

FY2018UPWP

Unified Planning Work Program

Volume IV

Transportation Management Association Program

NJTPA FY 2018 UPWP

VOLUME IV

TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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NJTPA FY 2018 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, E-Z Ride (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 other six TMA service areas are within the NJTPA region. All thirteen counties in the NJTPA region are served by a TMA.

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:

[Fixing American's Surface Transportation Act](#) (FAST Act) is the overarching federal transportation guidance that addresses the many challenges facing our transportation system today, and builds on the program structure of the previous transportation act, Moving Ahead for Progress in the 21st Century (MAP-21). The FAST Act has 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. The FAST Act 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 2018 are 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. In addition, the FACT Act added Resiliency and Travel/Tourism as two additional focus areas. TMA work programs should be modified to respond to the FY 2018 emphasis areas as appropriate.

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 public access, including traditionally underserved populations, to essential services. It could also involve identifying solutions to address those gaps.

The TMAs make important contributions towards Ladders of Opportunity through their ongoing activities and through their participation in the NJTPA Coordinated Human Services Transportation Plan Update. TMAs should continue to participate in the update of this plan and integrate its implementation 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. TMAs may offer direct assistance or may create active partnerships with existing organizations in the fulfillment of this initiative, may participate in the implementation of regional and local Human Services Transportation Plans for their respective MPOs and counties, or through other activities.

Models of Regional Planning Coordination:

The TMAs support Models of Regional Planning Cooperation through activities in their individual work programs. The TMAs are required to coordinate with NJDOT and NJ TRANSIT and others to enhance coordination and implement effective planning across the entire State. The TMAs are required to perform work to mitigate construction related congestion through the use of social media and other digital platforms as well a requirement to participate in local and regional efforts to improve human services transportation. The program also encourages the TMAs to participate in the statewide Street Smart New Jersey pedestrian safety campaign, as well as activities related to the Regional Comprehensive Economic Development Strategy, Together North Jersey, and North Jersey Partners. The TMAs have been instrumental in the development and implementation of the program and have conducted numerous campaigns with municipalities across the State.

Performance Based Planning:

The TMAs provide various metrics on activities related to their respective work programs on a quarterly basis. These include reports on the total number of carpools and vanpools, number of commuters provided with transit and trip planning assistance, participation in mass transit incentives, as well as the number of people contacted through various outreach activities. The TMAs should continue to work the NJTPA to refine these reports for the purposes of evaluating the effectiveness of their work programs. The TMAs should also continue to participate in any relevant rulemaking discussions with the NJTPA as FHWA continues to develop performance measures.

State Policy Guidance:

The New Jersey Department of Transportation (NJDOT) actively supports and encourages the development and implementation of Transportation Demand Management (TDM) programs and projects to mitigate traffic congestion, improve mobility and accessibility, improve air quality, and optimize the efficiency of the transportation system throughout the State of New Jersey. The means to achieve these aims includes strategies that increase travel choices and reduce reliance on single occupant vehicles. Strategies may be implemented individually or through partnerships that include NJDOT, 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 6.7 million people and 3.7 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 \(RTP\)](#) - 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.

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

[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.

Eligible Applicants:

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

- Cross County Connection TMA
- Greater Mercer TMA (GMTMA)
- HART Commuter Information Services (HART)
- Hudson TMA
- Keep Middlesex Moving (KMM)
- Meadowlink (E-Z Ride)
- Ridewise of Raritan Valley (Ridewise)
- TransOptions

TMA Service Areas



NJTPA FY 2018 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 31st of March). No budget modification will be granted in the 4th 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 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.)
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 the 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 4th 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 (1st - 3rd) for payment of actual costs incurred during the preceding calendar months. For the fourth (4th) 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 30th will be disallowed.**

For FY 2018 the quarterly reports and invoices are due:

1 st quarter (ending September 30 th).....	October 16, 2017
2 nd quarter (ending December 31 st).....	January 16, 2018
3 rd quarter (ending March 31 st)	April 13, 2018
4 th quarter and Final (ending June 30 th)	July 23, 2018

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.

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.

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.

TMAs 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 Goal Area Activities of the work program. The core required task activities, and the supplemental task activities for the Quarterly Reports shall be organized as follows.

- ***Core Required***
 - Accessibility
 - Economic Development
 - Reliability
 - Environmental
 - Safety
- ***Supplemental***
 - Street Smart New Jersey

The Quarterly Report for the FY 2018 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, TMAs 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 TMAs 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.

TMAs 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)

TMA	Proposed Budget
Cross County Connection *	\$ 1,080,000
Greater Mercer TMA *	\$ 799,940
HART Commuter Information Services	\$ 454,000
Hudson TMA	\$ 520,000
Keep Middlesex Moving (KMM)	\$ 610,000
Meadowlink	\$ 1,330,000
Ridewise of Raritan Valley	\$ 450,000
TransOptions	\$ 951,000
TOTAL PROGRAM	\$ 6,194,940

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

FY 2018 TMA WORK PROGRAMS

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Cross County Connection TMA
FY 2018 WORK PROGRAM

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CROSS COUNTY CONNECTION FY 18 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 = \$1,050,000 NJTPA CHSTP Grant = \$ 30,000 NJDOT/Safe Routes to School Work Program = \$180,277 NJ TRANSIT/TMA Work Program = \$80,000 Pascale Sykes (English Creek) Grant = \$ 60,000.00 Pascale Sykes (Pureland Shuttle) Grant = \$ 92,000.00 Pascale Sykes (Rt. 54 Shuttle) Grant = \$ 37,000.00
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
	Miles					
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
TOTAL	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

Bridge	Connection	AADT
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 30th 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 (8.3%) 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 alone more and use public transit less.

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.

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

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 2018 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 270 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: Xfinity.com, SJ.com, NJ.com, and sites connected to radio and regional print publications. Effectiveness is tracked and provided by the media outlet's digital metrics systems.

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 approximately 400 public sites in the seven-County southern New Jersey service area.

Newsletter: CCCTMA designs an in-house, award-winning quarterly magazine publication, Easy Rider. 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 service 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. 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.

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Cross County Connection Program Report FY 2018

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.

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, SJTA and other transit providers. 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 assist in implementation of Complete Streets policies in municipalities and counties. Develop training materials and programs on best practices and outreach efforts. Coordinate with NJDOT, VTC, NJTPA, DVRPC and SJTPO on their Complete Streets efforts.

Products and Outcomes:

- ▶ Technical assistance and educational materials regarding benefits of a Complete Streets program and adoption of a policy

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, 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. Investigate the formation of a partnership(s) with local organizations/community groups/local governments to design a bike share program.

Products and Outcomes:

- ▶ Technical assistance to implement bicycle & pedestrian policies & encourage new infrastructure
- ▶ Inventory existing and proposed bikeways

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: Congestion Mitigation Program

Description: Mitigate traffic impacts of roadway construction and traffic incidents by making the traveling public aware of such activities. Roadway construction information to be provided by NJDOT and their consultants. Monitor traffic conditions and alerts received from NJDOT, DVRPC, NJ Turnpike and Parkway Authorities, Delaware River Port Authority (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.

Products and Outcomes:

- ▶ Continual development and upgrading of websites and other electronic tools.
- ▶ Utilization of social media.

Strategy: Emergency Contingency Plan

Description: Design and implement procedures to enable CCCTMA office activities to continue in the event of an emergency closure.

Products and Outcomes:

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

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 plans.
- ▶ 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, Safe Routes to Schools (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. Provide information supporting the use of electric vehicles including charging station infrastructure.

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 Sustainable Jersey 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:

- ▶ Disseminate Air Quality Alerts and promotional materials to Air Quality Partners.

Strategy: Electric Vehicle Programs Assistance and Promotion

Description: Provide south Jersey employers, developers, local governments and the general public with information and assistance regarding programs to fund and support Electric Vehicles including charging stations.

Products and Outcomes:

- ▶ Educational and promotional materials supporting the knowledge and use of EV programs
- ▶ Inventory of EV charging stations

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, including assisting municipalities with the implementation of their Complete Streets policies. Promote local, regional and statewide safety initiatives,

Strategy: Conduct pedestrian and bicycle safety audits.

Description: Conduct pedestrian and bicycle 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: Assist municipalities with the implementation of Complete Streets policies.

Description: Currently 36 municipalities in CCCTMA’s service area have adopted Complete Street policies, but many have not implemented these policies. The implementation of these policies will make the road network much safer for all users of all travel modes.

Products and Outcomes:

- ▶ Provide technical assistance and guidance towards the implementation of Complete Streets policies by hosting work sessions for municipal and county planners, engineers, elected officials, and others.
- ▶ Assistance with grant applications to build infrastructure targeting safer travel for all users and travel modes.

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 and promote safety awareness.

Goal Area Activity: PROGRAM MANAGEMENT

Description: Provide program management and reporting information to NJTPA in support of the TMA program grant. Reporting includes preparation of the following year’s Work Program, quarterly reports, monthly invoices, maintenance of the budget and staffing plan and other administrative functions, as needed.

Strategy: Implementation of grant's administrative procedures

Description: Administration and maintenance of the TMA grant including monthly and quarterly activities, such as invoicing, progress reports, quarterly reports, and writing of annual Work Program.

Products and Outcomes:

- ▶ Implementation of grant's administrative requirements.

Goal Area Activity: WORK FUNDED BY OTHER SOURCES

Description: Cross County Connection receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, the Pascale Sykes Foundation, DVRPC, and others. Projects funded outside of the NJTPA TMA grant will be reported on. For FY18, the following projects are anticipated.

Strategy: NJ TRANSIT customer service support and technical assistance to travelers, local governments and employers.

Description: 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, such as bus stops and shelters.

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.
- ▶ Provide technical assistance to schools and municipalities.

Strategy: Pascale Sykes Foundation Shuttle Program

Description: Provide administrative, technical and marketing support for shuttles funded by the Pascale Sykes Foundation. These shuttles include the 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.

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 (Supplemental Funding)

Description: Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign. The NJTPA is currently working to identify additional pilot communities and further expand the reach of the campaign across New Jersey. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Strategy: Improve pedestrian and motorist behavior through education and coordination with enforcement efforts

Description: 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 in close coordination with the Burlington County Sheriff's department. Communities under consideration include Cinnaminson, Delran, Edgewater Park, Willingboro, and Florence.

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.

Goal Area Activity: CHSTP Visualization Tool (Supplemental Funding)

Description: Cross County Connection will continue to refine an interactive mapping tool to visualize transportation services, building upon the pilot visualization tool initiated in FY17. The expanded tool will include fixed route transportation and human services destinations in NJTPA's 13 counties.

Strategy: Input data into Visualization Tool

Description: Transportation services (fixed route only) and human services destinations for NJTPA's 13 counties will be added to the tool. All data is to be provided by NJTPA, TMAs, VTC and others. All data must be in a format, as specified by Cross County Connection (in conformance with NJTPA), that is compatible with the GIS System and requires only minimum modifications. Cross County Connection will conduct QA/QC on all data to ensure it is error free and formatted properly.

If transportation data is not in an appropriate format (as specified by Cross County Connection and in conformance with NJTPA), Cross County Connection will spend no more than 100 hours digitizing data, however detailed turn by turn directions must be provided.

Products and Outcomes:

- ▶ Visualization Tool populated with fixed route transportation services and human services destinations for 13 counties.

Strategy: Technical specifications for implementation of Visualization Tool

Description: Upon completion of the Visualization Tool, Cross County Connection will transfer the tool to NJTPA. As part of the final handoff, the tool will include all system requirements, the data model, adherence to NJTPA's EGIS Quality Assurance Standards and a user tutorial.

Products and Outcomes:

- ▶ Technical Specifications for Visualization Tool

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 2018 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 270 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: Xfinity.com, SJ.com, NJ.com, and sites connected to radio and regional print publications. Effectiveness is tracked and provided by the media outlet's digital metrics systems.

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 approximately 400 public sites in the seven-County southern New Jersey service area.

Newsletter: CCCTMA designs an in-house, award-winning quarterly magazine publication, Easy Rider. 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 service 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. 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.

