracking System (developed by NJTPA)
- preparation of quarterly progress reports – **filed electronically**
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – **filed electronically**

*Please note that this is one document. The Fourth Quarter/Final Report should be a summary of your activities that occurred during the fourth quarter. Please provide two to three paragraphs which summarize how strategies that took place during the Fiscal Year. The report should be in the following format:*

#### *Strategies*

Section I	Fourth Quarter Strategies
Section II	Summary of Work Program
Section III	Highlights of Accomplishments
Section IV	Financial Summary

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

**Due:** 10 business days after close of each quarter - **To be filed electronically**

FY 2017 Work Program and Staffing Plan

**Due:** November 13, 2015 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 21, 2017 - Required format above – **To be filed electronically**

Annual Report

**Required format above – To be filed electronically**

**Due:** July 21, 2017

### CONSULTANT ACTIVITY

#### **Description**

No consultant activity anticipated.

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TransOptions, Inc.  
FY 2017 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 433,858		
	2. FRINGE BENEFITS	41.9% FT	\$ 181,786		
		<b>SUBTOTAL</b>	<b>\$ 615,644</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 4,512		
	3. PRINTING & REPRODUCTION		\$ -		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 200		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 11,250		
		<b>SUBTOTAL</b>	<b>\$ 15,962</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	65.32%	\$ 283,393		
		<b>SUBTOTAL</b>	<b>\$ 283,393</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
		<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 915,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 865,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 50,000</b>		

This estimated budget is based upon projected costs to perform the FY 2017 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: \$ 915,000      Local Match: \$ -      Total: \$ 915,000**

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TransOptions, Inc.  
FY 2017 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Empty Seat & Emergency Ride Home	\$ 7,500.00
Radio/Promotion Carpooling and Vanpooling	\$ 3,750.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 11,250.00</b>

**NJTPA FY 2017 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TransOptions, Inc.  
FY 2017 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	4,255	\$ 210,206	\$ 12,210	\$ 96,762	\$ -	\$ 319,179
Core Goal Area Activities - Economic Development	2,740	\$ 131,884	\$ 960	\$ 60,709	\$ -	\$ 193,553
Core Goal Area Activities - Reliability	1,780	\$ 75,349	\$ 200	\$ 34,685	\$ -	\$ 110,234
Core Goal Area Activities - Environmental (optional)	2,274	\$ 89,236	\$ 1,360	\$ 41,077	\$ -	\$ 131,673
Core Goal Area Activities - Safety (optional)	910	\$ 34,302	\$ 681	\$ 15,790	\$ -	\$ 50,774
Program Management	580	\$ 40,791	\$ 20	\$ 18,777	\$ -	\$ 59,588
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>12,539</b>	<b>581,769</b>	<b>15,431</b>	<b>267,800</b>	<b>-</b>	<b>865,000</b>
Supplemental Goal Area Activities - Environmental (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Goal Area Activities - Safety (optional)	549	\$ 20,473	\$ 102	\$ 9,424	\$ -	\$ 30,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	332	\$ 13,402	\$ 429	\$ 6,169	\$ -	\$ 20,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>881</b>	<b>33,875</b>	<b>531</b>	<b>15,594</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL</b>	<b>13,420</b>	<b>\$ 615,644</b>	<b>\$ 15,962</b>	<b>\$ 283,393</b>	<b>\$ -</b>	<b>\$ 915,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Judith Bortman, Marketing Specialist	37%	620
Daniel Callas, Managing Director	75%	1560
Laura Cerutti, Program Specialist	67%	1394
John F. Ciaffone, President	67%	1397
William Feeney, Bicycle Programs Coordinator	18%	380
Richard Gentles, Vice President	62%	1280
Jackeline Leon, Community Outreach Coordinator	71%	1474
Judith Maltese, Data Management Specialist	55%	1150
TBD	66%	1365
Danielle Scassera, Business Manager	7%	140
Kristen Tomasicchio, Environmental Education Coordinator	60%	1250
Anne Vivino, Business Services	68%	1410
<b>TOTAL</b>	<b>54%</b>	<b>13420</b>