

Unified Planning Work Program

UPWP

2011-2012

Volume VIII
Transportation Management
Association Program



North Jersey
Transportation
Planning
Authority, Inc.

NJTPA FY 2012 UPWP

VOLUME VIII

**TRANSPORTATION MANAGEMENT
ASSOCIATION (TMA) PROGRAM**

NJTPA FY 2012 UPWP

VOLUME VIII

TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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PROGRAM OVERVIEW

1. Background and Purpose of the TMA Program

The Transportation Management Association (TMA) Program was initiated in 1986 by NJDOT. At that time, the purpose of the TMA Program was to provide some public sector financial assistance, in support of the efforts already being made by the private sector, to improve employee mobility and employee access to employment centers, transit and other alternative transportation services. The TMAs have always been defined as private, non-profit organizations whose principal mission is to carry out a public service in the area of transportation with support from federal or state government. TMAs are incorporated as 501 C-3 organizations under the IRS tax code.

NJDOT, recognizing the significance of the Clean Air Act of 1990 and the Intermodal Surface Transportation Efficiency Act, as landmark federal legislative initiatives, began funding the TMA Program from the new federal Congestion Mitigation and Air Quality (CMAQ) category of funds. Federalizing the funding for the statewide TMA Program allowed the TMAs to expand their work activities and be eligible for additional funding as long as these work program activities had a measurable and quantifiable congestion mitigation and air quality benefit.

In the early 1990's, the TMAs' role expanded in two key areas. – First, they became highly sought after, as experts for employers seeking to meet the mandates of the federal Employer Trip Reduction Program, which required major employers to develop trip reduction plans for their employees requiring certification by NJDOT. Many TMAs completed employer compliance plans and some were trained and certified by NJDOT as plan certifiers. – In addition, the role of the TMAs in delivering rideshare-matching information to commuters was also expanded in the early 1990's. A toll-free hotline was established and the incoming commuter assistance calls were channeled to the appropriate service provider through a networked system. The central toll-free hotline was advertised on highway message boards and fixed highway signs.

After the Employer Trip Reduction mandate was rescinded in 1997, the TMAs were faced with the challenge of operating in a post-regulatory environment. Through information dissemination and marketing efforts, some of the TMAs in Northern New Jersey played a vital role in helping to increase commuter parking capacity and commuter access to ferries and traditional transit services. Other TMAs became involved in researching real-time technological solutions to notifying commuters of traffic delays. The surge in gasoline prices in 2005 and 2008 increased the public's interest in ridesharing and other alternatives to driving alone. TMAs have also been active partners in the Safe Routes To School grant funded programs, running community shuttle services and providing support and data to the NJTPA to advance its regional planning efforts.

There are eight TMAs currently operating in the state of New Jersey. Six TMAs currently operate in the NJTPA region. They are: Meadowlink, TransOptions (formerly MC Rides), Ridewise of Raritan Valley, Keep Middlesex Moving (KMM), HART Commuter Information Services (HART) and Hudson TMA. Greater Mercer TMA (formerly Greater Princeton TMA),

covers areas in both NJTPA and DVRPC regions and Cross County Connection TMA serves an area outside the NJTPA region.

In this program year, FY 2012, NJDOT will transfer the management and administration of the TMA program to the NJTPA. The NJTPA will oversee the development of annual work programs and coordinate activities among the TMAs, the subregions, NJ Transit, NJDOT and other partners in regional mobility. This arrangement will increase the level of coordination and cooperation between NJTPA and the TMAs in areas involving data collection, specialized transportation performance measures, outreach to subregions, parking demand management, shuttle services and the development of the Regional Transportation Plan. To ensure overall statewide consistency, NJTPA will also administer the Greater Mercer TMA program which already covers Ocean County and the Cross County Connection program, both presently under DVRPC's jurisdiction. Federal STP-NJ funds will be used to fund the TMA programs.

TMAs also received funding from NJ Transit to assist with marketing and outreach to promote transit ridership. These services include advocacy to employers and other organizations, and outreach to commuters and potential transit riders. These work programs are funded through State resources and have been added as information items in Volume 6 entitled "Other Planning Initiatives" of the FY 2012 UPWP.

2. Goals and Objectives of the Program

PLAN 2035

Plan 2035, NJTPA's Long-Range Transportation Plan has set forth the following 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 intermodal connectivity.
- 5) Maintain a safe and reliable transportation system in a state of good repair.
- 6) Select transportation investments that support the coordination of land use with transportation systems.

TMA activities are consistent with *Plan 2035* policies, goals and objectives. The TMA program has evolved in many ways over the years, but a common theme of the program has been to implement demand management strategies at the local level, which increase mobility, enhance accessibility, reduce traffic congestion, and improve air quality.

At its core, the current TMA program continues to emphasize these activities. However, the TMAs have begun to expand their activities to improve choices for transportation disadvantaged populations, including elderly, disabled and low income populations. As the current cohort of baby boomers continues to age, the need for such expanded travel choices will grow as well.

The goals and objectives embedded in the State's overall TDM (Transportation Demand Management) Program also address the five critical strategies identified in the NJTPA's Long-

Range Transportation plan. These strategies, from *Plan 2035*, designed to enhance ridesharing and transit support include:

- 1) Improve Pedestrian and Bicycle Facilities near Transit
- 2) Expand Bus and Carpool Park-and - Rides
- 3) Improve Rail Park-and-Rides
- 4) Support Community Shuttles
- 5) Support Ridesharing and Other Trip Reduction Programs

Plan 2035 recognizes that the region's Transportation Management Associations are critical facilitators of transportation demand management programs. As such, the NJTPA looks to the TMAs for developing, facilitating, and/or implementing travel demand management programs that support *Plan 2035*.

STATE TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM

The TMA Program is also part of the State's overall Transportation Demand Management (TDM) strategies. As such, the TMA program contributes to statewide goals for the implementation of TDM programs and strategies. The NJTPA has been an active participant in the development and deployment of this statewide program and will continue to support its objectives. NJDOT, with MPO input, has developed a TDM Policy Statement and TDM goals as a framework for all TDM activities supported by NJDOT and the State's three Metropolitan Planning Organizations. This statement and goals are presented below.

Policy Statement:

The New Jersey Department of Transportation 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 will include strategies that increase travel choices and reduce reliance on single occupant vehicles, strategies that will be implemented individually and/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.

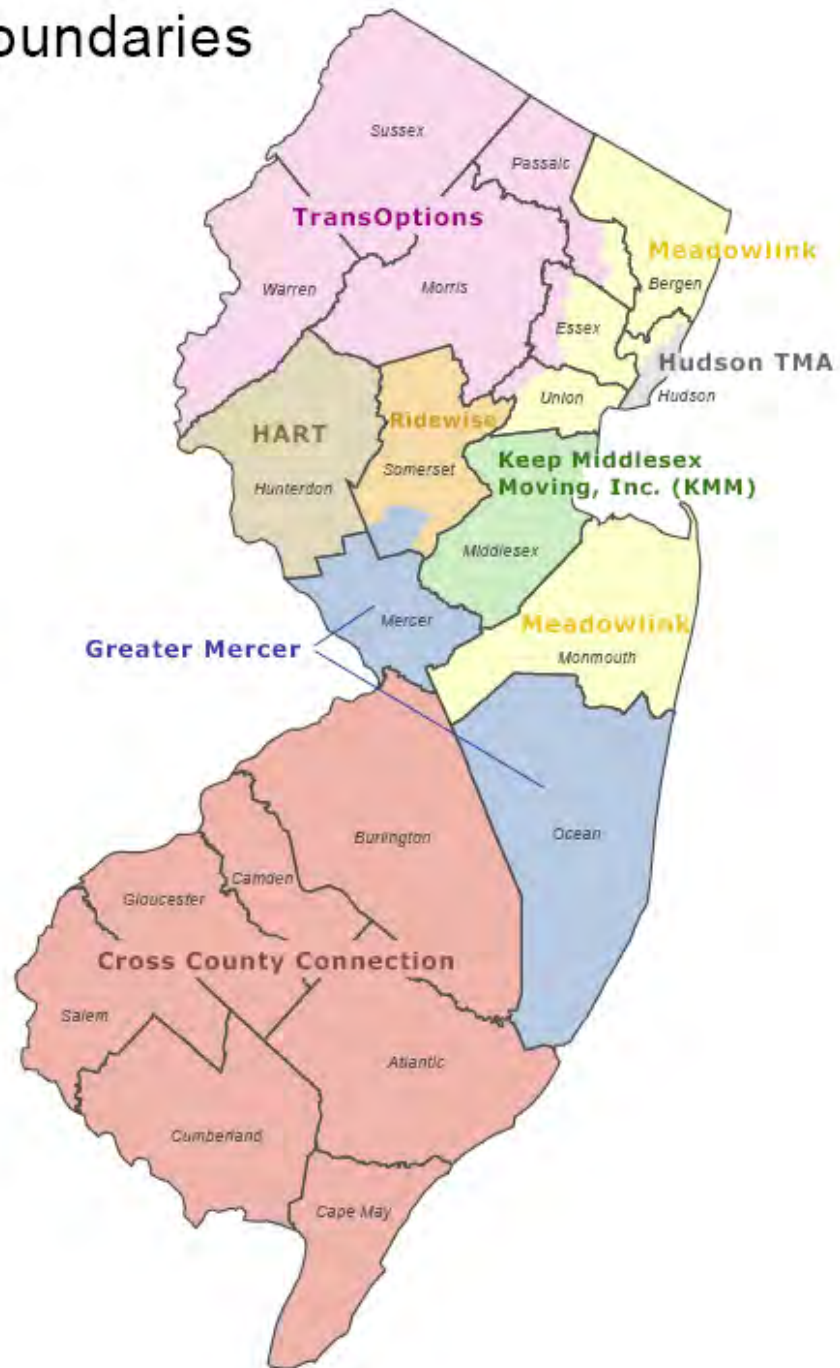
Program Goals:

Five goals have been established for the TDM Program. They are to:

- Reduce or contain growth in vehicle trips made on New Jersey roads in congested periods and in congested locations and to reduce or contain growth in vehicle miles driven in autos and other personal vehicles.
- Reduce or contain growth in automobile emissions to contribute to New Jersey's efforts to meet and maintain national air quality standards.

- Promote travel choice and provide enhanced options in travel mode (e.g., carpooling, vanpooling and transit), time (e.g., flex-time), location (e.g., smart growth), and route (e.g., advanced travel information).
- Accommodate the travel needs of people, goods and information (program effectiveness) while minimizing the number of vehicles needed to do so (efficiency).
- Enhance management and operation of existing and future transportation infrastructure.

TMA Boundaries



ADMINISTRATIVE GUIDELINES

CURRENTLY IN DEVELOPMENT

The NJTPA Administrative Guidelines will be developed in partnership with the TMAs and distributed in the coming months.

REPORTING DEADLINES

First Quarter	October 14, 2011
Second Quarter	January 13, 2012
Third Quarter	April 13, 2012
Fourth Quarter/Final Report	July 20, 2012

Reports and invoices are to be filed electronically to the NJTPA. If the quarterly package is not submitted by the above deadlines, reminder letters will be sent to the appropriate project manager with a notification to the NJTPA Board member. TMAs may risk timely financial reimbursement if the reporting package is submitted after the quarterly deadline. If final reports and products are submitted after the reporting deadline, full reimbursement cannot be guaranteed.

TMA FUNDING SUMMARY

TMA	Proposed Budget
Cross County Connection *	\$ 1,000,000
Greater Mercer TMA *	\$ 749,940
HART Commuter Information Services	\$ 380,000
Hudson TMA	\$ 470,000
Keep Middlesex Moving (KMM)	\$ 560,000
Meadowlink	\$ 1,280,000
Ridewise of Raritan Valley	\$ 400,000
TransOptions	\$ 865,000
TOTAL	\$ 5,704,940

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

**FY 2011-2012 TMA WORK PROGRAMS
YEAR 2 UPDATES**

NJTPA UPWP – FY2012
TRANSPORTATION MANAGEMENT ASSOCIATION
CROSS COUNTY CONNECTION
FY 2011-2012 TMA WORK PROGRAM – YEAR 2 UPDATE

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SECTION 1

SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

Following are brief descriptions of new programs and services that Cross County Connection proposes to develop and/or implement in the FY 2011-2012 work program. Also described are any revisions to programs or services that the TMA provided in the FY 2010-2011 and that will be continuing in a different form for FY 2011-2012, and a summary of the FY2011-2012 work program's year 2 updates.

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

REFER TO SECTIONS 3 & 4 FOR COMPLETE DESCRIPTIONS

Item 1 –Travel Training Program

Produce travel training materials designed to teach people how to use public transit, rail and bus. These training materials may include videos, webcasts and print materials. "How to" materials will include information on how to purchase tickets, how to hail a suburban bus, how to read schedules, benefits of public transit, etc.

Item 2 - Commute Alternative Educational Videos

Create brief educational/motivational videos to promote and encourage the use of commute alternatives. A series of videos with related topics will be created, such as financial benefits of commute alternatives, saving energy, green technologies, etc. The videos are to be developed, produced and created entirely in house, using CCCTMA creative talent. One such video is already created. Please see:

http://www.youtube.com/watch?v=Gho_vu5PZTY

These videos are easily posted on driveless.com for viewing online.

Item 3 -- Report a Bike Route

Create an online form where commuters can report a bicycle route to Cross County Connection for addition to the region-wide inventory.

Item 4-Google Map Improvements & Enhancements

Continue to improve and modify Cross County Connection's Google Interactive map. Update and evolve the map to more clearly indicate what is available within the map using icons and mouse over features to explain what the individual layers contain. Cross County Connection initiated and launched this Interactive map several years ago and has been building upon it and improving it every year. The technology is in place. The on-going updates and improvements require staff time only.

Item 5--Customized Travel Training Program

Produce travel training materials designed to teach employees at a specific worksite how to use the public transit available at their worksite.

Item 6-Green Technology Tax Incentives

Provide information to employers and employees regarding Federal and State tax incentives available for utilizing/implementing green travel programs.

Item 7--Try Transit Promotion

In partnership with NJ TRANSIT, and Burlington County, offer free bus and rail passes to people trying transit for the first time. Free passes will be provided to those who participate in Cross County Connection's proposed travel training program. NJ TRANSIT is interested in this project and Burlington County has committed approximately 1,800 free ride tickets on the BurLink.

Item 8-Promote NETS Program to Employers

Promote and assist employers with the Network of Employers for Traffic Safety Program to decrease traffic accidents amongst employees while on and off the job.

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

Item 1 – Priority Safety Corridors

Using available crash and safety data, identify priority corridors with high accident rates to target for improvement. Coordinate with Pennsauken Township, Camden County, NJ TRANSIT and NJDOT on the construction of the Pennsauken rail station, to ensure safe access to station by bicyclists and pedestrians in this highly traveled and high accident corridor (Route 130).

Item 2 – Bike Route Planning Map.

Create a new Google Map showing proposed and planned bicycle routes along with existing routes.

Item 3- ITS Technology for BurLink

Assist Burlington County with ITS technology to improve BurLink service. This technology will include automated BurLink alerts and utilization of bus tracking services coordinated with Burlington County's on-board mobile units.

Item 4 – Anti-Idling Vehicle Campaign at Schools

Promote NJ's anti-idling law to schools, PTAs and school bus companies.

Item 5- Safe Walking Routes to Schools

Encourage schools to promote "Safe Walking Routes" for children by mapping routes for distribution to faculty and parents.

Item 6 – Commercial Properties: Commute Alternative Opportunities

Assist prospective businesses considering purchasing or leasing a commercial property with the identification of commute alternatives available. Cross County Connection will work with municipal economic development departments/committees to identify those employers considering moving into the area. Municipalities will be encouraged to provide prospective businesses with information about commute alternative via their websites and other informational sources.

Item 7 – Complete Streets Assistance Program

In response to NJDOT's adoption of Complete Streets policies, assist municipalities and counties in implementing these policies locally and facilitating formal adoption. At the request of NJDOT; Cross County Connection will work with any municipality in its service area interested in Complete Streets Assistance related to transportation/transit. A Cross County Connection summit on Complete Streets held 10/21/10 was attended by approximately 50 municipalities and advocacy groups; all expressing interest in program.

Item 8 – Sustainable Communities

Assist municipalities and counties to become familiar with and participate in the HUD, DOT and EPA Partnership for Sustainable Communities.

Item 9 - Implementation of Camden County TMCC

Assist Camden County Workforce Investment Board with the implementation of their FTA funded Travel Management Coordination Center.

Item 10 –Traffic Connection Alert Program

Expand Program, which provides notice of traffic incidents to subscribers (free service) via e-mail and text message to cell phones, and PDAs.

Item 11 – Walt Whitman Bridge Re-Decking

Maintain a website that will serve as a center for all information related to the Walt Whitman Bridge re-decking for duration of construction; approximately 4 years.

Item 12-- Social Information Technology

Utilize services such as Twitter, Google Wave, Facebook, etc. to provide an environment for commuters to share information on traffic incidents, congestion and detours.

Item 13 –Pennsauken Rail Station, Route 130 Corridor

Coordinate with NJDOT, NJ TRANSIT, and/or the MPO to ensure the safety of pedestrian and bicycle who will access the proposed rail station.

Item 14: Bicycle Storage Facilities Inventory

Cross County Connection will conduct an inventory of bicycle storage facilities at rail stations along the following rail lines: PATCO, Atlantic City Rail Line, and the River LINE, as well as bus depots. The inventory will be added to Cross County Connection Park and Ride guide and website so bicyclists can use public transit.

OTHER NOTABLE TMA CHANGES

Does not apply – no other notable changes.

**SECTION 2
PROGRAM OVERVIEW**

TMA SERVICE AREA DESCRIPTION

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 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

Area	Population (2008)	Persons under 18 years	Persons over 65 years	Area (sq. mi.)	Population Density (per sq. mi.)	Housing Units	# of Private Jobs
Burlington County	445,475	22.8%	13.3%	805	526	175,460	185,517
Camden County	517,234	24.7%	12.5%	222	2,292	206,480	186,795
Gloucester County	287,860	23.1%	11.7%	325	783	90,717	92,154
DVRPC Counties TOTAL	1,250,569	23.5%	12.5%	1,351	1,200	472,657	464,466
Atlantic County	270,681	23.8%	14.2%	561	450	95,024	126,752
Cape May County	95,838	19.9%	20.8%	255	401	42,148	26,398
Cumberland County	156,830	24.4%	12.6%	489	299	49,143	48,468
Salem County	66,141	22.7%	13.9%	338	190	24,295	18,193
SJTPO Counties TOTAL	589,490	22.7%	15.4%	1,643	335	210,610	219,811
TOTAL SERVICE AREA	1,840,059	23.1%	14.0%	2995	768	683,267	684,277

TMA GOALS AND OBJECTIVES

Core Area 1 - Commuter / Traveler TDM Assistance

Sub Core 1.1 - Commuter/Traveler Services

Goals

- To reduce traffic congestion and improve air quality through the use of commute alternatives.
- To provide the support services and incentives necessary to encourage travelers to use commute alternatives.

Objectives

- To assist commuters and other travelers, including tourists, by providing them with commute alternative travel information.
- To promote the use of commute alternatives, including carpooling, vanpooling, public transit (bus & rail), shuttle services, bicycling, walking, teleworking/commuting and flex hours.
- Disseminate commute alternative information to the general public, employers, employees, residents and visitors within the 7 county service area.

- To promote commute alternatives and services via print, TV/Cable, radio and web-based media
- To encourage car/vanpool formation through the use of rideshare software.
- To encourage the use of public transit by educating potential passengers about services.
- To train social service providers about public transit

Sub Core 1.2 – Employer Services

Goals

- To increase the number of worksites which encourage the use of commute alternatives
- To increase the number of employees using commute alternatives

Objectives

- To educate employers and employees about the benefits of commute alternative programs and services through promotional and on-site contact
- To identify business parks and employers near public transportation, park and ride lots, and bicycle facilities to develop specialized materials for each mode
- To provide on-site assessment and evaluation of worksite conditions and transportation needs
- To create a customized commute alternative plan for employers
- To meet with employees to discuss their commute options
- Develop and implement solutions to transportation barriers at specific worksites
- Develop policy documents and on-site incentives to support the use of commute alternatives
- Promote the NJ Smart Workplaces Program

Core Area 2 – Government and Community TDM Assistance

Sub Core 2.1 – Municipal/County /School

Goals:

- To facilitate and promote the implementation of TDM activities at the municipal and county level
- To enhance the safety of motorists, school children, pedestrians and bicyclists
- To increase ridership on shuttle services
- To reduce ground level ozone

Objectives:

- To provide local governments with the TMA's professional expertise and experience in the implementation of TDM programs and efforts
- To promote and improve pedestrian and bicycle safety through cost-effective TDM implementation and education
- To encourage the use of local shuttle routes to link to, and enhance the regional transportation network
- To assist the public with their transportation needs and increase mobility for all users in the region
- To educate children and parents on the effects and solutions of traffic congestion and provide education on safely travelling to and from school

Sub Core 2.2 – Human Services Transportation

Goals

- To encourage greater efficiencies in human services transportation
- To ensure transportation resources are made available to the public

Objectives

- To coordinate transportation providers within each county and regionally
- To provide central clearinghouse for dissemination of all information related to transportation services

Sub Core 2.3 - TDM Support to MPOs / NJDOT / NJ TRANSIT

Goal

- Reduce traffic congestion due to traffic incidents and construction projects
- Facilitate the use of commute alternatives in proposed infrastructure projects

Objectives

- Assist NJDOT, MPO's, and municipal and county governments with the dissemination of information regarding traffic incidents and road construction
- Identify strategies that promote and enhance bicycling, walking, and public transit within corridor study areas by participating in NJDOT/MPO sponsored corridor studies

SECTION 3
CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE
PROPOSED ACTIVITIES

Sub-Core Area 1.1 – Commuter / Traveler Services

Within its defined geographic service area, Cross County Connection 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Rideshare matching will be completed through the use of the RidePro Automated Rideshare Matching System, currently maintained by NJDOT. Customized public transit planning will be conducted for all interested travelers. Information will be provided for NJ TRANSIT services, as well as all county-operated shuttle services. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

Cross County Connection will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours
- Participate in the RidePro Automated Rideshare Matching System maintained by NJDOT, as described in the 2011-2012 TMA Work Program Guidelines. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in NJDOT efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
- Cross County Connection shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.

Proposed Activities

Item 1 – All activities are on-going from previous Work Programs

Online Rideshare Matching Program

REQUIRED – If NJDOT contracts with a software vendor to provide an internet based rideshare matching system, Cross County Connection will participate in NJDOT’s efforts to develop and promote the system, will participate in user training sessions provided during system implementation, and will facilitate commuters’ use of the system.

Proposed Activities

Item 1 –All activities are on-going from previous Work Programs

Travel Alternatives Promotion and Outreach

REQUIRED – Cross County Connection will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support traveler promotional and outreach efforts implemented by NJDOT or the MPO. These 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/NJDOT/MPO marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJDOT or the MPO 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. A Travel Training program will be implemented to include training and educational videos. Additionally, Cross County Connection’s Interactive Google map will continue to be enhanced to provide travelers with bicycle facilities and transit information.

Proposed Activities

Item 1-- Travel Training Program

Produce travel training materials designed to teach people how to use public transit, rail and bus. These training materials may include videos, webcasts and print materials. “How to” materials will include information on how to purchase tickets, how to hail a suburban bus, how to read schedules, benefits of public transit, etc. Materials will be targeted to various segments of the population such as senior citizens, disabled persons, and others. The materials will be marketed to the general public, as well as to social service providers to assist their clients. *Additionally, social service providers will be trained on how to use the materials to teach their clients how to ride public transit.* Many travel training programs are in use throughout the US, including an excellent program used in northern NJ by NJ TRANSIT’s Access Link. New materials will only be created when necessary. Training materials available through existing sources will be used when possible. The program will be marketed to social service providers through the county one-stop programs operated by the NJDOL. *The social service providers will be trained along with their clients.*

Item 2-- Commute Alternative Educational Videos

Cross County Connection will create brief educational/motivational videos to promote and encourage the use of commute alternatives. A series of videos with related topics will be created, such as financial benefits of commute alternatives, saving energy, green technologies, etc. The videos will be designed to not only teach people how to use commute alternatives but to also change the way people think about travel and how it affects the environment. The videos will be viewable via the web and promoted to commuters and employers throughout the seven county service area. Videos will be offered in an easily-accessible, electronic medium, posted on driveless.com. A limited quantity of hardcopy DVDs will be burned for those without internet access, and will be made available at transit fairs, community festivals and special Cross County Connection promotions.

Item 3-- Share a Bike Route

Create an online form where commuters can inform Cross County Connection of a bicycle route not currently listed in the on-line interactive map for addition to the region-wide inventory. The form will be placed on Cross County Connection’s interactive bicycle map webpage so that if a bike route is not seen online, the viewer can report its existence for inclusion on the map. The user will also be able to report conditions of the bicycle route. Cross County Connection will follow-up by conducting field work to verify

and map the exact location of the bike route the attributes associated with the route. If deemed appropriate, Cross County Connection will pass the information to the municipality or county of jurisdiction. Emphasis will be placed on adding bike routes that further the goal of creating a region-wide network. Bike routes that only serve recreational purposes and are closed loop will not be included.

Item 4-- Google Map Improvements & Enhancements

Continue to improve and modify Cross County Connection's Google Interactive map. Update and evolve the map to more clearly indicate what is available within the map using icons and mouse over features to explain what the individual layers contain. Improvements may include: flash layers; vehicle tracking, more photos; possible links to layers such as Wiki or others to add depth to map data; Google Streetview layer to map window. Improvements will also be made to the NJ TRANSIT layers so each can be turned on/off to decrease load time and to create a more customized view for the user.

Item 5--Air Quality Partnership

Continue to participate in DVRPC and NJ TRANSIT Air Quality program. Participation will include attendance at meetings, disseminating air Quality Partnership to Air Quality partners including air quality messages. New Air Quality Partners will be recruited.

Item 6-Commuter Surveys

Continue to post brief surveys on website regarding transportation-related issues aimed at general public. Survey results will be tabulated and reported to appropriate organizations, including NJDOT, NJ TRANSIT and MPOs. Survey results may be used to guide future Work Program projects.

Emergency Ride Home

IF TMA PROPOSES THIS SERVICE IN THE WORK PROGRAM

Cross County Connection offers a modified ERH Program to employers which is NOT a reimbursement program.

Proposed Activities

Item 1--Emergency Ride Home

Continue to provide employers in the seven county service area with a list of taxi/limo companies that may provide transportation services to their worksite. This list of providers will be given to employer or members of a vanpool group. It is the responsibility of the employer or the employee to contact the transportation provider when an ERH is needed. It is the employer or employees responsibility to pay for the ride. Cross County Connection will not be involved in any payment or trip arrangements. Cross County Connection will update the list of providers by county on an annual basis.

Travel Options and Incentives Development

IF SERVICES ARE PROPOSED IN THIS SUB-CORE AREA

Cross County Connection will implement activities to develop and implement new alternative mode options for travelers and incentive programs that encourage travelers to try and continue using travel alternatives. These activities include the continuation of the popular Caring Commuter Program. Cross County Connection will continue and expand its highly successful Caring Commuter Program. This program encourages the use of commute alternatives and rewards those using commute alternatives one day per week by offering discounts for goods and services at merchants throughout the service area. Caring Commuter informational materials and registration forms are supplied to employers during promotional events and at public events. Other incentives may include a Try Transit Promotion program in partnership with NJ TRANSIT and Burlington County (BurLink bus system) and an Emergency Ride. Specific requirements are noted in the sections below. Cross County Connection will work with NJDOT, the TMAs and MPOs to

promote and encourage the use of statewide incentives that may become available to encourage the use of commute alternatives.

Proposed Activities

Item 1--Caring Commuter Program

Cross County Connection will continue and expand its highly successful Caring Commuter Program. This program encourages the use commute alternatives and rewards those using commute alternatives one day per week by offering discounts for goods and services at merchants throughout the service area. Caring Commuter informational materials and registration forms are supplied to employers during promotional events and at public events. Participating merchants are encouraged to sign up by offering them free advertising in Cross County Connection's newsletters and through quarterly mailings to registered commuters. This year, a stronger effort will be made to recruit new merchants in an effort to increase the number of merchants in the service area to make the program as attractive as possible to commuters in all seven counties. The Caring Commuter program is free to commuters and merchants.

Item 2-- Try Transit Promotion

In partnership with NJ TRANSIT, and Burlington County, and other transit providers if interested, offer free bus and rail passes to people trying transit for the first time. *A limited number of free passes will be provided to those who participate in Cross County Connection's proposed travel training program, for a limited period of time.*

Products / Deliverables - Sub-Core 1.1

[List/describe below the products and deliverables for this Sub-Core area]

- E-Newsletters, publications and/or periodicals to promote travel alternatives, options, tourist outreach and information on Cross County Connection's activities, programs and services.
- Caring Commuter materials, such as: electronic announcements, flyers, merchant catalogues.
- Continued development and evolution of the program to increase awareness and outreach thorough promotion.
- Advertising in local newspapers, media websites and/or broadcast media.
- Promotion and materials for transportation fairs in public locations and participation in community events.
- Web site pages providing information on commute alternative modes and rideshare applications. Online videos to motivate, instruct and encourage new users.
- Continued development of driveless.com website to include use of new media and to leverage available
- Technology to better serve the Cross County Connection constituency.
- Informational materials promoting use of commute options including, but not limited to, using bikes on transit, materials for commuter alternative promotional events, Park and Ride guide, and ride share applications for car/vanpooling.
- Materials or advertising promoting tourists' use of transit to reach attractions, historic districts and shopping areas.
- Updating, revising of web pages to promote new initiatives. Continued promotion of Google Map product.
- Advertising support of Commute Alternative promotional events such as, but not limited to: *Rideshare Month, Try Transit Week and National Bike Month or Bike to Work Day.*
- "Try Transit" promotion and marketing support as needed.
- Literature for targeted commuter locations.
- Production of transit/commuter literature, updates and news

Performance Data - Sub-Core 1.1

Sub-Core Area 1.1 - Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA
4. Commute info materials distributed through info displays (estimate)
5. TMA website hits
6. TMA website - unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH) NOT APPLICABLE
2. ERH trips taken NOT APPLICABLE
3. Vanpool empty seats subsidized NOT APPLICABLE
4. Commuters registered for Carpooling Makes \$ense NOT APPLICABLE
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Other
1. Downloads of TMA brochures & transit schedules from website

ALSO INCLUDE THE FOLLOWING - IF APPLICABLE
Commuter Incentives / Events (Other than CM\$)
1. Commuters participating in Caring Commuter Program (end of quarter total)
2. Merchants participating in Caring Commuter Program (end of quarter total)
Shuttles/Transit Services (total riders/one-way trips made in quarter)
1. Burlington County: BurLink
2. Camden County Services
3. Gloucester County Services
4. Salem County Services

Sub-Core Area 1.2 – Employer Services

Employer Outreach and Administration

REQUIRED – Cross County Connection will serve as a primary ETS contact for employers in their approved service areas and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, Cross County Connection 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, 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 NJDOT and/or the MPO on the TMA’s ETS outreach activities. Outreach and assistance may include customized commute programs; green technology incentives, commuter benefits programs and other activities, as warranted. Cross County Connection will also continue to participate in the NJ Smart Workplaces program by promoting the program to employers and nominating those that meet the eligibility criteria to this recognition program.

Cross County Connection will use some or all of the following outreach techniques to promote the ETS program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers
- Presentations to business groups
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses
- Articles, paid advertisements, press releases, and media stories
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer
- Newsletters, mailings, and web postings promoting employer TDM activities and successes
- Participation in award and recognition programs for participating employers

Proposed Activities

Item 1 – Update Employer Databases

Continue to update database of employers in 54 business parks throughout seven county service area. Employers in these targeted business parks will be contacted to obtain information about their employees’ commutes and assistance will be offered. Cross County Connection regularly contacts employers in its service area, through mailings, outreach and literature. In the new work program year, more targeted efforts will attempt to both capture updated employer data, and to penetrate previously unresponsive employers and business centers. This is to be attained through new marketing initiatives, targeted advertising and increased business-focused web content.

Basic Employer Assistance

REQUIRED – Cross County Connection will provide all the Basic ETS Services described in the 2011-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies.

Proposed Activities

Item 1-- Customized Travel Training Program

Produce travel training materials designed to teach employees at a specific worksite how to use the public transit available at their worksite. These training materials may include videos, webcasts and print materials. "How to" materials will include information on how to purchase tickets, how to hail a suburban bus, how to read schedules, benefits of public transit, etc. Cross County Connection will conduct on-site training. Additionally, selected personnel on-site will be trained so they can assist their employees and new hires. The training materials presented in this Travel Training Program will be the same as those used under Sub-Core Area 1.1. However, the employer program will be customized for specific worksites. Emphasis will be placed on understanding the bus/rail schedules that serve the specific worksite. Information will be provided on specific bus/rail stops and timepoints unique to the worksite. Bicyclists will be provided with information regarding existing bike routes and connections to public transit including bike parking options at stations and "bring your bike on board" policies on bus and rail services.

Item 2-- Green Technology Incentives

Provide information to employers and employees regarding Federal and State tax incentives available for utilizing/implementing green travel programs. Information will be provided regarding tax incentives for hybrid vehicles, including fleets, alternative fuels, and other green programs. Employers and employees will be educated about NJ TRANSIT 's Business Pass Program, Transitchek and bike vouchers.

Item 3-- Tracking Employer Contacts and Services

Continue to track employer contacts and services provided and availability of TDM services at each worksite assisted where data is available from the employer.

Item 4-- Customized Materials

Continue to create customized print and electronic materials regarding public transit options available to worksite. These may include information about a specific bus route, including arrival/ departure times to/from site; walking directions to nearest bus/rail stop; fare information, etc.

Advanced Employer Assistance

IF APPLICABLE

Cross County Connection requests authorization from NJDOT and/or the MPO to provide the following Advanced Services to employers in its service area. Documentation of TMA staff qualifications to provide these services is provided at the end of this Work Program section.

Proposed Activities

Item 1-- Green Technology Center

Research the availability of technology to assist employers and their employees to track their carbon footprint. Technology/software utilizing web-based applications is available to assess the impacts on the environment associated with the implementation of green programs, such as ridesharing and recycling. If proven to be successful, the technology would be implemented in Year 2 of the proposed Work Program, most likely through a demonstration project with a specific employer.

Item 2--Customized TDM Strategy Development, Implementation, Marketing, Monitoring & Evaluation

Cross County Connection will provide a customized Employee Commute Program (ECP) at individual worksites, upon request. The design of the ECP will be based on an evaluation of variables unique to each worksite; for example: services and amenities available to employees at the worksite; work schedules; job descriptions; financial incentives and commute costs; salaries; etc. An ECP will be designed to maximize the number of employees that can use commute alternatives. All commute alternatives will be considered,

including the establishment of a telework/flex program at the worksite. Once approved by the employer, the customized ECP will be implemented with Cross County Connection's assistance. Cross County Connection will market, monitor and evaluate the ECP program. The ECP will be adjusted and refined, as necessary.

Item 3 – Carpool and Vanpool Programs

Assist employers with the establishment of a customized program at the worksite. Carpool and vanpool formation and routing will be done at the worksite utilizing Cross County Connection's GIS program and employee surveys, conducted by Cross County Connection. Cross County Connection will arrange for vans for the vanpool groups and assist with the application and administration of NJ TRANSIT's Vanpool Sponsorship Program.

Item 4 – Shuttle Services

Assist employers with the planning, design, implementation, marketing, monitoring and evaluation of employer-sponsored van or shuttle services at the worksite.

Item 5 – Customized Public Transit Services

Provide customized information regarding available public transit services, including bus, rail and shuttles. Cross County Connection will work with transit agencies to establish official bus stops and shelters at a worksite, if appropriate.

Item 6 – Customized Bicycle and Pedestrian Routing

Cross County Connection will provide customized bicycle and pedestrian routing to employees interested in commuting via bicycle or on foot. This will include the identification of possible bike routes and sidewalks including an assessment of conditions. Such conditions as shoulder width, existence of bike lanes & sidewalks, paving type, lighting, storm drain types and other variables will be considered.

Item 7 – Commuter Benefits Program

Assist employers with the set-up and administration of the Commuter Benefits program. Cross County Connection will conduct on-site meetings with employees to explain the tax benefits of the program for transit and vanpool users, and bicyclists.

Item 8 – Company Policies and Procedures

Assist employers with the establishment of company policies and procedures unique to their worksite to support the ECP. These policies may include: company cars, ERH programs, preferential parking, car/vanpooling, bike/walking amenities, etc.

Item 9- Promote the NETS program to employers

The Network of Employers for Traffic Safety (NETS) is an organization of member companies dedicated to promoting traffic safety on highways around the world. NETS members are road safety professionals who assist other organizations implement policies and programs that will keep their employees safe on and off the job.

Participation in NJ Smart Workplaces

REQUIRED - Cross County Connection will support NJDOT's Best Workplaces for Commuters and NJ Smart Workplaces (NJSW) employer recognition programs. Specific activities to be undertaken by the TMA include participating with NJDOT in planning and implementing the Statewide campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting to NJDOT and/or the MPO on eligible employers, and participating in NJDOT-sponsored media events to recognize employer participants.

Proposed Activities

Item 1 - No New Activities Proposed

Products / Deliverables - Sub-Core 1.2

[List/describe below the products and deliverables for this Sub-Core area]

- Development and production of presentations and collateral to groups of employers including, but not limited to, Chambers of Commerce and Human Resources associations.
- Customized Travel Training content. Promotional or informational materials that may be utilized, but are not limited to, include: new web content, e-newsletters, online videos, links, flyers, PowerPoint presentations, brochures, letters, local advertising and mailings.
- Web site information and digital content for new Green Technology initiatives.
- Production of literature, email news and updates for employers.

Performance Data - Sub-Core 1.2

REQUIRED - Cross County Connection will provide the following data to NJDOT and/or the MPO for this Sub-Core Area.

Sub-Core Area 1.2 - Employer Services Performance Data
Employer Outreach and Assistance
1. New employers directly contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. New employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients starting TDM programs with TMA assistance
2. Employer clients expanding TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with Gold / Platinum level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation, etc)
Other
1.

Advanced Employer Services – Staffing Qualifications

Cross County Connection proposes the following staff members to provide Advanced Employer Services:

- William J. Ragozine, Executive Director
- Ronda R. Urkowitz, Program Director
- Joseph Wilson, Marketing Director
- John Hainsworth, Senior Transportation Specialist
- David Calderetti, Commuter Services Coordinator
- Graydon Newman, Transportation Specialist
- Saiful Alam, GIS Specialist
- Elisabeth Fusfield, Senior Marketing Specialist
- Martina Latze, Graphic Artist

Following is a brief summary of the qualifications of each proposed staff member. Additional details on their qualifications are provided in Appendix 17.

- William J. Ragozine, Executive Director
Assisting employers for 17 years to create on-site Commute Alternative Programs. Work with upper management to determine needs and services available. Analyze company policies that may impact implementation of commute alternatives. Recommend commute alternative strategies. Provide implementation, monitoring and evaluation assistance.

Technical Staff

The Cross County Connection Technical Staff works directly with employers to create customized commute alternative plans that meet the unique needs of their workforce. All staff members have received specialized training in a variety of TDM initiatives. These training programs include conferences and workshops hosted by the NTL, Rutgers University, APA, NJAPA, and others. All Technical Staff members sit on a variety of transportation-related committees and advisory boards. Attendance on these committees and boards enables staff to stay current in the industry, share ideas with others and educate employers.

- Ronda R. Urkowitz, Program Director
Assisting employers for 17 years to create on-site Commute Alternative Programs. Assistance includes surveying workforce to assess commute habits and needs. Recommendations to upper management on worksite policies and procedures to accommodate commute alternatives and incentives to encourage use of commute alternatives. Analysis of fiscal impacts on employer and employees of implementing commute alternatives. Liaison between employer and public transit operators. Conduct site analysis of potential commercial properties for employers relocating to determine public transit accessibility for employers.
- John Hainsworth, Senior Transportation Specialist
Conduct meetings with human resource managers to solve transportation issues related to worksite relocation. Assist employers with transportation planning assistance to match work shifts with available transit. Create surveys for employees to help identify travel patterns and potential rideshare opportunities; analyze survey results. Conduct bicycle route planning on-site. Establish preferential parking programs. Work with NJ TRANSIT and county transit agencies to adjust bus schedules and routes to serve new employment centers. Provide information on commuter benefits programs and assist with the procurement of pre-tax benefits.
- David Calderetti, Commuter Services Coordinator

Conduct carpool and vanpool formation for employers. Conduct Commute Alternative events at worksites. Maintain detailed records of outreach efforts and mailings to businesses in southern New Jersey. Survey BurLink routes for possible employer prospects. Market route specific transit options for employers and their employees.

- Graydon Newman, Transportation Specialist

Conduct worksite assessment and recommend TDM facilities improvements. Experience with alternative commute mode policy and practices; statistical analysis; program assessments; government and private funding grant resources and requirements; as well as procurement of physical facilities such as bicycle racks and transit shelters. Experienced with commuter tax incentive programs, their requirements, and other programs and strategies dealing with alternative commute modes and parking demand mitigation. Conduct bicycle route planning on-site. Experienced in providing in-depth planning, operations, and evaluation assistance for transit and related transportation services.

- Saiful Alam, GIS Specialist

GIS Employer Assistance: Provided geographic mapping assistance to employers and large businesses with multiple worksites by identifying available public transportation. Analyze new worksite locations and provide transportation alternatives to assist employers with worksite selection using geographic mapping tools. Assist businesses with mapping of employee home addresses for carpool and vanpool matching. Create specialized handout maps for employer events to indicate nearby public transportation, bicycle routes, and park and ride lots.

Marketing Staff

The Cross County Connection Marketing staff conducts multiple outreach, promotional and communications efforts to educate employers about the benefits of TDM programs and services. This effort seeks to increase the number of worksites which encourage the use of commute alternatives. In reaching out to the working, commuting population, efforts are also targeted to increase the number of employees who use commute alternatives.

- Joseph Wilson, Marketing Director

Strategizes effective communications initiatives to reach the working/commuting public and their employers. Through the driveless.com website, targeted marketing efforts, worksite transit fair displays, publications and mailings to promote the services of a transportation management association.

- Elisabeth Fusfield, Senior Marketing Specialist

Conducts customized outreach events, fairs and information sessions for noted area employers. Coordinates the planning of transit festivals and organizes vendors, merchants, exhibitors to collaborate and share information on commuting alternatives and incentives to employee groups.

- Martina Latze, Graphic Artist

Provides dynamic visuals and executes production of marketing collateral, website design, posters, publications and literature to promote Cross County Connection's mission to employer groups. Creates original illustrations, electronic graphics and interactive visual media for use in a wide variety of media targeting employers and their constituents, employees and staff.