###

PROGRAM MANAGEMENT

Description

CCCTMA will provide administrative and program information for the FY 2018 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 2018 Work Program and Staffing Plan

Due: October 24, 2016 – **Filed electronically**

Fourth Quarter/Final Report

Due: July 23, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 23, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Cross County Connection TMA
FY 2018 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 467,987		
	2. FRINGE BENEFITS 64.16% FT, 13.76% PT	\$ 289,442		
	SUBTOTAL	\$ 757,429	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 495		
	2. TRAVEL	\$ 3,835		
	3. PRINTING & REPRODUCTION	\$ 37,700		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 10,206		
	6. CONFERENCE/TRAINING	\$ 2,000		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 32,500		
	SUBTOTAL	\$ 86,736	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 50%	\$ 235,835		
	SUBTOTAL	\$ 235,835	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 1,080,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 1,030,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 50,000		

This estimated budget is based upon projected costs to perform the FY 2018 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: \$ 1,080,000 Local Match: \$ - Total: \$ 1,080,000

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Cross County Connection TMA
FY 2018 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
ADS	\$ 31,500.00
COMPLETE STREETS WORKSHOPS - ROOM RENTAL	\$ 1,000.00
Total "OTHER" Direct Expenses	\$ 32,500.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Cross County Connection TMA
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	7,932	\$ 356,928	\$ 55,456	\$ 110,339	\$ -	\$ 522,723
Core Goal Area Activities - Economic Development	1,010	\$ 42,766	\$ 5,250	\$ 13,128	\$ -	\$ 61,143
Core Goal Area Activities - Reliability	3,790	\$ 173,976	\$ 11,900	\$ 54,179	\$ -	\$ 240,055
Core Goal Area Activities - Environmental	1,125	\$ 50,509	\$ 4,100	\$ 15,505	\$ -	\$ 70,114
Core Goal Area Activities - Safety	1,250	\$ 59,831	\$ 7,800	\$ 18,366	\$ -	\$ 85,997
Program Management	875	\$ 36,497	\$ 500	\$ 12,970	\$ -	\$ 49,967
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	15,982	720,507	85,006	224,487	-	1,030,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	277	\$ 14,166	\$ 1,485	\$ 4,349	\$ -	\$ 20,000
Supplemental Goal Area Activities - CHSTP: Visual Tool Enhancement	499	22,756	245	6,999	-	30,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	776	36,923	1,730	11,348	-	50,000
TOTAL	16,758	\$ 757,429	\$ 86,736	\$ 235,835	\$ -	\$ 1,080,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
William J. Ragozine, Executive Director	65%	1,353
Ronda R. Urkowitz, Program Director	58%	900
Joseph Wilson, Marketing Director	68%	1,415
Marianne E. Sperry, Office Manager	64%	1,339
Patrick C. Farley, Senior Land Use & Transportation Planner	65%	1,356
Stephen W. Holt, GIS Analyst	81%	1,676
Transportation Specialist	41%	850
Sean Schweitzer, SRTS Coordinator	17%	350
Marili Tapia, Transportation Analyst	55%	1,135
Michele Geiger, Marketing Outreach Specialist	60%	1,242
Kacie Manzo, Graphic Artist	65%	1,362
Dorin Foster, Administrative Assistant I	66%	1,375
Jill Wunder, Administrative Assistant II	66%	1,376
Sopha Mowad, Bookkeeper	46%	529
Intern/Web Developer	60%	500
TOTAL	58%	16,758

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Greater Mercer TMA
FY 2018 WORK PROGRAM

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Budget and Staffing Plan

GREATER MERCER TMA

NJTPA FY 2018 UPWP Transportation Management Association Program

FY 2018 Work Program

Greater Mercer TMA

10/24/2016

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 A-1 Limousine, Bloomberg, Pepper Hamilton LLC, West Windsor Township, Robbinsville Township, West Windsor Parking Authority, West Windsor Township, Princeton Forrestal Center, Starr Tours, Stout's Transportation, Janssen, Bank of America, East Windsor Twp., Montgomery Twp., Municipality of Princeton, Steven & Lee, ETS, Princeton University, Princeton Healthcare, Hamilton Continuing Care, Hyatt, Mid Jersey Chamber of Commerce 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, seven 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 372,000 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, 25.7% of the Mercer County population was under the age of 20 and 18.9% were 60 or older. The median age is 38.3 years. The racial makeup of the county was 62.4% White, 20.2% Black or African American, 0.2% Native American, 9.6% Asian, 0.1% Pacific Islander, and 2.1% from other races or two or more races. Hispanic or Latino of any race was 15.9% of the population.

The median household income is \$74,118. 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 2014 American Community Survey, Mercer County residents commuted to work by the following means: 70.9% drive alone to work, 10.3% carpool, 7.8% use public transportation, 3.6% walk, .7% bike, 1.4% use other means, and 5.2% 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 580,000 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 2014, 25.6% of Ocean County's population was under the age of 20 and 27.9% were 60 or older. The median age was 42.8. The racial makeup of the county was 91.9% White, 3.1% Black or African

American, 0.1% Native American, 1.8% Asian, <0.10% Pacific Islander, and 1.5% from other races or two or more races. Hispanic or Latino of any race comprises 8.6% of the population. The median household income is \$61,839. About 19% 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 2014 American Community Survey, Ocean County residents commuted to work by the following means: 82.2% drive alone to work, 8% carpool, 2.1% use public transportation, 1.5% walk, 1.5% use other means, and 4.7% 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 2018

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 the statewide ridesharing website njrideshare.com

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 Safety 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,

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.

The Emergency Ride Home 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 in Mercer and Ocean counties. 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. The service provides door to door rides in RideProvide cars for any trip purpose, Monday through Friday from approximately 8:00am to 5:00pm in 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 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, 24 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.

The 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 prepare carbon footprint reports for transportation related activities for employers.

Shuttle service development and assistance will be promoted and offered.

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 air quality education programs and Ozone Action Alerts. GMTMA will continue to reach out to schools and municipalities/green teams to promote anti idling/air quality awareness and to use GMTMA for educational programs and as an information resource. We will work to coordinate this effort with SRTS and Sustainable Jersey for Schools. Anti idling information will be included in our transportation fairs.

Strategy: Government/MPO based Environmental Outreach

Description: GMTMA will assist municipalities and Sustainable Jersey Green Teams in reducing the environmental impact of transportation and work with the MPOs in environmental working groups such as the Air Quality Partnership. 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 municipal specific outreach for 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 work to advance individual safety and safer and more complete streets through programming aimed at improving the overall safety of the environment and improving the personal safety of individuals.

Strategy: Safety education programming

Description: GMTMA will promote safe and efficient travel via educational programs, work to advance complete streets, expansion of our bicycle and pedestrian education programming and supplemental work on Street Smart. 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.

Products and Outcomes:

- ▶ GMTMA will implement/promote various transportation related safety educational programs
- ▶ 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.
- ▶ Street Smart Campaign--supplemental work

Goal Area Activity: 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 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 2018 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: GMTMA will coordinate, conduct and assist with Street Smart NJ campaigns within our service area. GMTMA plans to implement Street Smart NJ campaigns in up to two municipalities, and if the interest is there, continue or expand campaigns in communities that have already implemented the campaign (Princeton, Toms River, Lakewood, LBI). 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 Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in up to two 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.

Goal Area Activity: Work Funded By Other Sources

Description: Work funded by other sources includes Safe Routes to School, Mobility Management-5310, and Highway Traffic Safety.

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-5310 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 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

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 2018 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 of the email as well as measuring the web traffic generated by the mailing.

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

Earned Media: GMTMA will use press releases and hold press events to promote GMTMA work program projects and services.

PROGRAM MANAGEMENT

Description

GMTMA will provide administrative and program information for the FY 2018 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 2018 Work Program and Staffing Plan

Due: October 24, 2016 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 23, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 23, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2018 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 339,577		
	2. FRINGE BENEFITS	43% FT, 15% PT	\$ 131,543		
		SUBTOTAL	\$ 471,120	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ 1,728		
	2. TRAVEL		\$ 2,850		
	3. PRINTING & REPRODUCTION		\$ 5,551		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 1,165		
	6. CONFERENCE/TRAINING		\$ 2,197		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 9,710		
		SUBTOTAL	\$ 23,201	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	90%	\$ 305,619		
			SUBTOTAL	100%	0%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
			SUBTOTAL	100%	0%
			\$ 799,940	100%	0%
			\$ 779,940		
			\$ 20,000		

<p>This estimated budget is based upon projected costs to perform the FY 2018 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:					
	Federal Share:	\$ 799,940	Local Match:	\$ -	Total: \$ 799,940

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2018 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

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

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	7,100	\$ 334,761	\$ 14,380	\$ 214,521	\$ -	\$ 563,662
Core Goal Area Activities - Economic Development	1,126	\$ 62,277	\$ 3,037	\$ 40,074	\$ -	\$ 105,389
Core Goal Area Activities - Reliability	127	\$ 4,075	\$ 597	\$ 2,849	\$ -	\$ 7,521
Core Goal Area Activities - Environmental	277	\$ 8,933	\$ 1,225	\$ 5,656	\$ -	\$ 15,814
Core Goal Area Activities - Safety	527	\$ 17,664	\$ 1,200	\$ 11,251	\$ -	\$ 30,115
Program Management	775	\$ 32,686	\$ 250	\$ 24,503	\$ -	\$ 57,439
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	9,932	\$ 460,397	\$ 20,689	\$ 298,854	\$ -	\$ 779,940
Supplemental Goal Area Activities - Street Smart NJ (optional)	252	\$ 10,723	\$ 2,512	\$ 6,766	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	252	10,723	2,512	6,766	-	20,000
TOTAL	10,184	\$ 471,120	\$ 23,201	\$ 305,619	\$ -	\$ 799,940

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Cheryl Kastrenakes, Executive Director	77%	1,498
Joan Lockwood-Reck, Marketing and Service Manager	43%	848
Carol Staats, RideProvide Program Director	89%	1,735
Adele Clark, Commuter Services Manager	83%	1,627
Open Position, Mobility Manager	49%	955
Portia Edwards-Gyampo, Office Manager	2%	45
Jerry Foster, Bike and Pedestrian Safety Educator	36%	711
Ian Henderson, Sustainable Transportation Coordinator	28%	540
Intern	29%	150
Debra Christie, Business Administrator	42%	769
Julia Ibara, Marketing and Outreach Coordinator	84%	1,306
TOTAL	51%	10,184

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

HART Commuter Information Services
FY 2018 WORK PROGRAM

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HART FY 18 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 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, NJ Division of Highway Traffic Safety (NJDHTS), and Greater Raritan Workforce Development Board.

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.

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 six (6) 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 county had a Census-estimated population of 125,488 in 2015, representing a 2.2% decrease from the 128,349 enumerated in the 2010 United States 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 years, 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 (21,931- US Census), followed by Readington Township (15, 961 US Census) and Clinton Township (13,123- US Census). 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- US Census); Bloomsbury (Population 870- US Census) 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 \$106,000. 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.

Hunterdon County has a labor force of approximately 70,000 workers. Approximately 43% employed Hunterdon residents both live and work within the County. The mean commute time in Hunterdon County is 33.5 minutes (US Census). Fifty four (54%) of employed residents commute out of county, primarily to Somerset, Morris, or Warren counties. Approximately 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 County's unemployment rate is the lowest in New Jersey at 4.1% (NJDOL- 8/16) 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.*)

Business and Industry

There are approximately 7, 000 businesses in Hunterdon County. More than 85% are small business, with fewer than 10 employees.

Major employers include: Chubb Group, Exxon Mobil Research & Engineering, Foster Wheeler, and Hunterdon Healthcare. 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. Private taxi services have become available in the area in recent years for local trips. There are a limited number of UBER drivers now operating in Hunterdon County.

TMA Goals and Objectives

HART's mission to promote sustainable transportation in Hunterdon County, NJ is consistent with the goals and objectives of the North Jersey Transportation Planning Authority (NJTPA) Transportation Management Association Program, Fixing America's Surface Transportation (FAST) Act, Ladders of Opportunity, and NJTPA's Regional Transportation Plan, Together North Jersey Plan, Transportation Improvement Plan, Unified Planning Work Program, and Strategic Business Plan.

HART efforts will improve safety, encourage equity, foster public-private partnerships, reduce traffic congestion, increase intermodal connectivity, and protect the environment.

- Promote efficient transportation through the use of public transportation, carpools, vanpools, bicycling, walking and alternative work hour arrangements.
- Promote and facilitate ridematching via the statewide www.njrideshare.com website.
- Create an environment that promotes and facilitates bicycling and walking.
- Enhance and promote mobility options for transit dependent populations by increasing awareness and facilitating use of transportation services in support of NJTPA's Coordinated Human Services Transportation Plan.
- Implement employer based programs designed to improve employee mobility, reduce congestion and increase access and recognize employers for their efforts.
- 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
- Support Hunterdon County's efforts to implement the Hunterdon County Plan for the Future (Comprehensive Economic Development Strategy/CEDS) and NJTPA's efforts to implement a regional CEDS.
- Increase dependable and predictable transportation service through congestion mitigation strategies, provision of traffic alerts and emergency management information. Ensure continued operation of HART programs and services in the event of natural or manmade disasters or other event/incidents by maintaining an Emergency Contingency Plan
- Support municipal and school efforts to address environmental sustainability and educate the public on the impact of behavior on air quality.
- Promote a culture of safety among motorists, bicyclists and pedestrians.

HART Commuter Information Services Program Report FY 2018

Goal Area Activity: Accessibility

Description: 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 and facilitate the formation of carpools and vanpools, as well as encourage increased ridership within existing rideshare arrangements. Promote the statewide njrideshare.com website and provide rideshare matching assistance to commuters who desire to carpool or vanpool to reduce the number of single occupancy vehicles traveling to and within Hunterdon County, NJ.

Promote the use of, and support commuters who choose to, bicycle, use public transportation and/or telework, compress workweek, or other options for reducing single occupancy vehicle trips.

Promote and administer commuter incentives including, but not limited to Emergency Ride Home. Offer the following “TMA self-funded” incentives: Carpool Rider Bonus and Referral Programs, 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.

Assist in the implementation of strategies identified in the CHSTP Update such as the use of ride-hailing services.

Products and Outcomes:

- ▶ Distribute transit schedules and other accessible transportation service
- ▶ Provide travel training/“commute consultations” and assist in the identification/facilitation of transportation services for human service populations□
Provide travel training/“commute consultations” and assist in the identification/facilitation of transportation services for human service populations

Strategy: Support and facilitate County and Regional Coordinated Human Services transportation planning processes and Plan implementation efforts.

Description: Serve as the United We Ride “County Lead” and 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. Assist in implementation of County and Regional CHSTP Plan recommendations.

Products and Outcomes:

- ▶ Provide technical assistance to Hunterdon County and NJTPA for Coordinated Human Services Transportation Plan (CHSTP) 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 non-motorized transportation (bicycling/walking)

Description: Encourage non-motorized 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 applications and similar support.

Support and assist in municipal efforts to improve pedestrian/bicycling environment.

Promote bicycling as a transportation mode for both recreation and commuting; 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 Pedestrian & Bicycle encouragement and education events/campaigns
- ▶ Provide technical assistance to Hunterdon municipalities in the development of programs, campaigns, events, local policy, grant identification/application (may include walk audits, speed studies, etc)

Goal Area Activity: Economic Development

Description: Undertake efforts that focus on the encouragement, provision and implementation of Travel Demand Management (TDM) services at employer sites, transportation facilities, recreation facilities and other venues within Hunterdon County, NJ, assisting existing and relocating employees with commutation and travel choices, facilitating interaction between employers and the NJTPA for the purposes of regional planning outreach, and supporting the development and implementation of comprehensive economic development strategies.

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 (employees) that are relocating, or considering relocation, to or within Hunterdon County and provide 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 employers and commuters. Recognize Hunterdon County employers with outstanding worksite TDM achievements and support the statewide NJ Smart Workplaces (NJSW) employer recognition program.

Products and Outcomes:

- ▶ Provide TDM technical assistance to employers and employees including employer worksite evaluation, worksite events, and relocation assistance
- ▶ 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 of “Hunterdon County Plan for the Future” (Hunterdon County Economic Development Strategy -CEDS), NJTPA’s Regional Comprehensive Economic Development Strategy (CEDS) and Together North Jersey Plan.

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/Together North Jersey Plan. 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:

- ▶ Facilitate implementation of transportation recommendations of “Hunterdon County Plan for the Future” (CEDS document), Regional CEDS, and Together North Jersey Plan.

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 Response/Business Continuity” 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 reduce air pollution and contribute toward reducing water and other pollutants created by transportation activity; increase awareness through education to encourage the adoption of behaviors, programs and policies that reduce greenhouse gas emissions and promote sustainability practices in Hunterdon County, NJ. Support local and regional efforts to promote the use of Alternative Fuel Vehicles.

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, public outreach and awareness campaigns on air quality, automobile idling reduction, alternative energy transportation and emission reduction.

Facilitate the Hunterdon County Junior Solar Sprints Program, which HART has coordinated for the past three years, in cooperation with TransOptions. Junior Solar Sprints is a competition based program in which students design, build and race a solar powered model car against other local teams, to promote awareness of alternative fuels/energy. Educational lessons meet NJ Core Curriculum Standards and are STEAM aligned (Science, Technology, Engineering, Arts, Math). Approximately 15 Hunterdon schools have been engaged to date.

Products and Outcomes:

- ▶ Conduct environmental education programs and public awareness campaigns
- ▶ Facilitate Junior Solar Sprints Programming

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:

- ▶ Provide technical support and facilitation services

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; Input into local Safety Plans

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. Messaging will focus on New Jersey’s Strategic Highway Safety Plan (SHSP) emphasis areas. Participate and provide input into the development of local safety plans; support implementation as requested.

Products and Outcomes:

- ▶ Provision of driving, pedestrian, passenger and vehicle operation safety messaging and feedback into county and regional safety plans

Goal Area Activity: Safety – Supplemental (Street Smart)

Description: Promote a culture of pedestrian safety through promotion of Street Smart Pedestrian Safety campaigns

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

Description: Build upon the success of prior campaigns in Frenchtown, Flemington, and the Town of Clinton by facilitating the creation of stakeholder groups to assist with the implementation of campaigns in at least two new Hunterdon communities. Assist in conducting campaigns following established NJTPA “Street Smart” implementation guidance.

Strategy: Program Management

Description: Maintain all information and data related to program development and delivery, reporting, data collection, and related information in support of the FY 2018 UPWP TMA Program in accordance with the NJTPA planning process, as follows:

- preparation of the following year’s work program – filed electronically
- maintenance of all TMA-related records, preparation of work programs
- maintenance of online Pass-through Grant Program Management System (PGP) and Cost Tracking System (CTS) for online TMA Work Program online reporting
- preparation of quarterly progress reports and invoices – filed electronically
- 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
- preparation of the Annual Report – filed electronically

Products and Outcomes:

- ▶ FY 2018 Work Program and Staffing Plan
- ▶ Quarterly Progress Reports, invoices and supporting documentation Due: 10 business days after close of each quarter
- ▶ Fourth Quarter/Final Report
- ▶ Annual Report

Goal Area Activity: Street Smart NJ Supplemental Training and Support

Description: TransOptions TMA and HART Commuter Information Services TMA will design and implement a Street Smart NJ Pedestrian Safety Campaign Training Program and will provide supplemental support. The two TMAs, in close coordination with NJTPA, will develop a comprehensive, workshop-based training program that draws on experience in campaign implementation and the content of the “How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community” publication and other resources from NJTPA. TransOptions and HART will deliver a minimum of ten (10) trainings to other TMAs and stakeholders throughout the state. The effort will identify and outline best practices implemented in the numerous locations that have already successfully implemented Street Smart NJ and enable stakeholders and TMA representatives to launch programs aimed at replicating those successes in new locations.

The Supplemental Training will be comprised of the following elements:

- Development of workshop materials, including sample invitation letters, powerpoint presentations, handouts, etc.
- Training workshops of approximately 3 hours in duration, at locations looking to conduct Street Smart campaigns around the state. Workshops will consist of a presentation that includes graphics and data analysis for the local community, discussion of best practices, and workshop materials (handouts, powerpoint presentation). The local community or TMA receiving the training will be responsible for inviting participants and arranging logistics.
- TransOptions and HART will offer ongoing technical support as needed on the topics of outreach, stakeholder recruitment, material selection, partnership building, data collection, and program evaluation. Further assistance will be provided as needed to police departments seeking funding through the New Jersey Pedestrian Safety Education and Enforcement Grant administered by the NJ Division of Highway Traffic Safety.
- TransOptions and HART will work with communities to help them track their output measures for the Street Smart campaign, such as the number of “street teams” deployed; tip cards or other collateral materials distributed; “hits” on local websites related to the Street Smart message.

Strategy: Training and Support for the Street Smart NJ Pedestrian Safety Campaign

Description: Train key stakeholders such as mayors, police officers, public safety officials and their respective Transportation Management Association on how to implement their own Street Smart NJ campaign through workshop sessions. Provide best practices for the variety of campaign aspects from initial data analysis and outreach to final evaluations.

Workshops will provide step-by-step guidance on outreach strategies, how to attract the right audience, development of outreach targets, how to engage different types of participants, stakeholder recruitment, material selection and distribution, and technical assistance on the evaluation process.

Act as an ongoing resource for campaigns, such as advising communities regarding outreach, stakeholder recruitment, materials, tracking of campaign activities, and other issues as needed.

Products and Outcomes:

- ▶ Development of workshop materials and content
- ▶ Delivery of a minimum of 10 Street Smart NJ Campaign Training programs and ongoing consultation as needed for stakeholders and TMA staff as appropriate, including grant application assistance for police department representatives.

Program Promotion Plan FY18

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 2018 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
- **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

Maintain all information and data related to program development and delivery, reporting, data collection, and related information in support of the FY 2018 UPWP TMA Program in accordance with the NJTPA planning process, as follows:

- preparation of the following year's work program – **filed electronically**
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- preparation of the final progress reports and invoice
- preparation of the Annual Report – **filed electronically**

Products & Outcomes:

- FY 2018 Work Program and Staffing Plan
To be filed electronically
- Quarterly Progress Reports, invoices and supporting documentation
Due: 10 business days after close of each quarter - **To be filed electronically**
- Fourth Quarter/Final Report
To be filed electronically
- Annual Report
To be filed electronically

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART Commuter Information Services
FY 2018 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 260,436		
	2. FRINGE BENEFITS	26.94% FT, 8.66% PT	\$ 65,551		
		SUBTOTAL	\$ 325,988	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ 2,486		
	2. TRAVEL		\$ 3,836		
	3. PRINTING & REPRODUCTION		\$ 6,831		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 1,100		
		SUBTOTAL	\$ 14,254	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	43.68%	\$ 113,759		
			SUBTOTAL	100%	0%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
			SUBTOTAL	100%	0%
			\$ 454,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES		\$ 410,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES		\$ 44,000		

This estimated budget is based upon projected costs to perform the FY 2018 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:	\$ 454,000	Local Match:	\$ -	Total: \$ 454,000

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART Commuter Information Services
 FY 2018 WORK PROGRAM
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 100.00
Social Media Sponsored Posts	\$ 1,000.00
	\$ -
Total "OTHER" Direct Expenses	\$ 1,100.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART Commuter Information Services
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	3,500	\$ 137,875	\$ 2,986	\$ 48,141	\$ -	\$ 189,002
Core Goal Area Activities - Economic Development	1,025	\$ 50,880	\$ 2,400	\$ 17,728	\$ -	\$ 71,008
Core Goal Area Activities - Reliability	1,230	\$ 41,336	\$ -	\$ 14,444	\$ -	\$ 55,780
Core Goal Area Activities - Environmental	1,010	\$ 28,310	\$ 500	\$ 9,851	\$ -	\$ 38,661
Core Goal Area Activities - Safety	310	\$ 9,199	\$ 1,000	\$ 3,173	\$ -	\$ 13,372
Program Management	650	\$ 31,215	\$ -	\$ 10,961	\$ -	\$ 42,176
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	7,725	298,815	6,886	104,299	-	410,000
Supplemental Goal Area Activities - Street Smart NJ	410	\$ 13,882	\$ 1,231	\$ 4,887	\$ -	\$ 20,000
Street Smart NJ Training	285	\$ 13,290	\$ 6,136	\$ 4,573	\$ -	\$ 24,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	695	27,173	7,367	9,460	-	44,000
TOTAL	8,420	\$ 325,988	\$ 14,254	\$ 113,759	\$ -	\$ 454,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Tara Shepherd, Executive Director	72%	1,497
Diana Davis, Business Administrator	61%	1,260
Cathy Taglienti, Community Mobility Coordinator	70%	1,460
Christina Edzenga, Commuter Services Manager	70%	1,460
Ryan Fisher, Pedestrian/Bicycle Programs Coordinator	36%	743
Nathan Charron, Environmental Education Coordinator	60%	1,240
Jeff Clayton, Information Technology Associate	70%	700
Jennifer Rispoli, Information Outreach Assistant	6%	60
TOTAL	56%	8,420

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Hudson TMA
FY 2018 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, 9th 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 TransHudson (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 2018

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: Hudson TMA will provide information and educate the public about travel alternatives and services available for commuting and other trips. This will be accomplished in the form 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:

- ▶ Promotion of commuting alternatives through 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: Ride Share Matching and Van Pool 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 administer 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, a school physical education program; Savvy Cyclist: Urban Biking Traffic Skills 101; League of American Bicyclist's League Certified Instructor (LCI) training; Child Bicycle Skills & Safety Seminars; and Bike Driver's 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

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.

Strategy: Public Awareness and Air Quality Improvement Efforts

Description: The Hudson TMA will address to the public the effects of vehicular idling on the environment, encourage better practices, provide education programs and assist the NJTPA in any air quality or pollution reduction studies.

Products and Outcomes:

- ▶ Air Quality Improvement Efforts

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. The TMA will also encourage implementation of best safety practices regarding current safety issues.

Products and Outcomes:

- ▶ Promotion of Multi-modal Travel Safety

Goal Area Activity: Supplemental Street Smart

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 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.

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 as well as other community outreach and education as needed. Campaigns will be coordinated with local law enforcement, educators, elected officials and the public. 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.

Goal Area Activity: Work Funded By Other Sources

Description: Provide a description of work provided by the TMA through grants other than those funded through the NJTPA.

Strategy: 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

Strategy: NJ Department of Highway Traffic Safety (HTS)

Description: NJ Dept. of Highway Traffic Safety Grant Activities

Products and Outcomes:

- ▶ NJ Dept. of Highway Traffic Safety Grant Activities

Strategy: NJDOT Safe Routes to School Grant

Description: The Hudson TMA will provide information on programs provided through the Safe Routes to School Program funded through the NJDOT.

Products and Outcomes:

- ▶ Development and presentation of Safe Routes to School Programs

Goal Area Activity: Program Management

Description: Hudson TMA will provide administrative and program information for the FY 2018 UPWP TMA Program in accordance with the NJTPA planning process.

Strategy: Preparation of the following year's work program, maintenance of all TMA related records, preparation of work program, maintenance of Cost Tracking System, preparation of quarterly progress reports and preparation of financial documents using the Cost Tracking System.