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County/School

Cross County Connection proposes the following activities in this Sub-Core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

Proposed Activities

Item 1 – Bicycle and Pedestrian Programs.

Continue to assist local governments to implement new bicycle and pedestrian routes which connect to the existing and proposed regional network. Update previous inventories when necessary, seek funding options for new facilities, provide bicycle facility information to general public and employees. *Undertake safety-related projects to improve safety of pedestrians and bicyclists interacting with motorists. Identify and prioritize corridors with high accident rates to target for improvements.* Continue to update and improve Cross County Connection’s Google Interactive map.

Item 2 – -Priority Safety Corridors

Using available crash and safety data, identify priority corridors with high accident rates to target for improvement. As these corridors are identified, municipalities would be contacted to coordinate efforts. *In addressing these problem areas, ensure delivery of safety materials and administer programs to area users, provide assistance and materials that outline specific strategies to address those safety issues (roadway design, enforcement, etc.), and provide assistance in seeking grants to fund improvements. Accident and safety statistics would be tracked and reported as a measure of program success. Possible tasks may include: coordinating meetings, safety workshops and/or audits, distribution and creation of safety materials, assistance with funding applications. Coordinate with Pennsauken Township, Camden County, NJ TRANSIT, NJDOT and/or the MPO on the construction of the Pennsauken rail station, to ensure safe access to station by bicyclists and pedestrians in this highly traveled and high accident corridor (Route 130).* Crash data will be obtained primarily by using the existing Plan for Safety software developed by Rutgers University. This data has been compiled for NJ and is searchable to allow quick and easy identification of dangerous corridors. Through a series of queries of accidents and fatalities Cross County Connection be able to prioritize corridors. Cross County Connection will also work with state and local police departments to obtain data. *All data will be mapped using GIS technology and summarized in a report. The report, with recommended improvements will be discussed with and disseminated to, NJDOT and/or the MPO, the local governing body(ies) and police department(s).*

Item 3 – Bike Route Planning Map

Create a new Google Map showing proposed and planned bicycle routes along with existing routes. The map will be used by planners, engineers and advocates to assist with visualization of a completed bicycle facilities network. This map will not be visible to the general public. This map will be created for each of Cross County Connection’s seven counties. Each map will be joined to show the entire Cross County Connection service area to obtain a regional view of proposed and planned routes.

Item 4 – Shuttle Services

Continue to assist counties and other state and local agencies with the design, funding, implementation, marketing, monitoring and evaluation of existing and proposed shuttle services. Coordinate shuttle services with NJ TRANSIT and PATCO services. Promote services to general public and employees through print and electronic outlets. Continue to provide customer service for BurLink bus system and other shuttle services, including SJTA-operated services. Continue to utilize Google Interactive map technology to provide passengers with shuttle services information.

Item 5- ITS Technology for BurLink

Assist Burlington County with ITS technology to improve BurLink service. This technology will include automated BurLink alerts *and utilization of bus tracking services coordinated with Burlington County's on-board mobile units.*

Item 6 – School Programs

Continue to assist municipalities and school districts with Safe Routes to School (SRTS) grant proposals including Travel Plans and the implementation of SRTS Plans. Continue to provide resource information and website page dedicated to SRTS resources and information. Promote anti-idling campaigns at schools and safe walking routes to schools. Continue to participate in regional or statewide efforts with regard to Safe Routes to School programming, including participation on the Safe Routes to School statewide steering committee. Continue in-class lesson to 3rd grade classes in Burlington and Camden counties. Educate school children and their parents (through take home materials) about commute alternatives, ground-level ozone and new technology. Lesson Plan will be updated to include revised games, experiments and print materials, when necessary.

Item 7 – Anti-Idling Vehicle Campaign at Schools

Promote NJ's anti-idling law to schools, PTAs and school bus companies. Alert school administration and parents to the health impacts of idling vehicles (school buses and cars) on children and the environment. Through promotional material (print) Cross County Connection will educate students and adults about the health and environmental impacts of idling vehicles. Children will receive materials to take home to their parents. Educational materials will also be posted on Cross County Connection's website under the existing "Kids" page of the website and the Air Quality and Safety pages. There are approximately 193 school districts in the 7 counties. Each district consists of multiple schools. Given limited resources, not all schools or school districts will receive print information. Based on Cross County Connection's knowledge of its service area and other anti-idling programs, a determination will be made at a later date as to which school districts/schools will be contacted. The major school bus companies will also receive information about the anti-idling law through the mail and be directed to Cross County Connection's website for detailed information.

Item 8- Walking Routes to Schools

Encourage schools to promote "Safe Walking Routes" for children by mapping routes for distribution to faculty and parents. Walking Route will be supplied by the municipal police department. Route will show location of sidewalks, crosswalks, traffic signals, cross guards, etc. Paper maps will be distributed to schools. It will be the school's responsibility to distribute the maps to parents and children. Cross County Connection will not put maps on website as this may be a safety issue for students. At this time, the number of schools that will be involved is unknown. Cross County Connection will reach out to selected school districts to seek interest. Smaller school districts with limited bus services that are pedestrian friendly will be targeted initially.

Item 9 – TDM Assistance to Local Governments

Continue to assist municipal and county governments with the identification of TDM strategies, tools and techniques appropriate to their individual needs. Provide TDM assistance to designated Transit Villages.

Assist municipalities with Complete Streets Programs, Sustainable Jersey Certification, Green and Sustainable Programs, and other planning-related and promotional activities, as need arises.

Item 10 – Commercial Properties: Commute Alternative Opportunities

Assist prospective businesses considering purchasing or leasing a commercial property with the identification of commute alternatives available. Work with local and county governments to map transportation options available for commercial properties on the market. Information regarding public transit routes, stops, shelters, bicycle and pedestrian facilities was identified and mapped previously.

Cross County Connection will create an interactive map that prospective clients can view. Cross County Connection maintains a database of transit and bike routes and employment parks. This information will be mapped to identify those areas most conducive to alternative commuting by employees. Working with the county Economic Development Departments and County Improvement Authorities, Cross County Connection will be able to reach out to perspective employers to inform them of their options.

Item 11 – Complete Streets Assistance Program

In response to NJDOT’s adoption of Complete Streets policies, assist municipalities and counties in implementing these policies locally and facilitating formal adoption. Previously, this effort included a brief manual on Complete Streets: what it means in New Jersey, how it is currently being instituted in New Jersey (incl. Roadway Design Manual revisions), how it can be implemented (including case study examples that are relevant to southern NJ), and funding sources available.

Cross County Connection will undertake a demonstration project with a specific municipality. Possible tasks may include: review of plans and policy documents; walkability, safety, and design audits; attendance at meetings; assistance in creating project team. The municipality will be selected based on interest and availability of in-house staff to work with Cross County Connection.

Item 12 – Sustainable Communities

Assist municipalities and counties to become familiar with and participate in the HUD, DOT and EPA Partnership for Sustainable Communities. Previously, Cross County Connection researched opportunities and benefits presented by the new Partnership. Additionally, Cross County Connection created recommendations as to how local governments can take advantage of this new Program. Cross County Connection will assist a local government to implement goals of Partnership. The municipality will be selected based on interest and availability of in-house staff to work with Cross County Connection.

Products / Deliverables – Sub-Core 2.1

[List/describe below the products and deliverables for this Sub-Core area]

- Update and develop shuttle marketing materials including, but not limited to: web content schedules, maps, posters and advertising.
- Design and production of shuttle on-board surveys.
- Update of GIS regional bicycle maps showing destinations accessible by bicycle that includes applicable local, county and state roads.
- Updated Bicycle Facilities Reports, as needed.
- Updated interactive bike maps on Cross County Connection web site including new Bike Route Planning application.
- Design, production and development of student awareness materials including, but not limited to, school activity booklet, commute alternative brochures, posters, and evaluation surveys.
- New safety initiative to promote pedestrian visibility through distribution of reflective arm bands.

- Production of literature, information and assistance on TDM methods available, including but not limited to, transit friendly design, Intelligent Transportation Systems implementation, and park and ride lots.
- Updates and revisions to SRTS materials and plan guidelines for educators and administrators.
- Maps and written materials, as needed, to support the TDM efforts of municipalities and counties.
- Graphical design, copywriting and marketing collateral as needed.

Performance Data – Sub-Core 2.1

Sub-Core Area 2.1 – Municipal/County /School/ HOA Assistance Performance Data
Community/Municipal/School Assistance (In notes section, list projects underway)
1. Communities participating/ implementing TDM strategies with TMA assistance
2. Communities participating in pedestrian safety events
3. New bicycle/ pedestrian facilities
4. Miles of new bicycle/ pedestrian paths/routes opened
5. Schools assisted by TMA to implement SRTS / safe student walking programs
6. Students participating in safe student walking events / programs

Sub-Core Area 2.2 – Human Services Transportation

IF SERVICES ARE PROPOSED IN THIS SUB-CORE AREA

Cross County Connection proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations. Cross County Connection proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations. Continue to assist the seven counties with the coordination, updating and implementation of their United We Ride Human Services Transportation Plans. The most likely activities are identified in each county’s Plan. Assistance will include attendance at monthly/quarterly meetings; liaison with other counties to provide regional perspective; implementation, marketing/promotion, monitoring and evaluation of new and existing services.

These services include (may include) shuttle programs; deployment of Cross County Connection Kiosk; researching funding opportunities; writing of grant applications; monitor federal and state regulations regarding human services transportation; coordination with MPOs and their Regional Plans. Continue work on NJFindARide website, including chairing Advisory Committee. Continue participation on Technical Steering Committee of Camden County Workforce Improvement Board’s (WIB) TMCC FTA-funded project. Cross County Connection will also continue to attend meetings of the NJCAM and any other statewide committees and share information with counties who are not able to attend meetings. . The following are on-going activities that Cross County Connection will continue to provide in support of each county’s Coordinated Human Services Transportation Plan:

- Assist each county with any updates to their County Transportation Plan.
- Assist each county with any updates to their Coordinated Human Services Transportation Plan.
- Periodically survey new providers as they become part of the UWR program.
- Assist counties with JARC, New Freedom, 5310 and 5311 grant applications.

- Serve as a liaison between all seven counties. Keep counties informed as to what neighboring counties are doing. Assist with joint ventures between counties.
- Serve on the State NJCAM. Keep state agencies informed as to what activities are taking place in southern NJ. Share information with all seven counties.
- Serve on SJTPO committee to update Regional Coordinated Human Services Transportation Plan. Review consultant's drafts; provide ridesharing information and providers' survey information. New Plan Update completed December 2010.
- Periodically survey new providers as they become part of the UWR program.
- Assist counties with JARC, New Freedom, 5310 and 5311 grant applications.
- Serve as a liaison between all seven counties. Keep counties informed as to what neighboring counties are doing. Assist with joint ventures between counties.
- Serve on the State NJCAM. Keep state agencies informed as to what activities are taking place in southern NJ. Share information with all seven counties.

Specific requirements are noted in the sections below:

Proposed Activities

Item 1 -IMPLEMENTATION OF CAMDEN COUNTY TMCC

Assist Camden County with the implementation of their FTA funded Travel Management Coordination Center. The Camden County WIB is the recipient of a \$700,000 grant to implement a Call Center to serve as a single point of contact for information and referral to transportation resources and social services. The Call Center will connect callers directly to transportation providers and programs and will be available to anyone who needs transportation assistance. The Call Center will refer callers seeking ridesharing assistance to Cross County Connection via telephone and website interface. Cross County Connection serves in an advisory capacity by sitting on the Stakeholder Steering Committee. Once the final Plan is approved by the FTA, CCCTMA and all the Stakeholders will work with the WIB staff to implement the Call Center. This is a technology based project. Between November 2010 and November 2011, the Camden County WIB and the Stakeholders will be building the technology component of the Call Center. Cross County Connection will serve on the operations subcommittee which will establish guidelines/policies/procedures for the handling of call once the Call Center is functioning. Cross County Connection will be establishing protocols for ridesharing and public transit inquiries.

Item 2 - United We Ride

Continue to assist the seven counties with the coordination, updating and implementation of their United We Ride Human Services Transportation Plans. The most likely activities are identified in each county's Plan. Assistance will include attendance at monthly/quarterly meetings; liaison with other counties to provide regional perspective; implementation, marketing/promotion, monitoring and evaluation of new and existing services. These services include (may include) shuttle programs; deployment of Cross County Connection Kiosk; researching funding opportunities; writing of grant applications; monitor federal and state regulations regarding human services transportation; coordination with MPOs and their Regional Plans. Cross County Connection will also continue to attend meetings of the NJCAM and any other statewide committees and share information with counties who are not able to attend meetings.

Item 3 - NJFindARide

Cross County Connection will continue its work with the NJFindARide program that was undertaken during the previous year through a New Freedom grant. This work will include assisting NJ211 with the transformation of the website from NJDHS, and coordinating with the Voorhees Transportation Center, NJDHS and NJ TRANSIT. Additionally, Cross County Connection will continue to sit on the Advisory Board and provide guidance to NJ211.

Products / Deliverables – Sub-Core 2.2

- Maps and written documents, as needed, to support the Camden County TMCC Implementation Plan.
- Maps and written documents, as needed, to support the UWR efforts of the counties.
- Production and point-of-use display/visual signage to promote T.I.S.K.: The Cross County Connection Transportation Information Station Kiosk
- Promotion and marketing support for NJ Find A Ride.

Performance Data – Sub-Core 2.2

Sub-Core Area 2.2 – Human Services Transportation Performance Data
Other
1.Number of new/updated of providers in NJFindARide Transportation Provider database
2. Number of new Transportation Information Station Kiosks deployed
3. Expand TMCC Operations to include ridesharing services

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ TRANSIT

REQUIRED – Cross County Connection will 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, with the oversight of NJDOT and/or MPOs.

Development of TDM Elements in Traffic Mitigation Plans

REQUIRED – Cross County Connection will explore the viability of Traffic Mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA also will assist NJDOT and/or the MPO with implementation of the traffic mitigation efforts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJDOT and/or the MPO 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, Regional Construction Offices, the Office of Communications and the Traffic Mitigation Advocate, as well as local and state police. Specific roadway improvement projects include the I-295 reconstruction; elimination of the Marlton Circle re-decking the Walt Whitman Bridge, and others. Continue to utilize and improve Cross County Connection’s Traffic Connection Alert program which sends electronic alerts to participants e-mail, cell phones and PDAs. Continue to utilize Social Information Technology to reach the general public. Continue to assist NJDOT with the creation of Diversion Routes binders/CDs as resources permit.

Proposed Activities

Item 1 –Traffic Connection Alert Program

Expand Program, which provides notice of traffic incidents to subscribers (free service) via e-mail and text message to cell phones, and PDAs. Cross County Connection will purchase and utilize new e-mail/text messaging software to make SMS messaging from Outlook more consistent, reliable and efficient. The program will be expanded to allow individuals to register for the following types of alerts: Traffic Connection, Air quality, Severe Weather, Bus/Rail delays including BurLink delays. Additionally, new

participants will actively be recruited. Currently 42 employers and 198 individuals participate in the Traffic Connection program. Cross County Connection has developed advertising, both print and video, to effectively promote the alert program. *In the new work program year, increased efforts will be employed to disseminate this message via cable ads, radio spots and print advertising, as well as through Cross County Connection's website. The Traffic Connection Alert program is benefitting from enhanced visibility and promotion on driveless.com, and the CCTMA Facebook and Twitter accounts. This is a cost-effective and efficient means of promotion.*

Item 2 – Walt Whitman Bridge Re-Decking

Design a website that will serve as a center for all information related to the Walt Whitman Bridge re-decking for duration of construction; approximately 4 years. The web address DRPA reserved for this project is www.DeckTheWalt.com which Cross County Connection will design and maintain. *An interactive Google map will be generated to show live traffic conditions in the vicinity of all bridges crossing the Delaware River and will tie in to the available live NJDOT and DRPA camera views. Information about the project will be listed on the site and will include a project timeline to inform commuters of upcoming lane shifts and closures. Pictures will be posted to show the progress of construction and periodical newsletter articles will be written to update progress. Alternate routes, park and ride options, and available public transportation will be promoted on the site to engage commuters in TDM solutions.*

Item 3-- Social Information Technology

Utilize services such as Twitter, Google Wave, Facebook, etc. to provide an environment for commuters to share information on traffic incidents, congestion and detours. *Create a special account or blog for commuters to post on and follow. This technology will reach a wider audience and younger age groups than more conventional methods.*

Item 4 - Traffic Management Information

Continue to post road construction information from NJDOT, NJ511, counties and municipalities on Cross County Connection's website.

Item 5 - Diversion Routes

Continue to coordinate with and assist NJDOT Traffic Operations South. Assistance may include the creation of Diversion Routes by county through GIS mapping process.

Support for MPO and NJDOT-Sponsored CMP Studies and Corridor Management Studies

REQUIRED - Cross County Connection will participate in all NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management Process (CMP) related projects. The TMA will coordinate with the MPOs, the Division of Project Development (DPD), the Bicycle/Pedestrian Unit and/or other entities as appropriate on these activities.

The TMA will assist NJDOT and MPOs to identify and implement appropriate CMP strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMP and other planning studies. The TMA will assist as requested, with: compilation of background research on transit, Park-Ride facilities, and other transportation facilities in the TMA's service area; development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders, propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas, and support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas.

Proposed Activities

Item 1 –Pennsauken Rail Station, Route 130 Corridor

Coordinate with NJDOT, NJ TRANSIT, and/or the MPO to ensure the safety of pedestrian and bicycle who will access the proposed rail station. The Route 130 Corridor is a high traffic area, with frequent pedestrian/bike activity and high traffic accidents. At this time, NJ TRANSIT has not identified specific tasks for Cross County Connection to undertake. We believe the organization's efforts will be best spent working with the Township and County to promote safe access to the train station for pedestrians and bicyclists.

TDM Support Services and Facilities Planning and Promotion

REQUIRED – Cross County Connection proposes the following activities to support NJDOT's Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested by NJDOT and/or the MPO, the TMA will assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and participate in an NJDOT Statewide Park-Ride inventory; and provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will inventory bike parking facilities at public transit locations.

Proposed Activities

Item 1 –Inventory of Bicycle Storage Facilities at Rail Stations & Bus Depots

Conduct an inventory of bicycle storage facilities at rail stations along the following rail lines: PATCO, Atlantic City Rail Line, and the River LINE, as well as bus depots. The location of the facilities will be mapped utilizing GPS and GIS equipment. The number of parking spaces, utilization, type of storage, and condition will be recorded. Information will also be recorded regarding ease of access and relationship to station, platform and ticket machines; lighting; protection from the weather and security and other variables that may be warranted. *Recommendations will be made regarding improving the bicycle facilities to attract more bicyclists.*

Item 2 – Park and Ride Lots

Update the existing database of park and ride lots in the seven county service area. Information from previous surveys will be updated. *The Cross County Connection Park and Ride Guide will be updated and disseminated to employers and the general public via print and the internet. Description*

Products / Deliverables – Sub-Core 2.3

[List/describe below the products and deliverables for this Sub-Core area]

- Development of E-newsletters, web site information and digital media regarding construction projects, expanded content and use of available technology to better serve the Cross County Connection constituency.
- Development and creation of maps (paper and web-based) as necessary to support projects and studies.
- Creation of the “Deck the Walt” website and work with the Delaware River Port Authority to assist in mitigating regional traffic disruption. Creation of maps to support the website.
- Expanded promotion of Traffic Connection SMS Alert System through new marketing avenues.
- Continued application of new “Web 2.0” social information technologies to promote the mission, products and offerings of Cross County Connection to new demographic and audience.
- Preparation of literature and electronic information to employers.
- Promotional materials to expand participation in SMS traffic incident alert program.

- Map development and production as needed.
- Development, design and production of construction information communications. Providing the public with updates on the status of road construction projects.
- Updating of Park & Ride Facilities Guide, if necessary. Update will include results from the Inventory of Bicycle Storage Facilities.
- Advertising /marketing materials such as, but not limited to, local advertising, flyers, brochures and posters to gain commuter input or information exchange for transportation strategies.
- Promotion of new park and ride facilities, if a new facility comes on-line.

Performance Data – Sub-Core 2.3

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of <u>significant projects/events</u> reported)
5. Incidents reported – (number of incidents)

SECTION 5
BUDGET AND STAFFING PLAN

Cross County Connection proposes a total of \$ 1,000,000 for Year 2 of the FY 2011-2012 work program, which assumes a total of 15,831 hours of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Cross County Connection TMA, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I: DIRECT COSTS - PERSONNEL SERVICES				
1. SALARIES		\$ 424,057		
2. FRINGE BENEFITS	57%	\$ 240,134		
3. LEAVE ADDITIVE	0%	\$ -		
	SUBTOTAL	\$ 664,191	100%	0%
PART II DIRECT NON-LABOR COSTS				
1. SUPPLIES		\$ 9,000		
2. TRAVEL		\$ 8,037		
3. PRINTING & REPRODUCTION		\$ 15,900		
4. TELEPHONE		\$ -		
5. POSTAGE		\$ 10,000		
6. CONFERENCE/TRAINING		\$ 3,410		
7. OTHER/PROMOTIONS (SPECIFIED IN ATTACHMENT)		\$ 47,750		
	SUBTOTAL	\$ 94,097	100%	0%
PART III: INDIRECT COSTS				
INDIRECT COST ALLOCATION	57%	\$ 241,712		
	SUBTOTAL	\$ 241,712	100%	0%
PART IV: CONSULTANT COSTS				
CONSULTANT		\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 1,000,000	100%	0%

<p>This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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:	\$ 1,000,000	Local Match:	\$ -	Total:	\$ 1,000,000
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NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Cross County Connection TMA, Inc.
 FY 2011-2012 WORK PROGRAM - YEAR 2
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
Promotions, publications, collateral materials, posters, flyers, e-newsletters & periodicals	\$ 12,150.00	\$ 8,225.00	\$ 20,375.00
Advertising, placement in print, outdoor, broadcast & electronic media	\$ 12,150.00	\$ 8,225.00	\$ 20,375.00
Website development, tech development, e-marketing	\$ 4,000.00	\$ 3,000.00	\$ 7,000.00
Total "OTHER" Direct Expenses	\$ 28,300.00	\$ 19,450.00	\$ 47,750.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Cross County Connection TMA, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	7,320	\$ 283,146.8	\$ 51,197.0	\$ 102,798.5	\$ -	\$ 437,142.4
Core Area 2 - Government / Community TDM Assistance	8,511	\$ 381,043.8	\$ 42,600.0	\$ 138,340.7	\$ -	\$ 561,984.5
TOTAL	15,831	\$ 664,191	\$ 94,097	\$ 241,712	\$ -	\$ 1,000,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
William J. Ragozine, Executive Director	67%	1400
Ronda R. Urkowitz, Program Director	90%	1400
Joseph Wilson, Marketing Director	70%	1455
Mari S. Svoboda, Office Manager	53%	1110
John A Hainsworth, Sr. Transportation Specialist	71%	1479
Graydon Newman, Transportation Specialist	71%	1468
Saiful Alam, GIS Specialist	50%	1045
David Calderetti, Commuter Services Specialist	75%	1570
Elisabeth Fusfield, Sr. Marketing Specialist	63%	1305
Marianne E. Sperry, Administrative Assistant I	49%	1012
Martina J. Latze, Graphic Artist	57%	1180
Jill N. Wunder, Administrative Assistant II	54%	1131
Research Assistant (Vacant)	27%	276
TOTAL	61%	15831

SECTION 6

MARKETING PLAN

PROPOSED ACTIVITIES CROSS COUNTY CONNECTION MARKETING PLAN FY 2011-2012 TMA WORK PROGRAM - YEAR 2

Core Area 1-Commuter/Traveler TDM Assistance **Sub Core 1.1: Commuter/Traveler TDM Assistance**

Description: Cross County Connection will assist commuters and other travelers, including tourists, by providing them with commute alternative travel information. This information will be disseminated to the general public via various means, including print materials, web site, phone, e-mail and other means, as necessary. Information on all commute alternatives will be disseminated, including carpooling, vanpooling, public transit (bus & rail), shuttle services, bicycling, walking, teleworking/commuting and flex hours. Cross County Connection will provide rideshare matching, vanpool and transit routing, transportation fairs and other means necessary to assist the general public with their travel needs. These services will be provided to all travelers, including commuters and tourists.

Marketing objectives: To encourage the use of non-drive alone modes of travel to reduce traffic congestion and improve air quality in Cross County Connection's seven-county service area. To provide the support services, promotion and incentives necessary to encourage travelers to use commute alternatives.

Target audience: The commuting public in the seven-county service area, with attention to attracting new visitors to driveless.com, increased public participation in incentive programs and requests for promotional materials by commuters and travelers. Marketing tools and media vehicles as outlined below.

Products and Deliverables:

- E-Newsletters, publications and/or periodicals to promote travel alternatives, options, tourist outreach and information on CCCTMA's activities, programs and services.
- Caring Commuter materials, such as: electronic announcements, flyers, merchant catalogues. Continued development and evolution of the program to increase awareness and outreach through promotion.
- Advertising in local newspapers, media websites and/or broadcast media.
- Promotion and materials for transportation fairs in public locations and participation in community events.
- Web site pages providing information on commute alternative modes and rideshare applications. Online videos to motivate, instruct and encourage new users.

- Continued development of driveless.com website to include use of new media and to leverage available technology to better serve the CCCTMA constituency.
- Informational materials promoting use of commute options including, but not limited to, using bikes on transit, materials for commuter alternative promotional events, Park and Ride guide, and rideshare applications for car/vanpooling.
- Materials or advertising promoting tourists' use of transit to reach attractions, historic districts and shopping areas.
- Updating, revising of web pages to promote new initiatives. Continued promotion of Google Map product.
- Advertising support of Commute Alternative promotional events such as, but not limited to:
Rideshare Month, Try Transit Week and National Bike Month or Bike to Work Day. "Try Transit" promotion and marketing support as needed.
- Literature for targeted commuter locations.
- Production of transit/commuter literature, updates and news.

Sub Core 1.2–Employer Services

Description: Cross County Connection will work with employers to encourage them to establish commute alternative programs at their work sites. CCCTMA will assist employers with the implementation of the Employer Services Program. As part of this Program, Cross County Connection will evaluate the worksite and recommend a TDM program, including a list of services that can be implemented at the worksite. Cross County Connection will assist the employer with the implementation, marketing and promotion of the TDM program. The assistance will include information about tax savings programs available to employers and employees related to commute alternative programs and implementation.

Marketing objectives: To educate employers about the benefits of TDM programs and services. To increase the number of worksites which encourage the use of commute alternatives. To increase the number of employees who use commute alternatives.

Target audience: Employers in the seven-county service area, human resource managers, and targeted employees seeking commute alternative information as it impacts their daily commute. Marketing tools and media vehicles as outlined below.

Products and Deliverables:

- Development and production of presentations and collateral to groups of employers including, but not limited to Chambers of Commerce and Human Resources associations.
- Customized Travel Training content. Promotional or informational materials that may be utilized, but not limited to, include: new web content, e-newsletters, online videos, links, flyers, PowerPoint presentations, brochures, letters, local advertising and mailings.

- Web site information and digital content for new Green Technology initiatives.
- Production of literature, email news and updates for employers.

Associated Costs, Core Area 1

Promotions, production, development and distribution of electronic communications, unique collateral,

publications, posters, flyers, e-newsletters and/or print periodicals and associated expenses.

Investment.....\$25,000

Production, development, placement of advertising in local papers, outdoor media, electronic and broadcast media and associated expenses.

Investment.....\$10,000

Website development, implementation of technological enhancements, electronic marketing; associated expenses.

Investment.....\$5,000

Core Area 1 TOTAL.....\$40,000

Core Area 2 – Government & Community TDM Assistance

Sub Core 2.1: Municipal/County/School

Sub Core 2.2: Human Services Transportation Planning

Description: Cross County Connection will assist the counties and municipalities with the implementation of TDM initiatives at the local level. These initiatives will encourage the use of public transit, bicycling, walking and safety programs at the local level. Included under this Core Area will be assistance to officially designated Transit Villages, the implementation of shuttle services, pedestrian and bicycle safety and implementation programs, educational programs for students and parents, and the coordination and implementation of human services programs through the WFNJ and UWR programs, including outreach to the elderly, disabled and other transportation disadvantaged populations. These initiatives will also include assistance to the Camden County TMCC project and continued promotion of the NJFindARide website.

Marketing objectives: To provide local governments with the TMA’s professional advice and experience in the implementation of programs and projects that enhances and advances TDM at the local level. To utilize the existing infrastructure to enhance TDM and/or implement low cost measures to improve TDM at the local level. To encourage the use of local shuttle routes to link and enhance the region’s transit systems. To assist all transportation dependent people with their transportation needs. To educate children and

their parents about traffic congestion problems and solutions and to provide information on how to safely walk/bike to school.

Target audience: County transportation agencies, local governments, regional planning constituents, elementary school administrators, parents, teachers and their students. Marketing tools and media vehicles as outlined below.

Products and Deliverables:

Sub Core 2.1

- Update and develop shuttle marketing materials including, but not limited to: web content schedules, maps, posters and advertising.
- Design and production of shuttle on-board surveys.
- Update of GIS regional bicycle maps showing destinations accessible by bicycle that includes applicable local, county and state roads.
- Updated Bicycle Facilities Reports, as needed.
- Updated interactive bike maps on CCCTMA web site including new Bike Route Planning application.
- Production of maps and reports for sidewalk inventory.
- Design, production and development of student awareness materials including, but not limited to, school activity booklet, commute alternative brochures, posters, and evaluation surveys.
- New safety initiative to promote pedestrian visibility through distribution of reflective arm bands.
- Production of literature, information and assistance on TDM methods available, including but not limited to, transit friendly design, Intelligent Transportation Systems implementation, and park and ride lots.
- Updates and revisions to SRTS materials and plan guidelines for educators and administrators.
- Maps and written materials, as needed, to support the TDM efforts of municipalities and counties.

Sub Core 2.2

- Maps and written documents, as needed, to support the UWR efforts of the counties.
- Maps and written documents, as needed, to support the Camden County TMCC project.
- Promotion and marketing support for NJ Find A Ride. Graphical design, copywriting and marketing collateral as needed.
- Production and point-of-use display/visual signage to promote T.I.S.K.: The CCCTMA Transportation Information Station Kiosk.

Sub Core 2.3: TDM Support to MPOs/ NJDOT/NJ TRANSIT

Development of TDM Elements in Traffic Mitigation Plans

Support for MPO and NJDOT-sponsored CMP Studies and Corridor Management Plans

TDM Support Services and Facilities Planning and Promotion

Description: Assist MPOs, NJDOT, NJT and municipal and county governments with the dissemination of information regarding traffic incidents that may cause delays on major roadways in Southern NJ. These incidents will include ongoing construction projects, as reported to Cross County Connection by state, county and local agencies, as well as traffic accidents or other emergency situations that arise with no advance notice. Cross County Connection will provide support to NJDOT and the MPOs on corridor studies, as needed. TDM support services will also be provided to local and county governments in conjunction with state and regional CMS and Corridor projects and programs. Assistance will also be provided in the area of park and ride facilities for commuters.

Marketing objective: To promote and implement effective TDM initiatives that enhance the local and regional infrastructure, as well as diminish the negative impact of traffic congestion caused by construction and traffic incidents. To provide support and guidance to state, regional and local officials on the planning and implementation of CMS and Corridor programs. To develop TDM services and facilities that enhances the use of commute alternatives.

Target audience: NJ DOT, MPOs, NJ TRANSIT, municipal and county governments, local government agencies, planning organizations and their constituents. Marketing tools and media vehicles as outlined below.

Products and Deliverables:

- Development of E-newsletters, web site information and digital media regarding construction projects, expanded content and use of available technology to better serve the CCCTMA constituency.
- Creation of the “Deck the Walt” website and work with the Delaware River Port Authority to assist in mitigating regional traffic disruption.
- Expanded promotion of Traffic Connection SMS Alert System through new marketing avenues.
- Continued application of new “Web 2.0” social information technologies to promote the mission, products and offerings of CCCTMA to new demographic and audience.
- Preparation of literature and electronic information to employers.
- Promotional materials to expand participation in SMS traffic incident alert program.
- Map development and production as needed.

- Development, design and production of construction information communications. Providing the public with updates on the status of road construction projects.
- Updating of Park & Ride Facilities Guide, if necessary.
- Advertising /marketing materials such as, but not limited to, local advertising, flyers, brochures and posters to gain commuter input or information exchange for transportation strategies.
- Promotion of new park and ride facilities, if a new facility comes on-line.

Associated Costs

Production, electronic design, development and distribution of shuttle brochures, collateral, publications, posters, flyers and associated expenses.

Investment.....\$16,000

Production, electronic design, development, placement of advertising in local papers, outdoor media, electronic and broadcast media and associated expenses.

Investment.....\$14,000

Website development, implementation of technological enhancements, electronic marketing and associated expenses.

Investment.....\$3,350

GRAND Total, Cores 1& 2.....\$73,650

NJTPA UPWP - FY 2012
TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
GREATER MERCER TMA
FY 2011-2012 TMA WORK PROGRAM - YEAR 2 UPDATE

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SECTION 1

SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

Following are brief descriptions of new programs and services that Greater Mercer TMA proposes to develop and/or implement in the FY 2011-2012 work program. Also described are any revisions to programs or services that the TMA provided in the FY 2010-2011 work program and that will be continuing in a different form for FY 2011-2012, and a summary of the FY 2011-2012 work program's year 2 updates.

CORE AREA 1 - COMMUTER/TRAVELER TDM ASSISTANCE

Item 1 - Interactive Commute Options Map

Greater Mercer TMA will develop an interactive on line map of transit, vanpool routes and park and ride facilities in the GMTMA service area. The map will enable users to obtain details about specific locations by clicking on them. For example, clicking on a park and ride lot will provide information on number of spaces, utilization rates and transit connections. Clicking on a bus stop will provide information on landmarks, where the specific stop is located, nearby destinations and transit connections. Because of the large number of transit facilities in Mercer County, GMTMA will initially focus on the routes with the highest ridership and its corporate shuttles first and then gradually expand the map to include all transit routes and facilities in the service area.

Item 2 - Training Wheels

This new program will provide basic bicycle safety and maintenance education, helmets and nominally priced refurbished commuter bicycles to adults wishing to commute to work, transit or workforce development by bicycle. The goals are threefold: to reduce emissions, to reduce VMT and to provide safe and affordable transportation to jobs. Though the primary focus of this effort will be targeted at low income adults, whom we hope to identify through the One Stop Career Center, adults of all income levels who live or work in Mercer County will be eligible to participate. We have already identified organizations wishing to partner with us to supply bicycles, host workshops and publicize the program. As we develop and implement the program, we will identify other partners to help us with these efforts. As part of this project, GMTMA will also develop a "tool kit" package with safety tips, maps, bike locker info and bicycling laws.

Item 3 - Get Connected

This new program seeks to increase transit awareness and ridership by developing and producing a guide on how to use public transportation and make transit connections; targeted mailings to new residents in selected areas with customized transit information and offering a new rider's packet and providing decals or downloadable signs for businesses and employment locations on selected routes.

Item 4 - Employer Outreach

We are changing the focus of employer outreach from onsite to online, focusing on offering employers assistance in setting up or providing individualized commute options programs through their own intra net sites. The underlying concept to this approach is that employees are more likely to participate in a commute options program if they view it as a service provided by their company. An employer information packet will be developed as part of this outreach.

Item 5 - Commuter Outreach

Instead of reaching employees via on site events, emphasis will be on public service announcements, on line commuter challenges and cross marketing, whereby we will include existing information on safety tips, special events and ongoing programs, for example, with rideshare match letters and all

correspondence. We will also continue to develop the Green Miles program. This program incentivizes employees to use commute alternatives. The pilot program will help us assess the effectiveness of a variety of incentives.

Item 6 – Transportation Carbon Footprint

In this new program we will work with employers to calculate their transportation carbon footprint. To do this we will work with the employers and their employees to collect the information needed to calculate the impact that their transportation choices. We can then work with the employers on options that will help them reduce their transportation carbon footprint.

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

Item 1 – Mercer County Transit Plan

Greater Mercer TMA will assist Mercer County and DVRPC in updating the transportation element of the County’s Master plan through the development of a Long Range Strategic Bus Plan. The plan will establish a vision for future transit service in the County. GMTMA will provide technical and administrative assistance that will include information on existing transit and shuttle services, vanpools and other data collection efforts as required.

Item 2 – Mercer County Bicycle and Pedestrian Master Plan

Greater Mercer TMA will assist Mercer County, DVRPC and NJDOT in developing a County Wide Bicycle and Pedestrian Master Plan. The plan will establish a vision for future bicycle and pedestrian enhancements for travel and recreation. GMTMA will provide administrative and technical assistance that will include data collection as necessary, information on existing services, facilities and amenities. Most of this work was completed during 2010.

Item 3 BRT Workshop

Greater Mercer TMA will develop and conduct a workshop for municipal officials to update them on the Route 1 BRT project and to provide them with strategies for how to advance the project in their municipalities. The workshop will focus on successful case studies, the federal funding process and long and short term strategies municipalities can undertake. GMTMA will identify speakers, venue and evaluation measures.

Item 4 Bike parking facility inventory

Greater Mercer TMA will conduct an inventory of bike parking facilities at shopping centers, downtowns, etc. to identify where more parking is needed and provide assistance to property owners, local governments on obtaining funding for racks.

Item 5 – Traffic alerts

Greater Mercer TMA will reach out to new audiences for traffic alerts through social media – Facebook and Twitter. To optimize efficiency, create synergies and reduce redundancy, we will encourage commuters to sign up for NJ 511 alerts rather than GMTMA’s email alert network. Twitter and Facebook postings will supplement the 511 alerts, as opposed to duplicate them, as is now the case. This work has begun and we will continue to expand its presence.

Item 6- Safety Audit

Greater Mercer TMA will conduct safety audits at transit locations near senior centers to identify barriers and obstacles to walking and to using transit. The findings will be shared with municipal officials, NJ TRANSIT, NJDOT and other agencies as appropriate. The audit will include such things as signage, obstructions on sidewalks, countdown signals and visibility.

SECTION 2
PROGRAM OVERVIEW

TMA 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 the GMTMA 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 5 colleges and universities, 5 major hospitals and international pharmaceutical, finance and research and technology corporations.

Mercer County's 13 municipalities are home to more than 350,000 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. Job growth is projected to outpace housing growth by almost a 2:1 ratio within the next decade. Consequently, traffic is projected to increase to unacceptable levels in many areas by 2020.

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, a light rail system and a SEPTA regional rail station. In addition, NJ Transit operates 12 bus routes, SEPTA operates one bus route and several municipalities offer shuttles.

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 560,000 people reside in Ocean County. With no major industry, the largest single employers are county government and medical facilities. Other large employment centers include Lakewood Industrial Park, the Lakehurst Naval Station and the Ciba Geigy industrial area of Toms River. Though characterized primarily by low density suburban development, several municipalities such as Lakewood and Toms River do have established downtown business districts.

Ocean County's roadways include the Garden State Parkway, Routes 9, 72, 34, 35, 36 and 37. The county has its own bus system, Ocean Ride, which currently consists of 17 bus routes. Ocean County is served by the North Jersey Coastline Rail Line and NJ TRANSIT buses. The County advocates the MOM rail line and strategies to reduce congestion on Route 9 that do not detract from its character.

The average one-way commute in Ocean is 35 minutes. 82% of commuters drive their own car alone. 12% carpool with others. 2% take mass transit and 2% work from home according to US Census data.

Population growth is projected to outpace job growth in the next two decades, largely because of the increasing number of senior housing developments.

TMA GOALS AND OBJECTIVES

Core Area 1 – Commuter / Traveler TDM Assistance

- *Goal: Reduce or contain growth in automobile emissions to contribute to New Jersey's efforts to meet and maintain national air quality standards. Objective: Increase participation in commute options*
- *Goal: Reduce or contain growth in vehicle trips made on New Jersey roads in congested periods and in congested locations and to reduce or contain growth in vehicle miles driven in autos and other personal vehicles. Objective: Increase participation in commute options and programs that encourage off peak travel;*
- *Goal Accommodate the travel needs of people, goods and information (program effectiveness) while minimizing the number of vehicles needed to do so (efficiency). Objective: Increase options available to commuters and travelers in the GMTMA service area.*

Sub Core 1.1 – Commuter/Traveler Services

- *Goal: To promote and facilitate the provision of a range of travel options. Objective: Develop and implement effective information and communications about commute and travel options*
- *Goal: To encourage use of travel options by travelers within and to Mercer and Ocean Counties. Objective: Implement programs and services to inform decision making on travel mode*

Sub Core 1.2 – Employer Services

- *Goal: To encourage and support employers in implementing TDM programs. Objective: Develop, promote and implement turnkey customized commute options programs and services for employers*

Core Area 2 – Government and Community TDM Assistance

The overall goals of GMTMA's Core Area 2 program elements are to:

- Facilitate implementation of demand management strategies at local level
- Promote integration and coordination among transportation systems
- Increase mobility options
- Enhance safety of pedestrians, bicyclists and those who do not drive
- Provide DOT and DVRPC with data to support corridor efforts

The specific goals and objectives for each sub area are:

Sub Core 2.1 – Municipal/County /School/ HOA Assistance

- *Goal: To serve as a resource to local and county governments, schools and community organizations in the development or implementation of TDM services or programs for their constituents. Objective: Provide technical and administrative assistance to recommend appropriate strategies to meet or respond to specific needs*

Sub Core 2.2 – Human Services Transportation

- *Goal: Continue active participation with Mercer County's Coalition for Coordinated Transportation(CCT) that was established to develop and help implement the County Coordinated Human Services Transportation Plan (CHSTP). Objective: As recipients of a New Freedom grant for Mobility Management we will be the lead organization working on implementing the plan with oversight by the CCT. Coordination efforts may include but are not*

limited to such activities as: coordination discussions with the United We Ride coordinators and social services and transportation providers; identification of services that are or can be used for disabled or disadvantaged population; identification of existing and potential routes that serve seniors and disabled; and identification of major activity centers for seniors, disabled and disadvantaged population.