Description:

Products and Outcomes:

- ▶ Quarterly Progress Reports, invoices and supporting documentation, FY 2018 Work Program modifications, FY 2019 Work Program

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 the FY 2018, 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.

NEWSPAPER/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 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 & 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 150,000 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 & 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.

SOCIAL MEDIA

The TMA utilizes Face Book, Twitter and Instagram to reach the public to promote its activities and encourage program participation.

PROGRAM MANAGEMENT

Description

Hudson TMA will provide administrative and program information for the FY 2018 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**

Fourth Quarter/Final Report

Due: July 23, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2018 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Bike Rehab	\$ 900.00
Bike To Work Week	\$ 300.00
Calendar	\$ 3,670.00
CarFree Week	\$ 300.00
Chamber	\$ 200.00
Earth Day	\$ 100.00
ERH	\$ 100.00
Golden Sneaker	\$ 100.00
Kid Seasons	\$ 4,000.00
Programing Promotions	\$ 200.00
NJSW	\$ 1,100.00
Park(ing)Day	\$ 950.00
Savvy Cyclist	\$ 3,200.00
Seasons	\$ 12,000.00
Stride & Ride	\$ 16,000.00
Switch To Mass Transit	\$ 600.00
Vanpool Seat Subsidy	\$ 300.00
Vanpool Start Subsidy	\$ 300.00
Video	\$ 500.00
Ward Tour	\$ 5,000.00
Website	\$ 6,000.00
Sreet Smart	\$ 5,000.00
Total "OTHER" Direct Expenses	\$ 60,820.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,600	\$ 86,580	\$ 58,831	\$ 50,870	\$ -	\$ 196,281
Core Goal Area Activities - Economic Development	2,642	\$ 133,087	\$ -	\$ 78,184	\$ -	\$ 211,272
Core Goal Area Activities - Reliability	75	\$ 6,272	\$ -	\$ 3,683	\$ -	\$ 9,955
Core Goal Area Activities - Environmental	120	\$ 6,862	\$ -	\$ 4,030	\$ -	\$ 10,892
Core Goal Area Activities - Safety	243	\$ 15,485	\$ -	\$ 9,116	\$ -	\$ 24,601
Program Management	486	\$ 29,609	\$ -	\$ 17,390	\$ -	\$ 46,999
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	5,166	277,895	58,831	163,274	-	500,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	172	\$ 9,430	\$ 5,031	\$ 5,538	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	172	9,430	5,031	5,538	-	20,000
TOTAL	5,338	\$ 287,326	\$ 63,862	\$ 168,812	\$ -	\$ 520,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
James DiDomenico, Director	52%	952
Luis Delgado, Program Associate	48%	870
Ivonne Pierluisses, Marketing Associate	59%	1,075
Josefina Palacios, Field Coordinator	70%	1,275
Matthew Sinisi, Manager of Employer Services	56%	1,027
Robert Milne, Project Associate	6%	109
Jonathan DeFillipo, Program Associate	0%	6
Wade Frazee, Program Assistant	0%	6
Thomas Shehadi, Program Assistant	0%	6
Michael Holloway, Jr., Program Assistant	0%	6
Kathleen Czander, Program Associate	1%	6
TOTAL	27%	5,338

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Keep Middlesex Moving
FY 2018 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 North Jersey Transportation Planning Authority, NJ TRANSIT, the NJ Department of Transportation (Safe Route to School), 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. Additionally, KMM is funded by the dues of members. The membership roster includes: Boroughs of Carteret, Highland Park, Jamesburg, Metuchen, Milltown, Middlesex, Sayreville, South River, and Spotswood, Cities of New Brunswick and Perth Amboy, the Townships of Cranbury, East Brunswick, Edison, Monroe, North Brunswick, Old Bridge, Piscataway, Plainsboro, South Brunswick, and Woodbridge, and the County of Middlesex. Other members are: Brad J. Cohen M.D., Bristol-Myers Squibb, Brunswick Square mall, Capacity LLC, Crowne Plaza, Dr. Granville Y. Brady, Au.D., EAC Associates, Ericsson, Firmenich, Greater Media Company, Heldrich Hotel, Hoagland, Longo, Moran, Dunst & Doukas LLP, Hyatt Regency New Brunswick, IEEE, Johnson and Johnson, Johnson and Johnson Healthcare Systems, Magyar Bank, Middlesex County Improvement Authority, Middlesex County Regional Chamber of Commerce, New Brunswick Parking Authority, NJ Department of Transportation, NJ Transit, North Jersey Transportation Planning Authority, PSE&G, Provident Bank, Robert Wood Johnson University Hospital, Rotator Personnel, Rutgers University, St. Peters Healthcare System, Sayreville Public Library, State Theatre, Sustainable Jersey, Timothy Haahs & Associates, Wells Fargo, Woodbridge Chamber of Commerce, Jay Weiner, Esq., and Wilentz Goldman, and Spitzer.

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 Health Care Systems, Rutgers University, The Provident Bank, New Brunswick Ciclovía, Firmenich, St. Peter's Healthcare System, and numerous Middlesex County communities.

KMM's office is located at 100 Bayard Street, 2nd 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 of 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

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 nearly 30 years ago. The staff is dedicated to addressing the needs of commuters, employers, and local, county, and state governments as KMM works to implement a broad and ever expanding menu of transportation demand management programs and services that support and enhance improved mobility and safety, cleaner air, and sustainability in Middlesex County. KMM's portfolio contains activities that address NJTPA's goals and objectives including Accessibility, Economic Development, Reliability, Environment, Safety, and Street Smart.

Keep Middlesex Moving (KMM) Program Report FY 2018

Goal Area Activity: Accessibility

Description: KMM will educate, encourage, and support commuters who are considering or have adopted alternative commute modes through direct outreach, social media, or other messaging.

Strategy: Encourage and promote alternative commute choices

Description: KMM will promote all commute options including but not limited to car and van sharing, shuttles, bicycling and walking as alternatives to single occupant driving. KMM will assist communities and schools which request help in implementing walking and bicycling programs (apart from Safe Routes to School). Direct contact, social media, radio, or print media may be used to educate and coach commuters.

Products and Outcomes:

- ▶ Activities to promote and implement commute options including, but not limited to, personal outreach, events, media

Strategy: Support accessibility implementation and planning efforts

Description: KMM participates in 2 Middlesex County Regional Plan for Sustainable Development (RPSD) projects -- New Brunswick Ciclovía and the Perth Amboy Transit District with a focus on bicycling and pedestrian accessibility. KMM will continue to support these projects as well as the Woodbridge Rahway Art Region and the Middlesex County Greenway, as requested. The TMA will seek additional opportunities to support Ladders of Opportunity. KMM will also support implementation of the Coordinated Human Services Plan and local Human Services Plans as needed.

Products and Outcomes:

- ▶ Support RPSD, Ladders of Opportunity, and Coordinated Human Services Plans

Strategy: Facilitate rideshare activities

Description: KMM will facilitate car and vanpool matching through the statewide ridematch system and will provide trip planning and other commuter assistance. KMM will also participate in meetings related to the ridematch system and will provide maintenance as needed. Qualified car and vanpoolers will be eligible for the Emergency Ride Home program. KMM supports a "Transit First" policy.

Products and Outcomes:

- ▶ Comprehensive support for rideshare services

Strategy: Implementation of regional and local human services transportation plans

Description: KMM will support the implementation of regional and local human services transportation plans as needed.

Products and Outcomes:

- ▶ Activities supporting implementation of human services plans

Goal Area Activity: Economic Development

Description: Through relationships with the business community, the Middlesex County Regional Chamber of Commerce, and the Middlesex County Convention and Visitors Bureau, KMM works closely with the private sector to implement site specific and regional TDM strategies.

Strategy: Workplace outreach, implementation, and recognition

Description: KMM will encourage, provide, or implement programs to assist in expanding the commute choices of employees. These activities may include but, not be limited to on-site fairs, employee surveys, development of rideshare, preferential parking, on site transit passes, bike/ped, or alternative work hours programs. KMM supports NJ Smart Workplace, a statewide program that recognizes employers who are making a TDM difference. Smart Workplace designees are recognized in four categories and awards are presented annually.

Products and Outcomes:

- ▶ Workplace outreach, implementation, and recognition
- ▶ Promote and market activities related to Economic Development

Strategy: Support implementation of the Regional Comprehensive Economic Development Plan

Description: Tourism is an important economic driver in KMM's service area and a component of the Regional Comprehensive Economic Development Strategy. The TMA is a member of the Middlesex County Regional Convention and Visitor's Bureau (CVB) and frequently partners with the Middlesex County Department of Business Development and Implementation.

Products and Outcomes:

- ▶ Advance initiatives in partnership with the CVB and Dept of Business Development

Goal Area Activity: Reliability

Description: KMM will coordinate with transportation stakeholders and providers to support a dependable and predictable transportation infrastructure

Strategy: Emergency Response Plan

Description: KMM has created and will maintain, update, and test an Emergency Response Plan.

Products and Outcomes:

- ▶ Maintain a current Emergency Response Plan

Strategy: Participate in plans to improve regional mobility

Description: KMM partners with regional and local stakeholders to support new or ongoing transportation improvement projects. Our partners include, but are not limited to, the County of Middlesex Planning Department, the Middlesex County Transportation Coordinating Committee, the Central Jersey Transportation Forum, NJTPA, NJDOT, NJ Transit, and other agencies and trip generators. The TMA will provide assistance as needed to the Regional Transportation Plan.

Products and Outcomes:

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

Strategy: Dissemination of emergency and non emergency roadway and Reliability information

Description: KMM's Information Notification Network (INN) is available via app or email. Alerts are pulled from NJ511, NJ Transit, NJ state police, Amber/Silver Alerts, Ozone Alerts, and local police, fire, and community Nixle alerts. Subscribers may register online or download the app.

KMM also promotes topics related to Reliability via social media.

Products and Outcomes:

- ▶ Disseminate emergency and non emergency roadway information via INN or social media

Goal Area Activity: Environmental Education

Description: KMM will conduct an environmental education campaign in 3 areas: an Electric Vehicle Conference, a bookmark contest, and social media.

Strategy: Electric Vehicle Conference

Description: KMM will continue to encourage the use of alternative fuel vehicles by hosting an Electric Vehicle Conference. In 2017, KMM will build upon the success of the 2016 EV Conference with a particular focus on how municipalities can incorporate EVs into their land use and zoning regulations. KMM will work in conjunction with NJTPA to advance the recommendations of NJTPA's Alternative Fuel Vehicles pilot.

Products and Outcomes:

- ▶ Host an Electric Vehicle Conference

Strategy: Promote improved air quality

Description: KMM will continue sponsorship of its 5th grade bookmark contest with a theme related to reduction in air pollution.

KMM will promote improved air quality through social media messaging.

Products and Outcomes:

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

Goal Area Activity: Safety Education

Description: KMM will promote a culture of safety through activities including, but not limited to: enhancement of the Street Smart campaign and participation in the development and implementation of county-level safety plans which emphasize lane departure, drowsy and distracted Driving, aggressive driving, intersections, pedestrians and bicyclists, impaired driving, mature drivers, teen drivers, unbelted vehicle occupants, and motorcycles.

Strategy: Enhance Street Smart campaign

Description: KMM will seek to sustain, support, or expand the Supplemental Street Smart campaign. Activities could include but not be limited to added support for a 2018 Street Smart partner or a previous partner who wishes to expand prior programming, or to identify and support a 3rd community (the Supplemental Street Smart activities require 2 communities)

Products and Outcomes:

- ▶ Activities to enhance Street Smart campaign

Strategy: Development and implementation of county-level safety plans

Description: KMM will work with NJTPA and Middlesex County to address priority areas (lane departure, drowsy and distracted driving, aggressive driving, intersections, pedestrians and bicyclists, impaired driving,

mature drivers, teen drivers, unbelted vehicle occupants, and motorcycles) and implement strategies contained in NJ's Strategic Highway Safety Plan (SHSP)

Products and Outcomes:

- ▶ Implement strategies in SHSP and address priority areas

Goal Area Activity: Supplemental Street Smart

Description: Using established methods and messages, KMM will implement Street Smart campaigns in 2 communities.

Strategy: Improve pedestrian safety and motorist behavior through a Street Smart campaign

Description: KMM will identify 2 new communities in which to implement Street Smart campaigns, enlist support and participation from local stakeholders, including law enforcement, and provide resources and support for an effective safety education campaign. KMM will be guided by "How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community" and use established methods and messages to coordinate an educational campaign. KMM will use region wide evaluation tools to observe, measure, and analyze behavioral changes and will submit a report to NJTPA.

Products and Outcomes:

- ▶ Implement 2 Street Smart campaigns

Goal Area Activity: Economic Development

Description: Through relationships with the business community, the Middlesex County Regional Chamber of Commerce, and the Middlesex County Convention and Visitors Bureau, KMM works closely with the private sector to implement site specific and regional TDM strategies.