- Goal: Eliminate service gaps for users of the human services transportation system. Objective: Create and maintain a comprehensive and current transportation service directory for HST.
- Goal: Educate the public and human service agency personnel of the services available. Objective: Develop and implement travel training programs and one stop call center

Sub Core 2.3 - TDM Support to MPOs / NJDOT / NJTRANSIT

- Goal: To assist NJDOT and MPOs to develop, promote, and implement programs and strategies that contribute to regional transportation performance goals and toward goals established by NJDOT and MPOs for individual corridor projects Objective: Provide technical assistance in data collection, best practices, research for specific MPO, NJDOT, NJTRANSIT projects and studies; to serve as liaison to business community and local organizations as appropriate on MPO, NJDOT and NJTRANSIT projects, proposals and studies
- Goal: To assist NJDOT to develop and implement programs and strategies that contribute to the mitigation of congestion impacts. Objective: Provide technical assistance in data collection, best practices, research; recommendations on appropriate strategies to mitigate congestion; to serve as liaison to business community and local organizations as appropriate to implement these strategies .
- Goal: To assist NJDOT and the MPOs in reducing trips and vehicle miles of travel. Objective: Provide technical assistance in data collection, best practices, research; recommendations on appropriate strategies to reduce VMT for specific projects; serve as liaison to business community and local organizations as appropriate to implement these strategies .
- Goal: To assist NJDOT and the MPOs in meeting emissions reduction goals. Objective: Provide technical assistance in data collection, best practices, research; recommendations on appropriate strategies to reduce VMT for specific projects and corridors; to serve as liaison to business community and local organizations as appropriate to implement these strategies .

SECTION 3

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 1.1 – Commuter / Traveler Services

Within its defined geographic service area, Greater Mercer TMA 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

Greater Mercer TMA will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours
- Participate in the RidePro Automated Rideshare Matching System maintained by NJDOT, as described in the 2010-2012 TMA Work Program Guidelines. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in NJDOT efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
- Greater Mercer TMA shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.

Proposed Activities

Item 1 (NEW) – Interactive Commute Options Map (Mercer and Ocean)

*Greater Mercer TMA will develop an interactive on line map of transit, vanpool routes and park and ride facilities in the service area. The map will enable users to obtain details about specific locations by clicking on them. For example, by clicking on a park and ride lot, users will obtain information on number of spaces, utilization rate and transit connections. Clicking on a bus stop will provide information on landmarks, where the specific stop is located, nearby destinations and transit connections. Because of the large number of transit facilities in Mercer County, GMTMA will initially focus on the routes with the highest ridership and its corporate shuttles first and then gradually expand the map to include all transit routes and facilities in the service area. In Ocean County, the effort will start with Ocean Ride routes. **THE MAPS WILL ALSO CONTAIN LINKS TO TO THE TRANSIT AGENCY WEBSITES THAT PROVIDE THE SERVICES.***

To accomplish this activity, staff will physically conduct inventories, obtain GIS base layers from other agencies such as NJ TRANSIT, Ocean Ride, municipalities, counties and MPOs, develop and post maps on website. Static GIS mapping will also be produced.

Item 2 (NEW) – Get Connected (Mercer and Ocean)

*This new program seeks to increase transit awareness and ridership by developing and producing an on line, downloadable guide on how to use public transportation and make transit connections; sending targeted mailings to residents in selected areas and provide them with customized information on available transit and offering them a first time rider packet that will include schedules, riding tips and a customized itinerary. **GMTMA WILL WORK WITH LOCAL REALTORS AND GOVERNMENT ZONING OFFICES TO HELP IDENTIFY TARGET POPULATIONS AND WILL ALSO USE LOCAL KNOWLEDGE OF TRANSIT ROUTES TO IDENTIFY AREAS FOR PURCHASING MAILING LISTS.***

The packet will also contain information on bicycling in the county and bike commuting as well as information on carpooling and vanpooling if that information is also requested. Within three months from sending the kit, staff will follow up with recipients to see if they used or are continuing to use transit or another alternative mode as a result of receiving this information.

In addition, staff will also develop and provide decals or downloadable window signs for businesses and employment locations on selected routes to post to show customers, passersby and employees that they are served by transit.

In addition to these new programs, GMTMA will continue ongoing activities to maintain the integrity of its data base such as routine purges, updates and edits.

Online Rideshare Matching Program

If NJDOT contracts with a software vendor to provide an internet based rideshare matching system, Greater Mercer TMA will participate in NJDOT's efforts to develop and promote the system, will participate in user training sessions provided during system implementation, and will facilitate commuters' use of the system.

Proposed Activities

Item 1 - If said system is operational in this contract period, then GMTMA staff will aggressively promote the service through on site demonstrations at work sites, featured articles in newsletters and website; mailings to employers, press releases and presentations at business organizations such as Chambers of Commerce in Mercer and Ocean Counties.

Travel Alternatives Promotion and Outreach

Greater Mercer TMA will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support traveler promotional and outreach efforts implemented by NJDOT. These activities will include promoting use of travel alternatives, conduct "on-site" Transportation Fairs as requested by employers for commuters, disseminating information related to TDM strategies, participating in joint TMA/NJDOT marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJDOT 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.

GMTMA will re-focus its efforts for reaching commuters from on site work events to a variety of approaches that include public service announcements, on line commuter challenges, social media and

blogs and through cross marketing, whereby we will include information on safety tips, special events, school programs, etc. with all correspondence.

Proposed Activities

Item 1 (new) - (Mercer) Video Challenge - GMTMA will solicit existing carpoolers, vanpoolers and transit riders in its data base to produce a You Tube type video to encourage others to try an alternate commute mode. Entries will be posted on the GMTMA website, where viewers will be able to vote on their favorite. Entrants will also be encouraged to share the video with their colleagues. Research shows that people are more likely to change their behaviors when they see others like them engaging in those behaviors as opposed to when "experts" tell them to. By encouraging those already using commute alternatives to challenge their colleagues to do the same, GMTMA hopes to increase awareness and participation in commute options programs.

Item 2 - Staff will schedule and conduct transportation fairs, bike to work days, and/or brown bag lunch and learn seminars at work locations, public facilities, and retail establishments to promote the use of and provide information on travel alternatives including ridesharing, transit, telecommuting, bicycling and walking, and anti idling. Staff will also attend job fairs to assist applicants with transportation issues. SPECIAL EFFORT WILL BE MADE TO TARGET WORK LOCATIONS AFFECTED BY NJT SERVICE CUTS WHERE WE WILL ASSIST DISPLACED COMMUTERS BY INFORMING THEM OF OTHER TRAVEL MODE OPTIONS.

Item 3 - In Ocean County, staff will conduct monthly training on how to use transit at One Stop Career Center.

Item 4 - Staff will update web site with current travel option information including ridesharing, transit, bike/ped information, construction alerts to include more interactive opportunities, including a travel training module. The website will contain a Resource Section with downloadable items and a Headlight section that will feature commuters in the data base.

Emergency Ride Home

Greater Mercer TMA will provide Emergency Ride Home services to carpoolers, vanpoolers, transit riders, bicyclists, and walkers within the service area of the TMA under this activity, providing the users of ERH are using alternative commuters with work locations within the TMA service area (or employed by corporate members of the TMA). To ensure reimbursement under this program, the TMA will not impose employer membership as a condition of eligibility on participating commuters.

GMTMA's 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 data base 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.

Travel Options and Incentives Development

Greater Mercer TMA proposes the following activities to develop and implement new alternative mode options for travelers and incentive programs that encourage travelers to try and continue using travel alternatives.

Proposed Activities

Item 1 –VanBuck\$ - This ongoing program 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.

Item 2- Travel Options and Development- GMTMA will work in coordination with NJDOT, NJTPA, the TMAs and other stakeholders to identify appropriate *statewide incentives* and/or incentive programs to encourage increased carpool, vanpool, transit or bicycling as commute options.

Item 3 – Training Wheels

This new program will provide basic bicycle safety and maintenance education, helmets and nominally priced refurbished commuter bicycles to adults wishing to commute to work, transit or workforce training by bicycle. The goals are threefold: to reduce emissions, to reduce VMT and to provide safe and affordable transportation to jobs. Though the primary focus of this effort will be targeted at low income adults, whom we hope to identify through the One Stop Career Center , social service agencies and non profits, adults of all income levels who live or work in Mercer County will be eligible to participate. We have already identified organizations wishing to partner with us to supply bicycles, host workshops and publicize the program. As we develop and implement the program, we will identify other partners to help us with these efforts. As part of this project, GMTMA will also develop a “tool kit” package with safety tips, maps, bike locker info and bicycling laws. The kit will also be downloadable on the GMTMA website.

To accomplish this activity, GMTMA staff will recruit participants through One Stop Career Centers; promote the program at employment sites that employ low skilled workers who are able to commute by bicycle; develop and conduct workshops on safety, laws and basic bicycle maintenance. THE WORKSHOPS WILL ALSO CONTAIN INFORMATION ABOUT HOW TO MAKE TRANSIT CONNECTIONS AND RULES FOR BRINGING BIKES ON BOARD. Attendance at the workshop will be required to obtain a bicycle through this program. We will launch this program in Mercer County in Year 1, with possible expansion to Ocean in Year 2.

WE HOPE TO HOLD AT LEAST FOUR WORKSHOPS PER YEAR WITH APPROXIMATELY 12-15 PARTICIPANTS IN EACH SESSION.

Products / Deliverables – Sub-Core 1.1

- Item 1 – On line interactive commuter map
- Item 2 – Customized first time user transit kit
- Item 3- Employer information kit
- Item 4 - Information – identification for businesses along transit routes
- Item 5 – Emergency Ride Home program
- Item 6 - Bike safety workshops and commuter bikes for low income workers and job seekers
- Item 7 – How to Ride Guide
- Item 8 - Rideshare matching services
- Item 9 - Vanpool empty seat subsidy program

Timeline - Sub-Core 1.1

Training Wheels

- 2nd qtr - recruit participants, plan workshop
- 3rd and 4th qtr - hold workshops, distribute bikes

Interactive Map

- 1st Qtr - decide which facilities to include in first phase; begin data collection
- 2nd Qtr -3rd Qtr data collection and entry
- 4th - produce map for comments; identify next round of facilities to map

Get Connected

- 2nd Qtr - Data collection for users guide; select locations for mailings; develop user's packet materials
- 2nd Qtr - Begin writing users guide; produce new users packet
- 3rd Qtr - Send mailer to selected locations; continue to develop user's guide
- 4th Qtr - Produce guide, fulfill new users packet requests

Performance Data - Sub-Core 1.1

Greater Mercer TMA will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 1.1 - Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA
4. Commute info materials distributed through info displays (estimate)
5. TMA website hits
6. TMA website - unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH)
2. ERH trips taken
3. Vanpool empty seats subsidized
4. Requests for New Users Guide
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Other
1. <u>USE OF INTERACTIVE MAPS</u>
2. <u>COMMUTERS PARTICIPATING/COMPLETING TRAINING WHEELS PROGRAM</u>
3. <u>NUMBER OF TRAINING WHEELS SESSION HELD - GOAL 4/yr</u>
ALSO INCLUDE THE FOLLOWING - IF APPLICABLE
Commuter Incentives / Events (Other than CM\$)
1. Commuters participating in Green Miles (end of quarter total)
2. Commuters participating in [INCENTIVE 2] (end of quarter total)
3. ...
Shuttles/Transit Services (total riders/one-way trips made in quarter)
1. [Shuttle / transit service 1] Train Link
2. [Shuttle / transit service 2] Merrill Lynch
3. Route 130

Sub-Core Area 1.2 – Employer Services

Employer Outreach and Administration

Greater Mercer TMA will serve as a primary ETS contact for employers in their approved service areas 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, 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 NJDOT on the TMA's ETS outreach activities. Greater Mercer TMA will use some or all of the following outreach techniques to promote the ETS program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers advising them of availability and benefits of TDM and encourage utilization
- Presentations to business groups
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses
- Articles, paid advertisements, press releases, and media stories
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer
- Newsletters, mailings, and web postings promoting employer TDM activities and successes
- Participation in award and recognition programs for participating employers
- Host business briefings and meetings on TDM strategies
- Conduct a survey of businesses to identify issues, problems, and obstacles they face with regard to transportation. GMTMA STAFF WILL SEEK INPUT FROM THE EVALUATION CONSULTANT ON THE DEVELOPMENT OF THE SURVEY INSTRUMENT.
- Provide information to municipal planning boards and environmental commissions so they can encourage employers to work with us. THIS INFORMATION WILL SUMMARIZE TMA'S PROGRAMS AND SERVICES AND HOW THEY CAN MINIMIZE TRAFFIC AND ENCOURAGE MULTI MODAL TRAVEL. MAKING MORE MUNICIPAL OFFICIALS AWARE OF GMTMA'S SERVICES, WILL ENCOURAGE THEM TO REQUIRE NEW DEVELOPERS AND APPLICANTS TO INCORPORATE THEM AS PART OF THEIR DEVELOPMENT OR REDEVELOPMENT PLANS.

GMTMA's outreach efforts will focus on employers in office or warehouse parks, and large corporate campuses as well as government agencies, hotels, medical facilities and educational institutions.

Basic Employer Assistance

Greater Mercer TMA will provide all the Basic ETS Services described in the 2010-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies, and application for Smart Moves for Business (SMFB) Program benefits.

Proposed Activities

Program Assessment and Evaluation

Item 1 - GMTMA will perform an on site needs assessment and conduct an inventory of transit availability, parking, bike/pedestrian facilities, other amenities and site features as appropriate, (e.g.,

narrow turning radii, steep hills) to assist in determining obstacles and resources to an effective TDM program.

Item 2. If the employer wants to conduct an employee survey, GMTMA will customize a survey instrument to the employer's specifications. GMTMA will coordinate survey distribution and tabulation, including on-line surveys and analyze and summarize the results in a report with recommendations.

Item 3 - GMTMA will develop customized relocation service packages for employers to include information on commute options to the new worksite. Depending on the employer's preferences, we will conduct a needs assessment, survey employees, assist with car and vanpool formation and coordination, provide transit information, develop and administer shuttles. relocation of employees

TDM Strategy Resources and Development

Item 1 . GMTMA staff will coordinate and facilitate meetings between vanpool providers and groups of employees at interested employment sites. We will facilitate corporate rideshare programs through onsite registration programs and by helping employers set up intranet sites or pages on the GMTMA website for this purpose.

Item 2. GMTMA will provide information and arrange meetings with NJ TRANSIT and Transit Chek providers to educate employers on how to set up an onsite transit pass program.

Item 3. GMTMA will help employers interested in setting up alternate work arrangements, such as flex time and compressed work weeks by providing information on the benefits of these programs, FLSA considerations, sample policies, how to get started and potential pitfalls.

Item 4. GMTMA will provide interested employers with information on parking management techniques such as parking cash out, shared parking and preferential parking

Item 5 - GMTMA will provide information to employers on alternative fuels for fleets and shuttles.

Item 6. Staff will provide information and resources on TDM strategies that can be used for LEED credits to interested businesses.

Advanced Employer Assistance

Greater Mercer TMA requests authorization from NJDOT to provide the following Advanced Services to employers in its service area. Documentation of TMA staff qualifications to provide these services is provided at the end of this Work Program section.

Proposed Activities

Item 1 -Shuttle service development and assistance. GMTMA staff will help employers develop and implement shuttle bus service to connect their worksites to transit, park and rides or between facilities. To do this, we will assess needs, through surveys, focus groups or meetings in accordance with the employer's preference, develop a proposed service plan to meet the needs and obtain cost estimates. If the employer is interested, we can also prepare RFP's and evaluate the responses. GMTMA will also provide technical assistance to organizations that run their own shuttles on scheduling, connecting with transit, passenger surveys, etc. Joan Reck and Cheryl Kastrenakes will perform these tasks for GMTMA.

Item 2 – Shuttle service administration. GMTMA will continue to manage shuttles for 9 corporate entities and will also provide these services to any other interested employer in the GMTMA service area. The services we will provide are: contracting with service providers; handling customer service; providing detailed ridership reports; capacity analysis; performance monitoring; routing and scheduling; transit coordination; passenger survey; on line interactive maps, policies and procedures for passengers and operator. Joan Reck and Cheryl Kastrenakes, will perform these tasks for GMTMA.

Item 3 – Site-specific maps. GMTMA staff will develop site-specific maps showing transit availability, existing carpools and vanpools bicycle facilities, and major construction projects for employer worksites as requested. The maps will also include information about emissions reductions yielded from existing and potential services. Jay Thakkar, Cheryl Kastrenakes and Joan Reck will develop these maps.

Item 4. Telecommute Program Development – For the employers that are interested in more comprehensive services than those provided in Basic Services, GMTMA staff will: conduct onsite training programs for managers and employees participating in telecommuting programs; work with employers to conduct focus group sessions for telecommuting program participants; develop and monitor performance indicators and targets; conduct an evaluation of the program and suggest revisions as appropriate. GMTMA staff assigned to this activity will have received training from a nationally recognized expert on telecommuting. In addition, GMTMA staff will research federal and initiatives to provide incentives for telecommuting. Cheryl Kastrenakes and Rebecca Hersh will be responsible for this activity.

Participation in NJ Smart Workplaces

Greater Mercer TMA will support NJDOT’s Best Workplaces for Commuters and NJ Smart Workplaces (NJSW) employer recognition programs. Specific activities to be undertaken by the TMA include participating with NJDOT in planning and implementing the Statewide campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting to NJDOT on eligible employers, and participating in NJDOT-sponsored media events to recognize employer participants.

Products / Deliverables – Sub-Core 1.2

- Item 1 – Site assessments
- Item 2 – Surveys and Reports
- Item 3 – Customized employer web site(s)
- Item 4 – Customized interactive maps
- Item 5 – Shuttle service program

Timeline – Sub-Core 1.2

Employer survey

2nd Qtr - develop and administer survey

3rd Qtr - summarize

Intranet assistance

2nd qtr - solicit interested employers

2nd qtr - 4th develop and post site

Maps

As determined by requests; one month to develop and post per map.

Performance Data - Sub-Core 1.2

Greater Mercer TMA will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 1.2 - Employer Services Performance Data
Employer Outreach and Assistance
1. New employers <u>directly</u> contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. <u>New</u> employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients <u>starting</u> TDM programs with TMA assistance
2. Employer clients <u>expanding</u> TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with <u>Gold / Platinum</u> level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation, etc)

Advanced Employer Services - Staffing Qualifications

Greater Mercer TMA proposes the following staff members to provide Advanced Employer Services.

- Cheryl Kastrenakes, Executive Director
- Joan Lockwood-Reck, Marketing and Service Development Manager
- Jay Thakkar, Green Commute Coordinator

Following is a brief summary of the qualifications of each proposed staff member. Additional details on their qualifications are provided in Appendix 17.

- Staff Member 1 - Cheryl Kastrenakes, GMTMA's Executive Director has been employed at Greater Mercer TMA since 2006 and in the position of Executive Director since June 2010. As their transportation planner she was responsible for bicycle and pedestrian initiatives and studies as well as TMA survey initiatives, including such tasks as development of the survey instrument, tabulation and analysis. She has conducted focus groups for the Robbinsville Town Center and has developed interactive maps for Mercer County. She has developed and administered surveys at College Of New Jersey, Robbinsville Town Center and TYCO. Cheryl was previously employed as a planner and project manager at NJ TRANSIT. She has a Master's Degree in Planning from Rutgers University.
- Staff Member 1- Joan Lockwood-Reck, GMTMA's Marketing and Service Manager, has over 20 years experience in transportation planning, marketing and communications. She has been employed at GMTMA since 1995 and is responsible for of its marketing and communications activities, including newsletters, brochures, flyers, campaigns, special events and sales materials. She also manages GMTMA's shuttle programs and is responsible for route and schedule development, RFP and contract development and compliance issues, service monitoring and liaison with service providers. She has performed this work for major employers in the GMTMA service area including Merrill Lynch, Princeton University and Novo Nordisk as well as for numerous municipalities and Ocean Ride. She has also developed and overseen several TMA survey initiatives, including such tasks as development of the survey instrument, tabulation and analysis of residential and employee transportation surveys, as well as passenger satisfaction surveys. She was also trained by NJDOT as a trainer for ETR plan development. Prior to working at GMTMA, she was employed at NJ TRANSIT, where she worked in Marketing and Service Planning. She attended the University of Texas, where she majored in Marketing.
- Staff Member 3. Jay Thakkar began working at GMTMA in September, 2009 as a Green Commute Coordinator. He earned a Master's Degree in Environmental Science from NJIT in December, 2009. His Advanced Services duties will include emissions calculations and mapping. Jay previously worked as an intern for the City of Newark, where he helped develop the City's Sustainability Plan. At GMTMA he has produced zip code maps for J&J and NJDEP and carbon footprint services for Bank of America.

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County/School/ HOA Assistance

Greater Mercer TMA proposes the following activities in this Sub-Core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

Proposed Activities: GMTMA will perform the following activities under Sub Core 1:

Item 1 Bicycle and Pedestrian Initiatives - GMTMA will continue to work with county and local government, community groups and schools to promote and facilitate bicycling and walking. The list below provides details on specific projects that will continue in the 2010-11 work program.

- *GMTMA will continue to coordinate the Mercer County Bike Ped Task Force. The Associations's role in this effort includes convening the Task Force, which consists of representatives from 10 municipalities and the County; providing administrative and technical assistance in identifying priorities and funding to address them; facilitating specific project proposals; and serving as a conduit for information sharing. We anticipate building on successes from the 2009 work program that were initiated by the Task Force – the county bike/ped master plan; improvements on CR 546 and the interactive bike map – as well as identify new projects to advance*
- *GMTMA will continue to serve on the West Windsor Bike/Ped Alliance and Lawrence Hopewell Trail Advisory Committees, providing technical assistance and assisting with outreach and special events.*
- *GMTMA/COAST will continue to assist the Lacey Rail Trail Committee by producing an electronic newsletter, providing technical assistance and assisting with special events.*
- *GMTMA will provide information on SR2S and Walking School Buses and encourage schools to participate through mailings, meetings and presentations. GMTMA will help schools implement Walk to School days and other programs as appropriate to encourage safe bicycling and walking to school.*
- *Bike parking facility inventory - Greater Mercer TMA will conduct an inventory of bike parking facilities at shopping centers, downtowns, etc. to identify where more parking is needed and provide assistance to property owners, local governments on obtaining funding for racks.*

Item 2 – Transit/Shuttle Assistance – GMTMA

- *GMTMA will provide technical assistance to municipalities and counties wishing to implement, or already operating, bus or shuttle service. Depending on the specific circumstances, we will assist the municipality in identifying their mobility needs, by means or surveys, meetings or focus groups as appropriate; identify resources available for funding; develop route and schedule to accommodate needs and resources. We anticipate continued involvement with Princeton, East Windsor, Lakewood, Mercer and Ocean County's bus and shuttle programs on this task.*
- *GMTMA will also provide marketing assistance to municipalities and counties to increase awareness and ridership on routes. This includes interactive mapping, increased on line presence, targeted mailings and better signage. We anticipate providing this assistance for Ocean County's Brick Link route and Mercer County's forthcoming JARC service in Ewing Township.*

Item 3- Sustainable Jersey - Sustainable Jersey is a statewide recognition program, under the aegis of the State Sustainability Institute of Rutgers University, for municipalities that implement strategies and policies to conserve resources, allow for appropriate growth, encourage multi modal travel and protect the environment. GMTMA serves on the transportation and land use subcommittee, providing technical assistance on developing and evaluating transportation criteria for certification. The criteria will vary depending upon the location and whether the municipality is urban, suburban or rural in nature.

GMTMA will also work with municipalities in Mercer and Ocean Counties to implement transportation criteria.

Item 4 - Greater Mercer TMA will provide technical assistance and information on transportation options to increase accessibility, enhance mobility, reduce traffic congestion, eliminate the need for parking and improve air quality to local government and civic organizations such as Princeton Futures, Sustainable Lawrence, Sustainable Hamilton, Lacey Rail Trail Committee and others as appropriate.

Item 5 - Anti Idling Campaign - GMTMA will work with Ocean County schools identified in the 2009 Work Program to implement education and awareness strategies about the environmental impacts of idling and NJ anti idling laws. In addition to providing information, sample pledges, signs and other existing materials, we will conduct surveys to determine awareness levels before and after the campaign.

Item 6 - Road Safety Audit - GMTMA will conduct road safety audits on selected roadways near senior centers or senior living facilities to identify barriers to walking or using transit. We will prepare a map and report for local and state officials. The audit will include such things as signage, obstructions on sidewalks, countdown signals and visibility and will include interviews with residents, senior center staff, etc.

Item 7- Support for Safe Routes to School - GMTMA will provide technical assistance to schools and municipalities who may be awarded funding for programs or projects under the NJDOT Safe Routes to School Program. Assistance may take the form of providing facilitation, hosting meetings, or providing staff support to ensure that funded programs and projects are implemented.

GMTMA will also provide support to those municipalities and schools who are not awarded funds, but are interested in improving bicycle and pedestrian safety for students.

Assistance may include, but not be limited to: provision of safety presentations, updating of school travel plans, staff assistance with walking school buses, conducting of walkability audits and other activities as appropriate. Additionally, GMTMA will participate in regional or statewide efforts with regard to Safe Routes to School programming, including participation on the Safe Routes to School statewide steering committee.

Products / Deliverables - Sub-Core 2.1

- Item 1 - Lacey Rail Trail Newsletter featuring updates on the status of the trail and other bike/ped, commute options information
- Item 2 - Bike parking facility inventory and report for selected locations in Mercer County
- Item 3 - Road Safety Audit and report - Mercer Yr. 1 - Ocean Year 2.
- Item 4 - Anti idling materials

Timeline - Sub-Core 2.1

Bike Parking Inventory/ Road Safety Audits

1st and 2nd quarters - select municipalities or facilities; collect data

3rd – Prepare report
 4th qtr – Present report

Performance Data – Sub-Core 2.1

Greater Mercer TMA will provide the following data to NJDOT for this Sub-Core Area. [Include the items shown below.

Sub-Core Area 2.1 – Municipal/County/School/ HOA Assistance Performance Data
Community/Municipal/School Assistance (In notes section, list projects underway)
1. Schools assisted by TMA to implement SRTS / safe student walking programs
2. Students participating in safe student walking events / programs
3. Communities implementing TDM strategies with TMA assistance
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported – (number of incidents)
Other
1. Attendance at workshops
2.
3. ...

Sub-Core Area 2.2 – Human Services Transportation

Greater Mercer TMA proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations.

- *Ride Provide Senior Transportation*
- *Human Services Directory*
- *Travel Training*

Proposed Activities

Item 1 – Greater Mercer Ride Provide - Greater Mercer TMA will continue to provide senior transportation service within Mercer County through its Greater Mercer Ride Provide service. The service supplements paratransit and public transit by providing door through door transportation to visually impaired adults and senior citizens. Five of Mercer County’s 13 municipalities currently contract with RideProvide, through their senior centers, to provide senior transportation. They are Princeton Borough, Princeton Township, Hopewell Borough, Hopewell Township, and Pennington Borough. Individuals and organizations can also join RideProvide to receive transportation services.

In addition to providing the service, GMTMA provides transportation information and assistance for senior citizens in Mercer County through a quarterly newsletter and presentations at senior centers and senior living facilities. The information includes transit trip suggestions, safe walking tips, winter walking tips, safe driving tips and information.

Item 2 - Human Service Directory and Website - GMTMA will continue to update the data base on human service transportation providers for the NJ Find A Ride website and the Mercer and Ocean County Human Transportation Coordinating Council, on which we serve.

Item 3 - Travel Training. GMTMA has made arrangements for staff to obtain "train the trainer" training from NJ Travel Independence Program instructors in early 2010. We intend to use this training to enable GMTMA staff to conduct travel training programs for seniors and social service agency staff in Mercer County. We will solicit participation through senior centers and the County Offices on Aging and will target areas that are accessible by public transportation. The program will provide the attendees with a classroom session overview on using transit, followed by an actual transit trip to a local destination. We will follow up with all participants to ascertain whether their use of transit has increased as a result of the training. The goal of the travel training program is to provide seniors with the information, resources and confidence they need to use the fixed route transit system.

In Ocean County, we will seek to expand the transit training program that we conduct at One Stop Centers to senior centers. The training will consist of how to read a schedule, make connections and use public transit. We will also develop an on line transit users guide AND PRINTED VERSIONS AND TEMPLATES.

WE ANTICIPATE CONDUCTING A MINIMUM OF FOUR TRAVEL TRAINING PROGRAMS. EACH PROGRAM WILL CONSIST OF THREE SESSIONS - THE DESIRED NUMBER OF PARTICIPANTS IN EACH SESSION IS BETWEEN 10 AND 15.

Item 4 - NJ CAM - GMTMA will continue its participation on the NJ Council on Accessibility and Mobility, led by the Department of Human Services and NJ Transit, providing recommendations for better coordinating transportation services to deliver services more efficiently and effectively.

Products / Deliverables - Sub-Core 2.2

- Item 1 - Ride Provide transportation service
- Item 2 - Senior transportation newsletter
- Item 3 - Updated Human Services Directory
- Item 4 - Training programs on using transit

Timeline - Sub-Core 2.2

Travel Training

- 1st Qtr - Identify locations for travel training programs, conduct 1 session
- 3rd Qtr - 4th Qtrs - hold additional training sessions

Performance Data - Sub-Core 2.2

Greater Mercer TMA will provide the following data to NJDOT for this Sub-Core Area. [No required performance data.]

Sub-Core Area 2.2 - Human Services Transportation Performance Data
Other
1. Ride Provide Rides
2. Number of people getting rides
3. Number of travel training sessions
4. Number of people trained
5. Number of presentations
6. Number attending presentations

Sub-Core Area 2.3 - TDM Support to MPOs / NJDOT / NJ Transit

Greater Mercer TMA will 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, with the oversight of NJDOT and Metropolitan Planning Organizations (MPOs).

The activities that GMTMA proposes under Sub Core 3 are:

- *Alert Network*
- *Construction Mitigation*
- *Advisory/advocacy role in Central Jersey Transportation Forum/BRT*
- *Assistance in development of Mercer County Bike Master Plan*
- *Assistance in development of Mercer County Transit Element of Master Plan*
- *Assistance in development of CMP strategies*
- *Assistance in development of MPO safety programs*
- *Assistance in TCAM implementation*

Development of TDM Elements in Traffic Mitigation Plans

Greater Mercer TMA will explore the viability of Traffic Mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA also will assist NJDOT with implementation of the traffic mitigation efforts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJDOT 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. Roadways anticipated to be included in these efforts are:

The following projects are included in the current NJSTIP

Mercer

- US RT 1 Quakerbridge Rd. Overpass - GMTMA will advocate for inclusion of BRT facilities and bicycle and pedestrian accommodations in this project which is proposed to reduce traffic congestion.
- RT 1 Business - Lawrenceville, NJ - GMTMA will advocate for inclusion of Bike/Ped facilities and Complete Streets concepts in this project which is intended to enhance accessibility, improve the streetscape and calm traffic.
- Rt 29 Boulevard, Trenton, - GMTMA will advocate for bicycle and pedestrian accommodations safe crossings, and will provide assistance on parking management
- Route 31, Pennington Circle, Hopewell Twp. GMTMA will advocate for bicycle and pedestrian accommodations in this safety project.
- Route 33, Hamilton Township - GMTMA will advocate for transit, bike ped accommodations in this improvement project

Ocean

- Route 72 Manahawkin Bridge Rehabilitation - GMTMA will advocate for bike/ped accommodations and will provide traffic mitigation assistance during construction
- Route 35 Bridge Rehabilitation - GMTMA will advocate for bike/ped accommodations and will provide traffic mitigation and access assistance during construction

GMTMA's activities will include participating on any task forces and committees that we are advised of each of these projects, providing technical assistance, assisting with public outreach and providing project information on line and on site as appropriate.

Support for MPO and NJDOT-Sponsored CMP Studies and Corridor Management Studies

Greater Mercer TMA will participate in all NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management System (CMP) related projects. The TMA will coordinate with the MPOs, the Division of Project Development (DPD), the Bicycle/Pedestrian Unit and/or other entities as appropriate on these activities.

The TMA will assist NJDOT and MPOs to identify and implement appropriate CMP strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMP and other planning

studies. The TMA will assist as requested, with: compilation of background research on transit, Park-Ride facilities, and other transportation facilities in the TMA's service area; development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders, propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas, and support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas.

Proposed Activities

Item 1 – Mercer County Transit Plan

Greater Mercer TMA will assist Mercer County and DVRPC in updating the transportation element of the County's Master plan through the development of a Long Range Strategic Bus Plan. The plan will establish a vision for future transit service in the County. GMTMA will provide technical and administrative assistance that will include information on existing transit and shuttle services, vanpools and other data collection efforts as required.

Item 2 – Mercer County Bicycle and Pedestrian Master Plan

Greater Mercer TMA will assist Mercer County, DVRPC and NJDOT in developing a County Wide Bicycle and Pedestrian Master Plan. The plan will establish a vision for future bicycle and pedestrian enhancements for travel and recreation. GMTMA will provide administrative and technical assistance that will include data collection as necessary, information on existing services, facilities and amenities.

TDM Support Services and Facilities Planning and Promotion

Greater Mercer TMA proposes the following activities to support NJDOT's Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested by NJDOT, the TMA will assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and participate in an NJDOT Statewide Park-Ride inventory; and provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will administer bike storage, as requested by NJ Transit or NJDOT's Bureau of Commuter and Mobility Strategies

Proposed Activities

- *Item 1 – Description GMTMA will continue to manage the Bike Locker Management at Princeton Junction Rail Station, Hamilton Station, and Point Pleasant Station ensuring that they are fully utilized and advocating for additional lockers and racks as appropriate.*
- Item 2 – Interactive Park and Ride lot inventory – will be done as part of Commuter Traveler TDM Interactive Commuter Map
- Item 3 BRT Workshop - GMTMA will organize and hold a workshop for local officials to provide guidance on local actions that can be done to advance the RT 1 BRT project, provide best practices and success stories.
-

Products / Deliverables – Sub-Core 2.3

- Item 1 – Bike Locker Rental Management
- Item 2 – Information/services as deemed appropriate for specific construction project
- Item 3 – Park and Ride inventory and map

Timeline - Sub-Core 2.3

Park and ride inventory
 1st qtr - 2nd Qtr data collection
 3rd - 4th Qtr - produce map

Workshop
 1st Qtr - Planning -
 3rd - hold workshop
 4th - follow up

Performance Data - Sub-Core 2.3

Greater Mercer TMA will provide the following data to NJDOT for this Sub-Core Area. [Include the items shown below.

Sub-Core Area 2.3 - TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported - (number of incidents)
Other
1. Bike Lockers Rented/total
2. Park and Ride Facilities and utilization rates
3. Attendees at Workshop
4. Bike racks - tad

SECTION 5
BUDGET AND STAFFING PLAN

Greater Mercer TMA proposes a total of \$ 749,940.19 for Year 2 of the FY 2011-2012 work program, which assumes a total of 10,466 hours of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

				PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES					
	1. SALARIES			\$ 308,970		
	2. FRINGE BENEFITS	33.20%		\$ 102,593		
	3. LEAVE ADDITIVE	0%		\$ -		
			SUBTOTAL	\$ 411,563	100%	0%
PART II	DIRECT NON-LABOR COSTS					
	1. SUPPLIES			\$ 23,522		
	2. TRAVEL			\$ 4,000		
	3. PRINTING & REPRODUCTION			\$ 34,000		
	4. TELEPHONE			\$ -		
	5. POSTAGE			\$ 5,500		
	6. CONFERENCE/TRAINING			\$ 1,500		
	7. OTHER (SPECIFIED IN ATTACHMENT)			\$ 16,500		
			SUBTOTAL	\$ 85,022	100%	0%
PART III:	INDIRECT COSTS					
	INDIRECT COST ALLOCATION	82%		\$ 253,355		
			SUBTOTAL	\$ 253,355	100%	0%
PART IV:	CONSULTANT COSTS					
	CONSULTANT			\$ -		
			SUBTOTAL	\$ -	100%	0%
TOTAL PROGRAM BUDGET				\$ 749,940	100%	0%

<p>This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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:	\$ 749,940	Local Match:	\$ -	Total:	\$ 749,940
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NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
Emergency Ride Home	\$ 6,000.00	\$ -	\$ 6,000.00
Van Bucks	\$ 3,000.00	\$ -	\$ 3,000.00
Website updates	\$ 7,500.00	\$ -	\$ 7,500.00
Total "OTHER" Direct Expenses	\$ 16,500.00	\$ -	\$ 16,500.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	5,273	\$ 208,014.7	\$ 66,771.6	\$ 128,052.3	\$ -	\$ 402,838.7
Core Area 2 - Government / Community TDM Assistance	5,193	\$ 203,548.5	\$ 18,250.0	\$ 125,303.0	\$ -	\$ 347,101.5
TOTAL	10,466	\$ 411,563	\$ 85,022	\$ 253,355	\$ -	\$ 749,940

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
Cheryl Kastrenakes/Executive Director	72%	1410
Joan Lockwood-Reck/Marketing and Service Manager	72%	1400
Samirah AbdulFattah/Ride ProvProgDirector	87%	1700
Adele Clark/Commuter Services Mgr	86%	1685
Nicholas Cecconi/Mobility Mgr	30%	592
Portia Edwards-Gyampo/Office Manager	6%	123
Jay Thakkar/Green Commute Coordinator	90%	1750
Debra Christie/Business Admin - PART TIME	16%	245
Rebecca Hersh/Transp Program Mgr - PART TIME	100%	1561
TOTAL	47%	10466

SECTION 6
MARKETING PLAN

Core Area 1. Commuter/Traveler TDM Services

Objective of Marketing Efforts

- *Increase awareness and participation in ridesharing and commute alternate programs*

Target Audiences

Primary

- Commuters in GMTMA service area
- Employers and businesses in GMTMA service area
- Schools and Parents of School-age children in GMTMA service area
- General Public
- Senior citizens in GMTMA service area

Strategy - Print media

- Tactic 1 - Transit users guide
- Tactic 2 - Ads in Ocean County
- Tactic 3 - Press releases
- Tactic 4 - Brochures, takeaways
- Tactic 5 - Maps

Strategy - Electronic media

- Tactic 1 - On line interactive maps
- Tactic 2 - Web site
- Tactic 3 - Social media
- Tactic 4 - Video challenge
- Tactic 5 - Electronic newsletters
- Tactic 6 - Employer intranet sites
- Tactic 7 - Downloadable materials

Strategy: Targeted mailing

- Tactic 1 - Send transit information to residents near selected route
- Tactic 2 - Send information to employers
- Tactic 3 - Send ancillary information about other programs in bike locker invoices, rideshare letters

Strategy - Outreach

- Tactic 1 - On site events at worksites, schools, public places
- Tactic 2 - Workshops
- Tactic 3 - Business briefings

Strategy - Recognition Programs

- Tactic 1 - Green Miles program
- Tactic 2 - Smart Workplaces
- Tactic 3 - Annual TMA awards
- Tactic 4 - Headlight section on website
- Tactic 5 - Stickers, signs for businesses connected to transit

Core Area 2. Government Community TDM

Objectives of Marketing Efforts

- Mitigate traffic congestion caused by construction and congestion through clear and concise communications that will inform decision about route, time or mode of travel.
- Educate stakeholders in NJDOT/MPO corridor studies about TDM solutions, particularly BRT, to traffic and mobility problems in the corridor to facilitate their implementation.
- Facilitate use of transportation options and increase awareness of mobility options to all users of transportation network (students, seniors)
- Increase awareness of safety barriers to walking and transit use

Target Audiences

- Staff of transportation and planning agencies such as MPOs, NJDOT, NJT
- County and government officials and staff in TMA service area
- Schools in TMA service area
- Social Service Agencies and Transportation providers in GMTMA service area

Strategy - Print media

Tactic 1 - Newsletter for seniors

Tactic 2 - Surveys

Tactic 3 - Press releases

Tactic 4 - Brochures, takeaways

Tactic 5 - Maps

Tactic 6 - Reports

Strategy - Electronic media

Tactic 1 - On line interactive maps

Tactic 2 - Web site

Tactic 3 - Social media for alerts

Tactic 4 - Email alerts

Tactic 5 - Electronic newsletters - Econnections, Lacey Rail Trail

Tactic 6 - Employer intranet sites

Tactic 7 - Downloadable materials

Strategy: Targeted mailing

Tactic 1 - to Sustainable Jersey municipalities in GMTMA service area

Tactic 2 - Send information to municipal officials

Tactic 3 - Send ancillary information about other programs in bike locker invoices, rideshare letters

Strategy - Outreach

Tactic 1 - On site events at schools, government agencies, nonpublic places

Tactic 2 - Workshops/Symposiums/Meeting

Tactic 3 - Collaborate with other regional and local organizations, government agencies, NGOs

Strategy - Recognition Programs

Tactic 1 - Sustainable Jersey

Tactic 3 - Annual TMA awards

Tactic 4 - Headlight section on website

NJTPA UPWP- FY 2012

TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

HART COMMUTER INFORMATION SERVICES TMA

FY 2011-2012 TMA WORK PROGRAM- YEAR 2 UPDATE

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Section 4- Core Area 2- Government and Community TDM Assistance

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Section 5- Budget and Staffing Plan

Section 6- Marketing Plan

SECTION 1 SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

Following are brief descriptions of new programs and services that HART Commuter Information Services proposes to develop and/or implement in 2011-2012. Also described are programs provided in 2010-2011 that will be revised, expanded or continuing in a different form for 2011-2012

CORE AREA 1 - COMMUTER/TRAVELER TDM ASSISTANCE

Subcore 1:1 Commuter/Traveler Services

Item 1- Travel Alternatives Promotion and Outreach -SOCIAL MARKETING- HART introduced a Facebook page in 2010. The goal has been to incorporate Facebook as a new tool in outreach and promotion efforts to reach additional commuters. The HART Facebook page is used to communicate with commuters, promote specific marketing campaigns, and support HART's commuter referral programs. Posts are made weekly to engage commuters to participate in promotions, to share commute experiences, post photos, or otherwise share the positive experiences that they have in choosing an alternative commute.

In 2011-2012, HART will expand the use of advanced communication tools including a Facebook Page, investigate the use of Twitter, and/or other social networking media or online services.

Item 2- - Travel Alternatives Promotion and Outreach - HART instituted a MONTHLY ONLINE NEWSLETTER for commuters in 2010 and also began utilizing HART's existing Traffic Alert Service as a marketing tool to cross promote commuter programs.

This effort will be ongoing and enhanced in 2011-2012 based upon commuter feedback.

Item 3- Travel Alternatives Promotion and Outreach - HART introduced a GOOGLE MAPPING TOOL in 2010-2011 to assist commuters in identifying available seats in existing carpools and vanpools.

Ongoing maintenance and enhancement of this tool is expected in 2011-2012, based upon feedback from commuters and employers.

Item 4- Travel Alternatives Promotion and Outreach - COMMUTER KIOSK PROGRAM- In 2010-2011, HART purchased freestanding promotional signs & display racks to promote commuter programs at local worksites. HART coordinates with employers to deliver and have the promotional displays onsite. Some displays are left permanently at employer

locations with high levels of interest or activity. Other signs are delivered and displayed for 2-3 week periods in advance of an onsite visit from HART staff.

In 2011-2012, HART will expand upon these efforts by developing new messaging for the displays and make appropriate changes to the program based upon feedback from commuters and employers.