Strategy: Walkability and Economic Development Conference

Description: KMM propose to develop and host a "Walkability and Economic Development" conference. The purpose of the conference is to examine how safe and walkable streets contribute to a vibrant, economically viable downtown. Topics may include but not be limited to: Street Smart, Safe routes for people of all ages, health, connectivity, and sustainability. KMM will seek partners to

Products and Outcomes:

- ▶ Host a Walkability and Economic Development Conference

Goal Area Activity: Work funded from other sources

Description: This goal area outlines the strategies funded through NJ Transit, Safe Routes to School, and NJ Division of Highway Traffic Safety.

Strategy: NJ Transit

Description: Includes but is not limited to promoting a "Transit First" policy, managing bike locker rentals, and supporting Ticket to Work.

Products and Outcomes:

- ▶ Implementation of NJ Transit work program activities

Strategy: NJ Division of Highway Traffic Safety

Description: KMM has received funding from the NJ HTS to implement "Paint the Pavement," a program which discourages distracted walking by changing the color of the sidewalk as pedestrians approach

intersections. In 2017, a competition resulted in the selection of a design which was painted on the sidewalk in Metuchen. KMM has made a stencil of the design available so that other communities can replicate it on their streets.

Products and Outcomes:

- ▶ NJ Division of Highway Traffic Safety Activities

Strategy: Safe Routes to School

Description: Safe Routes to School programming is funded by NJDOT and is dedicated to a host of activities including but not limited to classroom instruction, Walk Your Child to School Day, Dads Walk Your Child to School Day, walking schools buses, safety plans, bike rodeos, a bookmark contest, and more.

Products and Outcomes:

- ▶ Implementation of a Safe Routes to School Program

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 FY18 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 (“@MiddlesexComuter”), 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: “Intersections” 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.

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 2018 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 2018 Work Program and Staffing Plan

Due: October 24, 2016 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 23, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 23, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2018 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 188,016		
	2. FRINGE BENEFITS 60% FT, 0% PT	\$ 112,810		
	SUBTOTAL	\$ 300,826	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 735		
	3. PRINTING & REPRODUCTION	\$ 5,145		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 30,670		
	SUBTOTAL	\$ 36,550	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 145%	\$ 272,624		
	SUBTOTAL	\$ 272,624	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 610,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 590,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 20,000		

<p>This estimated budget is based upon projected costs to perform the FY 2018 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:

Federal Share: \$	610,000	Local Match: \$	-	Total: \$	610,000
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NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2018 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 300.00
Intersections Newsletter	\$ 3,200.00
Electronic/Print/Radio Advertising	\$ 29,120.00
Total "OTHER" Direct Expenses	\$ 30,670.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,930	\$ 109,676	\$ 32,265	\$ 99,394	\$ -	\$ 241,334
Core Goal Area Activities - Economic Development	722	\$ 52,467	\$ 485	\$ 47,548	\$ -	\$ 100,500
Core Goal Area Activities - Reliability	1,182	\$ 76,331	\$ 525	\$ 69,175	\$ -	\$ 146,031
Core Goal Area Activities - Environmental	356	\$ 22,937	\$ 1,370	\$ 20,787	\$ -	\$ 45,094
Core Goal Area Activities - Safety	287	\$ 18,434	\$ 905	\$ 16,706	\$ -	\$ 36,045
Program Management	146	\$ 11,014	\$ -	\$ 9,981	\$ -	\$ 20,995
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	4,623	290,859	35,550	263,591	-	590,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	140	\$ 9,967	\$ 1,000	\$ 9,033	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	140	9,967	1,000	9,033	-	20,000
TOTAL	4,763	\$ 300,826	\$ 36,550	\$ 272,624	\$ -	\$ 610,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
William Neary, Executive Director	45%	818
Roberta Karpinecz, Director of Operations	47%	860
Morteza Ansari, Program Manager	42%	759
Cristina Fowler, Program Manager	57%	1,044
Peter Bilton, Program Coordinator	57%	1,045
Arlene Holt, Program Coordinator	9%	162
Lynne Cuevas, Program Coordinator	4%	75
TOTAL	0%	4,763

**NJTPA FY 201, UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Meadowlink TMA
FY 2018 WORK PROGRAM

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- Organizational Summary
- Service Area Description
- Goals and Objectives

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- Reliability
- Economic Development
- Environmental
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Supplemental Street Smart NJ Activities

- Street Smart NJ

Program Management

- Consultant Activities

Promotions Plan

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: \$2,488,088

(NJTPA, NJDOT, NJ TRANSIT, NJHTS)

Public Sector fee for service: \$2,235,517

(Essex, Monmouth, & Passaic Counties)

Private sector: \$1,901,405

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

Total: **\$6,625,310**

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	53	37	90
Newark	1	3	4
Eatontown	6	13	19
Total:	60	53	113

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
Bergen	938,507	152,038	335,480	33,136	307,846	60,750	20,692	20,078
Hudson	674,836	73,557	229,400	26,416	125,715	131,953	9,443	32,051
Essex	797,434	100,477	280,090	30,633	213,196	69,982	10,885	20,488
Union	555,786	73,920	184,510	20,800	179,202	26,115	8,678	23,298
Monmouth	628,715	101,223	233,730	23,227	227,056	23,886	14,338	11,312
Passaic	510,916	68,463	161,910	25,304	158,726	20,781	6,045	12,487
TOTAL	4,106,193	569,678	1,425,120	159,516	1,211,741	333,467	70,081	119,714

- **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, 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 2018 with more than two million square feet of retail space with more than 450 retailers like Saks Faith Avenue and Lord & Taylor, multiple indoor theme parks 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 2018

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 meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJTPA or other entities to establish baseline data and track progress towards achieving goals in such areas as matching effectiveness, public awareness of TDM, public awareness of the TMA’s services, market penetration, customer satisfaction, etc.

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

Products and Outcomes:

- ▶ Provide Rideshare assistance by conducting Transportation fairs/events at employer worksites to promote alternative transportation such as carpooling, vanpooling, 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 make important contributions towards Ladders of Opportunity by identifying transportation connectivity gaps that affect the traditionally underserved populations and partner 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 encourage employer participation in the NJ Smart Workplaces Program and 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.

Products and Outcomes:

- ▶ Undertake efforts that focus on the encouragement, provision and implementation of TDM services at employer sites.
- ▶ Promote Smart Workplaces Program by hosting transportation events at corporate locations and encouraging businesses to support TDM initiatives such as reserved parking for carpools and/or vanpools, funding shuttle services, promoting flexible work hours, etc.

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

Description: Meadowlink will participate in activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS) and Together North Jersey efforts.

Products and Outcomes:

- ▶ Participate in implementation of the Together North Jersey Regional Plan, 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 refine a Contingency Plan to ensure continuation of operation in case of emergency. We will disseminate information related to any contingency plans related to transportation and conduct an outreach plan to ensure proper circulation of information notices.

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. In case of any emergencies, Meadowlink will distribute information to employers, member agencies etc.

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 such as NJTPA led Alternative Fuel Vehicle Study. Meadowlink will implement SRTS Program activities to help municipalities achieve appropriate gold level requirements to get points towards Sustainable Jersey Certification.

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.
- ▶ Meadowlink will assist municipalities implement Safe Routes to School (SRTS) programs to achieve Sustainable Jersey Certification.

Goal Area Activity: Safety

Description: Meadowlink will promote travel and enhance travel safety throughout its service area for all modes. This could include educational programs focused on issues such as drinking and driving, distracted driving, wildlife related motor vehicle incidents, seatbelt use, vehicle maintenance, infant/ child seat education, bicycle/pedestrian safety or topics related to traveler safety. Meadowlink will also engage in information gathering related to safety issues, or implementation of a safety-related program such as conducting bicycle/ pedestrian audits. Additionally, Meadowlink will try and provide mobility solutions to assist mature drivers to “age in any place.”

Strategy: Promotion of Safety Education Programs for Students & Commuters

Description: Meadowlink will disseminate information and conduct presentations focused on safety and participate in educational campaigns including “Be Street Smart NJ” in coordination with NJTPA and local communities. Additionally, Meadowlink will assist with coordination of activities related to the two “Be Street Smart NJ” safety awareness campaigns in Newark and Asbury Park.

Products and Outcomes:

- ▶ Conduct information sessions about safety programs for students and commuters.
- ▶ Establish baseline observations.
- ▶ Document improvements/changes of behavior after conducting campaign.

Goal Area Activity: Program Management Activities

Description: Meadowlink will provide program management to ensure the prompt filing of all required reports and ensure that we meet the deliverables and performance measures for each activity.

Strategy: Management and reporting of TMA Work Program Activities

Description: Meadowlink will provide program management and reporting information to support the Work Program activities including the following:

- Maintaining all work program related records and products,
- Preparation of the following year’s work program,
- Maintenance of the on-line Grant Program Management System, including cost tracking and TMA work program on-line reporting system
- Preparation of Quarterly progress reports and invoices
- Preparation and maintenance of the budget and staffing plan
- Preparation of the final progress reports and invoices
- Preparation of the TMA Annual Report

Products and Outcomes:

- ▶ Monthly invoicing and preparation of quarterly, progress and annual reports.
- ▶ Ensure deliverables for each activity.

Goal Area Activity: Supplemental Street Smart NJ

Description: The TMA will identify suitable communities for implementing this education campaign, enlist support and participation from local stakeholders including law enforcement, and provide resources and support for an effective pedestrian safety education campaign. To accomplish this, Meadowlink will coordinate with the NJTPA to conduct an evaluation of the Street Smart Campaign.

Strategy: Improve Pedestrian and Motorist Behavior through Education and Coordination with Enforcement

Efforts

Description: Optional Supplemental Task to Implement Street Smart NJ

Products and Outcomes:

- ▶ Implement Street Smart NJ

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: 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 refine a Contingency Plan to ensure continuation of operation in case of emergency. We will disseminate information related to any contingency plans related to transportation and conduct an outreach plan to ensure proper circulation of information notices.

Strategy: Establish back-up servers at Eatontown in Monmouth County

Description: Meadowlink will install back-up servers at our office in Eatontown to ensure that we can continue to operate in case of an emergency at our Wood Ridge office.

Products and Outcomes:

- ▶ Back-up servers at Eatontown to ensure we can function in case of an emergency.

Goal Area Activity: Safety

Description: Meadowlink will promote travel and enhance travel safety throughout its service area for all modes. This could include educational programs focused on issues such as drinking and driving, distracted driving, wildlife related motor vehicle incidents, seatbelt use, vehicle maintenance, infant/ child seat education, bicycle/pedestrian safety or topics related to traveler safety. Meadowlink will also engage in information gathering related to safety issues, or implementation of a safety-related program such as conducting bicycle/ pedestrian audits. Additionally, Meadowlink will try and provide mobility solutions to assist mature drivers to “age in any place.”

Strategy: Promotion of Safety Education Programs and Transportation Assistance to Mature Drivers

Description: Meadowlink will disseminate information and conduct presentations to inform seniors about driving safely by providing self-rating forms, interactive driving evaluation on the computer or even an assessment by an occupational therapist-driver rehabilitation specialist. Meadowlink will coordinate retraining seniors on using public transit and present information about County senior transportation programs and Volunteer driver programs like Community Cars. These events will also be coordinated at the senior centers as well as senior housing units to help seniors grow out of their fear of not being able to drive and losing their independence. It is all about providing safe and affordable mobility options for seniors.

Products and Outcomes:

- ▶ Conduct events for mature drivers that focus on safety including preparation prior to driving, improving driving skills with emphasis on defensive driving.
- ▶ Assist NJTIP to host events to assist seniors about using public transit.
- ▶ Refer seniors to other travel options like public transit, county and township senior transportation and EZ Ride services.

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 2018 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 applicable), 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 2018 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 2018 Work Program and Staffing Plan

Due: October 24, 2016 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 23, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 23, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink
FY 2018 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 660,483		
	2. FRINGE BENEFITS	43.64% FT, 0% PT	\$ 288,235		
		SUBTOTAL	\$ 948,717	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 1,515		
	3. PRINTING & REPRODUCTION		\$ 8,000		
	4. TELEPHONE		\$ 792		
	5. POSTAGE		\$ 1,200		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 11,860		
		SUBTOTAL	\$ 23,367	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	54%	\$ 357,916		
			SUBTOTAL	\$ 357,916	100%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
			SUBTOTAL	\$ -	100%
			TOTAL PROGRAM BUDGET	\$ 1,330,000	100%
			SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 1,310,000	
			SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 20,000	

This estimated budget is based upon projected costs to perform the FY 2018 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 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink

FY 2018 WORK PROGRAM

BUDGET PLAN - ATTACHMENT

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 2,000.00
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	\$ 2,500.00
Meadowlands Transportation Conference	\$ 1,000.00
Total "OTHER" Direct Expenses	\$ 11,860.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink

FY 2018 WORK PROGRAM

STAFF PLAN

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	20,415	\$ 791,657	\$ 13,157	\$ 298,663	\$ -	\$ 1,103,477
Core Goal Area Activities - Economic Development	800	\$ 51,712	\$ 9,960	\$ 19,509	\$ -	\$ 81,181
Core Goal Area Activities - Reliability	900	\$ 56,762	\$ 100	\$ 21,414	\$ -	\$ 78,276
Core Goal Area Activities - Environmental	126	\$ 9,586	\$ 50	\$ 3,617	\$ -	\$ 13,253
Core Goal Area Activities - Safety	182	\$ 12,123	\$ 50	\$ 4,574	\$ -	\$ 16,747
Program Management	100	\$ 12,391	\$ -	\$ 4,675	\$ -	\$ 17,066
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	22,523	934,232	23,317	352,451	-	1,310,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	397	\$ 14,485	\$ 50	\$ 5,465	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	397	14,485	50	5,465	-	20,000
TOTAL	22,920	\$ 948,717	\$ 23,367	\$ 357,916	\$ -	\$ 1,330,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Krishna Murthy, Executive Director	61%	1,118
Avnish Gupta, Assistant Executive Director	62%	1,124
Carole Swanstrom, Manager - Accounts Payable	79%	1,445
Nicole Neri, Assistant Manager - Accounts Receivable	69%	1,250
Veronica Almonte, Accounting Coordinator	44%	800
Jose Garzon - Accounting Coordinator	82%	1,500
Prerana Mehta, Accounting Coordinator	82%	1,500
Kinga Skora, Regional Manager - Bergen/Hudson County	84%	1,530
Ellie Ferrer, Regional Manager - Essex/Union County	78%	1,424
David Fox, Regional Manager - Monmouth County	79%	1,431
Brenda Carter, Assistant Regional Manager - Monmouth County	55%	1,000
Lisa Lee - Manager, Bike/Ped Programs	8%	150
Mateusz Pitrus, Assistant Coordinator SRTS	8%	147
Stephen Culpepper, Tpt. Coordinator - Commute Fairs	44%	800
Michael Jensen, Tpt. Coordinator - Bergen County	27%	500
Constance Shelley, Tpt. Associate - Community Cars	66%	1,200
Michael Parra, Safety & Training Coordinator	5%	100
Kenia Hernandez, Tpt. Coordinator - Essex County	66%	1,200
Carla Savage - HR Assistant	38%	700
Monique Lynch-Cosme - Tpt. Associate - Customer Service	80%	1,000
Jennifer Lopez - Tpt. Associate - Customer Service	80%	1,000
Trudy Pearson, Tpt. Coordinator - Essex Community Cars	80%	1,000
Elizabeth Garcia - Tpt. Associate - Essex County	80%	1,000
TOTAL	59%	22,920

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

RideWise of Raritan Valley
FY 2018 WORK PROGRAM

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- Organizational Summary
- Service Area Description
- Goals and Objectives

Core Required Goal Area Activities

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- Reliability
- Economic Development
- Environmental
- Safety

Supplemental Street Smart NJ Activities

- Street Smart NJ

Program Management

- Consultant Activities

Promotions Plan

Budget and Staffing Plan

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 was created in 1990 by a coalition of business leaders, public officials and no-profit executives. RideWise 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. The agency was initially formed in the 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 6 staff members. The agency's major sources of funding are NJTPA, NJ TRANSIT, and NJDOT.

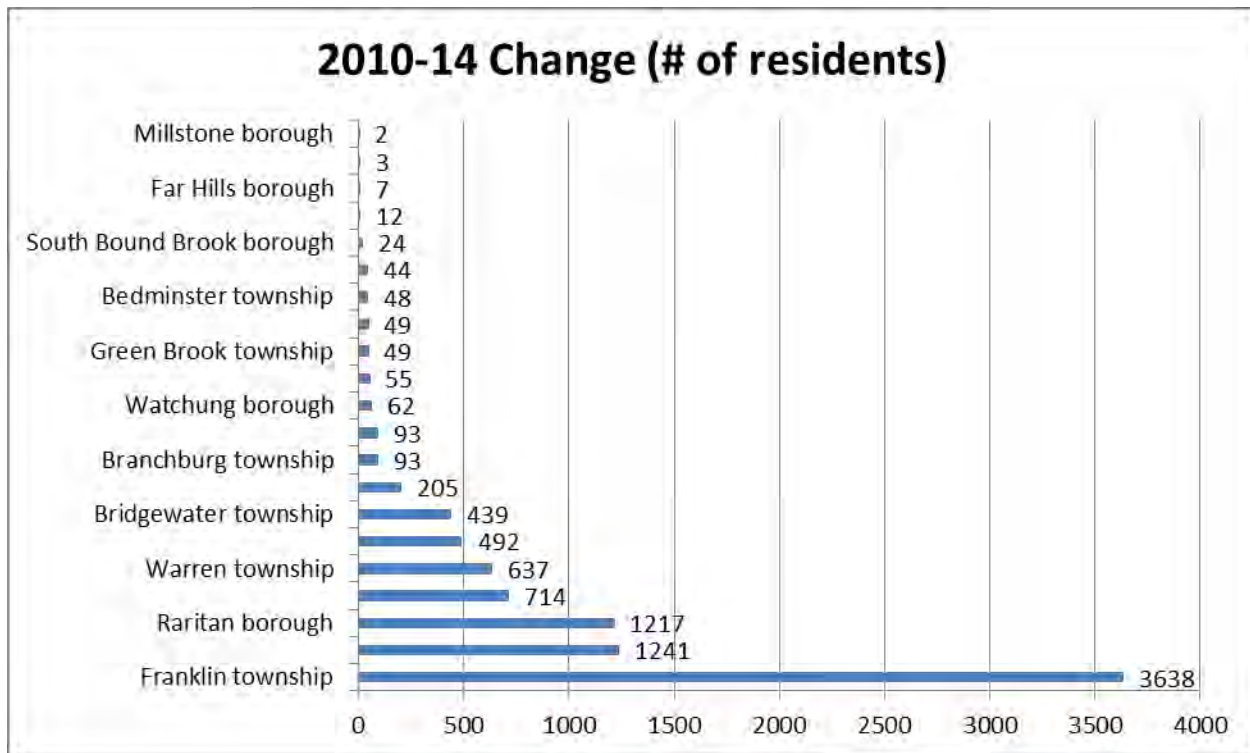
Service Area Description ^{1 2 3}

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. Franklin is the fourth-fastest growing municipality in the state. 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. More than half of Somerset County's population resides in its four 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 6th 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.

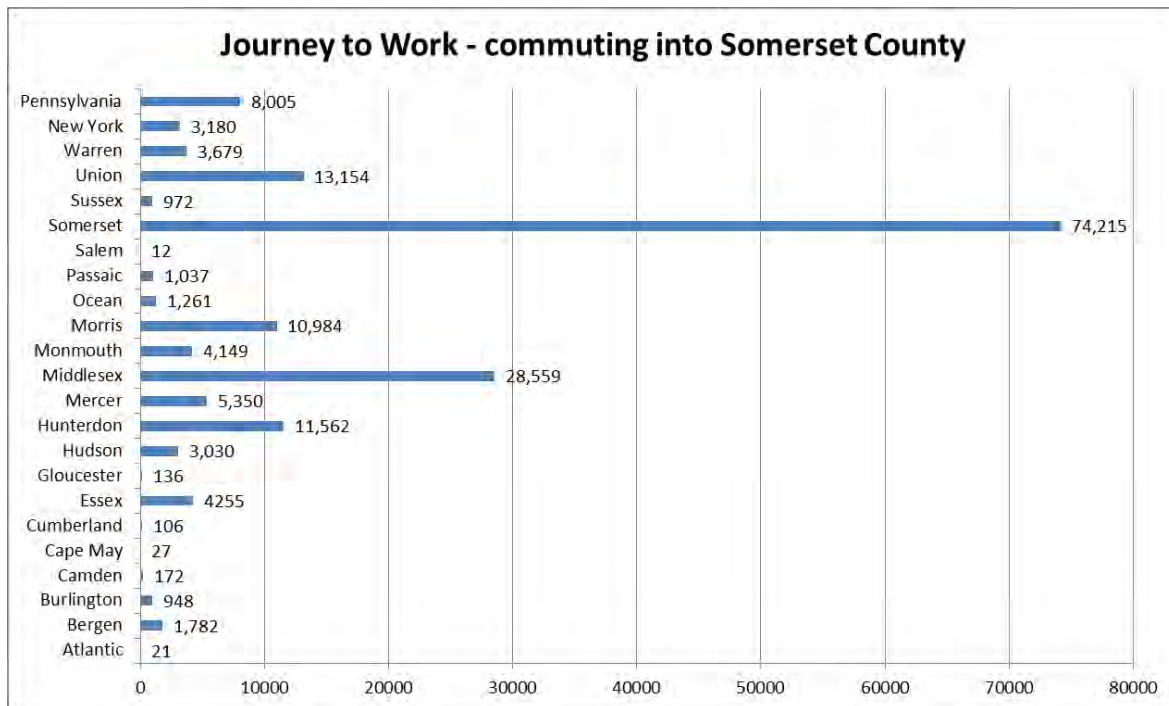
Somerset County is served with regional bus service to/from New York City by NJ Transit, TransBridge Bus, Lakeland Bus Lines and Suburban Transit. Express bus service to New York City from Hillsborough began operating on October 17. Somerset County’s Office of Transportation offers eight local shuttle bus routes – SCOOT, DASH and CAT. 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.

(Insert transit map)

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.



¹ Investment Somerset: A Collaborative Blueprint for Economic Growth

² Somerset County Trends and Indicators Report 2013

³ 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 2018

Goal Area Activity: Accessibility

Description: Provide information, services and assistance that increase traveler access to alternate modes of travel and which help traditionally underserved populations access jobs, training, healthcare and transit services. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate.

Strategy: Encourage rideshare matching and trip planning

Description: Provide rideshare matching assistance to individuals seeking to carpool or vanpool. This assistance will be provided through the statewide ride-match system. Other activities include participating in the ongoing enhancement and maintenance of the public facing portal NJRideshare and publicizing the TMA as a source for rideshare matching services. Callers will also be given customized trip planning assistance, bus and train schedules, park-n-ride locations and safe bicycling routes. RideWise supports a “transit first” policy.

Products and Outcomes:

- ▶ Rideshare matching
- ▶ Trip planning

Strategy: Provide community education on travel alternatives

Description: Educate travelers on commute alternatives through advertisements, print collateral, social media, mass mailings, electronic media, and participation in or coordinating community events for Rideshare Month, Earth Day, Bike Month etc. This includes educating travelers on any services and incentives provided by RideWise that encourage the use of alternate travel modes, or the development of new incentives, services or mobile app updates or enhancements.

Products and Outcomes:

- ▶ Special events/incentives/promotions
- ▶ Digital and print communication

Strategy: Provide bicycle and pedestrian education

Description: Provide programs and services that encourage and support biking and walking including educational seminars within the community, and supporting bicycle and pedestrian education in non SRTS schools. Proactively reach out to school and community based summer programs, after care programs and scout groups to provide bicycle and pedestrian education to youth. Proactively reach out to libraries, community/fraternal groups, adult schools and community-based organizations to provide bicycle and pedestrian education to adults and senior citizens.

Products and Outcomes:

- ▶ Community Education – bike safety 101, bike rodeo, safety town
- ▶ School based bicycle/pedestrian education (non-SRTS schools)
- ▶ Senior Pedestrian Safety

Strategy: Human services transportation support

Description: Partner with local agencies to identify and implement mobility solutions for economically disadvantaged clients. Schedule meetings with nonprofit organizations to identify client mobility issues and provide assistance and education to clients. Provide travel training to social service agency staff and clients and distribute free bus passes for client transportation needs. Explore the provision of rides to senior citizens and residents with special needs through the use of volunteer drivers. Support the Ladders of Opportunity initiative by identifying gaps in transportation system connectivity that prevent access to essential services (housing, employment, health care, schools/education and recreation) and develop possible solutions to address those gaps. Partner with the One Stop Center, the Board of Social Services, the Workforce Investment Board (WIB) and the United Way on initiatives that connect economically disadvantaged individuals with employment opportunities.

Products and Outcomes:

- ▶ Travel training and education
- ▶ Community based, volunteer driver pilot
- ▶ WorkFirst mobility solutions
- ▶ Implementation of recommendations in the Regional Coordinated Human Services Plan

Goal Area Activity: Economic Development

Description: Encourage the provision of TDM strategies and tactics at employer sites, transportation facilities, recreational facilities, entertainment venues, shopping centers and other locations. Provide information and services that help existing and relocating employers with employee commutation choices. Encourage the adoption of strategies and tactics that help employers earn Smart Workplace designation. Provide strategies, tactics and incentives that help reduce mid-day travel activities from work sites. Keep records of outreach related activities including contacts made, and the type and amount of services resulting from interaction with the TMA and/or provided by the TMA. Facilitate outreach to the business community if and when requested by NJTPA.

Strategy: Outreach to employers

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:

- ▶ Introductory meetings
- ▶ Records of employer meetings

Strategy: Employer assistance

Description: Provide technical assistance and guidance to employers to encourage them to implement commute alternative programs at the worksites. The level of service will be determined based on an assessment of the worksite and the employer's desired goals. Potential activities include: shuttle service development and administration, ridesharing/shared ride assistance, employer recognition, onsite commuter information fairs, relocation assistance, employee surveys, traffic alerts, transit service advocacy, information on commuter tax benefits, and lunch n learn workshops.

Products and Outcomes:

- ▶ Implement TDM activities at Somerset County worksites

Strategy: Encourage employer participation in Smart Workplaces

Description: Solicit nominations for the New Jersey Smart Workplace program and coordinate a recognition breakfast for employers who make the list.