Item 5- Travel Options and Incentives Development - EMPLOYER/WORKSITE BASED INCENTIVES- HART works with employers to develop site specific promotions for employees to encourage carpooling, vanpooling, transit ridership and bicycle commuting. Emphasis will be on developing partnerships with employers to encourage the employer to provide incentives to employees who choose an alternative commute mode. Examples of this may be preferred parking for carpool/vanpools, discounted onsite gym membership for bicycle commuters, etc. In this way, HART can promote alternative commute modes at no cost to HART. HART activities will include meeting with employer representatives, developing incentive concepts, promoting the incentives to employees and administering the distribution of employer incentives as requested or appropriate.

In 2011-2012, HART will expand its efforts to coordinate with additional employers to develop employer based incentives for employees who choose to carpool, vanpool, or bicycle to work and work with those employers engaged in 2010-2011 to develop new incentives.

Item 6- Travel Options and Incentives Development- IDENTIFICATION OF STATEWIDE INCENTIVES- HART will work in coordination with NJDOT, NJTPA, the TMAs and other stakeholders to identify appropriate statewide incentives and/or incentive programs to encourage increased carpool, vanpool, transit or bicycling as commute options.

This effort is of particular interest to HART following the discontinuation of the successful statewide Carpooling Makes Sense Program, which provided a \$100 gas card to new carpools. Carpooling Makes Sense was introduced by the State of New Jersey in May 2006 and ran through December 2009.

Item 7- Travel Options and Incentives Development- COMMUTER DISCOUNT PROGRAM- In recent years, under HART's NJDOT Work Program, HART developed and offered two incentive programs to commuters- the HART CarCare Program and BikeCare Program. Both programs provided maintenance vouchers to carpools and bicycle commuters redeemable at local merchants for car washes, oil changes and bicycle maintenance services. HART was informed in 2010 that the incentive program was no longer considered an allowable expense.

As a replacement incentive, HART developed the "Go Green, Save Green" Commuter Discount Program, modeled after the AAA membership discount program. Carpoolers, vanpoolers, bicycle commuters or transit riders registered with HART are eligible to receive a discount from participating merchants by showing their current HART Commuter Identification card. Each merchant is given the opportunity to decide what type of discount or other offering they will provide to commuters (i.e. 10% off purchase). There are no direct costs under this program.

Given the current economic climate, response from merchants has been slower than expected. Approximately 20 vendors are currently participating.

In 2011-2012, HART will aggressively work to increase the number of merchants/vendors participating in the program by conducting outreach to merchants to participate. Efforts under this activity include outreach to merchants to solicit participation in the program, administration of participating merchant lists, and ongoing promotion to commuters.

Item 8- Travel Promotions and Incentives – COMMUTER REFERRAL AND RIDER BONUS PROGRAMS- In 2010-2011, HART expanded two incentive programs- Commuter Referral and Rider Programs from being available to “carpools only” to both carpools and vanpools. The programs provide that any current carpooler or vanpooler that refers a carpool or vanpool, or that adds a rider to their carpool or vanpool is rewarded by being entered into a monthly raffle for a low cost (approximately \$25 prize). The incentives are self funded by HART.

Based upon feedback from commuters and response to the program, in 2011-2012, HART will investigate opportunities to increase the value of the self funded referral and rider bonus programs.

Subcore 1:2 Employer Services

Item 1- Basic Services- COORDINATION WITH NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY- *As appropriate, HART will coordinate with the Network of Employers for Traffic Safety, a national, employer-led public/private partnership dedicated to improving the safety and health of employees, their families, and members of the communities in which they live and work by preventing traffic crashes that occur both on- and off-the-job. HART believes that working with member employers of this organization may be beneficial in gaining access to employers to promote TDM.*

Item 2- Advanced Services- DEVELOPMENT OF SITE SPECIFIC PROMOTIONS- *HART will work with employers to develop “site specific” promotions for employees to encourage carpooling, vanpooling, transit ridership and bicycling. Emphasis will be on developing partnerships with employers to encourage the employer to provide incentives to employees who choose an alternative commute mode. In this way, HART can promote alternate commute modes and, through the employer participation, provide an incentive to commuters who form or join a carpool or vanpool, begin using transit, or cycling to work during a designated promotional period. An example of this may be preferred parking for carpools/vanpools at the worksite, or entry into raffles run by the employer. HART’s activities will include meeting with employer representatives, developing incentive concepts, promoting the incentives to employees, and administering distribution of employer incentives as requested or appropriate.*

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

Subcore 2:1 Municipal/County/School

Item 1 –MUNICIPAL TDM EDUCATION- During 2010-2011, HART began providing municipalities with educational opportunities as part of its efforts to advance the recommendations of the Hunterdon County Transportation Plan (2008) through the Sustainable Hunterdon website. HART introduced “webinars” and other similar web based training. The goal of this effort is to maximize the use of technology and increase the number of municipal representatives who will benefit from the sharing of information. HART targets all 26 Hunterdon municipalities in this effort. HART conducts research on relevant topics, identifies educational materials, guest speakers, produces/reproduces relevant materials, and develops Power Point presentations. Topics may include: “NJDOT’s Complete Streets Policy”, “Traffic Calming Techniques”, “Is a Transit Village Right for your Community?”, “Identifying Private Funding for your Project”, and other relevant topics as identified during the course of the program year, and developed in consultation with the Hunterdon County Planning Board staff.

HART will compare the effectiveness of the webinars with the “Breakfast Talk” in person series of workshops hosted by the Hunterdon County Planning Board.

HART will expand training opportunities for Hunterdon municipalities to advance the recommendations of the Hunterdon County Transportation Plan (2008) and promote sustainable transportation. HART will compare the effectiveness of the webinars with the “Breakfast Talk” in person series of workshops hosted by the Hunterdon County Planning Board.

Item 2- SUPPORT FOR SUSTAINABLE NEW JERSEY CERTIFICATION- HART provides technical assistance and staff support to communities that are seeking certification under “Sustainable New Jersey”. There are several “Actions for Sustainable Communities” that coordinate with TDM and the TMA work program, including: Safe Routes to School, Complete Streets Program, Municipal Planning and Zoning Assessments, Community Outreach and Education, and development of Sustainable Community Plans. The goal of this effort is to encourage and support municipalities to implement these actions, with an emphasis on including TDM in their efforts. Activities include ongoing promotion of sustainable transportation and conducting outreach to municipalities via a monthly online newsletter, meetings with municipal representatives, participating in Sustainable Jersey workshops or similar information forums, and provision of support documentation, policy documents, participating on event or planning committees, with municipalities in the their efforts to achieve certification.

Currently, twelve Hunterdon municipalities have expressed interest in pursuing certification. In 2011-2012, HART will aggressively outreach to these municipalities to encourage implementation of the “TDM related” Action Items listed above.

Item 3-- COMPREHENSIVE BICYCLE AND PEDESTRIAN PROGRAMMING- In 2010-2011, HART introduced a formal Community Bicycle and Pedestrian Program to coordinate all existing programs, encourage the adoption of local Complete Streets policies among Hunterdon municipalities. HART provides technical assistance and staff support to communities interested in developing "Share the Road" and safety campaigns, supports Safe Routes to School programming and similar bike/ped improvement efforts. The goal of this program is to increase community participation in bicycle and pedestrian planning, development and improvement of bicycle and pedestrian facilities in Hunterdon County. A new staff person was hired in 2010 to assist in coordinating the program.

This comprehensive program includes the following efforts:

Item 4- SUPPORT FOR SAFE ROUTES TO SCHOOL PROGRAMMING - Since 2004, HART has worked to advance Safe Routes to School programming in Hunterdon County. HART coordinates a Hunterdon Safe Routes to School Program, which now includes twelve participating Hunterdon County schools.

HART will continue to provide support and assistance to schools that are members of the Hunterdon County Safe Routes to School Coalition. Assistance may include, but not be limited to: provision of safety presentations, updating of school travel plans, staff assistance with walking school buses, conducting of walkability audits and other activities as appropriate.

Additionally, HART will participate in regional or statewide efforts with regard to Safe Routes to School programming, including participation on the Safe Routes to School statewide steering committee.

HART will provide technical assistance to schools and municipalities who may be directly awarded infrastructure or non infrastructure funding for programs or projects under the NJDOT Safe Routes to School Program. Assistance may take the form of providing facilitation, hosting meetings, or providing staff support to ensure that funded programs and projects are implemented.

HART will also provide support to those Hunterdon municipalities and schools who are not awarded funds, but are interested in improving bicycle and pedestrian safety for students.

Item 5- PEDESTRIAN CROSSWALK INVENTORY- HART will conduct a Pedestrian Crosswalk Inventory of those communities that have schools participating in the "Hunterdon County Safe Routes to School Coalition" or that are appropriate communities for such an analysis.

The following communities would be included: Bloomsbury, Califon, Town of Clinton, Annandale, Delaware (Sergeantsville), Ringoes (East Amwell), Flemington, Frenchtown, Glen Gardner, Hampton, High Bridge, Lambertville, Lebanon Borough, Milford, Raritan Twp., Whitehouse (Readington Twp), Stockton, Oldwick (Tewksbury), Union Twp. (connections to Town of Clinton)

A final report will include an inventory of existing crosswalks, with descriptions of current conditions, recommendations for maintenance of existing crosswalks, and a list of recommended new crosswalk locations. Copies of the report will be submitted to municipal, county or state officials, as appropriate by jurisdiction.

Item 6- SUPPORT FOR COMPLETE STREETS- *HART will promote and encourage the adoption of local Complete Streets policies among Hunterdon municipalities. Working with the Hunterdon County Planning Board, HART will provide educational opportunities, technical assistance, and staff support to communities interested in implementing Complete Streets policies. The goal of this program is to increase community participation in bicycle and pedestrian planning, development and improvement of bicycle and pedestrian facilities in Hunterdon County.*

Item 7- IMPLEMENTATION OF FLEMINGTON/RARITAN BICYCLE AND PEDESTRIAN CONNECTIVITY ANALYSIS- *During 2010-2011, HART undertook an analysis of the bicycle and pedestrian connectivity issues between the municipalities of Flemington Borough and Raritan Township. The resulting analysis identified key corridors and gateway intersections impacting on pedestrian and bicycle connectivity between the two municipalities.*

In 2011-2012, HART will provide technical support and facilitation support to Flemington Borough and Raritan Township to implement the recommendations of the Flemington-Raritan Bicycle and Pedestrian Connectivity Analysis (2010). Anticipated tasks include additional field work and research on traffic counts, pedestrians counts, incidents and fatalities at the individual intersections, facilitation of meetings with County, State and Local officials, as appropriate.

As part of this effort, HART will participate in all efforts to make Route 31 more pedestrian friendly, including support and facilitation of the installation of a sidewalk (approved by NJDOT).

If appropriate, HART will facilitate a "Complete Streets" Analysis of Route 31 in Raritan Township. HART proposes to bring together stakeholders to identify other pedestrian improvements that may be made along this corridor.

Item 8- PEDESTRIAN FACILITIES IMPROVEMENTS - *At the request of NJTPA, HART will conduct an evaluation/analysis of pedestrian facilities along Route 31 in Glen Gardner/Hampton. This area has been the site of pedestrian fatalities and traffic volumes in this vicinity are high.*

Subcore 2:2: Human Service Transportation

Item 1- UPDATE TO HUNTERDON COUNTY COORDINATED TRANSPORTATION PLAN - *HART is the designated Lead Agency for the Hunterdon County United We Ride Initiative. In developing the initial version of the Coordinated Transportation Plan, Hunterdon County determined that the Plan should be updated every three years to correspond with the renewal of the system operations contract. HART will update the UWR Plan on behalf of the County*

in 2011, including providing facilitation of the stakeholder committee, and reporting on the status of implementation of recommendations of the Coordinated Human Services Transportation Plan to date.

Item 2- OVERALL COORDINATION OF HUNTERDON COUNTY COORDINATED TRANSPORTATION PLAN IMPLEMENTATION- As the Lead Agency, HART will, in coordination with the Hunterdon County Department of Human Services:

- Initiate and facilitate coordinated discussions with United We Ride coordinators, social services and transportation providers.
- Identify and maintain updated records of services that are or can be used by disabled or disadvantaged populations. This information will be made available to the public via printed and online directories/guides. As appropriate, HART will facilitate meetings with providers to discuss transportation needs.
- Identify existing or potential routes that serve the senior, disabled, or disadvantaged populations
- Identify activity centers for seniors, disabled and disadvantaged populations. In coordination with the Hunterdon County Department of Human Services, Division of Senior Services, conduct a survey of transit dependent populations to identify desired transportation destinations.

Subcore 2:3 TDM Support to MPO's/NJDOT/NJ TRANSIT

Item 1- STATEWIDE TDM STRATEGIC PLAN - HART participates in efforts to develop a statewide TDM strategic plan by serving as a representative of the Steering Committee. The plan is a 5 year strategic vision for 2011-2016 that will guide the implementation of cost effective TDM strategies that will address transportation related challenges in New Jersey.

In 2011-2012, HART anticipates continuing participation in plan development as directed or requested.

Item 2- ADVANCE TDM SOLUTIONS ALONG INTERSTATE 78- HART has long been involved with efforts to improve traffic congestion along the Interstate 78 Corridor, including participation in numerous studies, plans, and surveys. During 2010-2011, HART worked with Hunterdon County representatives to review prior studies and to identify from prior reports, those solutions that could be implemented and advanced within a short timeframe (1-3 years). Four projects were identified in the "Interstate 78 Prioritization and Implementation Plan" and submitted to NJTPA in 2010.

1. Improve facilities and the NJ TRANSIT Annandale Station to accommodate more parking and attract riders.
2. Formalize the informal park and ride at Oldwick.
3. Investigate the feasibility of creating a park and ride facility at Exit 7 (Bethlehem).
4. Develop a park and ride in Hampton for possible development into a rail station in the future.

In 2011-2012, HART will work in cooperation with the Hunterdon County Planning Board to advance the prioritized "action items" from the Interstate 78 Corridor Transit Study and Central Jersey Raritan Valley Rail Study, as identified by HART and Hunterdon County.

Item 3- PARTICIPATION IN NJTPA TCAM EFFORT- HART participates in NJTPA's efforts to implement Transportation Clean Air Measures (TCAMs). *In FY 12, HART will **SUPPORT ANTI-IDLING EDUCATION.** HART will participate in NJTPA's efforts to implement Transportation Clean Air Measures (TCAMs). Specifically, HART will participate in NJTPA's Auto Idle Reduction Education/Awareness Program. Anticipated activity includes outreach to reduce idling by autos at schools. Anticipated activity may include outreach to reduce idling by autos at schools, shopping centers, hospitals, transit station "kiss and ride" lanes, taxi stands, "big box" store loading docks, and other hot spots.*

Item 4-PROVISION OF DATA- HART provides NJTPA with data as requested. Such data may include information on shuttle services (or other transit in service area), carpool/vanpool programs, bicycle or pedestrian facilities, and other related data as specified in the performance data listed for each sub-core. *HART will continue to provide this assistance in 2011-2012.*

OTHER NOTABLE TMA CHANGES

Following are brief descriptions of other notable changes in the TMA's staffing, organization, and administration.

No notable changes are anticipated for 2011-2012.

SECTION 2

TMA PROGRAM OVERVIEW

“Hunterdon Area Rural Transit, Inc.” (HART) was incorporated in 1994 as a transportation management association (TMA) to address transportation needs and challenges in Hunterdon County, NJ. HART is recognized as 501(c) 4 non profit corporation by the Internal Revenue Service. The organization is governed by an independent Board of Directors and Advisory Board. 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.

HART first participated in the NJDOT TMA Program in 1996. Since that time, HART has been dedicated to reducing traffic congestion, improving air quality, and increasing mobility by providing information on the travel choices available in Hunterdon County, NJ. HART works to educate the commuting public on alternatives to driving alone, facilitate rideshare arrangements, provide support to commuters who select an alternative commute and promote mobility, through all travel modes, to the traveling public. Recently, HART has broadened its message toward promotion of sustainable transportation choices. We find that this appeals to a broader audience and there is greater public awareness of “sustainability”.

In carrying out work programs, funded by FHWA and NJ TRANSIT, and most recently, by the NJ Division of Highway Traffic Safety, HART coordinates extensively with the Hunterdon County Planning Board, Hunterdon County Department of Human Services, Hunterdon County Department of Roads, Bridges, and Engineering, municipal governments, social service agencies, employers, schools, and nonprofit organizations.

HART employs five (5) full time staff members at its offices in Raritan Township, NJ, as well as employees who work “per diem” in grant funded positions on specific projects and programs.

HART continues to meet the transportation demand management needs of Hunterdon County, and works toward improving mobility at the local, county, regional and state level by implementing innovative programs and services and providing feedback to appropriate stakeholders.

HART prides itself on its ability to adapt to changing conditions and staying “ahead of the curve” with regard to changing needs and priorities.

TMA SERVICE AREA DESCRIPTION

Hunterdon County, New Jersey is approximately 430 square miles. It is bordered to the west by Pennsylvania on the Delaware River, and by Warren, Morris, Somerset and Mercer counties in New Jersey. The population is approximately 130,034 (2009 Census). There are 26 municipalities and 31 school districts.

Hunterdon is still considered primarily rural, but in certain areas of the county, increasing suburban development is seen. This is particularly true within the Flemington/Raritan area, as well as in Clinton, and Readington/Whitehouse. These have become activity centers with big box retail and higher density housing. Like many parts of the state, Hunterdon is experiencing an increase in its immigrant population, primarily Latino/Hispanic immigrants. Many of these new immigrants are transit dependent and/or rely on walking or bicycling as their primary travel mode. Interestingly, while not a significant population in Hunterdon County, many of the commuters participating in HART's commuter programs are Indian or Middle Eastern. This is a growing constituency for HART presenting unique opportunities and challenges.

According to the 2009 Census, approximately 44% of Hunterdon residents live and work within the County (this is up from 41% in 2000). 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. More than half of commuters in HART's RidePro database are residents of the Lehigh Valley, PA.

There are approximately 7,000 businesses in Hunterdon County. More than 85% are small business, with fewer than 10 employees. However, Hunterdon County is home to five of New Jersey's top 100 Employers: Chubb Insurance, ExxonMobil Research & Development, Foster Wheeler, Ingersoll Rand, and Merck & Co., Inc. HART has active rideshare arrangements at all five of these employers, in addition to more than 100 other employer worksites around the County.

There is a steady increase in the number of "contracted" or "consultant" workers at Hunterdon worksites. A growing number of commuters participating in commute programs are not permanent employees of a particular employer, and therefore not eligible for commute benefits that may be offered by the employer to permanent employees (i.e. subsidies, etc.)

Major highway corridors include Interstate 78 and Routes 22, 202, and 31. The NJTPA has identified the following as significant regional corridors in Hunterdon County: Corridor 4: Interstate 78; Corridor 16: Route 31.

In recent years, HART has been actively involved in promoting bicycle and pedestrian facilities in Hunterdon County. From Safe Routes to School Programming, to bicycle commuting, to pedestrian and bicycle safety initiatives, HART has encouraged an increased emphasis on bicycle and pedestrian facilities in the county. Much work has been done to raise awareness and improve conditions.

Hunterdon County is served by very 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 two park and ride facilities to Newark and New York. Local service is provided by the Hunterdon County LINK Transportation system (in county service only).

TMA GOALS AND OBJECTIVES

Core Area 1 - Commuter / Traveler TDM Assistance

Sub Core 1.1 - Commuter/Traveler Services

- To encourage expanded use of travel alternatives and other strategies that reduce vehicle trips by cost-effectively marketing and delivering travel information services to all travelers within and to New Jersey. This will be achieved by providing rideshare matching and trip planning, promotion and support of travel alternatives, including provision of commuter support programs.

Sub Core 1.2 - Employer Services

- To acquaint New Jersey employers with the benefits of implementing worksite TDM services, encourage their adoption of these services, and offer assistance to employers to develop, implement, and evaluate worksite TDM services. This will be achieved by determining level of employer and employee interest, and providing programs and service at the worksite to engage employers and employees in reducing vehicle trips and improving the mobility of the workforce.

Core Area 2 - Government and Community TDM Assistance

Sub Core 2.1 - Municipal/County /School Assistance

- To encourage expanded implementation of TDM initiatives in Hunterdon communities and at activity centers by providing support to county and municipal governments, schools and community organizations that are developing or implementing TDM services or programs for their constituents.

Sub Core 2.2 - Human Services Transportation

- To assist Hunterdon County in meeting the requirements of federal United We Ride Program by providing staff support and technical assistance in the implementation of the approved Hunterdon County Coordinated Human Services Transportation Plan (2007).

Sub Core 2.3 - TDM Support to MPOs / NJDOT / NJ Transit

- 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 with oversight of NJDOT and the North Jersey Transportation Planning Authority (MPO). This goal will be carried out by the following activities:
- Development of TDM in traffic mitigation plans; provision of Traffic Alert Service

- Support for CMP studies and corridor management studies sponsored by the North Jersey Transportation Planning Authority, as identified in Section 4.
- Assistance in facilities planning and promotion of TDM facilities including traffic mitigation, corridor shuttle planning, park and ride facility promotion and park and ride site identification.

SECTION 3

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 1.1 – Commuter / Traveler Services

Within its defined geographic service area, HART 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

HART will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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 services, Park-Ride lot locations, and safe bicycling routes, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours.
- Participate in the RidePro Automated Rideshare Matching System currently maintained by NJDOT, as described in the 2010-2012 TMA Work Program Guidelines. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
- HART shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.

Proposed Activities

In carrying out the above required services, HART will:

Item 1 – Market the availability of the RIDEPRO rideshare matching system information through a variety of medium including informational brochures, press releases, advertising, Internet and other media, and in person presentations, as appropriate.

Item 3- Accept all automated referrals from the statewide toll-free rideshare information number and provide efficient matching service as appropriate

Item 4- Participate in the automated ride-matching system currently maintained through

NJDOT and adhere to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement. .

- Item 5- Participate in Automated Rideshare Matching System Administrators meetings, as offered, to ensure the future needs of communicating rideshare information to prospective ridesharers.
- Item 6- Participate in Rideshare Matching System Training – both basic and advanced – arranged by NJDOT; ensure that adequate staff is trained to operate the Automated Rideshare Matching System
- Item 7- Ensure that all Rideshare Matching System applicant files are kept up-to-date and inactive records are purged every six months
- Item 8- Assist in efforts to promote rideshare matching, including usage of the statewide toll-free phone number, njcommuter.com website, and other statewide outreach initiatives.
- Item 9- Participate in the use of GIS systems as directed.
- Item 10- Participate in the refinement of data retrieval any new system.

Online Rideshare Matching Program

HART will participate in efforts to develop and promote an online rideshare matching system, will participate in user training sessions provided during system implementation, and will facilitate commuters' use of the system.

Proposed Activities

Specifically, HART will;

- Item 1 – Participate in continued exploration of potential new online rideshare matching programs.
- Item 2- -Provide technical support and assistance in the selection and implementation of any potential new online rideshare matching program as a member of the Online Ridematching Advisory and Vendor Selection Committee.
- Item 3- Perform the following related functions as requested*:

- Identify employers with potential employee interest in internet based ridesharing.
- Contact employers to introduce the program.
- Develop press releases, email and intranet content, newsletter articles, and e-flyers to promote the availability of the service.
- Conduct on site lunchtime seminars to introduce the program and enroll employees.

**The above activities assume that a Software Vendor will be providing the following: Software tailored for New Jersey, Available to make major presentations on the program to employers and other stakeholders. Marketing materials for use with employers.; Provide technical support and handle all required communication within the software program; Troubleshoot and respond to problems as needed.*

Travel Alternatives Promotion and Outreach

HART will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support any regional or statewide traveler promotional and outreach efforts. These activities will include promoting use of travel alternatives, conduct “on-site” Transportation Fairs for commuters, disseminating information related to TDM strategies, participating in joint marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted 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.

Proposed Activities

HART will:

- Item 1 - *HART will increase its’ use of technology and SOCIAL MEDIA to reach commuters. HART will continue to use Facebook, the social networking site. The goal of this effort is to incorporate Facebook in outreach and promotion efforts to reach additional commuters. The HART Facebook page will be used to communicate with commuters, promote specific marketing campaigns, and support HART’s commuter referral programs. Posts will be made weekly to engage commuters to participate in promotions, to share commute experiences, post photos, or otherwise share the positive experiences that they have in choosing an alternative commute.***
- Item 2- COMMUTER KIOSKS- *Expand efforts begun in 2010-2011 to provide freestanding promotional signs and “take one” brochure racks at area worksites. In some cases, the kiosks are a permanent addition to a worksite. In other cases, the kiosk is provided on a temporary basis in advance of an onsite visit/information fair.***
- Item 3- *Maintain and expand a MONTHLY ONLINE NEWSLETTER for commuters.***
- Item 4- *Maintain and expand a GOOGLE MAPPING TOOL on the HART website to assist commuters to find carpools and vanpools in their area.***
- Item 5- *Conduct “on-site” Commuter Information Fairs at worksites and provide information related to use of alternative commute modes.***
- Item 6- *Conduct travel-related educational seminars, such as HART’s “Commuter Café” series, as requested, at worksites and for community groups.***
- Item 7- *Disseminate any information related to TDM strategies to be provided by, or developed in consultation with NJDOT, NJTPA or FHWA.***
- Item 8- *Supply existing TDM promotional information to employers for redistribution to employees, with an emphasis on electronic distribution.***
- Item 9- *Participate in local events, such as the Chamber of Commerce Expo, employer networking events, municipal community fairs or festivals as appropriate to introduce HART as a resource for the traveling public and provide appropriate information (transit schedules, rideshare information, bicycle/pedestrian information).***
- Item 10- *Support community events such as “bike rodeos”, bicycle races, runs or walks sponsored by municipalities or schools as requested or identified.***

- Item 11- Prepare and/or distribute travel information materials directly to residents, commuters, tourists, and other travelers via Chamber of Commerce relocation kits and provide information in bulk to Realtors, and through HART's Information Outreach Program information racks and other appropriate distribution points as identified.
- Item 12- Coordinate with county and community departments/offices and service organizations in outreach and information campaigns designed to acquaint tourists and other non-resident travelers in Hunterdon County with travel alternative options, including the provision of bulk supplies of travel information materials.
- Item 13- Coordinate, as appropriate, with the Workforce Investment Board, Raritan Valley Community College, community departments, non profits, and/or service organizations in outreach and information campaigns designed to acquaint prospective employees and/or students with transportation options.
- Item 14- Undertake special marketing efforts to promote existing or new travel alternatives services, with special emphasis on the Hunterdon County LINK Transportation System, Hunterdon County's only in-county public transportation service.
- Item 15- Maintain the www.harttma.com website and appropriate links and developing appropriate materials for distribution electronically (PDF files), to educate and inform travelers of travel options and incentives.
- Item 16- Participate in local, regional, or statewide travel alternatives marketing campaigns, such as "Try Transit Week", "Rideshare Month" or "Bike Month".
- Item 17- HART will continue to emphasize Bicycle Commuter Safety. The goal of this effort is to increase awareness of safety issues related to commuting by bicycle and to encourage cyclist to use lights on their bicycle, wear at least one item of reflective and/or hi-viz clothing, and wear a helmet when commuting by bike.

Emergency Ride Home

HART will provide Emergency Ride Home services to registered carpoolers, vanpoolers, transit riders, bicyclists, and walkers within Hunterdon County, New Jersey. Rides will be provided by rental car or driving service. While there are limits to the number of rides that a given commuter may use during the year, there is no requirement of employer membership as a condition of eligibility on participating commuters.

Proposed Activities

- Item 1 - HART will promote and make available to any carpooler, vanpooler, bicycle commuter, or transit rider registered (free of charge) with HART, emergency rides home provided by 1) a car rental vendor (up to a maximum of 4 times per year; or 2) by providing \$50 per ride toward the cost of a driving service (up to a maximum of 4 times per year). HART will administer the program and reimburse participating vendors as rides are used.

Travel Options and Incentives Development

HART proposes the following activities to develop and implement new alternative mode options for travelers and incentive programs that encourage travelers to try and continue using travel alternatives.

Proposed Activities

- Item 1- EMPLOYER/WORKSITE BASED INCENTIVES**- HART will expand its efforts to coordinate with employers to develop employer based incentives for employees who choose to carpool, vanpool, or bicycle to work (i.e. preferred parking for carpools/vanpools).
- Item 2- IDENTIFICATION OF STATEWIDE INCENTIVES**- HART will work in coordination with NJDOT, NJTPA, the TMAs and other stakeholders to identify appropriate statewide incentives and/or incentive programs to encourage increase carpool, vanpool, transit or bicycling as commute options.
- Item 3- COMMUTER DISCOUNT PROGRAM**- HART will expand its "Go Green, Save Green" Commuter Discount Program. Registered carpoolers, vanpoolers, bicycle commuters or transit riders would be eligible to receive a discount from the merchant by showing their current HART Commuter Identification card. Each merchant is given the opportunity to decide what type of discount or other offering they will provide to commuters (i.e. 10% off purchase). There are no direct costs under this program. Efforts under this activity will include outreach to merchants to solicit participation in the program, administration of participating merchant lists, and ongoing promotion to commuters.
- Item 4- COMMUTER REFERRAL AND RIDER BONUS PROGRAMS**- In 2010-2011, HART expanded two incentive programs- Commuter Referral and Rider Programs from being available to "carpools only" to both carpools and vanpools. The programs provide that any current carpooler or vanpooler that refers a carpool or vanpool, or that adds a rider to their carpool or vanpool is rewarded by being entered into a raffle for a low cost (approximately \$25 prize). The incentives are self funded by HART.
- Item 5-** HART will sponsor Hunterdon County Bike to Work Month in May 2011 to offer commuters the opportunity to try bicycling to work as a commute option.
- Item 6-** HART will facilitate the formation and maintenance of vanpool groups by providing access to and assistance with New Jersey Transit's Vanpool Sponsorship Program (VSP) and administering Empty Seat Subsidies to eligible vanpools.
- Item 7-** In support of the Hunterdon County LINK Transportation Service, HART will participate in efforts to increase awareness of the availability of the service, which is operated by the Hunterdon County Department of Human Services. Efforts will include continued administration and maintenance of more than 300 locations throughout Hunterdon County where LINK schedules are available to the public and participation in the development of marketing efforts and service changes to increase ridership.

Products / Deliverables - Sub-Core 1.1

Rideshare Matching and Trip Planning- Reports of number of commuters assistance/provided rideshare matchlists; Number of commuters who form/join a carpool/vanpool, as a result of HART assistance.

Online Rideshare Matching Program- Pending, see above.

Travel Alternatives Promotion and Outreach- Reports of quantities of information distributed, copies of promotional pieces, campaign literature, press releases, marketing efforts, workshops conducted, commuters reached, number of freestanding racks maintained at worksites.

Emergency Ride Home- Reports of number of ERH rides provided; commuter feedback on effectiveness of program as incentive to share a ride.

Travel Options and Incentives Development- Reports of number of carpools, vanpools formed; commuters added to existing carpools/vanpools; number of carpools/vanpools referred, number of riders added to existing carpools/vanpools; bicycle commuters registered; number of participants in Bike to Work Month event; number of bicyclists providing verification of use of safety equipment/reflective wear.

Timeline - Sub-Core 1.1

Activity	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Online Rideshare Program Vendor Selection Committee	Participate as directed.	Participate as directed.	Participate as directed.	Participate as directed.
Social Media	Ongoing promotion and maintenance.	Ongoing maintenance	Ongoing maintenance	Final Report on commuter participation, feedback
Identification of Statewide Incentives	Initial discussions with NJTPA, FHWA, TMAs	Ongoing development; implementation	Ongoing development; implementation	Ongoing development; implementation; data collection/reports.
Worksite Based Incentives	Initial outreach to employers	Ongoing development; implementation	Ongoing development; implementation	Ongoing development; implementation; data collection/reports.
Commuter Discount Program	Promotion and maintenance of vendor list.	Promotion and maintenance of vendor list.	Promotion and maintenance of vendor list.	Final Report on usage, commuter feedback.
Google Mapping	Ongoing updating and marketing of maps.	Ongoing updating and marketing of maps.	Ongoing updating and marketing of maps.	Ongoing updating and marketing of maps.
Commuter Kiosks	Maintain kiosks/stands at worksites. Ongoing message development.	Maintain stands at worksites. Ongoing message development.	Maintain stands at worksites. Ongoing message development.	Maintain stands at worksites. Ongoing message development. Final report.
Vanpool Rider Bonus/Referral Promotions	Promotion and administration.	Promotion and administration.	Promotion and administration	Promotion and administration. Final report on results, commuter feedback.

Performance Data - Sub-Core 1.1

HART will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 1.1 - Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA
4. Commute info materials distributed through info displays (estimate)
5. TMA website hits
6. TMA website - unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH)
2. ERH trips taken
3. Vanpool empty seats subsidized
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Other
1. Number of Facebook "fans"/friends
2. Number of bicyclists taking Bicycle Safety Pledge
Commuter Incentives / Events
1. Commuters participating in Carpool Referral Program (end of quarter total)
2. Commuters participating in Carpool Rider Bonus Program (end of quarter total)
3. Commuters participating in Vanpool Referral/Rider Bonus Programs
4. Commuters participating in Commuter Discount Program
Shuttles/Transit Services (total riders/one-way trips made in quarter)
1. Does not apply

Sub-Core Area 1.2 – Employer Services

Employer Outreach and Administration

HART will serve as the primary contact for employers in their approved service areas and conduct outreach activities to inform employers of the availability of Employer TDM assistance. In support of this effort, HART will conduct aggressive outreach to a broad range of employers to inform them of the availability of assistance, encourage them to use HART assistance to develop or expand worksite TDM programs, participate in the development of outreach and education materials and tools. HART will arrange for TMA staff to participate in training to support effective outreach, and report on the TMA's employer outreach activities. HART will use some or all of the following outreach techniques to promote the program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers
- Presentations to business groups
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses
- Articles, paid advertisements, press releases, and media stories
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer
- Newsletters, mailings, and web postings promoting employer TDM activities and successes
- Participation in award and recognition programs for participating employers

Proposed Activities- Employer Outreach

Item 1- COORDINATION WITH NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY (NETS)- *As appropriate, HART will coordinate with the Network of Employers for Traffic Safety (NETS), a national, employer-led public/private partnership dedicated to improving the safety and health of employees, their families, and members of the communities in which they live and work by preventing traffic crashes that occur both on- and off-the-job. HART believes that working with member employers of this organization may be beneficial in gaining access to employers to promote TDM.*

Item 2- HART will conduct aggressive outreach to a broad range of employers to inform them of availability of ES opportunities and to invite and encourage use of ES assistance to develop or expand worksite TDM programs. Outreach will take the form of mail, email, internet, fax, or telephone solicitations, presentation of the ES Program to groups of employers; participation as a vendor/presenter at Hunterdon County Chamber of Commerce and other business networking events, and other medium or forums as identified. In-person visits to employer sites will be conducted throughout the year to introduce employee commuter programs, incentives and other promotions.

Item 3- HART will, as appropriate, develop, press releases, electronic advertisements, and other outreach media, as well as distribute bulk ES information materials to employers,

realtors, developers and other relevant parties to promote the ES Program in Hunterdon County.

- Item 4- HART will participate, as appropriate, in joint promotions with other TMAs and/or other stakeholders, in the development of articles and/or paid advertisements in business journals and industry and trade newsletters.
- Item 5- HART will conduct initial “intake” meetings to evaluate the worksite and potential for ridesharing and if appropriate, provide “Share a Ride” applications as payroll stuffers, provide electronic media for distribution on employer intranets, or schedule an on site commuter transportation fair. In cases where the employer is not at all interested or in cases where ridesharing and/or other TDM approaches are not viable, HART will continue to maintain records to document outcomes and maintain databases of potential employer “clients”.
- Item 6- HART will continue its successful “menu” approach toward the provision of TDM services (carpool/vanpool matching, bicycle commuting, transit, traffic alert service, information sessions at employer sites). If a particular worksite is not conducive to carpooling or vanpooling, HART will suggest that the employer still participate as an Information Outreach Partner, providing employees with printed commute information, schedules, etc; receive Traffic Alerts for distribution to employees; or host Commuter Café information sessions, to provide helpful commute information to employees. Emphasis will continue to be on working directly with commuters through commuter transportation fairs, Commuter Cafes, and related “on site” visits, as well as the carpool referral program. This approach offers employers the opportunity to see the results of ridesharing first hand, without any obligation. As the employees continue to benefit, the employer “buys in”.
- Item 7- HART will undertake an effort to compile and publicize TDM successes within the Hunterdon County business community and will when appropriate, offer recognition through an annual awards event, to employers of note.

Proposed Activities- Employer Services Administration

In administering the Employer Services Program, HART will:

- Item 1- Maintain records of all employer contacts, as well as the type and amount of services provided.*
- Item 2- Actively pursue and manage data as available from a variety of sources to ensure the most up to date business data for Hunterdon employers.*
- Item 3- Track TDM activity by worksite in an ongoing effort to increased TDM activity.*
Report all ES efforts and accomplishments as requested.
- Item 4- Assist in the collection of data required for performance evaluation.*
- Item 5- Attend meetings and assist in strategic development to further the success of the ES program.*

Basic Employer Assistance

HART will provide all the Basic ETS Services described in the 2011-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies, and application for Smart Moves for Business (SMFB) Program benefits.

Proposed Activities

Item 1- Program Assessment and Evaluation

HART will assist employers with initial program assessment and evaluation, delivery of commute alternative information and promotions to employees, development of common TDM strategies for the worksite, and application for SMFB Program benefits.

Specifically, HART will:

- Provide basic TDM information materials and resource assistance to transportation coordinators or other appropriate personnel.
- Conduct and analyze employee commute surveys and employee focus groups as requested.
- Identify transportation barriers at worksites and identify TDM strategies and commute incentives appropriate to the worksite characteristics and employee population.
- Evaluate program/service success, using employee surveys, focus groups, and other tools.

Item 2- TDM Strategy Resources and Development

HART will:

- Develop/implement worksite-based programs for: Emergency Ride Home (ERH), CP/VP programs, on-site transit pass sales, new employee orientation, bike/walk promotions and programs, telecommuting, compressed work schedules and flextime programs.
- Provide information and referral resources to employers on Commuter Choice tax benefits, telecommuting, bike/walk facilities (lockers/showers), parking management, and alternative mode subsidies/financial incentives/transportation allowances.
- Provide information on use of alternative fuel vehicles for fleets or ridesharing.

Item 3- Application for Smart Moves for Business (SMFB) Benefits

HART will:

- Provide information and referral resources to employers on State tax credits.

Item 4- Employer Recognition- HART will recognize Hunterdon County employers with outstanding worksite TDM achievements at an end of year event to acknowledge initiative, innovation and accomplishment in promoting/supporting worksite TDM. (i.e. carpool formation by worksite, percentage of workforce sharing a ride, etc.)

Advanced Employer Assistance

HART requests authorization to provide the following Advanced Services to employers in its service area. Documentation of TMA staff qualifications to provide these services is provided at the end of this Work Program section.

Proposed Activities

Item 1 - ***DEVELOPMENT OF SITE SPECIFIC PROMOTIONS-*** *HART will work with employers to develop "site specific" promotions for employees to encourage carpooling, vanpooling, transit ridership and bicycling. Emphasis will be on developing partnerships with employers to encourage the employer to provide incentives to employees who choose an alternative commute mode. In this way, HART can promote alternate commute modes and, through the employer participation, provide an incentive to commuters who form or join a carpool or vanpool, begin using transit, or cycling to work during a designated promotional period. An example of this may be preferred parking for carpools/vanpools at the worksite, or entry into raffles run by the employer. HART's activities will include meeting with employer representatives, developing incentive concepts, promoting the incentives to employees, and administering distribution of employer incentives as requested or appropriate.*

Item 2- Program Assessment and Evaluation

- HART will deliver comprehensive transportation coordinator training to groups of employer coordinators using training curriculum and materials provided by the Statewide contractor), as requested.
- HART will develop and implement solutions to transportation barriers at worksite (i.e. transit service schedules, parking management/preferred parking programs , transit dependent employees)

Item 3 - Commute Alternative Promotion

- HART will develop, as requested or appropriate, TDM promotional materials tailored to a worksite including, but not necessarily limited to: payroll stuffers, posters, brochures, email blasts, presentations.
HART will work with employers to develop site specific promotions for employees to encourage carpooling, vanpooling, transit ridership and bicycling. Emphasis will be on developing partnerships with employers to encourage the employer to provide incentives to employees who choose an alternative commute mode. In this way, HART can promote alternate commute modes and, through the employer participation, provide an incentive to commuters who form or join a carpool or vanpool, begin using transit, or cycling to work during a designated promotional period.
- As requested or appropriate, HART will assist in the development of employer policy documents to support alternative mode use.

Item 4- TDM Strategy Development and Implementation

HART will, as requested or appropriate, assist in the development and/or implementation of the following:

- Onsite facilities for convenience services, bike/walk facilities, concierge services, childcare facilities, etc.
- Telecommute programs (e.g., on-site presentations to employers, telecommuter and telemanager training, development of telecommuting policies, pilot program evaluation)
- Parking Cash Out, Commuter Choice, Bicycle Commuter Transportation Benefit, and other qualified transportation fringe benefit programs
- Programs for alternative mode subsidies/financial incentives/transportation allowances (including use policies, tax implications, monitoring/enforcement)
- Parking supply reduction and parking fee programs
- Programs for use of alternative fuel vehicles for fleets or ridesharing
- Technology-oriented travel information services (e.g., intranet commute web page, real-time traveler data, etc.)

Participation in NJ Smart Workplaces

HART will support the NJ Smart Workplaces (NJSW) employer recognition program. Specific activities to be undertaken include participating in planning and implementing of the statewide campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting eligible employers, and participating in media events to recognize employer participants.

Proposed Activities

Item 1- HART will work with employers to encourage the development of worksite TDM strategies that will qualify the worksite for NJ Smart Workplaces designation. HART will actively solicit and nominate appropriate employers for recognition under this statewide program.

Item 2- Participate in planning a statewide campaign.

Item 3- Participate in a media outreach subcommittee to plan and coordinate communication with the media.

Item 4- Identify and contact potential campaign partners

Item 5- Conduct outreach to employers to inform them of the program and invite them to join (e.g., distributing promotional materials, calling/meeting with employers and posting NJSW information/links on the TMA's website)

Item 6- Respond to interested employers and assist them in enrolling

Item 7- Provide NJSW contact information for compilation of statewide list

Item 8- Participate in media events to recognize employer participants

Products / Deliverables – Sub-Core 1.2

Program Assessment and Evaluation- Reports of worksite activity, Number of employers assisted. Case studies of best practices.

TDM Strategy Resources and Development- Reports of number of employers developing worksite based programs; and/or reports of challenges and obstacles to implementation.