Products and Outcomes:

- ▶ Smart Workplace recognition breakfast

Strategy: Regional and local economic development

Description: Participate in activities related to the implementation of both the Somerset County Comprehensive Economic Development report and the Regional Comprehensive Economic Development report. Potential strategies include facilitating public-private partnerships, securing funding, and developing last mile travel options, shared ride travel options, and shuttle options that offer better accessibility to the auto-dependent work and tourism locations within Somerset County.

Products and Outcomes:

- ▶ Public-private partnerships
- ▶ Funding applications
- ▶ Mobility strategies

Goal Area Activity: Reliability

Description: Disseminate traffic and travel information to the public to increase the dependability and predictability of transportation services. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate. Maintain, refine and test the agency's emergency response plans/contingency plan to ensure for the continued operation of critical activities in the event of an interruption of business. Advance regional transportation goals by participating in all NJTPA, NJ TRANSIT and NJDOT corridor studies

Strategy: Congestion mitigation

Description: Mitigate construction and traffic related congestion through the use of social media and electronic communication. Notify travelers of unexpected construction, maintenance, special event, weather or emergency related delays. Coordinate with NJDOT, PANYNJ, TransCom, NJ TRANSIT and county/municipal agencies to share information and strategies.

Products and Outcomes:

- ▶ Traffic/transit alerts

Strategy: Participate in all NJTPA, NJ TRANSIT, NJDOT or local corridor studies and regional planning efforts

Description: Advance regional transportation goals by participating in all NJTPA, NJ TRANSIT, NJDOT and Somerset County corridor, sub-regional studies and regional planning initiatives. TMA participation will include participating on steering advisory committees, the collection of data (when needed), and encouraging community participation.

Products and Outcomes:

- ▶ Participation on steering advisory committees
- ▶ Collection of data, survey distribution (if requested)

Strategy: Business continuity

Description: Maintain, refine and test the agency's emergency response plans/contingency plan to ensure for the continued operation of critical activities and the provision of information to the public in the event of an interruption of business.

Products and Outcomes:

- ▶ Plan updates and revisions as needed

Goal Area Activity: Environment

Description: Provide information and educational activities in the community that help reduce air pollution created by transportation. Participate in activities that encourage the adoption of alternative fuel vehicles and related infrastructure. Conduct anti-idling campaigns and provide information and education on air quality.

Coordinate with the NJTPA in implementing the Alternative Fuel Readiness Planning efforts.

Strategy: Air quality and anti-idling education

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. Partner with local schools and community groups to deliver anti-idling information through age-appropriate presentations that explore the connection between transportation and the environment.

Products and Outcomes:

- ▶ Air quality alerts
- ▶ Anti idling education

Strategy: Provide Sustainable Jersey and Complete Streets support and assistance to municipalities

Description: Provide support to municipalities and green teams to help them achieve Sustainable Jersey points towards certification; educate municipalities on the benefits of adopting a Complete Streets policy. Help municipalities that have adopted Complete Streets policies with implementation by providing technical assistance, creating an implementation plan, identifying potential funding, and document activity. Create a report that identifies and highlights local examples of Complete Streets implementation projects and best practices to help other municipalities

Products and Outcomes:

- ▶ Complete Streets education
- ▶ Sustainability Jersey Support
- ▶ Reports and recommendations

Strategy: Provide anti idling technical support and assistance to municipalities

Description: Support the initiation of anti-idling campaigns for municipalities in Somerset County by identifying and mapping priority anti-idling locations throughout the community. This information will be used to justify community-specific needs, and propose further steps for these communities to implement

themselves, such as passing Anti-Idling Resolutions by acts of the governing bodies; posting “No Idling” signs at priority anti-idling locations; developing enforcement plans for priority locations; producing and distributing educational materials to the community; and reporting on the results of monitoring and evaluation efforts.

Products and Outcomes:

- ▶ Anti idling technical support
- ▶ List/map of priority locations
- ▶ Municipal recommendations and reports

Goal Area Activity: Safety

Description: Promote and enhance safe and efficient travel throughout the TMA service area by providing information on travel safety including but not limited to driving under the influence, distracted driving, seat belt safety, winter driving safety, vehicle maintenance etc. Provide safety awareness materials, print and electronic, to the traveling public through onsite lunch n learn seminars. Provide education on safety related areas as identified in the Strategic Highway Safety Plan such as bicycle and pedestrian safety.

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: Partner with the Somerset County Traffic Safety Alliance

Description: The goal of the partnership with the Traffic Safety Alliance is to educate the public by bringing safety seminars to worksites, civic groups, schools, senior centers, and libraries. The seminars provide a convenient and easy way to educate large and small groups on driving topics and issues that can impact personal safety. Topics include distracted driving, child passenger safety, winter driving, teen driving and safety for older drivers.

Products and Outcomes:

- ▶ Lunch n learn workshops

Strategy: Bicycle and pedestrian safety outreach

Description: Bicycling and walking are essential modes of transportation for people of all backgrounds. Staff will partner with employment sites where bikes are seen and where it is typical to see individuals biking to work such as gas stations, restaurants, car washes, dry cleaners, fast food establishments. By partnering with the owner or manager, the TMA will provide bicycle and pedestrian safety information, conduct bicycle safety checks, and provide safety equipment (vests, bands, reflective wear, lights) to employees. The educational component will be required in order for safety equipment to be provided. The safety equipment will be funded by the TMA.

Products and Outcomes:

- ▶ Educational sessions
- ▶ Bicycle safety checks
- ▶ Provision of safety equipment

Strategy: Host “Car Fit for Older Drivers” events

Description: Partner with AARP to have TMA staff trained to conduct car fit trainings in the community. CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. Older drivers can also improve their safety by ensuring their cars are properly adjusted for them. A proper fit in one's car can greatly increase not only the driver's safety but also the safety of others. TMA staff will participate in training to become a technician and host events where seniors can bring their cars to ensure they "fit" their vehicle properly for maximum comfort and safety.

Products and Outcomes:

- ▶ CarFit staff training
- ▶ CarFit events for older drivers

Goal Area Activity: Street Smart

Description: The Street Smart NJ pedestrian safety campaign will be coordinated and implemented for 2 Somerset County 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. 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. 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.

Strategy: Coordinate Street Smart Campaigns

Description:

Products and Outcomes:

- ▶ Coordination of campaign/preparation of final report

Goal Area Activity: Program Management

Description: The TMA will provide administrative and program information for the FY 2018 UPWP TMA Program in accordance with the NJTPA planning process.

Strategy: Prepare the FY17 work program and provide all work program related records and products,

Description:

Products and Outcomes:

- ▶ Monthly invoicing and quarterly reports
- ▶ Preparation of final report

RIDEWISE TMA FY2018 WORK PROGRAM 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:

Social Media (Twitter, Facebook, Instagram)

Social media will be used as a delivery system for short messages and links related to all sustainable modes (rideshare, transit, cycling, walking). It includes but is not limited to Facebook, Twitter and Instagram. These will be used to communicate brief messages and to provide links to major traffic and traffic incidents, RideWise related news and special events, and to promote sustainable transportation. Effectiveness will be tracked by the number of hits, unique visitors, followers, posts/tweets, reach, impressions, mentions, visits, and Instagram pictures.

Newsletters

The TMA will produce a bi weekly e-mail newsletter. The newsletter will be distributed to 1,000+ recipients through Benchmark, and to individuals in the rideshare database. The newsletter will promote all work program related projects and services. Effectiveness will be measured by open/forward rates, and links clicked within the newsletter.

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, phone calls or clients served.

Printed materials

RideWise will create or reprint brochures that support the programs, goals and objectives of the NJTPA work program. Materials may include, but not be limited to, brochures on ridesharing matching, trip planning, travel alternatives (public transit, bicycling, walking) and incentive programs. These materials are distributed at employer and community fairs, or through libraries and employer transit centers. Effectiveness will be measured by the number of hits to specific webpages (tracked using QR codes) and increases in program registrations.

Radio: RideWise 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 transit. Radio spots will have a call to action and urge listeners to visit the website or download the mobile app. Effectiveness will be tracked by hits on the landing page.

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 FY18:

- 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

Press Releases

Submission of traditional press releases to local media outlets and community organizations for publication and re-publication.

New Hire Packets

Develop and distribute materials for “new hire” packets to employers for new and/or potential employees on transportation options.

Event Campaigns

Create short term, event driven promotions, such as “Drive Less Somerset” or similar promotions to motivate commuters to try a new mode or that provide education on commuter alternatives.

Website

The RideWise website promotes all of the work in our work program. As needed, additional pages to the site are added to promote new programs. Effectiveness will be tracked by the traffic to the site.

PROGRAM MANAGEMENT

Description

RideWise will provide administrative and program information for the FY 2018 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 2018 Work Program and Staffing Plan

Due: October 24, 2016 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 21, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 21, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2018 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Ticket Home	\$ 1,000.00
Vanpool subsidies	\$ 1,000.00
Website	\$ 1,000.00
Total "OTHER" Direct Expenses	\$ 3,000.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	3,517	\$ 123,868	\$ 8,623	\$ 53,031	\$ -	\$ 185,522
Core Goal Area Activities - Economic Development	2,300	\$ 101,220	\$ 1,123	\$ 43,334	\$ -	\$ 145,677
Core Goal Area Activities - Reliability	675	\$ 23,543	\$ 1,123	\$ 10,079	\$ -	\$ 34,745
Core Goal Area Activities - Environmental	292	\$ 10,607	\$ 684	\$ 4,541	\$ -	\$ 15,831
Core Goal Area Activities - Safety	292	\$ 10,607	\$ 684	\$ 4,541	\$ -	\$ 15,831
Program Management	550	\$ 22,605	\$ 111	\$ 9,678	\$ -	\$ 32,393
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	7,625	292,449	12,347	125,204	-	430,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	325	\$ 11,436	\$ 3,668	\$ 4,896	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	325	11,436	3,668	4,896	-	20,000
TOTAL	7,950	\$ 303,885	\$ 16,016	\$ 130,099	\$ -	\$ 450,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Donna Allison	64%	1,325
Business/program manager (open)	64%	1,325
Kristen Harding, Community Development	64%	1,325
Susan Harkins, Mobility Manager	64%	1,325
Gerry Montague, Project Manager	64%	1,325
Linda Rapacki, Marketing/Bicycle Safety	64%	1,325
TOTAL	64%	7,950

**NJTPA FY 2018 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

TransOptions
FY 2018 WORK PROGRAM

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- Environmental
- Safety

Supplemental Street Smart NJ Activities

- Street Smart NJ

Program Management

- Consultant Activities

Promotions Plan

Budget and Staffing Plan

TRANSOPTIONS 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 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, 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
 - ADP
 - BASF
 - Bayer
 - Coldwell Banker
 - Crum & Forster
 - GSK (Warren Township)
 - Honeywell International Inc.
 - Johnson & Johnson
 - Mack-Cali – Florham Park
 - Mack-Cali Corporate Center - Parsippany
 - Maersk
 - Mondelez
 - Nestle
 - Novartis Pharmaceuticals Corp.
 - Pfizer
 - Picatinny Arsenal
 - Realogy
 - Selective Insurance
 - SJP Properties
 - Tiffany and Co.
 - Toys R Us
- Hospitals/Healthcare:
 - Saint Clare’s Health System
 - Saint Clare’s Health Center (Sussex)
 - Saint Clare’s Hospital (Dover)
 - Saint Clare’s Hospital (Denville)
 - Saint Clare’s Hospital (Boonton)
 - Atlantic Health Systems
 - Morristown Medical Center
 - Newton Medical Center
 - Hackettstown Medical Center
 - Overlook Medical Center

- Chilton Medical Center
 - Atlantic Rehabilitation Institute
 - Atlantic Health Corporate Headquarters
- St. Luke's Warren Hospital
- Saint Barnabas Medical Center
- Colleges and Universities:
 - Centenary University
 - College of St. Elizabeth
 - County College of Morris
 - Drew University
 - Fairleigh Dickinson University
 - Sussex County Community College
 - Warren County Community College
 - William Paterson University

Goals and Objectives

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 all alternative means of transportation;
- Delivering programs, such as Street Smart NJ, that aim to reduce the instances of pedestrian injuries and fatalities within the service area through grassroots and community-driven campaigns;
- Educating all persons, ranging from Youth to Senior, on environmental issues to inform them of transportation's impact and encourage them to act to reduce those impacts.
- Acting as a conduit for up-to-date travel related information to all travelers in, to and through the service area;

- 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 2018

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, promotion on social media, 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 matching 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.

Products and Outcomes:

- ▶ Promote availability of bicycle, pedestrian, other commute alternatives and encourage behavioral changes by providing commuter challenges such as TripSwitch and the Bike To Work Challenge.

Strategy: Interagency Coordination and Development for Transportation Accessibility

Description: Assist, actively participate with, support and provide information to the MPO, NJDOT, NJ

TRANSIT, Counties and other stakeholder groups with planned studies of the transportation systems' accessibility and reliability. Promote and assist in implementing transportation demand management strategies in support of NJTPA efforts, and 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, as well as the United We Ride Committee in Passaic County.