Application for Smart Moves for Business (SMFB) Benefits- Reports of assistance provided to employers; number of employer provided assistance

Employer Recognition- Reports of awards presented to Hunterdon County employers with outstanding worksite TDM achievements (i.e. carpool formation by worksite, percentage of workforce sharing a ride, etc.)

Timeline – Sub-Core 1.2

Activity	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Development of worksite specific promotions	Initial outreach to existing employer contacts to solicit interest.	Introduction of promotions at select worksites.	Additional outreach to employers; evaluation of Q1efforts.	Final report issued. Review of success rate of various promotions, worksites.
New Jersey Smart Workplaces/employer Recognition	Work in coordination with the TMAs on program development and implementation.	Work in coordination with the TMAs on program development and implementation. Reporting of eligible employers.	Work in coordination with the TMAs on program development and implementation. Recognition of eligible employers.	Work in coordination with the TMAs on program development and implementation.

Performance Data - Sub-Core 1.2

HART will provide the following data for this Sub-Core Area.

Sub-Core Area 1.2 - Employer Services Performance Data
Employer Outreach and Assistance
1. New employers directly contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. New employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients starting TDM programs with TMA assistance
2. Employer clients expanding TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with Gold / Platinum level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation, etc)
Other
1. Number of employees incorporating freestanding display/brochure rack at worksite
2. Number of employers participating in site specific promotions for employees.
3. Employers recognized by HART for worksite achievement (number of carpools formed, total number of employees in a rideshare arrangement, etc)

Advanced Employer Services – Staffing Qualifications

HART proposes the following staff members to provide Advanced Employer Services.

- Tara Shepherd, Executive Director
- Christina Edzenga, Commuter Services Manager
- Diana Davis, Database Administrator

Following is a brief summary of the qualifications of each proposed staff member.

- Tara Shepherd, Executive Director has eleven years experience in TDM and Employer Services. She has been involved in numerous employer relocations and consolidations, including ExxonMobil Research & Engineering, Gerber Metal, Foster Wheeler, Ingersoll Rand, Chubb Insurance, and Merck & Co, Inc. Additionally, Ms. Shepherd has worked on the development of onsite TDM programs, including a preferred parking program at Hunterdon Medical Center. Ms. Shepherd is a member of the Association for Commuter Transportation (ACT) and regularly attends conferences and workshops related to employer TDM, including training and certification the development of telework and flextime policies. Ms. Shepherd oversees the telework and flextime policy for HART employees.
- Christina Edzenga, Commuter Services Manager has six years experience in TDM and Employer Services. Ms. Edzenga has been involved in employer relocations and consolidations including Foster Wheeler, Ingersoll Rand, and Merck & Co., Inc. Ms. Edzenga also worked on the development and administration of a preferred parking program at Hunterdon Medical Center.
- Diana Davis, Data Administrator, has eleven years experience in TDM and Employer Services. Ms. Davis has extensive experience with online programs used in executing telework arrangements, as well as coordinating remote meetings. Ms. Davis is also experienced in website development/maintenance and data management, including geo-coding employee zip codes, and cluster mapping to identify opportunities for ridesharing.

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County/School Assistance

HART proposes the following activities in this Sub-Core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

Proposed Activities

Subcore 2:1 Municipal/County/School

Item 1 – MUNICIPAL TDM EDUCATION- During 2010-2011, HART began providing municipalities with educational opportunities as part of the effort to advance the recommendations of the Hunterdon County Transportation Plan (2008) through the Sustainable Hunterdon website. HART introduced “webinars” and other similar web based training. The goal of this effort is to maximize the use of technology and increase the number of municipal representatives who will benefit from the sharing of information. HART targets all 26 Hunterdon municipalities in this effort. HART conducts research on relevant topics, identifies educational materials, guest speakers, produces/reproduces relevant materials, and develops Power Point presentations. Topics may include: “NJDOT’s Complete Streets Policy”, “Traffic Calming Techniques”, “Is a Transit Village Right for your Community?”, “Identifying Private Funding for your Project”, and other relevant topics as identified during the course of the program year, and developed in consultation with the Hunterdon County Planning Board staff.

HART will compare the effectiveness of the webinars with the “Breakfast Talk” in person series of workshops hosted by the Hunterdon County Planning Board.

HART will expand training opportunities for Hunterdon municipalities to advance the recommendations of the Hunterdon County Transportation Plan (2008) and promote sustainable transportation. HART will compare the effectiveness of the webinars with the “Breakfast Talk” in person series of workshops hosted by the Hunterdon County Planning Board.

Item 2- SUPPORT FOR SUSTAINABLE NEW JERSEY CERTIFICATION- HART provides technical assistance and staff support to communities that are seeking certification under “Sustainable New Jersey”. There are several “Actions for Sustainable Communities” that coordinate with TDM and the TMA work program, including: Safe Routes to School, Complete Streets Program, Municipal Planning and Zoning Assessments, Community Outreach and Education, and development of Sustainable Community Plans. The goal of

this effort is to encourage and support municipalities to implement these actions, with an emphasis on including TDM in their efforts. Activities include ongoing promotion of sustainable transportation and conducting outreach to municipalities via a monthly online newsletter, meetings with municipal representatives, participating in Sustainable Jersey workshops or similar information forums, and provision of support documentation, policy documents, participating on event or planning committees, with municipalities in the their efforts to achieve certification.

Currently, twelve Hunterdon municipalities have expressed interest in pursuing certification. In 2011-2012, HART will aggressively outreach to these municipalities to encourage implementation of the "TDM related" Action Items listed above.

Item 3-- COMPREHENSIVE BICYCLE AND PEDESTRIAN PROGRAMMING- In 2010-2011, HART introduced a formal Community Bicycle and Pedestrian Program to coordinate all existing programs, encourage the adoption of local Complete Streets policies among Hunterdon municipalities. HART provides technical assistance and staff support to communities interested in developing "Share the Road" and safety campaigns, supports Safe Routes to School programming and similar bike/ped improvement efforts. The goal of this program is to increase community participation in bicycle and pedestrian planning, development and improvement of bicycle and pedestrian facilities in Hunterdon County. A new staff person was hired in 2010 to assist in coordinating the program.

This comprehensive program includes the following efforts:

Item 4- SUPPORT FOR SAFE ROUTES TO SCHOOL PROGRAMMING - Since 2004, HART has worked to advance Safe Routes to School programming in Hunterdon County. HART coordinates a Hunterdon Safe Routes to School Program, which now includes twelve participating Hunterdon County schools.

HART will continue to provide support and assistance to schools that are members of the Hunterdon County Safe Routes to School Coalition. Assistance may include, but not be limited to: provision of safety presentations, updating of school travel plans, staff assistance with walking school buses, conducting of walkability audits and other activities as appropriate.

Additionally, HART will participate in regional or statewide efforts with regard to Safe Routes to School programming, including participation on the Safe Routes to School statewide steering committee.

HART will provide technical assistance to schools and municipalities who may be directly awarded infrastructure or non infrastructure funding for programs or projects under the NJDOT Safe Routes to School Program. Assistance may take the form of providing facilitation, hosting meetings, or providing staff support to ensure that funded programs and projects are implemented.

HART will also provide support to those Hunterdon municipalities and schools who are not awarded funds, but are interested in improving bicycle and pedestrian safety for students.

Item 5- PEDESTRIAN CROSSWALK INVENTORY- HART will conduct a Pedestrian Crosswalk Inventory of those communities that have schools participating in the "Hunterdon County Safe Routes to School Coalition" or that are appropriate communities for such an analysis.

The following communities would be included: Bloomsbury, Califon, Town of Clinton, Annandale, Delaware (Sergeantsville), Ringoes (East Amwell), Flemington, Frenchtown, Glen Gardner, Hampton, High Bridge, Lambertville, Lebanon Borough, Milford, Raritan Twp., Whitehouse (Readington Twp), Stockton, Oldwick (Tewksbury), Union Twp. (connections to Town of Clinton)

A final report will include an inventory of existing crosswalks, with descriptions of current conditions, recommendations for maintenance of existing crosswalks and for new crosswalk locations, both as appropriate. Copies of the report will be submitted to municipal, county or state officials, as appropriate by jurisdiction.

Item 6- SUPPORT FOR COMPLETE STREETS- HART will promote and encourage the adoption of local Complete Streets policies among Hunterdon municipalities. Working with the Hunterdon County Planning Board, HART will provide educational opportunities, technical assistance, and staff support to communities interested in implementing Complete Streets policies. The goal of this program is to increase community participation in bicycle and pedestrian planning, development and improvement of bicycle and pedestrian facilities in Hunterdon County.

Item 7- IMPLEMENTATION OF FLEMINGTON/RARITAN BICYCLE AND PEDESTRIAN CONNECTIVITY ANALYSIS- During 2010-2011, HART undertook an analysis of the bicycle and pedestrian connectivity issues between the municipalities of Flemington Borough and Raritan Township. The resulting analysis identified key corridors and gateway intersections impacting on pedestrian and bicycle connectivity between the two municipalities.

In 2011-2012, HART will provide technical support and facilitation support to Flemington Borough and Raritan Township to implement the recommendations of the Flemington-Raritan Bicycle and Pedestrian Connectivity Analysis (2010). Anticipated tasks include additional field work and research on traffic counts, pedestrians counts, incidents and fatalities at the individual intersections, facilitation of meetings with County, State and Local officials, as appropriate.

As part of this effort, HART will participate in all efforts to make Route 31 more pedestrian friendly, including support and facilitation of the installation of a sidewalk (approved by NJDOT).

If appropriate, HART will facilitate a "Complete Streets" Analysis of Route 31 in Raritan Township. HART proposes to bring together stakeholders to identify other pedestrian improvements that may be made along this corridor.

Item 8- PEDESTRIAN FACILITIES IMPROVEMENTS – *At the request of NJTPA, HART will conduct an evaluation/analysis of pedestrian facilities along Route 31 in Glen Gardner/Hampton. This area has been the site of pedestrian fatalities and traffic volumes in this vicinity are high.*

Products / Deliverables – Sub-Core 2.1

- Item 1 – Safe Routes to School/ Bicycle and Pedestrian Program
 - Report of efforts at schools and in communities (# of students participating/ events held)
 - Reports of implementation efforts
- Item 2- Complete Streets
 - Reports of meetings, number of municipalities educated about Complete Streets
 - Copies of county or municipal “Complete Streets” policies
- Item 3- Route 31 Pedestrian Improvements/ Complete Streets Evaluation
 - Reports of meetings, findings
 - Draft and Final Report
- Item 4- Pedestrian Crosswalk Inventory
 - Draft and Final Report
- Item 5- Implementation of Flemington/Raritan Pedestrian Connectivity Analysis
 - Reports of meeting with stakeholders
 - Updates on Implementation efforts
- Item 6-Municipal Education/ Sustainable Hunterdon Education/ Assistance
 - Copies of webinars, workshop materials provided
 - Reports of number of municipalities participating in training/ educational opportunities
 - Number of municipalities participating in Sustainable Hunterdon community forum.
- Item 7- Sustainable Jersey Certification Assistance
 - Reports of assistance provided; including number of municipalities assisted.

Timeline – Sub-Core 2.1

Activity	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Safe Routes to School/ Community Bicycle and Pedestrian Program	Ongoing outreach and support. Prep for Fall programming	Fall programming.	Ongoing support.	Ongoing support, reporting.
Complete Streets	Ongoing outreach and support	Ongoing outreach and support	Ongoing outreach and support	Ongoing support, reporting.
Route 31 Complete Streets Evaluation	Initial outreach to stakeholders.	Facilitation, Ongoing support, reporting.	Ongoing support, reporting.	Ongoing support, reporting.
Pedestrian Crosswalk Inventory	Initial outreach to stakeholders.	Inventory.	Inventory.	Final report.
Sustainable	Development of topics,	Training	Training	Final report.

Hunterdon Municipal Education	coordination with County, municipalities on areas of interest.	presentations begin.	continues	
Sustainable Jersey (SJ) Certification Assistance	Outreach to municipalities.	Provision of assistance. Ongoing training, participation in SJ.	Provision of assistance. Ongoing training, participation in SJ	Final report of areas of SJ certification HART assisted.

Performance Data - Sub-Core 2.1

HART will provide the following data for this Sub-Core Area.

Sub-Core Area 2.1 - Municipal/County /School/ HOA Assistance Performance Data
Community/Municipal/School Assistance (In notes section, list projects underway)
1. Schools assisted by TMA to implement SRTS / safe student walking programs
2. Students participating in safe student walking events / programs
3. Communities implementing TDM strategies with TMA assistance
Other
1. Municipalities participating in Sustainable Hunterdon training opportunities
2. Municipalities achieving Sustainable Jersey certification with HART assistance.

Sub-Core Area 2.2 - Human Services Transportation

HART proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations.

Proposed Activities

Item 1 - UPDATE TO HUNTERDON COUNTY COORDINATED TRANSPORTATION PLAN- *HART will update the "Hunterdon County Coordinated Human Services Transportation Plan". The HART Executive Director serves as the "County Lead" for the Plan and related "United We Ride" efforts. The update effort may include facilitating stakeholder meetings as well as revisions to the Plan.*

Item 2- OVERALL COORDINATION OF HUNTERDON COUNTY COORDINATED TRANSPORTATION PLAN IMPLEMENTATION- As the Lead Agency, HART will, in coordination with the Hunterdon County Department of Human Services:

- Initiate and facilitate coordinated discussions with United We Ride coordinators, social services and transportation providers.
- Identify and maintain updated records of services that are or can be used by disabled or disadvantaged populations. This information will be made available to the public via

printed and online directories/guides. As appropriate, HART will facilitate meetings with providers to discuss transportation needs.

- Identify existing or potential routes that serve the senior, disabled, or disadvantaged populations
- Identify activity centers for seniors, disabled and disadvantaged populations. In coordination with the Hunterdon County Department of Human Services, Division of Senior Services, conduct a survey of transit dependent populations to identify desired transportation destinations.

Item 3 – HART will continue to provide Marketing Support to the Hunterdon County LINK Transportation System. This will include assistance in developing new schedules to meet rider demand, publication of printed schedules, coordination on press releases and other outreach efforts.

Products / Deliverables – Sub-Core 2.2

- Item 1 – Copies of Plan update, minutes of meetings facilitated
- Item 2 – Copies of Press releases, bus schedules, schedule signs, outreach efforts.
- Item 3 – Report of installation locations.
- Item 4- Report of rider/advocate feedback on effectiveness of signs.

Timeline – Sub-Core 2.2

Activity	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
United We Ride Plan Update	Convene stakeholder group	Facilitation of update	Facilitation and drafting of update/ final draft for review	Final report/ approval by Stakeholders, adoption by County.
Marketing Support	Ongoing	Ongoing	Ongoing	Ongoing.

Performance Data – Sub-Core 2.2

HART will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 2.1 – Human Services Transportation Performance Data
Other
1. to be determined in consultation with NJTPA, NJDOT and FHWA

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

HART will 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, with the oversight of NJDOT and Metropolitan Planning Organizations (MPOs).

Development of TDM Elements in Traffic Mitigation Plans

HART will explore the viability of Traffic Mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA also will assist NJDOT with implementation of the traffic mitigation efforts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJDOT 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. Roadways anticipated to be included in these efforts are:

- Interstate 78
- Route 202
- Route 31/22
- Route 12
- Route 29
- All Hunterdon County roads

HART will work in coordination with the NJTPA, NJDOT, Hunterdon County, municipal officials, and other relevant stakeholders to identify opportunities to mitigate the impact of any construction project within or effecting Hunterdon County.

Proposed Activities

Item 1- Traffic Mitigation- Traffic Alert Service- HART will provide alerts to the traveling public through the popular Traffic Alert Service (TAS). The TAS provides alerts via text message or email on incidents, construction, and weather alerts. This includes provision of alerts to employer sites for re-distribution to employees. Alerts are offered during peak morning and afternoon commute hours, from 6:30 a.m. to 8:30 a.m. and from 4:30 p.m. to 6:30p.m., Monday through Friday.

More extensive construction project notices and updates will be posted on the HART website.

Item 2- HART will coordinate 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 to ensure that all parties are aware of the TAS as resource, with the ultimate goal of seamless communication to the public. HART will also provide facilitation and communication support for all public outreach efforts.

Item 3- HART will conduct an annual survey of subscribers to determine subscriber profiles, gauge the impact of alerts on travel behavior, and the value of the service to the public.

Support for MPO and NJDOT-Sponsored CMS Studies and Corridor Management Studies

HART will participate in all NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management Process (CMP) related projects. The TMA will coordinate with the MPOs, the Division of Project Development (DPD), the Bicycle/Pedestrian Unit and/or other entities as appropriate on these activities.

The TMA will assist NJDOT and MPOs to identify and implement appropriate CMP strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMP and other planning studies. The TMA will assist as requested, with: compilation of background research on transit, Park-Ride facilities, and other transportation facilities in the TMA's service area; development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders, propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas, and support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas.

Proposed Activities

Item 1- **ADVANCE TDM SOLUTIONS ALONG INTERSTATE 78**- HART has long been involved with efforts to improve traffic congestion along the Interstate 78 Corridor, including participation in numerous studies, plans, and surveys. During 2010-2011, HART worked with Hunterdon County representatives to review prior studies and to identify from prior reports, those solutions that could be implemented and advanced within a short timeframe (1-3 years). Four projects were identified in the "Interstate 78 Prioritization and Implementation Plan" and submitted to NJTPA in 2010.

1. Improve facilities and the NJ TRANSIT Annandale Station to accommodate more parking and attract riders.
2. Formalize the informal park and ride at Oldwick.
3. Investigate the feasibility of creating a park and ride facility at Exit 7 (Bethlehem).
4. Develop a park and ride in Hampton for possible development into a rail station in the future.

In 2011-2012, HART will work in cooperation with the Hunterdon County Planning Board to advance the prioritized "action items" from the Interstate 78 Corridor Transit Study and Central Jersey Raritan Valley Rail Study, as identified by HART and Hunterdon County.

Item 3- PARTICIPATION IN NJTPA TCAM EFFORT- HART participates in NJTPA's efforts to implement Transportation Clean Air Measures (TCAMs). *In FY 12, HART will **SUPPORT ANTI-IDLING EDUCATION**. HART will participate in NJTPA's efforts to implement Transportation Clean Air Measures (TCAMs). Specifically, HART will participate in NJTPA's Auto Idle Reduction Education/Awareness Program. Anticipated activity includes outreach to reduce idling by autos at schools. Anticipated activity may include outreach to reduce idling by autos at schools, shopping centers, hospitals, transit station "kiss and ride" lanes, taxi stands, "big box" store loading docks, and other hot spots.*

Item 4- STATEWIDE TDM STRATEGIC PLAN – HART participates in efforts to develop a statewide TDM strategic plan by serving as a representative of the Steering Committee. The plan is a 5 year strategic vision for 2011-2016 that will guide the implementation of cost effective TDM strategies that will address transportation related challenges in New Jersey.

In 2011-2012, HART anticipates continuing participation in plan development as directed or requested.

Item 5-PROVISION OF DATA- HART provides NJTPA with data as requested. Such data may include information on shuttle services (or other transit in service area), carpool/vanpool programs, bicycle or pedestrian facilities, and other related data as specified in the performance data listed for each sub-core. *HART will continue to provide this assistance in 2011-2012.*

Item 6- HART will participate in efforts to advance extension of the Raritan Valley Rail Line to Hampton, NJ and subsequently to Phillipsburg. Involvement will include participation in meetings, review and input into recommendations, facilitation of public outreach, and other activities as identified as the project continues.

Item 7- HART will continue to participate in efforts to advance the recommendations of the Route 202 Corridor Study, including the Flemington Rail Initiative project, which will be studied further by NJTPA in 2010-2011. HART will participate in committees formed as part of this effort, and as identified by NJPTA. HART will provide background context for the project, participate in review of recommendations, assemble stakeholder groups, and other activities as identified by NJTPA, NJDOT, and NJ TRANSIT.

Item 8- HART will continue participation in the "Six County Coalition", a collective of planners and freeholders from Hunterdon, Morris, Passaic, Sussex, and Warren counties interested in areas of regional concern, including regional transportation, as appropriate.

TDM Support Services and Facilities Planning and Promotion

HART proposes the following activities to support NJDOT's Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested by NJDOT, the TMA will assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and participate in an NJDOT Statewide Park-Ride inventory; and

provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will administer bike storage, as requested by NJ Transit or NJDOT's Bureau of Commuter and Mobility Strategies

Proposed Activities

Item 1 - HART will continue to work cooperatively with the NJDOT Park and Ride unit to identify opportunities for "Share a Lot" locations in Hunterdon County, as well as to identify sites for new facilities.

Item 2- HART will make park and ride information available to the commuting public through the Information Outreach Network, employer contacts and the HART website.

Item 3- HART will provide outreach, working in cooperation with Hunterdon County and state officials, and serve as facilitator, as requested, for public meetings on the development and design of any additional facilities. HART is in a unique position to facilitate public meetings and gain further consensus for the project.

Item 4- As appropriate, HART will participate in discussions with elected officials at all levels of federal, state and local government, NJTPA, NJ TRANSIT, NJDOT, PennDOT as well as employers, emergency personnel, commuters and citizens. HART will assist in achieving consensus on recommendations and strategies for implementation.

Item 5- As appropriate or requested, HART will provide and/or obtain data from commuters in the form of surveys that would be valuable to the development of park and ride facilities.

Item 6- HART will work to maximize use of the existing park and ride facilities in Corridor 4 and will participate in, and/or support, as requested, all NJDOT and NJTPA planning studies in Hunterdon County. Focus will be to continue to address commuter concerns regarding overcrowding at the Clinton Point Park and Ride Facility, and its negative impact on encouraging ridesharing, as well as monitoring and supporting park and ride use at the existing Liberty Village, and Annandale Square facilities.

Item 7- HART will continue to work with a representative of a group of bus commuters in a liaison function between officials and commuters. HART will continue to nurture this relationship to ensure an appropriate flow of information to and from commuters.

Item 8- HART will provide feedback to NJDOT, NJ TRANSIT and NJTPA on any "informal" park/ride activity within Hunterdon County.

Item 9- HART will also advocate for commuters traveling from Pennsylvania to Hunterdon County worksites by serving as a facilitator for feedback to PennDOT and other appropriate agencies within the Lehigh Valley responsible for managing park and ride facilities.

Item 10- In all efforts, HART will provide facilitation among parties.

Item 11- As appropriate, HART will administer any permitting program that may be implemented.

Products / Deliverables - Sub-Core 2.3

- Item 1- Reports of number of traffic alerts sent, number of subscribers, breakdown of incidents on Interstate 78 by exit
- Item 2- TAS Subscriber Survey Results
- Item 3- Meeting minutes, reports of participation on steering, advisory committees.

Timeline - Sub-Core 2.3

Activity	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
I-78 Corridor Prioritization and Implementation Plan	Ongoing advocacy / implementation of recommendations.	Ongoing advocacy/implementation of recommendations.	Ongoing advocacy/implementation of recommendations.	Ongoing advocacy/implementation of recommendations.
Support for Anti-Idling Education	Initial program development and outreach.	Ongoing outreach	Ongoing	Ongoing, final report.
Support for NJTPA Bike/Ped Initiatives	As directed	As directed.	As directed	As directed.
Traffic Alert Service	Ongoing provision of service.	Ongoing provision of service.	Ongoing provision of service.	Ongoing provision of service. Final report of value to commuters.

Performance Data - Sub-Core 2.3

HART will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 2.3 - TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported - (number of incidents)
Other
1. TO BE DETERMINED IN CONSULTATION WITH NJTPA, NJDOT and FHWA

SECTION 5 STAFFING PLAN AND BUDGET

BUDGET AND STAFFING PLAN

HART proposes a total of **\$380,000.00** for Year 2 of the FY 2011-2012 work program, which assumes a total of **7,854 hours** of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART Commuter Information Services
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 210,109		
	2. FRINGE BENEFITS 23%	\$ 47,360		
	3. LEAVE ADDITIVE 0%	\$ -		
	SUBTOTAL	\$ 257,469	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. Commuter/ Employer outreach	\$ 1,450		
	2. Emergency Ride Home	\$ 800		
	3. Vanpool Empty Seat Subsidy	\$ 1,400		
	4. Bike to Work promotion	\$ 250		
	5. Commuter Registration/Data Mgmt.	\$ 1,000		
	6. Advertising/Outreach	\$ 5,831		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 15,150		
	SUBTOTAL	\$ 25,881	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 46%	\$ 96,650		
	SUBTOTAL	\$ 96,650	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 380,000	100%	0%

This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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: \$ 380,000 Local Match: \$ - Total: \$ 380,000

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART Commuter Information Services
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
Employer Outreach, Assistance and Recognition	\$ 4,400.00	\$ -	\$ -
Community Outreach, postage, print, mileage	\$ -	\$ 3,000.00	\$ 3,000.00
Sustainable Hunterdon website	\$ -	\$ 3,000.00	\$ 3,000.00
Sustainable Hunterdon webinars	\$ -	\$ 500.00	\$ 500.00
LINK Advertising and Outreach	\$ -	\$ 1,000.00	\$ 1,000.00
UWR/Transportation Plan	\$ -	\$ 1,000.00	\$ 1,000.00
Traffic Alert Service	\$ -	\$ 250.00	\$ 250.00
Regional Mileage, Postage	\$ -	\$ 1,000.00	\$ 1,000.00
Anti-Idling outreach/education costs	\$ -	\$ 1,000.00	\$ 1,000.00
Total "OTHER" Direct Expenses	\$ 4,400.00	\$ 10,750.00	\$ 15,150.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART Commuter Information Services
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	2,944	\$ 97,985.3	\$ 15,131.0	\$ 36,644.9	\$ -	\$ 149,761.1
Core Area 2 - Government / Community TDM Assistance	4,910	\$ 159,483.9	\$ 10,750.0	\$ 59,644.4	\$ -	\$ 229,878.3
TOTAL	7,854	\$ 257,469	\$ 25,881	\$ 96,650	\$ -	\$ 380,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
Tara Shepherd, Executive Director	72%	1495
Diana Davis, Data Administrator	64%	1339
Christina Edzenga, Commuter Services Manager	79%	1644
Catherine Taglienti, Information Outreach Coordinator	44%	912
John Stevenson	90%	1864
Per Diem- PT	96%	600
TOTAL	37%	7854

SECTION 6

MARKETING PLAN

HART's 2011-2012 Marketing Plan will support core activity programs and will present opportunities to provide information on TDM and transportation alternatives to the commuting public. Through HART, commuters, business and community will learn how to contribute in a positive way to the management of current traffic problems and mitigate potential traffic congestion without adding new roads, or as part of any road widening plans.

Market Analysis

HART surveys have shown that residents want to see more bus service, train service, (local inter and intra county bus service). Since transit facilities in the County are not typically full service, they want to see that information on the service that is available is convenient to access. HART will fill that role.

Hunterdon County has a secondary commuter "market" ~ residents of the Lehigh Valley, Pennsylvania, who work in Hunterdon County. This growing market is not fully "tapped" and will continue to be a focus in 2011-2012.

Marketing Efforts

Carpooling, vanpooling and rideshare matching services will continue to be a primary focus, along with the promotion of public transit, transit facilities, and the incorporation of TDM into municipal planning and policy decisions.

HART will build on citizen interest that local transportation services be improved and expanded. HART will increase awareness about the benefits of transportation planning that includes TDM; engage broad-based participation in addressing key related issues; and build public support for TDM activities in Hunterdon County.

HART will continue to emphasize the TMAs commitment to serve as the County's one-stop transportation information center. The organization will continue to be a place where people can visit, either in person, through information racks, or "on the web" and know that they will find the train or bus schedule or map or vanpool or carpool information they need. HART will incorporate the latest technology into its marketing efforts, with emphasis on using HART's interactive website, www.hart-tma.com, and online PowerPoint presentations, when appropriate.

Through HART's Commuter Services and Employer Services Programs, Hunterdon bound commuters will be made aware of carpool, vanpool, and public transit options, as well as the incentive programs available to encourage the use of these options. HART will publicize these programs through a variety of outreach medium, including, but not limited to: online newsletters, press releases, articles in business newsletters, brochures for direct mail and distribution in HART's Information Racks, freestanding signs at employer worksites, and HART's website.

HART's approach to marketing will rely on a variety of activities and wide publicity to increase the awareness of the organization. Traditional tools, such as special events, press releases, information guides, joint marketing programs with other TMA's and collaborative projects with a variety of individuals from the public and private sectors, will help HART reach this goal.

HART will focus on educating commuters on the ridesharing opportunities. HART will build on existing relationships with businesses, agencies and municipalities through surveys, direct mail, personal contact, speeches, technology and networking in business, government and professional organizations. The result: increased visibility with and participation of policy makers, opinion leaders and the community.

HART intends to choose advertising mediums carefully, as traditional print advertising has not proven an effective tool. Rather, HART plans to conduct direct marketing, as well as use the Internet, to its advantage to allow for targeted marketing. Limited print materials will be produced, as needed, to promote specific commuter programs. Emphasis will be on distribution of electronic messages, or on development of signs or other visual aids that can be viewed by larger groups.

HART recognizes that Pennsylvania residents compose approximately 40-50% of the Hunterdon bound commuter shed. As appropriate, marketing efforts will be directed toward Pennsylvania media via press release, interviews, etc. Opportunities for free, or low cost publicity will always be a primary goal.

Specific Proposed Marketing Efforts

HART will build on opportunities to inform commuters about ridesharing and its many forms using the following marketing strategies:

- short term promotional campaigns, such as "Bike to Work Month" or similar promotions that will motivate commuters to try a new mode.
- email updates/alerts on a variety of topics to educate the commuting public on the benefits of choosing an alternate commute mode.
- sponsorship of public information sessions in conjunction with local community groups (i.e. Employer Council, Chamber)
- participation in business and community fairs, festivals, public events.
- a marketing kit for new employees/residents of Hunterdon County to be distributed through Realtors, "Newcomers" or similar "first contact" resources.
- updating of website to provide for continual interaction with the public
- continued establishment and maintenance of "Tabletop Transit Centers" to libraries, non-profit/service organizations, municipalities and other community forums.
- low cost/no cost cable television "bulletin board" announcements
- joint marketing and collaborative efforts 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.)
- participation in cooperative marketing efforts put forth by the NJDOT, its consultants and/or other TMA's. HART feels that cooperative marketing is an appropriate, cost effective approach.

HART Marketing Expenses

Due to HART's strong relationship with a variety of community organizations and employers, HART has not incurred significant direct costs in previous budgets for marketing of HART programs and services. Most of HART's outreach is conducted through low costs mediums, including websites, information racks, newspaper articles, staff presentations, short term promotional incentive campaigns, and commuter and employer referrals. This approach will be continued in 2011-2012.

NJTPA UPWP - FY 2012
TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
HUDSON TMA
FY 2011-2012 TMA WORK PROGRAM - YEAR 2 UPDATE

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SECTION 1

SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

- *Provide classified ads for seats available in carpools and vanpools*
- *Produce continuous loop videos demonstrating the ease and benefits of carpooling, taking mass transit, and other TMA programs. These videos will be shown at Transit Fairs and community events; as well as on cable, the web, and community assistance program offices as PSAs.*
- *Conduct travel related "brown bag" educational seminars at employer worksites with topics such as "Road Rage and You," "Fighting Fatigue," "Casual Polluting, The Little Things We Do." and "Child Safety."*
- *Conduct special activities to attract and retain commuters in travel alternatives such as Car Free Week, Bike to Work Week, and Carpool Week.*
 - CarFree Week - The public is asked to make their commitment and describe how they will be CarFree. Outreach will be made through the TMA website, newspaper ads, employer intranet and community page cable advertising.*
 - Bike to Work Week participants are asked to sign-in their support at the event location and on-line. Public outreach will be made through the TMA website, newspaper ads, employer intranet and community page cable advertising.*
 - Carpool Week will ask commuters to make a resolution not to drive alone. Public outreach will be made through the TMA website, newspaper ads, employer intranet and community page cable advertising.*
- *Promote an awareness campaign by promoting via newspaper, flyers, and/or video "What is your transportation carbon footprint, what does it cost, and how do you reduce it."*
- *Market and provide developers with assistance in their LEEDS Certification application*
- *Adult Learn to Ride a Bike Class - One day instruction for adults to learn how to ride*
- *Expand the NJ Bike School program to Hudson County school districts for both Elementary and High Schools.*
- *Provide an education program for students learning to drive as well as current car drivers to learn the rules of the road which govern bicyclists and understand rights and needs of bicyclists in order to increase awareness of those who are sharing the road so more accidents and injuries can be avoided. Improved safety and open discussion may also encourage more people to travel by bicycle.*
- *Auto Idle Reduction Education/Awareness Program - The TMA will create and provide auto idle reduction education and awareness presentations to established community groups such as PTAs, scouting, etc. and seek their support in reducing idling.*
- *Bus Idle Reduction Education/Awareness Program - The TMA will provide information for school administrators and school bus personnel to reduce pollution caused by school bus idling.*
- *Hudson TMA will assist with the implementation of the County Coordinated Human Services Transportation Plan (CHSTP) by initiating coordination discussions with the United We Ride Coordinator for Hudson County as well as social services and transportation providers, by helping*

to identify services that are or can be used for disabled or disadvantaged; identify of existing and potential routes that serve seniors and disabled; and assist in identifying major activity centers for seniors, disabled and disadvantaged population.

SECTION 2

PROGRAM OVERVIEW

TMA SERVICE AREA DESCRIPTION

The service area of the Hudson TMA is Hudson County which is comprised of the following 12 municipalities: Bayonne, Jersey City, Union City, Hoboken, West New York, Guttenberg, Weehawken, North Bergen, Secaucus, Kearny, Harrison, and East Newark.

TMA GOALS AND OBJECTIVES

Core Area 1 - Commuter / Traveler TDM Assistance

Sub Core 1.1 - Commuter/Traveler Services

Goal/Objective: Hudson TMA will promote and facilitate to all travelers the provision of a range of travel options which will increase the use of mass transit, reduce vehicle trips, and lessen the use of single occupancy vehicles resulting in a decrease in congestion and carbon emissions.

Sub Core 1.2 - Employer Services

Goal/Objective: The Hudson TMA will enhance the availability and range of Transportation Demand Management support services available to employers by encouraging employees to use non single occupancy vehicle modes and to encourage employers to become active partners in TDM.

Core Area 2 - Government and Community TDM Assistance

Sub Core 2.1 - Municipal/County/School Assistance

Goal/Objective - The Hudson TMA will increase non-motorized travel options, by integrating bike and pedestrian opportunities into transportation systems. The TMA will inform the public, through their communities, of mass transit options and alternate means of transportation in the hopes they will choose to utilize them over single occupancy vehicles. Hudson will also create partnerships with schools and municipalities in TDM efforts. Hudson TMA intends to improve the safety of children while encouraging their bike/ped efforts. The TMA will also assist communities in providing programs to effectuate TDM.

Sub Core 2.2 - Human Services Transportation

Goal/Objective - The Hudson TMA will help Human Services transportation by directing the public seeking para-transit services to contact Hudson Transcend.

Sub Core 2.3 - TDM Support to MPOs / NJDOT / NJ Transit

Goal/Objective - Through collaboration with NJDOT and the NJTPA, Hudson TMA seeks to identify appropriate TDM strategies to support Corridor studies in the Hudson TMA service area. This will include the reuse of the Access Study Implementation, which will minimize the need for additional road capacity to accommodate growth in traffic and encourage use of bike and pedestrian options and use of public transit. Also, another objective is to seek new opportunities to minimize commuters' traffic delays through incident management, provision of information on construction, time of day, duration and alternate. Additionally, TMA will support corridor studies and to mitigate traffic delays caused by active construction projects. The TMA will also promote and facilitate the provision of a range of travel options in Hudson County and to encourage use of travel options by travelers within and to the county.

SECTION 3

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE PROPOSED ACTIVITIES

Sub-Core Area 1.1 – Commuter / Traveler Services

Rideshare Matching and Trip Planning

- Participate in the Automated Rideshare Matching System, currently RidePro, by
 - a) accepting all automated referrals regarding applicants for matching generated from the statewide toll-free rideshare telephone and email systems, as well as the automated program generated from the TMA website
 - b) properly entering the applicant’s rideshare information into the RidePro system and generating matches
 - c) providing the match information to the applicant
 - d) providing assistance to the matched applicant so he/she can more easily join or form a car/van pool
 - e) adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
 - f) ensuring that all Rideshare Matching System applicant files are kept up-to-date and inactive records are purged every six months
 - g) participating in Rideshare Matching System Training – both basic and advanced – when arranged by NJDOT, NJTPA or TMAC
 - h) ensuring that adequate staff is trained to operate the Automated Rideshare Matching System
- Provide outreach to commuters and other travelers to acquaint them of the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips
- Abide by the “Transit First Policy” in the provision of traveler information services, whenever feasible.
- 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.
- Provide trip planning assistance to travelers (commuters, tourists, consumers, etc) who seek . Such assistance will include offering information on transit routes and service, Park-Ride lot locations, and safe bicycling routes, according to policy agreements outlined in the TMA application package.
- Provide outreach to the public in order to develop new carpools and vanpools as well as promote existing carpools and vanpools.
- Provide support to New Jersey Transit’s Vanpool Sponsorship Program
- *Provide classified ads for seats available in carpools and vanpools*
- Provide information to commuters on telecommuting and alternative work hours.

Travel Alternatives Promotion and Outreach

- *Produce continuous loop videos demonstrating the ease and benefits of carpooling, taking mass transit, and other TMA programs. These videos will be shown at Transit Fairs and community events; as well as on cable, the web, and community assistance program offices as PSAs.*
- Disseminate information related to TDM strategies and promote the use of travel alternatives, including carpooling, transit; vanpooling, bicycling, walking, telecommuting, and alternative work hours via conduction of “on-site” Transportation Fairs for commuters, direct mail and email network.
- Conduct media advertising to encourage use of travel alternatives via newspaper advertising, radio and cable ads, and public service announcements.
- Participate in local, regional, or statewide travel alternatives marketing campaigns to advance the success of TDM services
- Provide PARK(ing) Day Events - In a busy commercial area, transform a metered parking spot into a park with leisure amenities and entertainment in order to program create attention by the press and passersby which provides the TMA with an excellent opportunity to illustrate issues regarding the use of mass transit and alt modes of transportation. The program also challenges the public to see better uses for land rather than its use as a parking space.
- Support and assist in the creation of new mass transit options or shuttles
- Host and maintain a Hudson TMA website which promotes all activities of the TMA and includes traveler information with email accessibility to visitors
- Produce and distribute a TMA newsletter at least 3 times per year.
- Provide information on Hudson TMA activities in the HCIA Seasons newsletter distributed to 200,000 homes through newspaper inserts twice a year
- Participate in local community events, such as festivals and fairs, at which the TMA distributes information about travel alternatives
- Provide bulk supplies of travel information materials to organizations such as realty offices, tourist offices, libraries, and Workforce Investment Boards (WIB) for distribution to individual travelers
- Conduct travel related “brown bag” educational seminars at employer worksites with topics such as “Road Rage and You,” “Fighting Fatigue,” “*Casual Polluting, The Little Things We Do.*” and “Child Safety.”
- Prepare and distribute travel information materials directly to residents, commuters, tourists, and other travelers
- Perform outreach/information campaigns designed to acquaint tourists and other non-resident travelers in the TMA’s service area with travel alternative options
- Supply TDM promotional information to employers for redistribution to employees
- Support activities for Air Quality Partnership program information dissemination
- Conduct special activities to attract and retain commuters in travel alternatives such as Car Free Week, Bike to Work Week, and Carpool Week.
CarFree Week - The public is asked to make their commitment and describe how they will be CarFree. Outreach will be made through the TMA website, newspaper ads, employer intranet and community page cable advertising.

Bike to Work Week participants are asked to sign-in their support at the event location and on-line. Public outreach will be made through the TMA website, newspaper ads, employer intranet and community page cable advertising.

Carpool Week will ask commuters to make a resolution not to drive alone. Public outreach will be made through the TMA website, newspaper ads, employer intranet and community page cable advertising.

- *Promote an awareness campaign by promoting via newspaper, flyers, and/or video “What is your transportation carbon footprint, what does it cost, and how do you reduce it.”*
- Undertake market research activities and/or participate in market research conducted by NJDOT /NJTPA to establish baseline data and track progress towards achieving goals in such areas as matching effectiveness, public awareness of TDM, public awareness of the TMA’s services, market penetration, customer satisfaction, etc.

Emergency Ride Home

- Provide Emergency Ride Home services to Hudson TMA registered carpoolers, vanpoolers, and bicyclists within the service area of the TMA.

Travel Options and Incentives Development

- Provide newly Hudson TMA registered vanpools, whose vans are leased through VPSI, a “Vanpool Start Up Subsidy” for their first three months of operation.
- Provide Hudson TMA registered vanpools the “Vanpool Empty Seat Subsidy” for vans leased thru VPSI for three months
- If outside (non federal) funding is found, administer the incentive programs: “We Care for Carpools,” providing ongoing registered carpools a car wash and oil change; “Bicyclists, Tune Up for Work!,” providing an incentive for a commuter to begin and continue using a bicycle a yearly bicycle tune up voucher; Fit as a Bicyclist,” providing an incentive for individuals to begin utilizing a bicycle in their commute via a one hour consult with a certified trainer.
- Administer and promote, “SMT – Switch to Mass Transit,” which provides commuters who do not buy monthly transit passes or has not committed to regularly using mass transit 50% rebate on the cost of their first monthly transit pass or four one-way transit tickets. This program can only be used for commuters who currently drive, but are willing to switch to mass transit and purchase a monthly pass.
- Administer and promote the Bike Rehab Program which assists disadvantaged individuals who desire to use a bicycle as a means of transportation, but are unable to purchase one. The TMA solicits the public to donate used bicycles and the TMA has the bicycles rehabbed. Municipal and county family service agencies find individuals who meet the criteria. The purchase of new special- needs bicycles is also included in the program.
- Provide the Kearny Shuttle which is supported by the NJTPA Shuttle Hand Off Program

Sub-Core Area 1.2 - Employer Services

Employer Outreach and Administration

- Serve as a primary Employer TDM Services (ETS) contact for employers
- Encourage use of ETS assistance to develop or expand employer worksite TDM programs
- Participate in the development of outreach and education materials and tools
- Participate in training to support effective outreach
- Conduct outreach activities to inform employers of the availability of ETS opportunities and promote the ETS program to employers via:
 - a) mailings of flyers, brochures, videos, and customized letters to employers
 - b) telephone and "in person" solicitation
 - c) radio and cable PSAs or commercials
 - b) presentations to business groups
 - c) coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses
 - d) articles, paid advertisements, press releases, and media stories
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer
- Newsletters, mailings, and web postings promoting employer TDM activities and successes
- Participation in award and recognition programs for participating employers
- Participate in Hudson County Economic Development and Hudson County Chamber of Commerce Networking events

Basic Employer Assistance

- Provide program assessment and evaluation
- Deliver commute alternative information
- Provide promotions to employees of a specific employer worksite(s)
- Provide development of common TDM strategies and information resources for a few complex strategies
- Provide the application for Smart Moves for Business (SMFB) Program benefits.
- *Market and provide developers with assistance in their LEEDS Certification application*
- Market and provide information to employers regarding relocation assistance

- Market Preferential Parking Programs to businesses and agencies. When needed, administer by verifying carpool status and issuing tags. Staff will also update security and periodically spot check.

Advanced Employer Assistance

- Survey, develop and implement solutions to transportation barriers at worksite.
- Develop and provide TDM promotional materials tailored to worksite.
- Develop and provide Commuter Choice and other qualified transportation fringe benefit programs
- Develop and provide assistance programs for employees whose company is relocating to or within Hudson County
- Develop and administer shuttle and transit services

Participation in NJ Smart Workplaces

- Support the NJ Smart Workplaces (NJSW) employer recognition program
- Participate in planning and implementing the Statewide campaign and media coverage of the programs
- Identify and contact employers to inform them of the program and invite them to join
- Assist interested employers to enroll

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County/School

- Municipal Safety Program – While presenting at community events, public programs, and bike/ped safety seminars the TMA staff is often approached by individuals who report on malfunctioning cross signals and problematic intersections. The TMA assists by verifying the problem and reporting it to the proper authority. It appears that seniors and the immigrant population have difficulty contacting the appropriate authority as well as obtaining or understanding the appropriate response.
- Earth Day Bike Safety Presentation – To augment Hudson TMA’s work at Earth Day, the TMA provides Bicycle Safety demonstrations periodically from 10 am to 3 pm.
- Adult Bicycle Safety Program – Hudson TMA staff will meet with minority community organizations to form partnerships to improve bicycle safety for their constituents. Many minorities new to Hudson County are not familiar with laws, regulations, or best practices. The TMA will develop outreach opportunities and request assistance in distributing information. TMA staff will provide safety presentations at their community group meetings
- Hudson TMA Stride & Ride Event – Bicycle Instruction and Rodeo Program – Each year the Stride and Ride serves over 300 children with bicycles. The event has educational opportunities for the parents as well as the children. The rodeo consists of twelve education stations and obstacle courses.
- *Adult Learn to Ride a Bike Class – One day instruction for adults to learn how to ride*
- Savvy Cyclist Classes – The TMA will provide classes (also known as T 101) to the general public in English as well as Spanish. The curriculum works to improve the safety and mobility of cyclists who ride in an urban setting. Marketing for the class also creates an awareness of the need for instruction and encourages more people to bicycle.
- School Bike Safety Program – The TMA will visit schools with bicycles and present an interactive safety presentation based on the Savvy Cyclist program
- Participate as a member of the BPED Advisory Council
- Participate as a member of the SRTS Coalition
- *Senior Pedestrian Safety Program – The TMA will provide its’ interactive community safety seminar discussing the most common danger areas such as: busy intersections, where right on red is permitted, and commercial main streets. The seminar will also present tips to decrease the risk of injury while walking.*
- Promote the support for bicycle, pedestrian, and other alternate transit modes be added to Municipal Master Plans
- Provide support and marketing assistance to the North Bergen Community Shuttles

- Promote and assist municipalities and school districts with applications for SRTS Grants
- Walking School Bus Program – The TMA works with the principal, PTA, parents and children to coordinate walking school buses to discourage family members from driving their children to school. The TMA utilizes live presentations, various promotional materials, and its mascot, Buster the bus, in its outreach and education efforts which are geared to children in kindergarten through 3rd grade.
- The Golden Sneaker Award Program – At each participating school, the TMA provides pedometers to children in grades two, three and four. Each class from all grades competes to register the highest number of total steps within a week. A Golden Sneaker Trophy is awarded and accompanied by an educational presentation before all of the students.
- Kids Seasons – HCIA newsletter with a page dedicated to the TMAs efforts geared for children which is provided to each child via deliveries to all grammar schools in Hudson County totaling 40,000 youngsters.
- *Expand the NJ Bike School program to Hudson County school districts for both Elementary and High Schools.*
- *Provide an education program for students learning to drive as well as current car drivers to learn the rules of the road which govern bicyclists and understand rights and needs of bicyclists in order to increase awareness of those who are sharing the road so more accidents and injuries can be avoided. Improved safety and open discussion may also encourage more people to travel by bicycle.*

Sub-Core Area 2.2 – Human Services Transportation

- Hudson will provide information to the general public about Transcend, the Hudson County para-transit service by presenting literature regarding Transcend when presenting community fairs. The TMA often receives calls and inquires regarding para-transit services and will direct such to Transcend.
- Hudson TMA will assist with the implementation of the County Coordinated Human Services Transportation Plan (CHSTP) by initiating coordination discussions with the United We Ride Coordinator for Hudson County as well as social services and transportation providers, by helping to identify services that are or can be used for disabled or disadvantaged; identify of existing and potential routes that serve seniors and disabled; and assist in identifying major activity centers for seniors, disabled and disadvantaged population.

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

Development of TDM Elements in Traffic Mitigation Plans

- Mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes.

- Propose efforts to make travelers aware of construction or traffic impacts
- Coordinate w/NJDOT staff to plan traffic mitigation efforts for significant construction projects
- Provide timely information to employers/employees on construction activity and incidents that might affect traffic conditions
- 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.
- Enhance, promote and provide the TMA Traffic Alert System which notifies participants of traffic information in real time
- Assist with shuttle services as a possible mitigation effort for projects in the development phase as well as construction phase.

Support for MPO and NJDOT-Sponsored CMP and Corridor Management Studies

- Participate in all NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management Process (CMP) related projects
- Coordinate with the MPOs, the Division of Project Development (DPD), the Bicycle/Pedestrian Unit and/or other entities as appropriate on all planning studies.
- Assist NJDOT and MPOs to identify and implement appropriate CMP strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMP and other planning studies.
- Assist with compilation of background research on transit, Park-Ride facilities, and other transportation facilities in the TMA's service area
- Assist in the development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders
- Propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas
- Support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas.
- Continue work on the Jitney issue. The Hudson TMA anticipates work on this issue to continue after the NJTPA study of 2010-2011 concludes. At this time it is impossible to be more specific since the study has not begun and public opinion and/or comments from any of the twelve municipalities are unknown; as well as, any reactions from the jitney companies.

- Participate as a member of the TAC in NJTPA sponsored Sub regional Studies which affect Hudson County to improve access, circulation and mobility. (Currently Hudson is a TAC member in several on-going studies. They are not listed as some may end prior to the new grant year.)
- *Auto Idle Reduction Education/Awareness Program – The TMA will create and provide auto idle reduction education and awareness presentations to established community groups such as PTAs, scouting, etc. and seek their support in reducing idling.*
- *Bus Idle Reduction Education/Awareness Program – The TMA will provide information for school administrators and school bus personnel to reduce pollution caused by school bus idling.*
- Information on Shuttle services, carpool/vanpool programs, bicycle/pedestrian facilities, and other related data as specified in the performance data listed for each sub-core should be compiled and provided to the State's MPOs in addition to NJDOT bi-annually
- Complete Streets – The TMA will assist in DOT's efforts of promoting the Complete Streets Program. Hudson will include Complete Streets among the items it presents at municipal related information exchanges such as the League of Municipalities, New Jersey Association of Counties, and Hudson County Chamber of Commerce. Complete Streets will also be showcased at bike/ped and community fair events.

TDM Support Services and Facilities Planning and Promotion

- Support NJDOT's Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel.
- Assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities
- Conduct Park-and-Ride surveys and other data collection
- Identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations
- Participate in an NJDOT Statewide Park-Ride inventory
- Provide an information linkage for commuters and other travelers through the www.njcommuter.com web site
- Administer bike storage, as requested by NJ Transit or NJDOT's Bureau of Commuter and Mobility Strategies

SECTION 5
BUDGET AND STAFFING PLAN

HUDSON TMA proposes a total of \$ 470,000 for Year 2 of the FY 2011-2012 work program, which assumes a total of 5,375 hours of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 116,943		
	2. FRINGE BENEFITS 59%	\$ 68,996		
	3. LEAVE ADDITIVE 0%	\$ -		
	SUBTOTAL	\$ 185,939	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 685		
	3. PRINTING & REPRODUCTION	\$ 1,470		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 1,000		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 71,577		
	SUBTOTAL	\$ 74,732	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 179%	\$ 209,328		
	SUBTOTAL	\$ 209,328	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 470,000	100%	0%

<p>This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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:	\$ 470,000	Local Match:	\$ -	Total:	\$ 470,000
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NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
Website	\$ 3,500.00	\$ 1,900.00	\$ 5,400.00
Newsletter	\$ 9,000.00	\$ 5,200.00	\$ 14,200.00
Seasons	\$ 12,000.00	\$ -	\$ 12,000.00
Kid Seasons	\$ -	\$ 6,500.00	\$ 6,500.00
CarFree Week	\$ 1,500.00	\$ -	\$ 1,500.00
Carpool Week	\$ 1,500.00	\$ -	\$ 1,500.00
Video	\$ 4,000.00	\$ -	\$ 4,000.00
ERH	\$ 500.00	\$ -	\$ 500.00
Vanpool Seat Subsidy	\$ 800.00	\$ -	\$ 800.00
Switch to Mass Transit	\$ 2,000.00	\$ -	\$ 2,000.00
NJSW	\$ 600.00	\$ -	\$ 600.00
Bike to Work Week	\$ 2,000.00	\$ -	\$ 2,000.00
Park(ing) Day	\$ 600.00	\$ -	\$ 600.00
Bike Rehab	\$ 5,000.00	\$ -	\$ 5,000.00
Vanpool Start Subsidy	\$ 900.00	\$ -	\$ 900.00
Prefferential Parking	\$ 300.00	\$ -	\$ 300.00
Walk to School	\$ 1,200.00	\$ -	\$ 1,200.00
Stride & Ride	\$ -	\$ 6,500.00	\$ 6,500.00
Savvy Cyclist	\$ -	\$ 2,000.00	\$ 2,000.00
Golden Sneaker	\$ -	\$ 500.00	\$ 500.00
Earth Day	\$ 600.00	\$ 200.00	\$ 800.00
Adult Learn to Ride	\$ -	\$ 1,600.00	\$ 1,600.00
Carbon Footprint	\$ 1,177.00	\$ -	\$ 1,177.00
Total "OTHER" Direct Expenses	\$ 47,177.00	\$ 24,400.00	\$ 71,577.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	3,575	\$ 121,157.6	\$ 49,547.0	\$ 136,397.6	\$ -	\$ 307,102.2
Core Area 2 - Government / Community TDM Assistance	1,800	\$ 64,781.8	\$ 25,185.0	\$ 72,930.5	\$ -	\$ 162,897.4
TOTAL	5,375	\$ 185,939	\$ 74,732	\$ 209,328	\$ -	\$ 470,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
James DiDomenico, Director	71%	1300
Amina Ghoul, Program Coordinator	75%	1365
Ivonne Pierliusses, Marketing Associate	74%	1355
Josefina Palacios, Field Coordinator	74%	1355
TOTAL	74%	5375

SECTION 6
MARKETING PLAN

The challenge for a TMA Marketing Program is reaching the many diverse groups which can be served by the TMA. They are: commuters, tourists, recreational travelers, school teachers/administrators, truck/bus drivers, shoppers, home buyers/renters, guardians taking their children to school, senior pedestrians, developers, employers, seniors and the disabled in need of ride, municipal and county planners/engineers, elected officials, welfare/family services personnel, grammar school children, high school children, and college/university students. Those who are travelers may drive alone in a car, carpool, vanpool, bicycle, walk, cab; take a ferry, bus, train, light rail, or jitney.

Hudson actively markets by circulating brochures at public events, business networking opportunities, and at employer worksites; delivers an informative insert (Seasons) through all Hudson County newspapers to more than 200,000 households; provides each child through school a copy of Kid's Seasons, delivers an electronic and hard copy Hudson newsletter; providing articles in the newspaper, press releases, posters, and distribution of flyers.

The TMA also markets through its website. Hudson puts a great deal of effort to provide an informative, viewer friendly place to learn all that the Hudson TMA offers and to provide on-line registration for all of its programs.

Each TMA program is featured in a palm card, flyer, or brochure for distribution at transit fairs, and the following community events: Union City Arts and Crafts Festival (5,000 attendees), Union City Festival, Jersey City National Night Out, Union City Environmental & Wellness Fair, Earth Day, HCIA Golf Outing, Hudson Clean Communities, Weehawken Day Festival, Hoboken Arts & Music Festival, Hoboken YMCA Health Fair, Fall Festival Lincoln High School, Environmental Fair Lincoln High School, Hudson County Chamber of Commerce Small Business Expo& Networking Reception, League of Municipalities, New Jersey Association of Counties (NJAC), JC Puerto Rican Day Fair, Meadowfest, and Secaucus Earth Day.

The TMA continues to use its Employer Folder as a tool to present its information to perspective clients.

The following programs are marketed through flyer distribution, posters and newspaper ads: Car Free Week, Bike to Work Week, PARK(ing) Day, Adult Bike Safety, Savvy Cyclist, and the Stride & Ride

NJTPA UPWP - FY 2012
TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
KEEP MIDDLESEX MOVING, INC. (KMM)
FY 2011-2012 TMA WORK PROGRAM - YEAR 2 UPDATE

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Section 4 – Core Area 2 – Government and Community TDM Assistance

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Sub Core 2.2 – Human Services Transportation

Sub Core 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

Section 5 – Budget and Staffing Plan

Section 6 – Marketing Plan

SECTION 1

SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

Following are brief descriptions of new programs and services that KMM proposes to develop and/or implement in the FY 2011-2012 work program. Also described are any revisions to programs or services that the TMA provided in the FY 2010-2011 work program and that will be continuing in a different form for FY 2011-2012, and a summary of the FY 2011-2012 work program's year 2 updates.

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

Item 1 – Facebook/Twitter – KMM launched Facebook and Twitter social media marketing in FY 11. *KMM will maintain and expand these social media outlines in FY12.*

Item 2 – Emergency Ride Home Survey – KMM conducted a satisfaction survey among ERH enrollees in FY11. *A second annual survey will be conducted in FY12.*

Item 3 – Employer Survey – KMM conducted an employer survey in FY11 to examine concerns and issues regarding transportation demand management in FY11. *A second annual employer survey will be conducted in FY12.*

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

Item 1 – Interactive Commute Alternative Guide – KMM created an Interactive Map in FY11. The map is located at www.kmm.org. *In FY12, KMM will continue to add relevant information to the map as data is gathered.*

Item 2 – With guidance from NJTPA, KMM will strongly encourage municipalities to implement anti-idling policies and programs, particularly in partnership with school districts. *KMM will continue to encourage anti-idling policies in FY12.*

Item 3 - KMM will support NJTPA's Auto Idle Reduction Education and Awareness Program. KMM will follow guidelines developed by NJTPA. *KMM will continue this in FY12.*

Item 4 – With guidance from NJTPA, KMM will implement a program promoting anti-idling in conjunction with Earth Day in April, 2011. *KMM will promote anti-idling in conjunction with Earth Day in FY12.*

SECTION 2
PROGRAM OVERVIEW

KMM provides transportation demand management services to commuters, employers, and the public sector in Middlesex County, New Jersey.

Middlesex County is the crossroads of New Jersey. The County, 318 square miles in size, 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, GSP, Rte 287, 9, 130, 27, 22, and other major roadways as well as the Northeast Corridor and NJ Coastline bring hundreds of thousands of people to and through Middlesex County each day. One of the fastest growing counties in NJ, The County boasts a residential population of approaching 800,000, an employee population in excess of 400,000, and nearly 21,000 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. In 2011-2011, the new Princeton Medical Center will open in Plainsboro.

TMA GOALS AND OBJECTIVES

Core Area 1 – Commuter / Traveler TDM Assistance

Sub Core 1.1 – Commuter/Traveler Services

- To encourage and support travelers' decisions to select and use alternative transportation strategies such as carpools, vanpools, public transit, bicycling, walking, and other non drive alone modes.

Sub Core 1.2 – Employer Services

- To empower employers to learn about, evaluate, select, and start-up commute alternatives that their worksites and to support employers who wish to maintain and expand existing commute alternative programs. This can be achieved through the following activities: rideshare matching and trip planning, online rideshare matching, promotion and outreach, and travel options and incentives.

Core Area 2 – Government and Community TDM Assistance

Sub Core 2.1 – Municipal/County /School

- To encourage local and county governments to begin, expand, and maintain transportation demand management (TDM) initiatives, programming, services, and infrastructure.
- To assist county and municipal governments in the implementation of TDM initiatives.

Sub Core 2.2 – Human Services Transportation

- To address the unmet transportation needs of underserved populations by providing information about available services.
- Assist in the coordination of discussions with the United We Ride coordinators and social services and transportation providers
- Assist in identifying services that are or can be used for disabled or disadvantaged population
- Assist in identifying existing and potential routes that serve seniors and disabled
- Assist in identifying major activity centers for seniors, disabled and disadvantaged population

Sub Core 2.3 – TDM Support to MPOs / NJDOT / NJTransit

- Assist the MPOs/NJDOT/NJTransit in identifying and implementing strategies that advance the Regional Transportation Plan and Congestion Management System.
- Assist the Middlesex County Planning Department as requested on projects impacting the region.
- Advance the implementation of appropriate bicycle and pedestrian strategies; support requests for information regarding transit, park and ride facilities, and other transportation issues.
- Provide commuters with current information regarding road conditions and construction projects.

SECTION 3

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

PROPOSED ACTIVITIES

Within its defined geographic service area, KMM 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

KMM will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours
- Participate in the RidePro Automated Rideshare Matching System. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
- KMM shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.
- KMM will work in coordination with NJTPA, the TMAs and other stakeholders to identify appropriate statewide incentives and/or incentive programs to encourage increased carpool, vanpool, transit or bicycling as commute options.

Proposed Activities

Item 1 - Participate in NJDOT/TMA Systems Administrator meetings, other meetings, and training as required by the Department.

Item 2 - Ensure that all applicant files are kept up to date and purged every 6 months.

Item 3 - Assist in promoting rideshare matching, use of the toll free number, and TMAs.

Item 4 - Participate in the use of GIS in the new system.

Item 5 – Participate in the refinement of data retrieval in the new system.

Online Rideshare Matching Program

KMM will participate in all efforts to identify a new ridematch and to develop and promote the system. Additionally, KMM will participate in user training sessions provided during system implementation, and will facilitate commuters' use of the system.

Proposed Activities

Item 1 - KMM will provide whatever support is required should a new internet based rideshare matching system be implemented.

Travel Alternatives Promotion and Outreach

KMM will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support statewide traveler promotional and outreach efforts. These activities will include promoting use of travel alternatives, conduct "on-site" Transportation Fairs for commuters, disseminating information related to TDM strategies, participating in joint marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research 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.

Proposed Activities

Item 1 -Facebook - As a means to widen awareness of commute alternatives, KMM will maintain a Facebook page. The page will regularly announce relevant commute information and the availability of new programs, products or services such as Transit Guides, Bike Maps, or safety brochures.

Item 2 -Twitter - As a means to widen awareness of commute alternatives, KMM will maintain a Twitter account. Using Twitter, KMM will regularly pose relevant commute-related questions to generate buzz and drive commuters to the KMM website. Tweets will regularly announce relevant commute information and the availability of new programs, products or services such as Transit Guides, Bike Maps, or safety brochures.

Item 2 - Distribute commute alternative information at community events.

Item 3 - Prepare and distribute commute information directly to residents, commuters, and other travelers.

Item 4 - Acquaint non-resident travelers and tourists with travel options within the service area. KMM will continue to participate on the Board of Trustees of the Middlesex County Regional Chamber of Commerce Convention and Visitors Bureau.

Item 5 - Advise realty offices, travel and tourism offices, libraries, and Workforce Development offices of the availability of commute information at www.kmm.org.

Item 6 -Prepare and distribute 3 issues of The Way to Work, a commuter newsletter, online and in print.

Item 7 -Advise employers that The Way to Work is available online for distribution to employees.

Item 8 -Maintain and update traveler information on www.kmm.org, including posting of Commuter Classified.

Item 9 - Promote commute alternatives through a variety of media including but not limited to radio, web banners, local cable stations, and email.

Item 10 - Undertake marketing efforts to promote new services or programs.

Item 11 - Participate in local, regional, or statewide commute alternatives marketing campaigns.

Item 12 - Conduct activities to attract and retain commuters in alternative programs.

Item 12 - Retain and recruit members for the Air Quality Partnership and disseminate information about bad air quality days.

Emergency Ride Home

KMM will provide Emergency Ride Home services to carpoolers, vanpoolers, transit riders, bicyclists, and walkers within the service area of the TMA under this activity, providing the users of ERH are using alternative commuters with work locations within the TMA service area (or employed by corporate members of the TMA). To ensure reimbursement under this program, the TMA will not impose employer membership as a condition of eligibility on participating commuters.

Proposed Activities

Item 1 -Promote the Emergency Ride Home program to potential, new, and existing commuters.

Item 2 - Provide emergency rides up to 3 times per year per registrant in a rental car or through a car service.

Item 3 – Conduct a 2nd annual satisfaction survey among ERH enrollees.

Travel Options and Incentives Development

KMM will work in coordination with all stakeholders to identify appropriate statewide incentives and/or incentive programs to encourage increased carpool, vanpool, transit or bicycling as commute options.

KMM proposes the following activities to continue the Vanpool Empty Seat Subsidy to encourage the formation of vanpools.

Proposed Activities

Item 1 - Continue offering the Vanpool Empty Seat Subsidy which awards a subsidy of \$125 per month for a maximum of 3 months during which time KMM will assist the vanpool in filling its empty seats.

Products / Deliverables – Sub-Core 1.1

- Rideshare Match/No Match Letters
- Three issues of *The Way to Work* newsletter
- Radio, web, or other advertising promoting commute alternatives
- Emergency Ride Home Program
- 2nd annual Emergency Ride Home survey
- Vanpool Empty Seat Subsidy Program
- Facebook and Twitter pages and outreach

Performance Data – Sub-Core 1.1

KMM will provide the following data for this Sub-Core Area.

Sub-Core Area 1.1 – Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA N/A
4. Commute info materials distributed through info displays (estimate) N/A
5. TMA website hits
6. TMA website – unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH)
2. ERH trips taken
3. Vanpool empty seats subsidized
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Other
1. Participants in Air Quality Partnership
Commuter Incentives / Events (Other than CMS)
1. Number of Facebook “fans”
2. Number of Twitter “fans”
Shuttles/Transit Services (total riders/one-way trips made in quarter)

1. Brunswiuk-Jersey Avenue Shuttle
2. M1A New Brunswick-Piscataway Loop (replaces NJT 980)
3. New Brunswick-Jamesburg-8A Shuttle
4. Edison Shuttle
5. Monroe Shuttle

Sub-Core Area 1.2 – Employer Services
Employer Outreach and Administration

KMM will serve as a primary ETS contact for employers in their approved service areas and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, KMM 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, 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 NJDOT on the TMA’s ETS outreach activities. KMM will use some or all of the following outreach techniques to promote the ETS program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers
- Presentations to business groups.
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses.
- Articles, paid advertisements, press releases, and media stories
- Partnerships with other business service providers, such as Society of Human Resource Management (SHRM), Network for Employer Traffic safety (NETS) and others and participate in events such as expos/conventions and human resources conferences, oriented to New Jersey employers.
- Newsletters, mailings, and web postings promoting employer TDM activities and successes.
- Participation in award and recognition programs for participating employers.

Proposed Activities

Item 1 – Reach out to employers in the service area to ensure they are aware of transportation demand management and Employer Services programming and to encourage participation.

Item 2 – Promote ETS through outreach methods described above.

Item 3 - Participate in the development of education and outreach tools.

Item 4 – Arrange for staff to participate in training as may be required.

Item 5 - Conduct a 2nd annual survey to obtain current employer information and information about transportation issues. Maintain and update a database containing information about employers and worksites. Supply data, including performance and evaluation data, as required.

Task 6 - Assist in the collection of other data as required for performance evaluation. Present data in a format required.

Item 7 – Attend meetings with stakeholders as requested.

Basic Employer Assistance

KMM will provide all the Basic ETS Services described in the 2010-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies, and application for Smart Moves for Business (SMFB) Program benefits.

Proposed Activities

Item 1 – Provide basic TDM information materials and resource assistance to employers.

Item 2 - Develop, conduct, analyze, and report employee commute surveys. Include recommendations for implementation of commute option programming.

Item 3 – Conduct and report site assessments of barriers and identify strategies to overcome the barriers.

Item 4 – Evaluate and report TDM programming through surveys, focus groups, and other tools.

Item 5 – Develop and implement site-specific programs for Emergency Ride Home, carpools/vanpools, preferential parking, on-site transit pass sales, new employee orientation, bike/ped promotions, and alternative work hours.

Item 6 – Provide information on the use of alternative fuel vehicles for fleets or ridesharing.

Advanced Employer Assistance

Working with the employer, KMM will implement Advanced Services programming to meet the specific needs of a specific employer. For example, KMM spend nearly 1 year working with an employer and NJTRANSIT to obtain shuttle bus service directly onto the employer's campus. KMM not only facilitated communications but conducted and tabulated surveys for both parties and created and distributed announcement materials.

Proposed Activities

Item 1 – Develop and implement solutions to transportation barriers at worksite.

Item 2 – Develop site-specific TDM promotional materials and employee policy documents to support alternative mode use.

Item 3 – Develop specifications for/assist with implementation of on-site facilities for convenience services.

Item 4 – Develop/implement alternative work hour programming including presentations and training.

Item 5 – Develop/implement qualified transportation fringe benefit programs.

Item 6 – Develop/implement programs for alternative mode subsidies/financial incentives/transportation allowances.

Item 7 – Develop/implement parking supply reduction and parking fees programming.

Item 8 – Develop/assist with implementation of programs for use of alternative fuel vehicles for fleets or ridesharing.

Item 9 – Develop technology-oriented travel information services.

Item 10 – Administer employer-sponsored vanpool programs.

Item 11 – Develop and administer shuttles, transit services, bus pools, subscription buses, and demand responsive services.

Item 12 – Develop and implement programs and policies for use of company cars for carpooling, and mid-day use.

Item 13 – Develop and administer employer-specific carpool incentive programs.

Participation in NJ Smart Workplaces

KMM will support NJ Smart Workplaces (NJSW) employer recognition programs. Specific activities to be undertaken by the TMA include participating in planning and implementing the campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting eligible employers, and participating in media events to recognize employer participants.

Proposed Activities

Item 1 – Identify and recruit employers for recognition.

Item 2 – Respond to employers seeking information about NJSW.

Item 3 – Support planning and implementing the annual recognition event.

Products / Deliverables – Sub-Core 1.2

- Outreach to employers
- Provision of service requested by employers
- *2nd annual E-survey of employer and TDM offerings*
- Nominations for NJ Smart Workplaces
- Tracking and monitoring of employer contacts and existing and new services

Performance Data – Sub-Core 1.2

KMM will provide the following data for this Sub-Core Area.

Sub-Core Area 1.2 – Employer Services Performance Data
Employer Outreach and Assistance
1. New employers directly contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. New employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients starting TDM programs with TMA assistance
2. Employer clients expanding TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with Gold / Platinum level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation, etc)

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County /School/ HOA Assistance

KMM proposes the following activities in this Sub-Core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

Proposed Activities

Item 1 – *Interactive Commute Alternative Guide: Update and expand the Interactive Guide as needed.*

Item 2 - KMM will support Bike to Work Week. Worksites will be encouraged to create teams for a “friendly” competition. Of course, individual riders are welcomed, too. An intern may be assigned to provide assistance with outreach and coordination.

Item 3 – KMM will continue to promote Walk Our Children to School Day (iWalk) to municipalities within the service area. Typically, KMM works with municipal officials and public safety officers to implement iWalk in schools. KMM supplies printed safety materials to support municipal programs. KMM will “kick-off” the iWalk program with an information session in the first quarter.

Item 4 – Promote, support, and assist in the development of NJDOT’s Safe Routes to School program. Organize information sessions, as needed. Meet with stakeholders to define local issues, identify appropriate strategies, and implement solutions. Activities could include but not be limited to infrastructure/site assessment, surveys, plan development, education, marketing, and promotion.

Item 5 – Promote the availability of bicycle and pedestrian safety materials online, in newsletters and through other media.

Item 6 – Promote pedestrian safety among senior citizens through program before senior groups. KMM will develop a calendar of speaking engagements before senior groups to discuss safe walking tips.

Item 7 – Maintain and expand the free Emergency Traffic Network (ETN) which advises subscribers of road construction projects and incidents. The ETN is promoted through print and other media.

Item 8 – KMM will offer support to municipalities which have attained Transit Village status by encouraging the inclusion of TDM strategies in any plans.

Item 9 – KMM will participate on the Middlesex County Transportation Coordinating Committee, the Central Jersey Transportation Forum, and other advisory groups as may be required.

Item 10 - KMM will support NJTPA’s Auto Idle Reduction Education and Awareness Program. KMM will follow guidelines developed by NJTPA.

Products / Deliverables – Sub-Core 2.1

- Implementation of an Interactive Commute Guide
- Implementation of Bike to Work Week
- Implementation of Walk Our Children to School Day
- Implementation of Senior Citizen Pedestrian Safety meetings
- Implementation of NJTPA’s Auto Idling Reduction Program
- Ongoing maintenance of the ETN

Performance Data – Sub-Core 2.1

Sub-Core Area 2.1 – Municipal/County /School/ HOA Assistance Performance Data
Community/Municipal/School Assistance (In notes section, list projects underway)
1. Schools assisted by TMA to implement SRTS / safe student walking programs
2. Students participating in safe student walking events / programs
3. Communities implementing TDM strategies with TMA assistance

Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of <u>significant projects/events</u> reported)
5. Incidents reported – (number of incidents)
Other
1. Number of Senior Citizen Safety presentations
2. Number of participants in Bike to Work Week

Sub-Core Area 2.2 – Human Services Transportation

KMM proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations.

Proposed Activities

Item 1 – The Executive Director will continue to participate on the United We Ride Task Force and will continue to serve on the Speaker’s Bureau.

Item 2 – Through a **contract with NJ Transit**, KMM seeks to provide transit travel training to challenged populations.

Item 3 - Assist in identifying services that are or can be used for disabled or disadvantaged population

Item 4 - Assist in identifying existing and potential routes that serve seniors and disabled

Item 5 - Assist in identifying major activity centers for seniors, disabled and disadvantaged population

Performance Data – Sub-Core 2.2

KMM will provide the following data for this Sub-Core Area.

Sub-Core Area 2.1 – Human Services Transportation Performance Data
Other
1. Number of travel training sessions (under NJ Transit contact)
2. Number of people trained (under NJ Transit contact)

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

KMM will provide support to NJTPA and other stakeholders, 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.

During the project development and construction phases, when invited to do so, KMM will explore the viability of Traffic Mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA also will assist with implementation of the traffic mitigation efforts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with relevant planning 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. Though the strategies to be implemented will differ for each project, roadways anticipated to be included in these efforts are:

- Easton Avenue Somerset-Middlesex Corridor Plan
- Route 9 Transit Linkage in Middlesex County
- Route 1 Bus Rapid Transit (Central Jersey Transportation Forum)
- Route 1 Forrestal Road to Aaron Road
- Route 1 and Cozzens Lane
- Route 1 and Finnigans Lane
- Route 18 Bus Rapid Transit to New Brunswick
- New Brunswick Bikeway
- Ongoing Route 18 Reconstruction
- Raritan Center Expanded Transit

Proposed Activities

Item 1 – KMM will undertake aggressive efforts to raise awareness of conditions in the construction zones.

Item 2 - KMM will coordinate all activities with stakeholder.

Item 3 - KMM will create and maintain project-specific Construction and Emergency Alert e-advisories (text or email) to provide timely information regarding road conditions.

Item 4 – In major impact areas, KMM will increase promotion of commute alternatives and alternative routes as provided by NJDOT or NJTPA.

Support for MPO and NJDOT-Sponsored CMP Studies and Corridor Management Studies

KMM will participate in all NJTPA-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management Process (CMP) related projects. The TMA will coordinate with the relevant stakeholders as appropriate on these activities.

The TMA will assist in the identification and implementation of appropriate CMP strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMP and other planning studies. The TMA will assist as requested, with: compilation of background research and data collection for shuttle services, carpool/vanpool programs, bicycle/pedestrian facilities, transit, Park-Ride facilities, and other transportation facilities in the TMA's service area; development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders, propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas, and support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas.

Proposed Activities

Item 1 – KMM will define and coordinate all activities within this category with the MPO or NJDOT when specific projects are identified and assistance is required.

Item 2 – As requested, KMM will compile data including but not limited to shuttle services, carpool/vanpool programs, bicycle/pedestrian facilities, and other data as identified by NJTPA.

TDM Support Services and Facilities Planning and Promotion

KMM proposes the following activities to support the Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested, the TMA will assist in providing publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will administer bike storage, as requested by NJ Transit

Proposed Activities

Item 1 – Park and Rides will be included on the Interactive Commuter Guide. (In 2010, KMM concluded an updated inventory of current official Park and Ride lots in its service area.)

KMM will perform the following activities as needed and requested: publicity and marketing, assistance with community relations support for leasing and construction. The TMA will also conduct surveys and other data, and make recommendations for needed improvements and locations for new locations. As instructed, KMM will participate in a Statewide Park and Ride inventory.

Currently, KMM administers bike locker rentals for NJ Transit under a contract with NJ Transit.

Products / Deliverables – Sub-Core 2.3

- Item 1– Webpage linkages for commuters and other travelers
- Item 2 - Expanded Road Condition Network as required by construction projects.

Performance Data – Sub-Core 2.3

KMM will provide the following data for this Sub-Core Area

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported – (number of incidents)

SECTION 5
BUDGET AND STAFFING PLAN

KMM proposes a total of **\$560,000** for Year 2 of the FY 2011-2012 work program, which assumes a total of **4,437 hours** of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 153,129		
	2. FRINGE BENEFITS 99%	\$ 151,597		
	3. LEAVE ADDITIVE 0%	\$ -		
	SUBTOTAL	\$ 304,726	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 815		
	3. PRINTING & REPRODUCTION	\$ 5,000		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 48,860		
	SUBTOTAL	\$ 54,675	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 131%	\$ 200,599		
	SUBTOTAL	\$ 200,599	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 560,000	100%	0%

<p>This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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:	\$ 560,000	Local Match:	\$ -	Total:	\$ 560,000
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NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
The Way to Work Commuter Newsletter	\$ 8,500.00	\$ -	\$ 8,500.00
Radio/Electronic/Print Advertising	\$ 21,000.00	\$ 14,000.00	\$ 35,000.00
Emergency Ride Home	\$ 1,360.00	\$ -	\$ 1,360.00
Vanpool Empty Seat Subsidy	\$ 1,000.00	\$ -	\$ 1,000.00
Interactive Commuter Guide	\$ -	\$ 3,000.00	\$ 3,000.00
Total "OTHER" Direct Expenses	\$ 31,860.00	\$ 17,000.00	\$ 48,860.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	2,774	\$ 183,030.7	\$ 34,660.0	\$ 120,487.6	\$ -	\$ 338,178.3
Core Area 2 - Government / Community TDM Assistance	1,663	\$ 121,695.2	\$ 20,015.0	\$ 80,110.9	\$ -	\$ 221,821.2
TOTAL	4,437	\$ 304,726	\$ 54,675	\$ 200,599	\$ -	\$ 560,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
William Neary, Executive Director	51%	817
Roberta Karpinecz, Director of Operations	31%	490
Morteza Ansari, Program Manager	58%	923
Cristina Fowler, Program Manager	39%	620
Arlene Holt, Program Coordinator	81%	1300
Lynne Cuevas, Program Coordinator	18%	287
TOTAL	46%	4437

SECTION 6
MARKETING PLAN

Core 1 Commuter/Traveler TDM Assistance

Total Amount Budgeted: \$32,000

Item: The Way to Work Newsletter
Objective: To communicate with those who have registered for ridesharing or other commute alternatives. The newsletter contains Commuter Classifieds and timely information about seasonal promotions such as Bike to Work Week and CarFree Week. It also announces the availability material of interest to the recipients and provides an opportunity to update information.
Audience: Individuals who have registered for ridesharing, other alternatives, or have requested traveler assistance.
Schedule: 3 issues annually
Budget: \$8,500 includes layout, print, and distribution

Item: Radio, Electronic, Print Advertising
Objective: To promote awareness of commute alternative programming including but not limited to rideshare, emergency ride home, and vanpool empty seat subsidy. Advertising media may include but not be limited to Greater Media Radio, NJ.com, Star Ledger, Home News online.
Audience: Commuters in the service area.
Schedule: Ongoing
Budget: \$21,000

Item: Reproduction of Printed Materials
Objective: To maintain a supply of printed materials for distribution at transportation fairs, Libraries, community events, and other venues. Materials which may be reproduced included rideshare application forms (English and Spanish), Vanpool brochure and application forms (English and Spanish), and Emergency Ride Home brochures and application forms (English and Spanish).
Audience: Commuters, travelers, and others in the service area.
Schedule: As needed.
Budget: \$2,500

Core 2 Government/Community TDM Assistance

Total Amount Budgeted: \$19,500

Item: Interactive Commuter Guide
Objective: Continuing update of the interactive map containing information useful to commuters and travelers. The map may include but not be limited to current park and ride locations/descriptions, Middlesex County Bike Guide, bike locker locations, and the Middlesex County Transit Guide (KMM has requested funding from NJ Transit to update the map in 2011). It is hoped that the online availability of the Guide will lead to a reduction in printed materials.

Audience: Commuters and travelers in the service area.

Item: Interactive Commuter Guide

Schedule: After development, ongoing maintenance.

Budget: \$3,000

Item: Radio/Electronic/Print Advertising

Objective: To promote services/programs/information including but not limited to bike to work week, bicycle and pedestrian safety, emergency traffic network, Middlesex County Bike Guide, and the Middlesex County Transit Guide.

Audience: Commuters and travelers in the service area.

Schedule: Ongoing

Budget: \$14,000

Item: Reproduce Material

Objective: To maintain a supply of printed materials for distribution at transportation fairs, Libraries, community events, and other venues. Materials to be reproduced may include but not be limited to bicycle and pedestrian safety materials and material to support Walk Our Children to School Day.

Audience: Commuters and travelers in the service area.

Schedule: As needed.

Budget: \$2,500

NJTPA UPWP - FY 2012
TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
MEADOWLINK
FY 2011-2012 TMA WORK PROGRAM - YEAR 2 UPDATE

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Section 4 – Core Area 2 – Government and Community TDM Assistance

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Sub Core 2.2 – Human Services Transportation

Sub Core 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

Section 5 – Budget and Staffing Plan

Section 6 – Marketing Plan

SECTION 1

SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

Following are brief descriptions of new programs and services that Meadowlink proposes to develop and/or implement in the FY 2011-2012 work program. Also described are any revisions to programs or services that the TMA provided in the FY 2010-2011 work program and that will be continuing in a different form for FY 2011-2012, and a summary of the FY 2011-2012 work program's year 2 updates.

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

1. Shuttle Services

Meadowlink anticipates launching the following new shuttle services:

- a. Meadowlands Airport shuttle – linking hotels in the Meadowlands with Newark Liberty International Airport.
- b. New Jersey Sports & Exposition Authority (NJSEA) – shuttle service from the Secaucus train station to the Sports Complex for specific events.
- c. *Kearny shuttle – In partnership with Hudson County TMA, Meadowlink will launch the Kearny shuttle that will operate along Kearny Avenue and link residents along the corridor to the PATH station in Harrison.*

2. Bike/ Pedestrian Program

(a) Meadowlink will submit a proposal for a Bikeshare System that will provide bicycles as a transportation option to students and staff at the Rutgers campus in downtown Newark, New Jersey. The bicycles offer quick access to retail destinations and cultural venues located beyond immediate walking range but not conveniently accessible by public transit. The system will be automated for maximum flexibility. Users can make online reservations or rent their bikes on-the-spot, delivering a reliable grab-&-go experience for planned rides and spontaneous errands alike.

(b) Meadowlink will implement a Bikeshare System as described in the proposal outlined above.

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

1. Mobility Management Center for Passaic County

Meadowlink will establish a single clearing house for providing community transportation information to the working poor, seniors and the clients with reduced mobility in Passaic County. The Center will develop a transportation directory, maintain a toll-free number for clients to call and provide on-line scheduling and dispatching services for transportation providers. This would be in addition to the Transportation Counseling Center that is managed by Meadowlink and funded by the County.

2. Expand transportation program for clients with reduced mobility in Monmouth County

Meadowlink in partnership with the Kessler Foundation, ARC of Monmouth County, Water & Sims, and DVR will expand transportation services for clients with reduced mobility along the Route 35 corridor.

Meadowlink will expand the program to serve clients with reduced mobility along the Route 36 and Route 9 corridors. Additionally, Meadowlink will:

- *Initiate coordination discussion with the Unites We Ride coordinators, social services and transportation providers*
- *Identify services that are or can be used by clients with reduced mobility*
- *Identify existing and potential routes that serve clients with reduced mobility and*
- *Identify major activity centers for clients with reduced mobility*

3. Transportation Service for Seniors - Meadowlands/ Bergen County

Last year Meadowlink with seed funding from the National Center for Senior Transportation (NCST) provided transportation services for seniors in Lyndhurst, Rutherford and North Arlington using volunteers for a nominal fee. The service was for both medical and non-medical trips. We propose to continue and expand the services to other communities in the Meadowlands and Bergen County.

In 2010, Meadowlink received the Beverly Foundation Award of Excellence for its Senior Transportation program. We propose to continue and expand the services to other communities like Hasbrouck Heights in the Meadowlands and Fort Lee and Teaneck in Bergen County. Additionally, Meadowlink will:

- *Initiate coordination discussion with the Unites We Ride coordinators, social services and transportation providers*
- *Identify services that are or can be used by seniors*
- *Identify existing and potential routes that serve seniors and*
- *Identify major activity centers for seniors.*

4. Shuttle Service - Monmouth County

In partnership with Monmouth County, Meadowlink has submitted a proposal to fund a network of shuttle services connecting the transit hubs in Monmouth County like Asbury Park, Long Branch, and Bradley Beach with the Beach for the summer season only. *This service is anticipated to begin in the summer of 2011.*

5. Shuttle Service - Bergen County

In partnership with Bergen Community College, Meadowlink will submit a proposal for developing a network of shuttle services connecting employer locations and the three community college campuses in Lyndhurst, Paramus and Hackensack.