Products and Outcomes:

- ▶ Involvement with local and regional stakeholder groups, Together North Jersey, educational institutions or other organizations to promote TDM strategies in support of NJTPA efforts. Work with agencies such as Workforce Investment Board, United We Ride, as well as participating in TDM studies, bicycle and pedestrian task forces, and the provision of TDM strategies for the disabled, elderly, low income and other transportation under-served residents.

Strategy: Rideshare Coordination

Description: Procure, 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 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.

Work with transportation network companies and other service providers to expand availability of ridesharing options and improve accessibility within the service area for commuters, travelers and the transportation-underserved.

Products and Outcomes:

- ▶ Participate in statewide rideshare matching, encourage and assist in implementing carpool and/or vanpool incentive programs, and increase availability of non-SOV transportation options.
- ▶ Explore new strategies, such as transportation network companies (e.g. Uber, Lyft), to increase the availability and connectivity of other transportation options.

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, and promote New Jersey Smart Workplaces (NJSW) activities.

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:

- ▶ Increase availability of transportation info. Promote employer shuttles, NJSW, & assist with implementation of NJSW activities. Engage in Ladders of Opportunity activities to improve job, training and transit access for the underserved. Promote, implement, & support TDM with employers including relocation assistance to companies moving to or expanding within our service area. Promote bike, ped & other options to employees via Lunch & Learn programs, on-site events & distribution of 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 into 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 info to Chambers of Commerce, Economic Development Councils (EDC) and other economic groups to support their efforts to initiate economic and business growth. Partner with employers, local and regional stakeholders, education institutions, and municipalities on relocations or general commute strategies. Participate in economic development studies, joint projects, and the implementation of strategies developed for the Together North Jersey Regional Plan/CEDS.

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 with implementation of traffic mitigation efforts.

At a minimum, TransOptions will propose efforts using TrafAlerts to make travelers aware of construction or traffic impacts, coordinate with NJTPA staff 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 and or the County, 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.

Products and Outcomes:

- ▶ Maintain TransOptions' Traf-Alert Service including daily and long-term construction reports, incidents, crashes, and special events. Provide train and bus information. Assist operating agencies as needed with the provision of shared rides and shuttle services and provide information about Park & Ride facilities.

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:

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

Goal Area 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. 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, 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 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. Use data collected from teachers surveyed to enhance in-class environmental education programs, JSS, and H2 Programs.

Strategy: Assistance and Support for Sustainability Efforts, Including 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.

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

Provide guidance through participation in Transportation and Land Use functions and/or task forces of the Sustainable Jersey program.

Products and Outcomes:

- ▶ Support Sustainable Jersey and assist municipalities to adopt sustainable transportation practices, by participating with community environmental groups and other organizations performing studies or undertaking actions to protect the environment. Encourage the use of alternative fuels and provide Air Quality education and Air Quality alerts.

Goal Area Activity: CORE: SAFETY

Description: TransOptions will conduct Street Smart NJ campaigns in new communities, or implement “refresher” campaigns in towns previously involved. Campaigns will be implemented for an approximately 8-week time period, following the guidelines in How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community. Locations will be selected through an analysis of available crash data, local input and population data from the US Census.

Campaigns will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high-visibility enforcement including a pedestrian decoy program such as cops in the crosswalk and Speed Sentry device for traffic calming, 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, and ticket/warning data from the participating police department.

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 of all travelers. 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: Improve Pedestrian and Motorist Behavior Through the Pedestrian Safety Campaign

Description: Prepare for education and outreach phases of the program, including but not limited to meeting with stakeholders, working closely with the Police Department and installing the Speed Sentry sign. Educate the public and conduct outreach programs focused on topics related to traveler safety. Provide education that aims to effect behavior change through community, school and employer events and programs as well as through electronic communications to promote and enhance travel safety.

Measure behaviors and campaign effectiveness through pre- and post-campaign surveys and on-site observations of pedestrian and driver interactions. Develop a final report detailing the process and results of the campaign.

Products and Outcomes:

- ▶ Implement Street Smart NJ Pedestrian Safety Campaigns in municipalities in the TransOptions service area, supported by a variety of messaging techniques in coordination with municipal officials, law enforcement, schools, and businesses.
- ▶ Deliver a final report highlighting the site selection process, campaign activities, and pre and post campaign observations.

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.

Products and Outcomes:

- ▶ Promote and conduct safe driving presentations, including those for senior and young drivers and travelers with disabilities, with an emphasis on Distracted Driving. Participate in recommended action items contained in the Strategic Highway Traffic Safety Plan.

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.

Products and Outcomes:

- ▶ Conduct educational campaigns with and through various organizations. Participate as partners with transportation operating agencies, organizations or community and private stakeholder groups and planning agencies to implement safety activities.

Goal Area Activity: ACTIVITIES FUNDED BY OTHER SOURCES

Description: Activities related to the TMA work program that are funded by other sources.

Strategy: Safe Routes to Schools

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

Products and Outcomes:

▶

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:

▶

Strategy: NJ Transit

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

Products and Outcomes:

▶

Strategy: County of Morris

Description: General support for TDM activities.

Products and Outcomes:

▶

Goal Area Activity: SUPPLEMENTAL: STREET SMART NJ

Description: TransOptions will conduct Street Smart NJ campaigns in additional communities, or implement additional “refresher” campaigns in towns previously involved. Campaigns will be implemented for an approximately 8-week time period, following the guidelines in How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community. Locations will be selected through an analysis of available Plan4Safety crash data, local input and population data from the US Census.

Campaigns will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high-visibility enforcement including a pedestrian decoy program (cops in the crosswalk) and Speed Sentry device for traffic calming, 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, and ticket/warning data from the participating police department.

Strategy: Improve Pedestrian and Motorist Behavior Through the Pedestrian Safety Campaign

Description: Prepare for education and outreach phases of the program, including but not limited to meeting with stakeholders, working closely with the Police Department and installing the Speed Sentry sign. Educate the public and conduct outreach programs focused on topics related to traveler safety. Provide education that aims to effect behavior change through community, school and employer events and programs as well as through electronic communications to promote and enhance travel safety.

Measure behaviors and campaign effectiveness through pre- and post-campaign surveys and on-site observations of pedestrian and driver interactions. Develop a final report detailing the process and results of the campaign.

Products and Outcomes:

- ▶ Implement Street Smart NJ Pedestrian Safety Campaigns in municipalities in the TransOptions service area, supported by a variety of messaging techniques in coordination with municipal officials, law enforcement, schools, and businesses.
- ▶ Deliver a final report highlighting the site selection process, campaign activities, and pre and post campaign observations.

Goal Area Activity: PROGRAM MANAGEMENT

Description: Maintain all information and data related to program development and delivery, reporting, data collection, and related information in support of the FY 2018 UPWP TMA Program in accordance with the NJTPA planning process.

Strategy: Program Management

Description: Maintain all information and data related to program development and delivery, reporting, data collection, and related information in support of the FY 2018 UPWP TMA Program in accordance with the NJTPA planning process, as follows:

- 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
- preparation of quarterly progress reports – filed electronically
- preparation of financial documentation using the Cost Tracking System
- preparation of the Annual Report – filed electronically

Products and Outcomes:

- ▶ FY 2018 Work Program and Staffing Plan
- ▶ Quarterly progress reports, invoices and supporting documentation
- ▶ Fourth Quarter/Final Report
- ▶ Annual Report

Goal Area Activity: SUPPLEMENTAL: STREET SMART TRAINING

Description: TransOptions TMA and HART Commuter Information Services TMA will design and implement a Street Smart NJ Pedestrian Safety Campaign Training Program and will provide supplemental support. The two TMAs, in close coordination with NJTPA, will develop a comprehensive, workshop-based training program that draws on experience in campaign implementation and the content of the “How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community” publication and other resources from NJTPA. TransOptions and HART will deliver a minimum of ten (10) trainings to other TMAs and stakeholders throughout the state. The effort will identify and outline best practices implemented in the numerous locations that have already successfully implemented Street Smart NJ and enable stakeholders and TMA representatives to launch programs aimed at replicating those successes in new locations.

The Supplemental Training will be comprised of the following elements:

- Development of workshop materials, including sample invitation letters, powerpoint presentations, handouts, etc.
- Training workshops of approximately 3 hours in duration, at locations looking to conduct Street Smart campaigns around the state. Workshops will consist of a presentation that includes graphics and data analysis for the local community, discussion of best practices, and workshop materials (handouts, powerpoint presentation). The local community or TMA receiving the training will be responsible for inviting participants and arranging logistics.
- TransOptions and HART will offer ongoing technical support as needed on the topics of outreach, stakeholder recruitment, material selection, partnership building, data collection, and program evaluation. Further assistance will be provided as needed to police departments seeking funding through the New Jersey Pedestrian Safety Education and Enforcement Grant administered by the NJ Division of Highway Traffic Safety.
- TransOptions and HART will work with communities to help them track their output measures for the Street Smart campaign, such as the number of “street teams” deployed; tip cards or other collateral materials distributed; “hits” on local websites related to the Street Smart message.

Strategy: Training and Support for the Street Smart NJ Pedestrian Safety Campaign

Description: Train key stakeholders such as mayors, police officers, public safety officials and their respective Transportation Management Association on how to implement their own Street Smart NJ campaign through workshop sessions. Provide best practices for the variety of campaign aspects from initial data analysis and outreach to final evaluations.

Workshops will provide step-by-step guidance on outreach strategies, how to attract the right audience, development of outreach targets, how to engage different types of participants, stakeholder recruitment, material selection and distribution, and technical assistance on the evaluation process.

Act as an ongoing resource for campaigns, such as advising communities regarding outreach, stakeholder recruitment, materials, tracking of campaign activities, and other issues as needed.

Products and Outcomes:

- ▶ Development of workshop materials and content
- ▶ Delivery of a minimum of 10 Street Smart NJ Campaign Training programs and ongoing consultation as needed for stakeholders and TMA staff as appropriate, including grant application assistance for police department representatives

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 2018 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, followers, impressions and engagements. 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. 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

Description

TransOptions will provide administrative and program information for the FY 2018 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 2018 Work Program and Staffing Plan

Due: October 24, 2016 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 21, 2018 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 21, 2018

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions
FY 2018 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 465,191		
	2. FRINGE BENEFITS	43% FT, 0% PT	\$ 200,032		
		SUBTOTAL	\$ 665,223	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 4,933		
	3. PRINTING & REPRODUCTION		\$ 6,100		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 200		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 11,250		
		SUBTOTAL	\$ 22,483	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	56.60%	\$ 263,295		
			SUBTOTAL	100%	0%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
			SUBTOTAL	100%	0%
			TOTAL PROGRAM BUDGET	100%	0%
			\$ 951,000		
			SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES		
			\$ 895,000		
			SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES		
			\$ 56,000		

This estimated budget is based upon projected costs to perform the FY 2018 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: \$ 951,000 Local Match: \$ - Total: \$ 951,000

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions
 FY 2018 WORK PROGRAM
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Empty Seat & Emergency Ride Home	\$ 7,500.00
Radio/Promotion Carpooling and Vanpooling	\$ 3,750.00
Total "OTHER" Direct Expenses	\$ 11,250.00

NJTPA FY 2018 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions
FY 2018 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	3,560	\$ 124,659	\$ 12,170	\$ 49,340	\$ -	\$ 186,169
Core Goal Area Activities - Economic Development	2,955	\$ 109,282	\$ 920	\$ 43,254	\$ -	\$ 153,455
Core Goal Area Activities - Reliability	2,433	\$ 90,329	\$ 349	\$ 35,752	\$ -	\$ 126,430
Core Goal Area Activities - Environmental	3,845	\$ 122,434	\$ 1,500	\$ 48,459	\$ -	\$ 172,393
Core Goal Area Activities - Safety	4,729	\$ 162,855	\$ 940	\$ 64,458	\$ -	\$ 228,253
Program Management	320	\$ 20,275	\$ -	\$ 8,025	\$ -	\$ 28,300
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	17,842	629,833	15,879	249,287	-	895,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	394	\$ 14,241	\$ 122	\$ 5,637	\$ -	\$ 20,000
Street Smart NJ Training	602	\$ 21,148	\$ 6,481	\$ 8,370	\$ -	\$ 36,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	996	35,390	6,603	14,007	-	56,000
TOTAL	18,838	\$ 665,223	\$ 22,483	\$ 263,295	\$ -	\$ 951,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Judith Bortman, Marketing Specialist	71%	370
Daniel Callas, Managing Director	78%	1,624
Emily Casey, Program Specialist	50%	1,050
Laura Cerutti, Project Manager	98%	2,035
John F. Ciaffone, President	91%	948
Justin Jenkins, Program Specialist	77%	1,600
Christopher Koscica, Project Specialist	71%	1,472
Jackeline Leon, Community Outreach Coordinator	91%	1,890
Jessica Lubas, Safe Routes to School Coordinator	5%	100
Judith Maltese, Data Management Specialist	66%	1,370
Danielle Scassera, Business Manager	8%	170
Kristen Tomasicchio, Environmental Education Coordinator	91%	1,895
Anne Vivino, Business Services	79%	1,650
TBD	64%	1,332
TBD	64%	1,332
TOTAL	67%	18,838