6. Shuttle Service - New Jersey Meadowlands Commission (NJMC)

In partnership with NJMC, Meadowlink will implement a shuttle program that will link the HBLR station at 90th street in North Bergen with the businesses along West Side Avenue.

OTHER NOTABLE TMA CHANGES

Relocation

As of January 15, 2010, Meadowlink has relocated to new offices located at:

144 Park Place East
Wood-Ridge, NJ 07075

SECTION 2
PROGRAM OVERVIEW

TMA SERVICE AREA DESCRIPTION

The Meadowlink service area includes Bergen, Essex, Union, Monmouth, lower Passaic and Meadowlands portion of Hudson County, all Port Authority of NY & NJ facilities in New Jersey and all Verizon work-sites with a 100 or more employees which currently include the following locations: Cranford, Ewing, Freehold, Hamilton, Irvington, Manahawkin, Paterson, Teaneck, Toms River, Newark, Rochelle Park, South Plainfield, Shrewsbury and Linden.

TMA GOALS AND OBJECTIVES

Core Area 1 - Commuter / Traveler TDM Assistance

Goal: Develop and implement TDM programs and services that enhance the commuter quality of life for both employers and employees in the Meadowlink service area by providing travel alternatives and reducing traffic congestion and vehicle emissions.

Objectives:

1. To inform and assist the individual “employee” to consider commute options other than the personal car by offering meaningful alternatives like carpools, vanpools, shuttles and public transit options.
2. To inform and encourage the “employer” to provide an environment that actively supports the commute choices made by their employees.

Sub Core 1.1 - Commuter/Traveler Services

Goal: To assist the commuter/traveler in making an informed decision about TDM options by encouraging and providing information relating to ridesharing and trip planning, travel alternatives, the emergency ride home program, travel options and incentives.

Objectives:

1. Encourage expanded use of travel alternatives by cost-effective marketing and delivering travel information
2. Solicit and support requests from commuters/ travelers for information about TDM programs and services

Sub Core 1.2 - Employer Services

Goal: To acquaint employers with the benefits of implementing TDM services and encourage the adoption of these services.

Objectives:

1. Encourage employers to provide TDM services for their employees
2. Encourage public-private partnerships to leverage funds and resources
3. Develop customized and sustainable programs and services for employers

Core Area 2 – Government and Community TDM Assistance

Goal: Develop and implement TDM programs and services that enhance the quality of life for residents in the Meadowlink service area by reducing traffic congestion and vehicle emissions.

Objectives:

1. Optimize use of available transportation services by sharing resources
2. Assist schools in implementing bike/pedestrian programs

Sub Core 2.1 – Municipal/County /School/ HOA Assistance

Goal: Encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs.

Objectives:

1. Assist local governments and communities with identifying appropriate TDM strategies and initiatives, which will minimize the need for additional road capacity to accommodate growth in vehicular traffic and optimize use of existing resources.
2. Assist schools and/or local community groups in implementing bike/pedestrian programs

Sub Core 2.2 – Human Services Transportation

Goal: Eliminate the transportation barrier for the working poor, seniors and clients with reduced mobility.

Objectives:

1. Assist in developing and updating the County's Community Transportation Plan
2. Assist in establishing a single clearing house for transportation information
3. Develop a transportation directory for each County in the Meadowlink service area
4. Facilitate establishment of a central scheduling and dispatching service
5. Develop sustainable and affordable transportation services to meet the needs of Meadowlink's clients

Sub Core 2.3 – TDM Support to MPOs /NJDOT /NJTransit

Goal: To identify, promote, plan and implement suitable TDM initiatives that contribute to State and regional infrastructure planning and system operations in a corridor or a regional setting with the oversight of NJDOT and the MPOs.

Objectives:

1. Development of TDM elements in traffic mitigation plans
2. Support for MPO and NJDOT sponsored CMS studies and corridor management
3. TDM support services and facilities planning and promotion

SECTION 3
CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE
PROPOSED ACTIVITIES

Sub-Core Area 1.1 - Commuter / Traveler Services

Within its defined geographic service area, 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

MEADOWLINK will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours
- Participate in the RidePro Automated Rideshare Matching System maintained by NJDOT, as described in the 2010-2012 TMA Work Program Guidelines. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in NJDOT efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
- MEADOWLINK shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.

Online Rideshare Matching Program

If NJDOT contracts with a software vendor to provide an internet based rideshare matching system, MEADOWLINK will participate in NJDOT’s efforts to develop and promote the system, will participate in user training sessions provided during system implementation, and will facilitate commuters’ use of the system.

Travel Alternatives Promotion and Outreach

MEADOWLINK will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support traveler promotional and outreach efforts implemented by NJDOT. These 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/NJDOT marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJDOT 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.

Emergency Ride Home

MEADOWLINK will provide Emergency Ride Home services to carpoolers, vanpoolers, bicyclists, and walkers within the service area of the TMA under this activity, providing the users of ERH are using alternative commuters with work locations within the TMA service area (or employed by corporate members of the TMA). To ensure reimbursement under this program, the TMA will not impose employer membership as a condition of eligibility on participating commuters.

Travel Options and Incentives Development

MEADOWLINK proposes the following activities to develop and implement new alternative mode options for travelers and incentive programs that encourage travelers to try and continue using travel alternatives.

Proposed Activities

1. Meadowlands – Newark Liberty International Airport Shuttle

The Meadowlands area is home to about 53 hotels with 2,000 rooms and none of the hotels provide transportation for their guests to Newark Liberty International Airport. The Meadowlands Regional Chamber of Commerce, the Meadowlands Liberty Convention Center & Bureau (MLCVB) and the hotels in the region have identified and confirmed the need for a direct link to the airport.

In partnership with NJ Transit, Meadowlink will implement a new shuttle service that links the hotels in the Meadowlands with Newark Liberty International Airport. The goal of the shuttle is to provide a public transit service option connecting the airport with the hotels for visitors to the region. The shuttle will encourage the use of the existing public transportation system while reducing traffic congestion and minimizing adverse impacts on the environment.

Shuttle goals include: (1) enhancing corridors by expanding modal choices; (2) improve linkage between the hotels and the airport by offering increased mobility choices i.e. increased public transit; (3) work to improve environmental quality by implementing transportation solutions that reduce adverse impacts on the environment and reduce dependence on the automobile.

Meadowlink will partner with the Meadowlands Chamber of Commerce and the hotels in the region to implement the program, helping with data collection as needed, and informing visitors about the shuttle service and soliciting their comments and involvement in the process. The TMA also anticipates assisting with administration of a survey of visitors, participating in focus groups, and undertaking appropriate project hand offs into future work programs.

2. Secaucus Junction – NJSEA Shuttle Service

In partnership with the New Jersey Sports & Exposition Authority (NJSEA), Meadowlink will implement shuttle services that links the Sports Complex with the Secaucus train junction.

The goal of the shuttle is to provide a public transit service option connecting the train station with the sports complex for those events where visitors are limited and transit services are not cost-effective. The shuttle will encourage the use of the existing train service while reducing traffic congestion and minimizing adverse impacts on the environment.

Shuttle goals include: (1) enhancing corridors by expanding modal choices; (2) improve linkage between the sports complex and the train station by offering increased mobility choices i.e. increased

public transit; (3) work to improve environmental quality by implementing transportation solutions that reduce adverse impacts on the environment and reduce dependence on the automobile.

Meadowlink will partner with the NJSEA to implement the program, helping with data collection as needed, and informing visitors about the shuttle service and soliciting their comments and involvement in the process. The TMA also anticipates assisting with administration of a survey of visitors, participating in focus groups, and undertaking appropriate project hand offs into future work programs.

The need for the service was determined by the New Jersey Sports & Exposition Authority (NJSEA). The service is marketed by NJSEA and the schedule is determined by the NJSEA for each event.

The TDM program is not limited to serving the commuter. It is designed to also serve the “traveler” who will not make the trip every day. Incidentally, the peak hours of service to the airport are the same as the commute hours. We believe that we are merely providing a link to the train, the plane and the bus.

No specific part of the work program is dedicated to this effort. Staff will market the service along with the traditional carpool, vanpool and shuttle programs.

3. Kearny shuttle (NEW)

In partnership with Hudson County TMA, Meadowlink will launch the Kearny shuttle that will operate along Kearny Avenue and link residents along the corridor to the PATH station in Harrison.

4. Implementation of Bikeshare system (NEW)

Meadowlink has submitted a proposal for a Bikeshare System that will provide bicycles as a transportation option to students and staff at the Rutgers campus in downtown Newark, New Jersey. The bicycles offer quick access to retail destinations and cultural venues located beyond immediate walking range but not conveniently accessible by public transit. The system is automated for maximum flexibility. Users can make online reservations or rent their bikes on-the-spot, delivering a reliable grab-&-go experience for planned rides and spontaneous errands alike.

We do anticipate safety issues and we intend to manage Meadowlink’s risk by exploring the insurance options available. We anticipate about 6 locations for pick-up and drop-off. All participants will be required to register with Meadowlink. All maintenance will be outsourced. The service will be marketed primarily with help from Rutgers University. All bikes have GPS and can be tracked. We anticipate funding to be in place to start implementation of the program in July 2011.

5. Assist Commuters Affected by NJ Transit Service Cuts

Meadowlink will partner with the County planning departments and NJ Transit to help clients with NJ Transit service cuts by:

- Suggesting route modifications of existing routes to minimize disruption
- Working with affected employers to implement carpools, vanpools and/or shuttle services

Products / Deliverables – Sub-Core 1.1

- Database of candidates seeking to share a ride
- Match and No-match letters for rideshare candidates
- Database of Emergency Ride Home Program participants
- *EZ Ride* quarterly newsletter
- Brochures about all programs and services

- Copy of all proposals submitted for funding

Timeline – Sub-Core 1.1

1. We anticipate the Meadowlands Airport Shuttle and the NJSEA Shuttle to be operational by July 1, 2010.
2. The Kearny shuttle will start operations in December 2010 and the Shorelink shuttle will start operations in July 2011.
3. The Bikeshare program will be launched in July 2011 subject to availability of funding.

Performance Data – Sub-Core 1.1

REQUIRED – MEADOWLINK will provide the following data to NJDOT for this Sub-Core Area

Sub-Core Area 1.1 – Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA
4. Commute info materials distributed through info displays (estimate)
5. TMA website hits
6. TMA website – unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH)
2. ERH trips taken
3. Vanpool empty seats subsidized
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Commuter Incentives / Events (Other than CM\$)
1. Commuters participating in [Vanpool incentive program] (end of quarter total)
Shuttles/Transit Services (total riders/one-way trips made in quarter)
1. Meadowlands Airport Shuttle
2. NJSEA – Secaucus Junction Shuttle
3. Kearny Shuttle
4. Bikeshare Program

Sub-Core Area 1.2 – Employer Services

Employer Outreach and Administration

REQUIRED – MEADOWLINK will serve as a primary ETS contact for employers in their approved service areas 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 ETS opportunities and encourage use of ETS 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 NJDOT on the TMA’s ETS outreach activities. MEADOWLINK will use some or all of the following outreach techniques to promote the ETS program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers
- Presentations to business groups
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses
- Articles, paid advertisements, press releases, and media stories
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer
- Newsletters, mailings, and web postings promoting employer TDM activities and successes
- Participation in award and recognition programs for participating employers

Basic Employer Assistance

REQUIRED – MEADOWLINK will provide all the Basic ETS Services described in the 2010-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies, and application for Smart Moves for Business (SMFB) Program benefits.

Advanced Employer Assistance

MEADOWLINK requests authorization from NJDOT to provide the following Advanced Services to employers in its service area. Documentation of TMA staff qualifications to provide these services is provided at the end of this Work Program section.

Proposed Activities

1. Program Assessment and Evaluation
 - Deliver comprehensive transportation coordinator training to groups of employer coordinators (training curriculum and materials provided by the Statewide contractor)
 - Develop and implement solutions to transportation barriers at worksite
2. Commute Alternative Promotion
 - Develop TDM promotional materials tailored to worksite (e.g., site-specific transit maps or bike maps, company-specific commute program newsletter)
 - Develop employer policy documents to support alternative mode use

3. TDM Strategy Development and Implementation

- Develop specifications for/assist with implementation of on-site facilities for convenience services (e.g., ATM, postal), bike/walk facilities, concierge service, childcare facility, etc.
- Develop/implement Parking Cash Out, Commuter Choice, and other qualified transportation fringe benefit programs
- Develop/implement programs for alternative mode subsidies/financial incentives/transportation allowances (including use policies, tax implications, monitoring/enforcement)
- Develop/implement parking supply reduction and parking fee programs
- Develop and assist with implementation of program for use of alternative fuel vehicles for fleets or ridesharing
- Develop technology-oriented travel information services (e.g., intranet commute web page, real-time traveler data, etc.)

4. Develop and Administer New Commute Options

- Administer employer-sponsored vanpool programs (e.g., arrange for van leasing, insurance, driver selection and training, and maintenance; administer fare collection)
- Develop and administer shuttles, transit services, bus pools/subscription buses, and demand-responsive services (e.g., develop route, define stops, conduct rider promotions, monitor driver performance, evaluate service ridership and rider satisfaction)

5. Application for Smart Moves for Business (SMFB) Benefits

- Assist with preparation and submittal of employer tax credit filing documents

Participation in NJ Smart Workplaces

REQUIRED - MEADOWLINK will support NJDOT's Best Workplaces for Commuters and NJ Smart Workplaces (NJSW) employer recognition programs. Specific activities to be undertaken by the TMA include participating with NJDOT in planning and implementing the Statewide campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting to NJDOT on eligible employers, and participating in NJDOT-sponsored media events to recognize employer participants.

Products / Deliverables - Sub-Core 1.2

- Database of employers & TDM services provided
- Newsletter - *Smart Commuter*
- Articles & advertisements in chamber magazines

Timeline - Sub-Core 1.2

Not Applicable

Performance Data - Sub-Core 1.2

REQUIRED - MEADOWLINK will provide the following data to NJDOT for this Sub-Core Area

Sub-Core Area 1.2 - Employer Services Performance Data
Employer Outreach and Assistance
1. New employers directly contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. New employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients starting TDM programs with TMA assistance
2. Employer clients expanding TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with Gold / Platinum level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation, etc)

Advanced Employer Services - Staffing Qualifications

MEADOWLINK proposes the following staff members to provide Advanced Employer Services.

1. Krishna Murthy
2. Avnish Gupta
3. Kinga Skora
4. Wendy Arias
5. Heather Zuckerwise

Following is a brief summary of the qualifications of each proposed staff member. Additional details on their qualifications are provided in Appendix 17.

1. Krishna Murthy: Implemented TDM programs for the last 18 years including assisting about 75+ businesses comply with the Federal Clean Air Act in 1992 which included ETC training and developing TDM plans using scanned survey forms and GIS analysis.
2. Avnish Gupta: Ensures regulatory compliance and quality control at Meadowlink and Trans Ware, including, drafting RFPs, reviewing bids, conducting pre-bid conferences and evaluating proposals; risk management; contract negotiation; investigation and resolution of all client issues and complaints; purchase, inspection and maintenance of vehicles per New Jersey regulatory requirements; and recruitment, retention and training of drivers.
3. Kinga Skora: Manages the Commute Action Program (CAP) for Verizon at all sites with a 100 or more employees in New Jersey. Among others, she is responsible for identifying TDM programs and services that could be implemented at each location and coordinating their implementation with the help of Verizon ETCs.

4. Wendy Arias: Manages the daily shuttle operations at Meadowlink that operate 24- hours a day, 7-days a week and transports about 1,500 clients daily using a fleet of 20+ vehicles and 60+ drivers.
5. Heather Zuckerwise: Manages Meadowlink's Vanpool Program that includes about 70 vanpools. Additionally, she manages Project *JOBLINK* which provides transportation services for clients with reduced mobility to access jobs using volunteers.

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County/School/ HOA Assistance

Meadowlink proposes the following activities in this Sub-Core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

Proposed Activities

1. Proposal for Monmouth County “Shore Moves/ Shore Link Shuttle”

Meadowlink will participate in the development of a new shuttle service for Monmouth County. The goal of the shuttle is to connect the beachfront to transit stations and downtown destinations for the visitors as well as county residents. The shuttle plan will include review of local and county transportation plans to identify innovative strategies that will ensure the shuttle service will operate safely and efficiently, while reducing traffic congestion. Meadowlink will review the sale of Beach Badges that are required for all people who visit the beach and the opportunities for selling shuttle passes along with the beach badges. Additionally, the plan will identify opportunities for shuttle sponsorship.

Shuttle goals include: (1) enhancing visitor experience by expanding modal choices; (2) improve linking of the beach with main street businesses by offering increased mobility choices i.e. increased public transit and walking options; (3) work to improve environmental quality by implementing transportation solutions that reduce adverse impacts on the environment and reduce dependence on the automobile.

The TMA’s activities will include serving on the steering committee, helping with data collection as needed, and informing residents and visitors about the proposed shuttle and soliciting their comments and involvement in the process. The TMA also anticipates assisting with administration of a survey of businesses, participating in focus groups, and undertaking appropriate project hand offs into future work programs.

As mentioned in the title, at this stage we only intend to submit a proposal for funding and there are no guarantees that it will be funded. If funding is made available, Meadowlink will develop an RFP to identify a suitable vendor to provide the service.

Meadowlink will help to implement the program in the summer of 2011.

2. Meadowlands Transportation Planning Board (MTPB)

The MTPB is an organization created by the NJMC to develop and help implement the Transportation Plan for the Meadowlands which emphasizes the need for an internal circulation in the Meadowlands and Meadowlink is represented on the MTPB.

- Assist NJMC in developing the shuttle routes as part of the Meadowlands transportation plan.
- Review and provide feedback about proposed shuttle programs and services.

3. Anti-idling campaigns (NEW)

Meadowlink will assist NJTPA in implementing anti-idling campaigns and other activities, such as public education outreach, the conversion of vehicle fleets to clean alternative fuels and diesel reduction activities.

4. Assist in Implementing Complete Streets Policy (NEW)

Meadowlink will assist in implementing complete streets policy in the service area by working with local government, engineering consultants and local businesses to increase awareness about NJDOT’s Complete Street Policy. Meadowlink will host two information sessions in partnership with the Newark Regional Business Partnership and the Meadowlands Regional Chamber of Commerce.

Products / Deliverables – Sub-Core 2.1

- Copies of all Proposals

Timeline – Sub-Core 2.1

All proposals will be ready for submission by July 1, 2010.

Performance Data – Sub-Core 2.1

MEADOWLINK will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 2.1 – Municipal/County/School/ HOA Assistance Performance Data
Community/Municipal/School Assistance (In notes section, list projects underway)
1. Schools assisted by TMA to implement SRTS / safe student walking programs
2. Students participating in safe student walking events / programs
3. Communities implementing TDM strategies with TMA assistance
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported – (number of incidents)

Sub-Core Area 2.2 – Human Services Transportation

Meadowlink proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations.

Proposed Activities

1. Community Transportation Plan Update

The United We Ride (UWR) federal initiative requires all counties to update their plans on an annual basis. Meadowlink will participate in updating the Community Transportation Plan for Bergen, Passaic, Hudson, Monmouth, Essex and Union Counties. The goal of the Update is to create a comprehensive and current community transportation plan that primarily serves seniors, clients with reduced mobility and the working poor.

Meadowlink’s activities will include serving on the steering committee, helping with data collection as needed, and informing stakeholders about the Update and soliciting their comments and involvement

in the process. Meadowlink will also assist with administration of a survey of transportation providers, participating in focus groups, and undertaking appropriate project hand offs into future work programs.

2. Mobility Management Center - Passaic County (NEW)

Meadowlink will participate in the implementation of a Mobility Management Center for Passaic County that would be funded in part by NJ Transit.

The goal of the Center is to create a single clearing house for providing transportation information to the working poor, seniors and clients with reduced mobility. In addition to assisting clients with information, the Center will also develop a transportation directory, maintain a toll-free number for clients to call, and provide on-line scheduling and dispatching services for transportation providers. This initiative would be in addition to the existing Transportation Counseling Center to serve welfare clients that is managed by Meadowlink and funded by the County. The staff for both the programs will share the office space at 52 Church Street in Paterson.

Additionally, Meadowlink will serve on the County's Community Transportation Committee (UWR) and assist with data collection as needed, inform commuters and employers about the services available, and solicit their comments and involvement in the process.

3. Transportation Services for Clients with Reduced Mobility (EXPANSION)

In partnership with the Kessler Foundation, ARC of Monmouth County and Water & Sims, Meadowlink currently provides transportation services for five (5) clients with reduced mobility in Monmouth County along the Route 35 corridor. The service is geared towards the journey to work and is provided using volunteer drivers. Meadowlink will expand the services provided along the Route 36 and Route 9 corridors by partnering with the Division of Vocational Rehabilitation (DVR) and NJ Transit's AccessLink. Additionally, Meadowlink will

- *Initiate coordination discussion with the Unites We Ride coordinators, social services and transportation providers*
- *Identify services that are or can be used by clients with reduced mobility*
- *Identify existing and potential routes that serve clients with reduced mobility and*
- *Identify major activity centers for clients with reduced mobility*

4. Transportation Services for Seniors - Meadowlands (EXPANSION)

In partnership with the National Center for Senior Transportation (NCST), Meadowlink provided transportation services for seniors in Lyndhurst, Rutherford and North Arlington for a nominal fee. The service is for both medical and non-medical trips. Meadowlink will expand the services to other communities in the Meadowlands and Bergen County. Meadowlink also serves on the New Jersey Council on Access & Mobility (NJCAM) and will strive to work on issues relating to volunteer driver insurance and liability. Additionally, Meadowlink will:

- *Initiate coordination discussion with the Unites We Ride coordinators, social services and transportation providers*
- *Identify services that are or can be used by seniors*
- *Identify existing and potential routes that serve seniors and*
- *Identify major activity centers for seniors.*

5. Shuttle Service - Monmouth County

In partnership with Monmouth County, Meadowlink has submitted a proposal to fund a network of shuttle services connecting the transit hubs in Monmouth County like Asbury Park, Long Branch, and Bradley Beach with the Beach for the summer season only. We anticipate implementing the shuttle service in the summer of 2011.

6. Shuttle Service – Bergen County

In partnership with Bergen Community College, Meadowlink will submit a proposal for developing a network of shuttle services connecting employer locations and the three community college campuses in Lyndhurst, Paramus and Hackensack.

7. Shuttle Service – New Jersey Meadowlands Commission (NJMC)

In partnership with NJMC, Meadowlink will implement a shuttle program that will link the HBLR station at 90th street in North Bergen with the businesses along West Side Avenue.

Products / Deliverables – Sub-Core 2.2

1. Community Transportation Plan – update
 - Updated Community Transportation Plans
 - Survey Forms
 - Database of Transportation Providers
2. Mobility Management Center
 - Transportation Directory
 - On-line Scheduling Software Program
3. Transportation for Clients with Disabilities
 - Brochure
 - Updated information on the website
4. Senior Transportation
 - Brochure
 - Updated information on the website

Timeline – Sub-Core 2.2

1. Community Transportation Plan – update annually
2. Mobility Management Center – operational by December 2010
3. Transportation for Clients with Disabilities – one new corridor by January 2011
4. Senior Transportation – serve 3-new towns by June 2011

Performance Data – Sub-Core 2.2

REQUIRED – Meadowlink will provide the following data to NJDOT for this Sub-Core Area

Sub-Core Area 2.1 – Human Services Transportation Performance Data
Other
1. Community Transportation Plan – Number of Counties and services provided
2. Mobility Management Center – Number of Clients & Stakeholders served
3. Transportation for Clients with Disabilities – Number of Clients served and Rides provided
4. Senior Transportation - Number of Clients served and Rides provided
5. Ridership reports for Shorelink and NJMC shuttle service
6. Copy of proposal for Bergen Community College

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

REQUIRED – Meadowlink will 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, with the oversight of NJDOT and Metropolitan Planning Organizations (MPOs).

Development of TDM Elements in Traffic Mitigation Plans

REQUIRED – Meadowlink will explore the viability of Traffic Mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA also will assist NJDOT with implementation of the traffic mitigation efforts. Meadowlink will provide information, by-annually, on shuttle services, carpool/vanpool programs, bicycle/pedestrian facilities to NJTPA and NJDOT. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJDOT 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. Roadways anticipated to be included in these efforts are:

- Route 3 Project
- Route 46 Project

Support for MPO and NJDOT-Sponsored CMS Studies and Corridor Management Studies

REQUIRED – Meadowlink will participate in all NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management System (CMS) related projects. The TMA will coordinate with the MPOs, the Division of Project Development (DPD), the Bicycle/Pedestrian Unit and/or other entities as appropriate on these activities.

The TMA will assist NJDOT and MPOs to identify and implement appropriate CMS strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMS and other planning studies. The TMA will assist as requested, with: compilation of background research on transit, Park-Ride facilities, and other transportation facilities in the TMA’s service area; development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders, propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas, and support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas.

TDM Support Services and Facilities Planning and Promotion

REQUIRED – Meadowlink proposes the following activities to support NJDOT’s Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested by NJDOT, the TMA will assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and participate in an NJDOT Statewide Park-Ride inventory; and provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will administer bike storage, as requested by NJ Transit or NJDOT’s Bureau of Commuter and Mobility Strategies

Products / Deliverables - Sub-Core 2.3

- Memorandums of all meetings attended
- TDM Services provided for each project

Timeline - Sub-Core 2.3

N\A

Performance Data - Sub-Core 2.3

REQUIRED - Meadowlink will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 2.3 - TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported - (number of incidents)

SECTION 5
BUDGET AND STAFFING PLAN

Meadowlink proposes a total of \$ \$1,280,000 for Year 2 of the FY 2011-2012 work program, which assumes a total of 24,549 hours of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**MEADOWLINK
FY 2011-2012WORK PROGRAM - YEAR 2
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 573,616		
	2. FRINGE BENEFITS 39.3% & 11.1%	\$ 191,164		
	3. LEAVE ADDITIVE 0%	\$ -		
	SUBTOTAL	\$ 764,779	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 17,289		
	3. PRINTING & REPRODUCTION	\$ 26,122		
	4. TELEPHONE	\$ 4,361		
	5. POSTAGE	\$ 10,000		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 73,700		
	SUBTOTAL	\$ 131,472	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 67%	\$ 383,749		
	SUBTOTAL	\$ 383,749	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 1,280,000	100%	0%

This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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:	\$ 1,280,000	Local Match:	\$ -	Total:	\$ 1,280,000
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NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**MEADOWLINK
FY 2011-2012WORK PROGRAM - YEAR 2
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
Smart Commuter Newsletter	\$ 10,000	\$ -	\$ 10,000
Vanpool Empty Seat Subsidy	\$ 3,000	\$ -	\$ 3,000
Emergency Ride Home	\$ 16,700	\$ -	\$ 16,700
Internet Marketing - Google Adwords	\$ 2,000	\$ -	\$ 2,000
Internet Marketing - Constant Contact	\$ 1,000	\$ -	\$ 1,000
Print Advertising - MRCC USA Magazine	\$ 6,000	\$ -	\$ 6,000
MRCC Business Directory	\$ 2,500	\$ -	\$ 2,500
NRBP Directory & Magazine	\$ 5,000	\$ -	\$ 5,000
Table Top Display/posters/table covers	\$ 10,000	\$ -	\$ 10,000
Mdest Hospitality Event	\$ -	\$ 2,500	\$ 2,500
NRBP Annual Transportation Conference	\$ -	\$ 2,500	\$ 2,500
Meadowlands Transportation Conference	\$ -	\$ 2,500	\$ 2,500
Total "OTHER" Direct Expenses	\$ 56,200	\$ 17,500	\$ 73,700

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**MEADOWLINK
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non-Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	15,809	\$ 469,499.9	\$ 109,732.0	\$ 314,095.4	\$ -	\$ 893,327.3
Core Area 2 - Government / Community TDM Assistance	8,081	\$ 295,279.6	\$ 21,740.0	\$ 197,542.0	\$ -	\$ 514,561.6
TOTAL	23,890	\$ 764,779	\$ 131,472	\$ 383,749	\$ -	\$ 1,280,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
Krishna Murthy, Executive Director	8%	141
Avnish Gupta, Assistant Executive Director	55%	1000
Kinga Skora, Sr. Marketing & Sales Manager	88%	1600
Michael Jensen, Customer Service Associate - Transit Info.	4%	70
Carole F. Swanstrom, Manager - Accounts Receivable	88%	1600
Daniel Kolodziej- Bike & Pedestrian Coordinator	88%	1600
Sjockier Jackson, Marketing & Sales Manager - Passaic	4%	70
Wendy Arias, Operations Manager - Shuttles	4%	70
Ellie Ferrer, Marketing & Sales Mgr. - Essex County	88%	1600
Jodian Brown, Customer Service Associate - Senior	88%	1600
Jessica Lehr, Customer Service Associate - Shuttles	4%	70
TBR - Project Manager, Senior Mobility Program	48%	875
TBR - Project JOBLINK	4%	70
TBR - Mobility Management	4%	70
TBR, Customer Service Associate - Passaic	4%	70
Nicole Neri, Accounting Assistant	4%	70
Bruno Marques, Customer Service Associate - Carpools/ERH	88%	1600
Heather Zuckerwise, Marketing & Sales Mgr. - Monmouth	88%	1600
Joyce Quintana, Customer Service Associate - Shuttles	4%	70
Joji Sai, Customer Service Associate - Vanpools/Bike Lockers	5%	84
Tanisha Davis, Customer Service Associate - Monmouth	88%	1600
Diana Soares, Customer Service Associate - Essex/Union	88%	1600
Reyna Abbott, Human Resources Assistant	4%	70
TBR , Marketing Coordinator	44%	800
Cesar Gomez, Customer Service Associate - Shuttles	4%	70
Katherine Marshall,	40%	730
Bill Carlos, Marketing Associate	30%	550
Douglas Duncan, Human Resources Associate	22%	400
Johanna Rodriguez, Customer Service Representative - Tpt.	44%	800
Selvije Koci, Customer Service Representative - Monmouth	44%	800
Rocio Landestoy, Customer Service Representative - RidePro	4%	70
Edward Salzhauer, Program Assistant - Flex-T program	4%	70
Wajiha Hinnawi, Payroll Assistant	44%	800
TBR - Customer Service Representative	44%	800
TBR - Customer Service Representative	44%	800
TOTAL	38%	23,890

SECTION 6
MARKETING PLAN

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Introduction

The Meadowlands Transportation Brokerage Corporation (Meadowlink) is a not for profit organization that provides mobility management services. It was created in the late 70's in response to the gas crisis, which resulted in companies like Hoffman LaRoche having over 400 vanpools. The company is largely funded by federal and state agencies that have a mandate to reduce congestion and improve air quality. Meadowlink primarily serves Northern New Jersey.

We currently manage 65 vanpools with 700 commuters that are subsidized by NJ Transit, and multi-vehicle shuttle service programs that serve another 1,500 commuters and are largely funded by Job Access & Reverse Commute (JARC) funds. We also provide carpool services for about 20,000 active carpoolers. On a typical day Meadowlink is directly involved in providing transportation services for about 22,000 commuters. Additionally, we help distribute NJ Transit information at 1,700 different locations.

While the kind of services provided by Meadowlink has not changed much, the context in which those services are provided appears to change every 10 years. In the 80s' Meadowlink was involved in providing commute services for New York based businesses that were relocating back-office operations to the Meadowlands to take advantage of low real estate values. During the 90s' it was the Clean Air Act that mandated large businesses to reduce the number of cars coming to their work site. In the early 2000's it was "Welfare to Work Program," which was designed to help people on welfare to get to work. Organizations like Meadowlink were tasked to eliminate the transportation barriers for these welfare clients, which resulted in the creation of door-to-door demand response services especially during the peak day and late-night hours, and to provide an answer to the difficulty presented by the "last mile syndrome."

Today, the slow down of the economy compounded with the gradual increase in price of gas and tolls is forcing Meadowlink to review its transportation options. Funding constraints are requiring us to provide services that are more efficient and serve a broader segment of the population especially older adults and persons with disabilities. Additionally, not all of Meadowlink's clients are affected by the journey to work, and hence the need to reinvent ourselves from "commutes specialists" to "mobility managers."

We believe that organizations like Meadowlink will have to evolve as full-fledged transportation brokers providing "transportation solutions" for their clients. At the same time the "commute specialist" has to remold him/ hers self as a "mobility manager" who works with a variety of transportation providers to meet the needs of the individual client. Historically, Meadowlink had provided these services for large corporations. Now, we will have to provide these services at a retail level to the individual consumer.

The Meadowlink service area includes a third of the state's 8 million residents. We serve the densest part of the most densely populated state in the country. The Meadowlink service area includes urban centers like Newark, Jersey City, Paterson and Elizabeth, which have a high concentration of seniors and the physically challenged. We therefore face immense challenges and opportunities.

1.1 Objective

Meadowlink's primary objective is to evolve over the next 2-years as the "primary transportation broker of choice" in the Meadowlink service area by:

1. Providing Added Value to clients
2. Single clearing house for transportation information
3. Developing innovative programs and services

This would require us to build partnerships beyond the commuter world and working with NJDOT and NJ Transit, to include volunteer drivers and organizations like STARFISH, community service providers, medical transportation vendors, and human service agencies like NJDHS to fulfill a much broader

mandate of a “mobility manager.” Clearly, not all services will be or can be provided by us. Partnerships based on interdependence would define Meadowlink’s ability to succeed in this new environment.

1.2. Scope of Marketing Plan

The scope of the marketing plan will be limited to positioning Meadowlink as the “primary transportation broker of choice” in the 6-county service area.

Meadowlink has offices at 4 locations – Newark, Paterson, Freehold and Wood-Ridge. Wood-Ridge has the largest contingent of staff and resources available to implement the new program. Additionally, the building that we occupy in Wood-Ridge is owned by the company and has been designed to meet Meadowlink’s operational requirements.

1.3 Problem to be Solved/ Opportunity to be pursued by the Plan

At the state-level, NJDOT, NJ Transit, NJDHS and NJDOL among other public agencies are committed to greater integration of information and services between transportation providers and users to increase efficiency and effectiveness. A pre-requisite would be a central clearing house to accept requests, review options and identify suitable vendors to provide the service.

Currently, the transportation services provided by various organizations in each County are not well documented and at a minimum there is a need for a transportation directory that could provide this information.

Meadowlink has received funding from NJ Transit for a “Mobility Manager” to provide the central clearing house function for Passaic County. Additional funds have also been provided for an on-line scheduling and dispatching software program to help other organizations that do not have access to such programs.

1.4 Specific Desired Outcomes that the Plan needs to generate

The desired outcome is the positioning of Meadowlink as the “primary transportation broker of choice” in the Meadowlink service area that serves as a single clearing house for transportation information that is seamless to the end-user and offers a wide array of transportation services based on budget, needs and eligibility.

The initial scope of the marketing plan will be limited to a pilot program in Passaic County that will:

1. Create a central database of transportation providers to include resources, capabilities and limitations, costs and availability;
2. Create a central database of users and information about their address, transportation requirements, and eligibility;
3. Secure a communication system including hardware, software and communications package which will become the foundation for the program;
4. Train paid and volunteer staff about the transportation providers, clients and the system used to make it work;
5. Identify potential funding sources to launch the pilot program;
6. Integrate the traditional commute modes like carpools, vanpools, car share and shuttle services that operate during peak hours with non-emergency medical transportation providers, community-based service providers, and volunteer drivers who operate during off-peak hours.
7. Demonstrate the potential to evolve over the next few years to be the central scheduling and dispatching center for all transportation services in the County; and
8. Generate results that encourage funding agencies to provide capital and operational support for expanding the program in the rest of the 6-County service area.

II. SITUATION ANALYSIS

2.1 Environment

- Economy – The general slow-down of the economy and the ensuing shortage for funds from traditional sources will force us to re-evaluate the status of all transportation programs and services.

On the “journey to work” front, businesses are concerned about transportation costs for their employees. Businesses are also evaluating the money spent by them on programs like shuttle services. We anticipate significant pricing pressures for all services.

- Regulatory – The United We Ride program requires all states to coordinate transportation programs and services as a prerequisite to receive federal transportation dollars. At the state level, counties are mandated to prepare annual coordination plans and implement them.
- Funding – The funding for the traditional TMA programs remain at the same past levels. However, discretionary funds like CMAQ handoffs that have fueled Meadowlink’s growth have been reduced by 50% or more and competition has increased. The decrease in the number of funding categories has increased competition and opportunities. For example, we have received Section 5310 funds to support the position of a “Mobility Manager” and for on-line scheduling and dispatching software.

Most of these programs require a private sector match of 25-50%. To tap into these funds forging partnerships with the counties and the private sector will be a necessity.

Market

The Meadowlink service area includes the Counties of Bergen, Monmouth, Essex, Union and parts of Hudson and Passaic counties. It represents 41% or 3.5 million of the 8.5 million residents in the state. It also represents 41% or 436,000 of the 1.06 million residents in New Jersey aged 65 or more.

The primary pilot service area could be Passaic County as we have experienced staff at the Paterson office and have dedicated funding available for this initiative. Subsequently, the program could be provided to other interested Counties.

Industry Analysis

Historically, organizations like Meadowlink have not focused on providing transportation services for seniors and persons with disabilities for three reasons:

1. Target market had limited disposable income to pay for transportation
2. Clients required special equipment like wheel chair lifts and related training
3. Concerns about liability in providing transportation for seniors

Therefore, these services were largely provided by County Para-transit agencies and paid for by public funds. Access to these funds was primarily restricted to county agencies. Transportation services for seniors and persons with disabilities evolved as a niche market divorced from the mainstream of public transportation. Today, with an aging population and a huge resource crunch at all levels, there is a need to incorporate the transportation needs of this market segment into the broader realm of public transportation. Hopefully, this would optimize the use of resources currently available under multiple programs.

2.2 Offering & Value Proposition (What)

What # 1: (What does Meadowlink sell?)

- 25+ years of experience in providing commuter information and services
- Credibility as a public-private partnership

What # 2: (What are Meadowlink's customers buying?)

- Safe and reliable transportation services
- Convenience and time savings

What # 3: (What are Meadowlink's customers buying that they cannot get elsewhere?)

- Transportation solutions
- Single clearing house for transportation information
- Multiple choices
- Possible access to public funds to pay for customized transportation programs

2.3 Segmentation, Target Segments, Customers (Who)

Who # 1 - (Who should Meadowlink's customers be?)

- Meadowlink will have two sets of customers - transportation providers and transportation users. The transportation providers will include public transit providers, Para-transit agencies, community-based transportation providers, municipalities, private cab/van companies, medical transportation providers, hospitals and volunteer drivers, carpoolers and vanpoolers.
- The target transportation users are clients with reduced mobility, low-income working poor and older adults who are willing to share a ride and take advantage of lower prices, daily commuters and visitors/ tourists.

Who # 2 - (Who is the buyer within Meadowlink's target customer?)

1. Transportation Vendors:

- Owners/ Managers of transportation companies who are charged with increasing ridership and/ or revenues
- Elected officials/ Agency administrators who are mandated to coordinate with other agencies to improve efficiency

2. Transportation Users:

- Commuting public
- Tourists/ visitors
- Clients with reduced mobility
- Working poor
- Senior Citizens

Who # 3 - (Who should not be Meadowlink's customers?)

1. Transportation Vendors:

- Vendors who do not have adequate insurance or suitable equipment
- Vendors who provided specialized services like ambulances
- Vendors who lack flexibility
- Vendors who cannot cross over jurisdictional boundaries like a town or County.

2. Transportation Users:

- People who drive alone and would not share a ride
- People who cannot use existing transportation services that we can offer - carpool, vanpool, transit or shuttle services due to work/home constraints.
- People outside the target service area.

2.4 Competition/ Alternatives

1. Private transportation brokers like Logisticare could enter the market to provide the service.
2. Larger organizations like the County Para-transit may choose to continue with past practices and present only a token commitment.
3. Users could continue contacting their past providers and not explore any new options.

2.5 Channel Partners

Meadowlink's primary channel partners are:

1. United We Ride Coordinator - designated by each county to ensure that the county complies with the requirements of "United We Ride" program.
2. Transportation Users - current users of Meadowlink's service who are largely fragmented, lack resources and do not have a single voice to articulate their transportation priorities.
3. State Agencies - like NJDOT, NJ Transit, NJDHS and NJDOL who are required to coordinate and help implement the program in each county under the guidance of the New Jersey Council on Access & Mobility (NJCAM).

2.6 Current Marketing Structure of Meadowlink

Given the limited size of the company and its resources, Meadowlink relies heavily on its staff and Board members for almost all marketing efforts. Marketing is largely one on one.

Board - Board Members serve as the ambassadors of the company and help to introduce the Company to potential clients. In specific instances, targeted businesses are invited to be members of the Board. Meadowlink's Board of 25 members, has representatives from the transportation arena as well as state and local government agencies. It provides an informal network to deal with transportation-related issues. Additionally, the Board includes representatives of large businesses in the area. For any business, Meadowlink could serve as a major transportation resource because of its relationships with multiple transportation agencies and regional/ local government. We intend to use these relationships to market the program to potential channel partners.

Staff - Each County has a marketing and sales team who are supported by customer service staff at the Wood-Ridge office.

Resources- The following marketing resources are currently used by staff:

1. Newsletters - The Company publishes two quarterly newsletters. *Smart Commuter* is targeted at business leaders and elected officials and *EZ Ride* is targeted at individual users of services.
2. Brochures - The Company has standard brochures for all programs and services which outline the specifics, including Ridesharing, Emergency Ride Home, and Financial Incentives for Vanpooling, each available in English and in Spanish.
3. Web-site - The website is being revamped to reflect changing priorities.
4. Transportation Forums - Meadowlink is represented at most transportation forums as the "commute experts." Additionally, it is active with the local chambers of commerce in dealing with transportation issues.
5. Toll Free Numbers - Meadowlink has 2 toll free numbers for Essex and Passaic County clients.

6. Commute Fairs – We host about 20 corporate commute fairs each month to market programs and services to targeted businesses.
7. Commute/Travel Information Displays – Provide displays at about 200 new high traffic locations like libraries, real-estate offices and employment sites each year which include transit, carpooling and vanpooling, biking and walking brochures.

2.7 Value Delivery System

How #1: How does Meadowlink plan to be the “transportation broker/mobility manager?”

Meadowlink will implement a pilot program in Passaic County using funds provided by NJ Transit. The mobility manager will be the “single point of contact” who will collect all requests for transportation from clients and forward them to the appropriate transportation provider. The model will be replicated in other counties.

How #2 - How does my WHO want to buy from me?

1. Transportation Provider – The private sector provider will be charged a brokerage fee. No fee will be charged from the public sector provider as they either provide in-kind services or reimburse Meadowlink directly.
2. Transportation User – All new users would be encouraged to contact Meadowlink as the primary source of transportation information.

How #3-How can my value delivery system enhance the value of my WHO receives?

1. One-stop clearing house for transportation information saving clients time and energy.
2. Ability to tap into multiple options – carpools, vanpools, shuttles, taxi and public transit
3. 25 years of experience providing transportation information to the commuting public
4. Credibility built on relationships with other non-profits and human service agencies
5. Provide support services like the “Emergency Ride Home” program.
6. Ability to start new transportation programs and services to meet unmet demands by leveraging public and private sector funds

III. POTENTIAL SOLUTION SET

3.1 Strategies

There are three possible strategies that could be used to position Meadowlink to implement the program and achieve the desired objectives -

- Private for-profit Provider – Offer a package deal like Logisticare for a fixed fee
- Partnership with a for-profit Provider
- Non-profit public-private Partnership – Team up with County United We Ride Coordinator.

a. Private for-profit Provider

Companies like Logisticare have positioned themselves as a Transportation Management Organization (TMO) that use technology to provide logistics management services. They do not own vehicles but contract with about 700 vendors to provide service. 80% of their revenue is from government – Medicaid transportation brokerage services. They have call centers that verify eligibility, set up doctor's appointments and work with vendors. They even employ case managers and nurses to streamline operations. They also call 24 hours ahead of time to confirm appointments. They are looking at the entire range of services from using volunteer drivers, public and municipal transportation. In short, they could handle a call center very efficiently and meet United We Ride mandates. Their primary strength lies in their technology and experience in statewide operations. However, it appears that their services are limited to the medical transportation segment.

b. Partnership with a for-profit Provider

While organizations like Logisticare are the natural competitors for Meadowlink, we could benefit by partnering with them and be the lead in the local arena. While they could focus on medical transportation, we could focus on the non-medical trips and build a strong symbiotic relationship. The major advantage would be that we could have access to their software and training. Ramp up time would be shorter. However, we would always be dependent on them for survival in this arena and would have to pay for the training and software access.

c. Non-profit public-private Partnership

Meadowlink could procure the software and hardware from other vendors and partner with government agencies to provide the services. This could be less threatening to existing transportation providers like the County Para-transit. Funding could be secured from a government agency to pilot such a venture. It also positions Meadowlink strategically in the marketplace as we could evolve from merely taking transportation service requests to complementing the transportation service providers.

3.2 Comparative Analysis

Strategy	Pros	Cons
1.Private for-profit Provider	<ol style="list-style-type: none"> 1. 100% independence from any other entity 2. Can enter any market of choice. 3. Could be positioned as an early adopter. 4. Total control at all times of all participants. 5. Great PR opportunity. 	<ol style="list-style-type: none"> 1. Need to invest & acquire technology to implement the program. 2. Recruitment and training of staff could be challenge. 3. Need to guarantee at least one contract/ champion to ensure survival in the market. 4. Significant ramp-up time 5. Could face stiff competition from existing vendors 6. Get buy in from the Meadowlink board 7. Need to overcome the resistance of current transportation providers.
2.Partnership with a Private for-profit Provider	<ol style="list-style-type: none"> 1. Quick ramp up. 2. Partner available for training and marketing support. 3. Buy in from board members could be easier as financial commitment could be less 5. Could be more cost effective. 	<ol style="list-style-type: none"> 1. Greater reliance on the partner. 2. Resistance from transportation providers 3. Little support from government agencies
3. Non-profit public-private partnership	<ol style="list-style-type: none"> 1. Greater control than Option-2. 2. Great PR opportunity. 3. Good support from government agencies/ providers. 4. Possible funding for the project. 5. Marketing could be easier. 	<ol style="list-style-type: none"> 1. Need to invest & acquire technology to implement the program. 2. Recruitment and training of staff could be challenge. 3. Competition from existing vendors 4. Buy in from the Meadowlink board could be a challenge

For all the 3 options the current primary competitor remains the same:

- Companies like Logisticare that have the technology, experience and funding to implement the program on a large scale.

Perception & Evaluation of Competitors

- Extensive experience
- Credibility in the market place
- Provide significant cost savings
- Well funded by private equity
- Could be expensive – annual on-going per diem charges
- Focus is on medical transportation

Position of the Competitors

- For-profit vendor seeking a return on investment
- Change the status quo that is not favored by most transportation entities
- Challenge to convince local elected officials and government

Target Market Analysis

- Benefits valued by the customer -
 1. Transportation User -
 - Simplicity - A single number simplifies the process to request transportation services.
 - Multiple choices - The system will allow access to multiple vendors and choice is always a welcome option
 2. Transportation Provider
 - Save Time & Energy - The provider does not have to worry about a call center operation and can focus on fleet operations which is their core competence
 - Simplify Billing - The entire billing process could be outsourced simplifying a major business process.
 - Meet legal mandates - County transportation providers and others that use any state or federal funds could easily comply with the United We Ride requirements.
- Role of Product/ Service in Customer’s Lifestyle- A single source of transportation information simplifies the life of the transportation consumer. For the transportation provider it eliminates a cumbersome and time consuming process that interferes with operations.
- Motivation for the Customer - The motivation for the user is that it provides one point of contact for multiple transportation services. For the transportation providers it eliminates the need for taking requests and allows them to focus on providing transportation services. Additionally, it would help comply with federal mandates.
- Relevant habits and behavior patterns - Selling to the target market could be time-consuming.

3.3 Market size & penetration probability

Based on a report provided by Transportation Consultants - Nelson/Nygaard, the following table shows the total annual trips provided by the Para-transit agencies in each of the five counties. Data for Union County was not available. The County Para-transit agencies accounts for 80% or more of the trips provided to older adults and are a good indicator of the market size especially the number of trips provided.

Table-1. Operational and Financial Performance Data for Target Markets

County	Total Annual Trips	Population Density/ Square Mile	Estimated Vehicle Revenue Hours	Productivity (Trips/Hour)	Estimated Cost per Hour (\$)	Estimated Cost Per Trip (\$)
Bergen	462,500	3,776	134,000	3.5	30.0	7.50
Hudson	96,000	13,044	50,000	2.2	28.0	14.5
Passaic	155,000	2,639	81,000	2.0	46.5	23.5
Essex	122,000	6,285	42,000	2.9	69.0	24.0
Monmouth	297,000	1,304	83,000	3.6	46.5	15.0
Union						

Currently, Meadowlink provides transportation services for about 22,200 daily commuters which include 700+ vanpoolers, 1,500 shuttle riders, and 20,000 carpoolers. On an annual basis the shuttle riders alone account for about 400,000 trips, which is comparable to the services provided by the various counties.

The pilot program could be launched in Passaic County and subsequently replicated at other locations.

Key Resources

Strategy 1: Private for-profit Provider - Offer a package deal like Logisticare for a fixed fee

Capital intensive as we have to purchase hardware and software for a call-center operation and train a large staff to handle the volume of calls. We would also need to identify a person who specializes in call-center operations.

Strategy 2: Partnership with a for-profit Provider

Partnering with a for-profit provider could be less capital intensive than the first option. However, we would still have to invest in additional staff and identify a person who specializes in call-center operations. On-going costs could be significant

Strategy 3: Non-profit public-private Partnership - Team up with County United We Ride Coordinator

The success of the program hinges on finding a champion to work with us on an on-going basis and identifying a funding source for the pilot program. Meadowlink has been successful in identifying funding for a pilot program.

3.4 Competitive Reaction

Companies like Logisticare will continue to make in-roads into the transportation management market. However, their initial focus will be on medical transportation as it is far more remunerative.

The transportation market in the target market is splintered and is largely controlled by County Para-transit. Success in this area would be defined by Meadowlink's ability to develop a partnership with them.

Logisticare will serve the Essex and Hudson County market as the medical transportation is controlled by the state in these two Counties and they are seeking one vendor to manage the services.

Customer Reaction

1. Transportation user:

Transportation users are not likely to be very concerned as they are talking to a person on the phone.

Personal relationship is usually with the driver of the service provider which may not change too often.

2. Transportation Vendor:

The ability to outsource the booking of trips would be welcomed by vendors as long as it does not threaten their existence. Meadowlink will not be viewed as competition if we handled only the brokerage piece. The primary vendor is the County and their support through the United We Ride Coordinator will determine the success of the program.

3.5 Position Selection

The positioning is based on the target market.

1. Transportation User

- Simple - one call many choices.
- Customized Programs

- Quality you can count on
2. Transportation Vendor
- Local operations
 - Flexible outsourcing
 - Higher Quality
 - One Contract

IV. RECOMMENDATIONS

We believe that the third Strategy of creating a “Non-profit public-private Partnership” by teaming up with County’s United We Ride Coordinator would be the most effective as it guarantees the following:

1. Key partnerships & market support reducing barrier to entry
2. Long-term success of the program
3. Access to public funds

4.1 Justification

- Key partnerships & market support reducing barrier to entry
The biggest stumbling block in this process is gaining the confidence of the transportation vendors and in particular the county Para-transit agencies. They could delay the process and make it very expensive to do business.
- Long-term success of the program
The long-term success of the program hinges on building these partnerships with transportation vendors.
- Access to public funds
We have partnered with the County Para-transit to leverage public funds for the demonstration program.

The suggested strategy is multi-pronged and involves using all available resources. There is no loss of time and the selling cycle is reduced from a year plus to a few months which we believe is critical to the success of the program. At the same time we are not sacrificing the control of the program.

Time Line and Funding (Appendix 1)

4.2 Impact on and Support from other Company Functions for Successful Implementation

As the names suggests, the Meadowlands Transportation Brokerage Corporation has always served as a “transportation broker” to the business community for the last 25+ years. We are proposing to expand the scope of services to include the residential community.

Meadowlink uses a 3-step process in developing and implementing programs and services:

1. Transportation Planning – Meadowlink partners with local government agencies to study transportation issues that are of importance to the local area. Funding for these studies is provided by the federal/ state government. This serves as the research and development efforts undertaken by Meadowlink at no cost to itself.
2. Transportation Brokerage – Based on the transportation planning studies, Meadowlink identifies new programs and services that could be implemented. Funding for these programs is again sought from State/ federal agencies in partnership with local government agencies and other non-profits.

3. Transportation Information - Meadowlink has contractual agreements to market transportation programs and services like Carpools, Vanpools and transit services that are sponsored by the State. The same channels are used to market the programs that are developed in-house.

V. IMPLEMENTATION

5.1 Major tactics that will be employed

The Company will implement the program by implementing a three-pronged approach:

- a. Identify a Champion in the Target Market
- b. Identify suitable technology package
- c. Identify funding source for the pilot program

Identify a Champion in the Target Market

The benefits of the program are more likely to be appreciated and realized by the Executive Director of a Para-transit agency, a freeholder or the County Executive who has a larger vision for the County and is willing to make an investment in time and energy. Knowing the values that are espoused by the Champion is the foundation of any proposal. These values need to be packaged in the context of:

- Optimal fleet utilization and improved productivity of staff
- Financial savings
- Regulatory compliance
- Quality control
- Flexible outsourcing
- Localized operations

Meadowlink will work with board members and staff contacts to leverage these relationships.

Identify suitable technology

Meadowlink intends to use the same scheduling and dispatching software used by Bergen and Passaic County Para-transit.

Identify funding source

Meadowlink in partnership with Passaic County has received funding source from NJ Transit to pay for the technology and for staff time.

5.2 Marketing mix elements and their roles

The marketing effort will be in two phases. The initial marketing campaign is primarily targeted at Meadowlink's channel partner and funding agency. We will emphasize direct one-on-one marketing and in person to get their feedback and commitment. The second phase will be more general in nature to replicate this success in other markets.

5.3 Branding and Positioning

Positioning

Meadowlink offers a local and cost-effective "one-stop shop" for all the transportation needs in the community. Additionally, it helps the County comply with the United We Ride program requirements.

- Localized Solution – Meadowlink currently provides transportation information services to persons with lower incomes in cities like Paterson and Newark. We are merely proposing that the service be expanded to include persons with disabilities and older adults.
- Cost-effective Solution – Meadowlink is already funded in part by NJDOT, NJ Transit and/or the County to provide commute information to the public. The cost of providing transportation information to a broader market segment would be nominal and hence cost-effective.

5.4 Role of the marketing and sales force

A major role of the sales force is to inform the target market through a series of presentations with assistance from Meadowlink's channel partners, local government agencies and chambers of commerce. The Company's Board of Directors will be recruited to function as an ad hoc sales force.

The use of the media is an important factor in sales and marketing efforts. The Company will engage the services of a spokesperson that is skilled at handling the press and dealing with public relation issues.

5.5 Key resources required for successful execution

- Dedicated Mobility Manager
- Purchase of dedicated hardware/software for call center operations and a supporting communication system
- Training of staff about the various human service transportation programs and services
- Integrated on-line database of users and providers.
- Team of 4 Customer service associates and 2 sales staff
- Comprehensive sales program.
- Effective marketing plan.

5.6 Integrated Marketing Communication Issues

Meadowlink's Executive Director will also function as the program's Chief Communications Officer. In addition to his traditional responsibilities of dealing with the media, he will coordinate all direct marketing, sales and advertising efforts.

NJTPA UPWP - FY 2012
TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
RIDEWISE TMA
FY 2011-2012 TMA WORK PROGRAM - YEAR 2 UPDATE

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Section 1

Summary of New Initiatives and/or Program Revisions for FY 2011-2012

The following are brief descriptions of new programs and services that RideWise TMA proposes to develop and/or implement in 2010-2012. Also described are any revisions to programs or services that the TMA provided in 2010-2011 and that will be continuing in a different form for 2011-2012.

Core Area 1 – Commuter/Traveler TDM Assistance

Nothing new is being proposed.

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

County Coordinated Human Services Transportation Plan

The TMA currently partners with Somerset County Office of Transportation, Somerset County United Way, Greater Raritan Workforce Investment Board, Somerset County One Stop, and Raritan Valley Community College to identify transportation solutions for senior citizens, persons with disabilities, and economically disadvantaged clients (unemployed, under-employed and lower income).

In FY10-11, several ideas came out of discussions with these agencies which the TMA will look to implement. The first is to have social services and nonprofit staff – not just clients - participate in “how to ride transit” workshops and to have them participate regularly so they can help educate clients on transportation services. The second is to turn the monthly “how to ride transit” classroom trainings at the One Stop Center/Board of Social Services into “hands on” trainings where clients and staff ride the bus with a TMA staff person. The third idea is to develop a volunteer program where high school/college students, senior citizens, One Stop clients, and bilingual individuals are trained to conduct hands on “how to ride” sessions for future clients, thus allowing RideWise to expand these trainings within the community.

The TMA will also update the NJ Find a Ride website, by re-surveying non-profit agencies, municipalities and continuing care communities in Somerset County regarding transportation needs and resources. This information will also be passed along to Somerset County for an update of its coordinated transportation plan, if necessary.

Using Access and Mobility Improvements to Support Redevelopment Opportunities

This study proposes to conduct a thorough analysis of all officially designated redevelopment sites in the County, building on previous work completed by the municipalities where available. Based upon the planned redevelopment program for each site, a detailed analysis of current and future transportation needs will be conducted. The identified improvements will be divided into two categories: baseline improvements which include improvements needed in

the area regardless of the redevelopment project, and development improvements which include improvements that are required to offset the additional traffic generated by the development. It is anticipated that the baseline improvements would be implemented by through public funding options, and the development improvements would be funded by developers as part of the construction of their project. This analysis will also look to identify a series on multi-modal improvements for each site, paying special attention to pedestrian, bicycle, and mass transit needs that are typically overlooked in traditional traffic impact studies for redevelopment projects. By identifying and implementing the baseline improvements for each site, the identified areas will be more attractive for redevelopment since developers will only have their responsibility to offset their impact and not need to fix existing problems to access their site. The TMA's role includes serving on the steering committee, helping with data collection as needed, ensuring the involvement of commuters and employers, working with employers/employees to obtain survey responses, participating in focus groups and including appropriate project hand offs into future work programs.

Section 2 Program Overview

TMA Service Area Description

Somerset County is a mix of rural communities, sophisticated retail districts, modern office parks and Fortune 500 employers. The county is the fourth wealthiest county in the United States by per capita income of any U.S. County and the second-highest in New Jersey. The County also ranks sixth in the United States in terms of median income. Population has grown at a rate over the past 10 years that is faster than anywhere else in the state. Traffic concerns, mobility, sustainability, open space and roadway safety are the top concerns for many communities since four of the busiest roadways in the State run through Somerset – I-78, I-287, Route 22 and Route 202/206. 57 percent of commuter traffic originates from Middlesex, Hunterdon, Union, Morris, Pennsylvania, New York, Essex, Mercer, Warren and Monmouth Counties. Major employers include AT&T, Verizon, Pfizer, Johnson & Johnson Somerset Companies, Chubb, Citigroup, MetLife and PSE&G.

TMA Goals and Objectives

Core Area 1 – Commuter / Traveler TDM Assistance

Sub Core 1.1 – Commuter/Traveler Services

- Encourage use of travel alternatives and other strategies that reduce vehicle trips;
- Cost-effectively market/deliver travel information services to travelers;
- Solicit/support traveler requests for info/assistance on alternative travel modes;
- Provide and/or promote TDM services that support use of alternative modes.

Sub Core 1.2 – Employer Services

- Acquaint employers with the benefits of worksite TDM services;
- Help employers develop, implement, and evaluate worksite TDM services; and
- Recognize those employers that have implemented worksite TDM services

Core Area 2 – Government and Community TDM Assistance

Sub Core 2.1 – Municipal/County /School Assistance

- *Provide support and assistance to county/municipal agencies for the development of walkways, bicycle paths, park-n-ride facilities, transit stops, and other transportation facilities that encourage the use of travel alternatives, especially municipalities in designated transit centers and/or transit villages.*

Sub Core 2.2 – Human Services Transportation

- Enhance mobility and transportation options for transit dependent populations e.g. seniors

Sub Core 2.3 – TDM Support to MPOs / NJDOT / NJ TRANSIT

- *Mitigate traffic impacts in construction areas through increased promotion of commute alternatives and alternative routes, and through the promotion of NJDOT's 511 service.*

- *Support MPO and NJDOT-sponsored corridor management studies;*

Other Notable TMA Changes

RideWise TMA changed its mission statement in 2010 to reflect the agency's focus on sustainable travel alternatives. Sustainability is a far more proactive and long-term message than reacting to gas prices, which has been the TMA's approach in the past. Marketing materials and programs are being rebranded to emphasize travel alternatives for work and/or recreation. Words such as "carpooling" and "commuting" will be replaced by "ridesharing" and "travel" when appropriate. The agency's goal is to start redefining the image of carpooling e.g. soccer moms bringing kids to a game, a couple driving to church, a family outing to the ballpark, while working to capture these non-traditional rideshare situations.

Old mission statement: "RideWise, an affiliate of the Somerset County Business Partnership, partners with commuters, employers, municipal government, schools and nonprofit agencies to develop and implement transportation solutions that reduce traffic and improve mobility."

New mission statement: "RideWise is the source for sustainable travel solutions that improve mobility, reduce traffic congestion and decrease carbon emissions."

Section 3

Core Area 1 – Commuter/Traveler TDM Assistance Proposed Activities

Sub-Core Area 1.1 – Commuter / Traveler Services

Within its defined geographic service area, RideWise TMA 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

RideWise TMA will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours
- Participate in the RidePro Automated Rideshare Matching System as described in the 2010-2012 TMA Work Program Guidelines. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in all efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.
- RideWise TMA shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.

RideWise TMA will also:

- Provide matching lists and classified ads for seats available in carpools or vanpools;
- Enhance the TMA’s online carpool/vanpool search to help travelers form rideshare arrangements;
- Providing marketing/administrative support to New Jersey Transit’s Vanpool Sponsorship Program (VSP);
- Participate in Automated Rideshare Matching System Administrators meetings to ensure the future needs of communicating rideshare information to prospective ridesharers;

- Participate in Rideshare Matching System Training to ensure staff are trained to operate the Automated Rideshare Matching System;
- Ensure that all Rideshare Matching System applicant files are kept up-to-date and inactive records are purged every six months;
- Assist in all efforts to promote rideshare matching, usage of the toll-free number on a statewide basis;
- Participate in the use of GIS in the new system; and
- Participate in the refinement of data retrieval in the new system.

Online Rideshare Matching Program

RideWise TMA will participate in efforts to develop and promote an online ridematch system, will participate in user training sessions provided during system implementation, and will facilitate commuters' use of the system. If implemented, RideWise staff will help facilitate enrollment by promoting the new system at employer and community sites, through one-on-one or lunch-time meetings, press announcements, onsite fairs, newsletter announcements and mailings to registered commuters.

Travel Alternatives Promotion and Outreach

RideWise will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support traveler promotional and outreach efforts implemented by NJDOT. These activities will include promoting use of travel alternatives, conducting "on-site" fairs for commuters, disseminating information related to TDM strategies, participating in joint TMA/NJDOT marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJDOT 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.

Bicycling - 3 foot buffer

Many drivers simply do not know that cyclists need enough space on the road and so should be educated. Motorists passing bicyclists too closely create a dangerous situation by not allowing cyclists maneuvering room to avoid hazards, or by causing a dangerous wind blast. A 3 foot minimum passing distance addresses this inherent vulnerability by placing the responsibility on motorists, who are not only protected but have better visibility since they are the passing vehicle, to leave adequate room. *This bill is still pending for the 2010-2011 legislative session.*

Ongoing Activities

RideWise TMA will educate travelers on commute alternatives and services through direct mailings, commuter fairs, advertising, press releases, newsletter alerts and commuter forums (e.g. breakfast or lunches). Specific activity will include:

- Sending a weekly e-mail newsletter with news and information for travelers
- *Send daily "tweets" with news and information for travelers*
- Participate in community fairs/"green days" to provide info on travel alternatives;
- Distribute info on travel alternatives to new residents, web visitors, rideshare applicants, realtors, libraries, municipal offices, nonprofit agencies by mail;
- Develop, maintain and upgrade website pages that provide traveler information;

- Explore advertising and/or sponsorships (newspaper, online, movie theatres, ballpark, radio) to promote travel alternatives;
- Conduct special events/promotions that attract or retain commuters in travel alternatives e.g. Rideshare Week/Month, Earth Day, Bike Month, Walk to School;
- Revise program materials, as needed, and create online versions e.g. brochures, handbooks

I Carpool Because...

RideWise created a series of advertisements with the theme, “I carpool because.....” The advertisements were placed in local newspapers and produced into postcards and website banners. The purpose was to show real people commuting into Somerset County and the positive reasons they’ve chosen to rideshare. The effectiveness of the advertisements is being measured by the number of phone calls, website hits, rideshare applications, and new carpools formed. *The TMA will continue to use the advertisements and postcards to market carpooling throughout FY11-12 and possibly expand this initiative to include vanpooling, transit usage and cycling.*

“Drive Less Somerset” Pledge

This month-long promotion encourages individuals who live or work in Somerset County to reduce car trips by signing the “Drive Less” pledge at www.ridewise.org and then sharing a ride, biking, walking, or using mass transit as often as possible from June 1 to June 30. Trips are counted for work or recreation and can include running errands, visiting friends, going to church, eating out, etc. Individuals who sign the pledge can access the website during the month to track miles saved and utilize a ride home in the event of an emergency. Participants can also win prizes by meeting Weekly Challenges and a Grand Challenge for the month. Drive Less replaces Bike to Work Day and grew out of comments from individuals who said they were interested in reducing vehicle trips, but could not bike to work due to the length of the commute. By changing the program to include all travel modes, the TMA created more opportunities for participation from individuals with a desire to help the environment.

Emergency Ride Home

RideWise TMA will provide Emergency Ride Home services to carpoolers, vanpoolers, transit riders, and bicyclists within the service area of the TMA, providing the users of ERH are using alternative commuters with work locations within the TMA service area (or employed by corporate members of the TMA). To ensure reimbursement under this program, the TMA will not impose employer membership as a condition of eligibility on participating commuters.

Individuals who use a sustainable travel alternative are eligible to participate in the emergency ride home program. Membership is not required, but commuters must be pre-registered prior to arranging for a ride. Commuters arrange for a ride using the vendor of their choice and submit the bill to the TMA for reimbursement. The reimbursement policy eliminates the need for vouchers, annual re-enrollment of commuters, and time spent negotiating a price with vendors. It also helps reduce fraudulent or unnecessary use since commuters initially pay for the ride out of pocket. The number of rides taken by commuters has averaged less than 2 per year, while enrollments have increased. Most staff time on this activity involves program promotion and administration.

Travel Options and Incentives Development

RideWise will work with NJDOT, NJTPA, the TMAs and other stakeholders to identify appropriate statewide incentives and/or incentive programs that encourage travelers to carpool, vanpool, take transit or bicycle. Additionally, the TMA proposes the following activities to develop and implement new alternate mode options for travelers and incentive programs that encourage travelers to try and/or continue using travel alternatives.

Website Enhancements/Upgrades -

RideWise TMA is proposing the following simple, low cost enhancements to generate more web traffic and improve navigation with the ultimate goal being to increase program requests and activity through the site e.g. rideshare requests, schedule downloads, new carpool registrations.

The live help component is installed and set up. All other enhancements are currently in development.

- Create a “live help” option where visitors can be connected with a RideWise staff person who can assist with finding schedules, program registrations, provide info, links or even a tour of the site. TMA staff will “man” the site during office hours. All staff computers will emit a sound, similar to the sound of an incoming e-mail, when a web visitor needs assistance.
- Create an exit survey (“tell us what you think”) that collects data on how frequently visitors view the site, if they found what they were looking for, what could be improved, and how they heard about RideWise. The data will be used for future web or program ideas/improvements;
- Enhance the “carpool/vanpool classifieds” so visitors can search by employer site or e.g. Somerville Rail, Bridgewater Commons Mall. Currently users can only search by town.
- Allow visitors to post classified ride requests for local events and destinations similar to an online ride board. The TMA hopes to start assisting travelers with non-traditional, non-work related ride requests – see “Twitter a Ride” below.

Twitter a Ride

RideWise TMA will explore the possibility of using Twitter to assist Raritan Valley Community College students with finding rides to class. Students who need a ride to and from campus can sign up on the TMA’s Twitter page to follow tweets from other RVCC students who have rides available. The college currently utilizes AlterNetRides, but few college students seem to know about its availability. This program also presents one possible solution to the college’s parking problem, while helping students who do not own a car, access the college. Additionally, this program can help students who are displaced by the cancellation of the college’s one and only bus route by NJ TRANSIT. *Raritan Valley Community College is getting ready to distribute a commuter survey to students about the ongoing parking problem and what incentives/services might encourage them to use transportation alternatives. TMA will review the results of the survey before moving forward with the idea of using Twitter to help students find rides to class. It is possible this idea will be developed as a generic program and not specifically for the college.*

Bike lane inventory

RideWise TMA will compile a list of county/local roads with designated bike lanes obtained from county and municipal engineering offices and create an online resource/directory for cyclists at the RideWise website. There are currently websites that list recreational bike paths, but there is nothing that shows roads with designated bike lanes. Future enhancements might include clicking on the road in Google maps to see the actual location, or including information about special characteristics or features of the roads e.g. hills, limited site distance, etc. Year 2 will be devoted to exploring the possibility of developing this information into an online trip planner using designated bike lanes.

Vanpool Start-Up/Empty Seat Subsidies

RideWise TMA provides start-up and temporary empty seat subsidies to vanpools traveling to Somerset County worksites. New vanpools are eligible for a one-time start-up subsidy ranging from \$250-\$500, depending on the size of the van and number of seats filled. Existing vanpools that lose passengers are eligible for \$80 per empty seat, for a maximum of three months. If the vanpool should terminate within 90 days of receiving a start-up or empty seat payment, the TMA looks to recover the money in full from the vanpool provider or the vanpool group. Preference for subsidies is given to vanpools at employer sites that have an established relationship with the TMA. The TMA tracks the number of new vans, the number retained, and the number of seats funded for performance data.

Club Rideshare

This incentive program was originally designed to keep commuters carpooling beyond NJDOT's Carpooling Makes Sense promotion. Carpools that completed Carpooling Makes Sense were entered into a monthly drawing for \$50 gas cards and also received a partial reimbursement for a carwash by providing receipts to RideWise. *The TMA discontinued the car washes early in the FY10-11 contract year since the incentive was not encouraging retention. Since the car wash incentive began in September 2008, only 60 unique commuters out of 460 registered were responding to the surveys for reimbursements.* TMA staff will explore other possible incentives in FY11-12. Possible ideas include coupons for coffee or online scratch-off tickets. Registered ridesharers who complete a monthly online survey will be directed to a secure section of the website where they can download a \$5.00 coffee coupon or play a scratch off game for the chance of winning a larger prize such as a gift card. The TMA will look to secure prizes and gift cards through sponsorships and in-kind donations.

Stars for Cars Online Rideshare Matching

Successful carpools involve more than passengers having similar work hours and locations. Many commuters are reluctant to ride with strangers. This online rideshare program provides a way for drivers and riders to gauge their compatibility before getting in the car. There are many online sites such as erideshare.com or craigslist.org that connect people looking for rides. What makes Stars for Cars unique is it identifies compatibility issues and preferences such as smoking, eating/drinking in the car, radio station choices, cleanliness and reliability of the car, etc. Commuters are encouraged to e-mail first, then talk by phone, prior to meeting in person. The site is also programmed to auto-search for matches as new people join. Commuters are notified by e-mail when a potential match is found. The service is completely free and commuters are not obligated to carpool after posting and/or viewing profiles, or meeting with

potential riders. Users cannot post a profile until they are authorized by RideWise and all posts are monitored for offensive content. Staff time on this activity in FY11-12 will be spent on program promotion and administration, and possible website enhancements.

Air Quality Partnership

RideWise TMA will inform employers and travelers of poor air quality days, so that individuals can voluntarily take action to reduce their environmental impacts and prevent unhealthy air and its health consequences. By transmitting a concise, timely message largely through e-mail or Twitter, the TMA can reach a large population quickly, efficiently and in real-time.

Anti Idling Education

RideWise TMA will partner with schools and municipalities to deliver anti-idling materials and education to parents/residents with the possible theme, “You hold the key to reducing auto emissions. Key idling locations are the afternoon pick up of children from schools or when parents wait with children in the car at the bus stop in the morning. Other ideas the TMA may pursue include: partnering with scouting groups to see if anti-idling education can be incorporated into a community service project, partnering with Somerset Medical Center, American Lung Association and environmental agencies on the health/air quality aspects.

Products / Deliverables – Sub-Core 1.1

- ridematch lists/applications
- newspaper/online advertisements
- press releases
- e-mail alerts
- program registrations
- special events coordinated
- ERH rides reimbursed
- online survey data
- website statistics
- purge letters
- new program brochures/materials
- empty seat/start up subsidies
- new website pages/sections
- anti-idling educational materials
- bike lane inventory/3 feet materials
- Twitter program/ride requests
- classified requests posted/fulfilled

Performance Data – Sub-Core 1.1

RideWise TMA will provide the following data for this sub-core Area.

Sub-Core Area 1.1 – Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA
4. Commute info materials distributed through info displays (estimate)
5. TMA website hits
6. TMA website – unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH)
2. ERH trips taken
3. Vanpool empty seats subsidized
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Other
1. Twitter ride requests
2. Cyclists accessing/using bike lane inventory
3. Schools/municipalities participating in anti-idling education
4. Classified ads posted/responses
Commuter Incentives / Events (Other than CMS)
1. Commuters participating in Club Rideshare] (end of quarter total)
2. Commuters participating in Stars for Cars (end of quarter total)
Shuttles/Transit Services (total riders/one-way trips made in quarter)
1. [Shuttle / transit service 1]
2. [Shuttle / transit service 2]

Sub-Core Area 1.2 – Employer Services

Employer Outreach and Administration

RideWise TMA will serve as the primary ETS contact for employers in its approved service area and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, RideWise TMA will conduct aggressive outreach to a broad range of employers to inform them of the availability of ETS opportunities and encourage use of ETS 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 NJDOT on the TMA's ETS outreach activities. RideWise TMA will use some or all of the following outreach techniques to promote the ETS program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers;
- Making cold calls by phone and in-person to inform employers of RideWise services;
- Presentations to business groups;
- Partner with commercial realtors, property managers and developers to reach corporate tenants;
- Scheduling one-on-one and/or group meetings with prospective employers;
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses;
- Articles, paid advertisements, press releases, and media stories;
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer;
- Newsletters, mailings, and web postings promoting employer TDM activities and successes; and
- Participation in award and recognition programs for participating employers
- Partnerships with other business service providers, such as Society of Human Resource Management (SHRM), Network for Employer Traffic safety (NETS) and others;
- Participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employers.

RideWise TMA will track and collect the following data and share with NJTPA:

- Records of employer contacts made;
- Records on the types and quantity of services provided to employers;
- Assist NJTPA with the collection and tracking of data for performance measures;
- Attend meetings or trainings as required by NJTPA; and
- Provide performance evaluation data to NJTPA as required.

Employer Grants

RideWise TMA proposes implementing a pilot grant program where employers can apply for a one-time grant to create a new or expanded worksite TDM benefit. The eligibility process will follow the same guidelines as the “municipal TDM grant” program referenced in the TMA contract guidelines. Grants will be subject to eligibility requirements and available funding, and employers must provide a 50% match. Funds will be awarded on a reimbursement basis only and will not be made available for any of the basic services listed under “Program Assessment

and Evaluation.” All applications will be provided to NJDOT/NJTPA for review and approval to ensure project eligibility. Employers must also be a current recipient of the NJ Smart Workplace program. For example, an employer looking to move from the silver level to the platinum level could apply for a grant to develop a program that would help it achieve platinum status. Funding cannot be used in lieu of funding for existing programs. Employers will be required to complete and submit a program evaluation form at the completion of the project in order to receive funds. The TMA expects to award 1-2 grants ranging from \$2,500 to \$5,000.

How to Bike to Work

This 30-45 minute on-site seminar on “how to bike to work” would educate travelers on selecting a bike, what to wear (helmets, bike clothes, being visible), gear for carrying cargo, riding after dark, bad weather, choosing the best route, parking and locking the bike, etc. The seminars would be conducted at worksites or other locations in the spring/early summer when weather is most suitable for biking. The seminars would be taught by the employer relations manager, who is an avid commuter cyclist and will cover basic safety knowledge such as the rules of the road, appropriate hand signals, choosing a safe route, choosing safe gear, and equipment checks.

Onsite Employer Fairs

The goal of onsite commuter fairs is to introduce commuters at employer sites to RideWise, to encourage the formation of new carpools and vanpools, to get existing carpools or vanpools registered, and to encourage employee participation in programs. By setting up an information table at the employer site, TMA staff can provide employees with information on carpooling, vanpooling, mass transit and various incentive programs and promotions. One of the barriers or difficulties the TMA hopes to address in FY11-12 is how to improve upon fairs that are not productive e.g. generating little if any new carpools or employee participation. Suggested improvements for making the fairs more beneficial for RideWise include:

- Surveying employees prior to the event to determine existing travel needs and what information they are looking for;
- Designating an onsite ambassador who serves as spokesperson and encourages fellow employees to visit the table;
- Following-up with fair participants after the event for feedback and sending results to HR manager or fair organizer;
- Illustrate employee origin points on a map to show employees realize the opportunities to carpool with other employees

Commuter fair success will be determined by tracking the following data per employer site: # of employees assisted overall, # of rideshare applications received, # of employees provided with matches, # of carpools or vanpools formed/registered, # of employees carpooling/using transit, and # of employees participating in program e.g. *Ticket Home*, and *Club Rideshare* etc.

Basic Employer Assistance

RideWise TMA will provide all the Basic ETS Services described in the 2011-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies.

Program Assessment and Evaluation

- Provide basic TDM information to employer contacts in the form of new employee orientation materials, paycheck stuffers, e-mail blasts and “travel alternatives information desks” at larger sites;
- Conduct and analyze employee commute surveys and employee focus groups;
- Identify transportation barriers at worksites and identify TDM strategies and commute incentives appropriate to the worksite characteristics and employee population; and
- Evaluate program/service success, using employee surveys, focus groups, and other tools.

TDM Strategy Resources and Development

- Develop/implement worksite-based programs for: Emergency Ride Home (ERH), CP/VP programs, preferential parking, on-site transit pass sales, new employee orientation, bike/walk promotions and programs, compressed work schedules and flextime programs
- Provide information and referral resources to employers on: telecommuting, bike/walk facilities (lockers/showers), Parking Cash Out, Commuter Choice, parking management, and alternative mode subsidies/financial incentives/transportation allowances
- Provide information on use of alternative fuel vehicles for fleets or ridesharing

Speed Pooling

The goal of this program is to assist employees with forming reliable and lasting carpools with colleagues by breaking down one of the biggest barriers in carpooling – riding with a stranger. This program will give commuters the opportunity to meet with individuals from within their own company to carpool with. The target audience will be large companies (1,000+ employees) since they have the best potential to generate carpools based on the sheer volume of employees, or an office complex comprised of several small to mid-size employers who can combine employees for better matching potential. Employees at a selected site or sites will be asked to pre-register and provide their name, city, zip and work hour information. RideWise staff will break the employees down into small groups for short ice breaker sessions. This will give employees the opportunity to chat with fellow employees and provide additional information regarding their commute habits, patterns, likes/dislikes. The success of this program will be measured by the # of employee participants, the # of carpools formed, the # of carpools retained, and the # of commuters who enroll in other RideWise programs.

Advanced Employer Assistance

RideWise TMA requests authorization to provide the following Advanced Services to employers in its service area. Documentation of TMA staff qualifications to provide these services is provided at the end of this Work Program section.

Program Assessment and Evaluation

- Deliver comprehensive transportation coordinator training to groups of employer coordinators (training curriculum and materials provided by the Statewide contractor)
- Develop and implement solutions to transportation barriers at worksite

Commute Alternative Promotion

- Develop TDM promotional materials tailored to worksite (e.g., site-specific transit maps or bike maps, company-specific commute program newsletter)
- Develop employer policy documents to support alternative mode use

TDM Strategy Development and Implementation

- Develop specifications for/assist with implementation of on-site facilities for convenience services (e.g., ATM, postal), bike/walk facilities, concierge service, childcare facility, etc.
- Develop/implement telecommute programs (e.g., on-site presentations to employers, telecommuter and telemanager training, development of telecommuting policies, pilot program evaluation)
- Develop/implement Parking Cash Out, Commuter Choice, and other qualified transportation fringe benefit programs
- Develop/implement programs for alternative mode subsidies/financial incentives/transportation allowances (including use policies, tax implications, monitoring/enforcement)
- Develop/implement parking supply reduction and parking fee programs
- Develop and assist with implementation of program for use of alternative fuel vehicles for fleets or ridesharing
- Develop technology-oriented travel information services (e.g., intranet commute web page, real-time traveler data, etc.)

Develop and Administer New Commute Options

- Administer employer-sponsored vanpool programs (e.g., arrange for van leasing, insurance, driver selection and training, and maintenance; administer fare collection)
- Develop and administer shuttles, transit services, bus pools/subscription buses, and demand-responsive services (e.g., develop route, define stops, conduct rider promotions, monitor driver performance, evaluate service ridership and rider satisfaction)
- Develop/implement programs and policies for use of company cars for carpooling, use of company cars for mid-day use (e.g., develop use policies, monitoring/enforcement)

NJ Smart Workplaces

RideWise TMA will support the NJ Smart Workplaces (NJSW) employer recognition program. Specific activities to be undertaken by the TMA include participating in planning and implementing the statewide campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting on eligible employers, and participating in a statewide sponsored media event to recognize employer participants.

RideWise has added a financial incentive to make NJSW more attractive to employers. New vanpools at NJSW employer sites, that also provide a pre-tax subsidy, are eligible for a “matching” monthly subsidy from the TMA. Another incentive the TMA has added is the creation of a breakfast meeting for NJ Smart Workplace recipients where employers could address employee commuting concerns. The goals of the meeting are: (1) to have employers share their concerns about gas prices, lack of transit; (2) to provide employers with an opportunity to hear how other employers were addressing employee transportation needs (flextime, employee shuttles, etc.); and, (3) to help RideWise identify potential solutions to the top concerns expressed by attendees. The TMA will continue organizing these meetings 1-2 times per year as a benefit for NJSW recipients.

In addition to the above-mentioned incentives, the TMA will also promote the program by:

- Participating in planning the state wide campaign;
- Participating in media outreach and coordinating local communication with the media;
- Identifying/nominating potential campaign partners; verifying the TDM services provided;
- Conducting outreach to employers to inform them of the program;
- Responding to interested employers and assisting them with the nomination process;
- Provide NJSW contact information for compilation of statewide list;
- Participate in statewide media event to recognize employer participants;

Products / Deliverables – Sub-Core 1.2

- employer meetings
- employee surveys/results/reports
- commuter fairs scheduled
- zip code analysis/reports
- speed carpooling events
- NJSW nominees (new and re-applying)
- employer success stories/case studies
- grant applications/progress reports
- new or updated program materials

Performance Data – Sub-Core 1.2

RideWise TMA will provide the following data for this Sub-Core Area.

Sub-Core Area 1.2 – Employer Services Performance Data
Employer Outreach and Assistance
1. New employers directly contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. New employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients starting TDM programs with TMA assistance
2. Employer clients expanding TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with Gold / Platinum level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation,
Other
1. Grant applications received/approved

2. Employer TDM grant projects implemented
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3. Bike to Work presentations at employer sites

Advanced Employer Services – Staffing Qualifications

RideWise TMA proposes the following staff members to provide Advanced Employer Services.

- Donna Allison
- James Crane

Following is a brief summary of the qualifications of each proposed staff member. Both Jim and Donna were approved to provided Advanced Services in the last work program.

Donna Allison, executive director, assists with the delivery of basic and advanced employer services for most of the TMA’s corporate clients. She began her career with RideWise in February 1997 as the agency’s marketing director and was promoted to executive director in October 2003. Prior to joining RideWise, she worked for Corporate Family Solutions (now Bright Horizon’s Family Solutions) an organization that helped Fortune 500 employers implement work/life benefits and amenities for employees that included on-site child care, ATMs, dry cleaning services, take-home meals, banking etc. Donna holds a MS in Management with an emphasis in human resource management from the College of St. Elizabeth and prepared her Master’s thesis on the impact of commuting stress on employee productivity.

James Crane, project manager, began his career with RideWise in July 2001. He holds a BA in Political Science, a JD from Rutger’s Law School and earned his Master’s in Public Administration from Fairleigh Dickinson University. Jim has a self-professed “passion for learning about transportation issues” and believes they are key to successful and effective communities. Jim handles a number of TMA programs including the successful Walking School Bus/Safe Routes to School, Carpool to Transit, Stars for Cars, lunch and learn workshops at employer sites and onsite corporate fairs.

Section 4

Core Area 2 – Government / Community TDM Assistance Proposed Activities

Sub-Core Area 2.1 – Municipal/County /School Assistance

RideWise TMA proposes the following activities in this sub-core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

School-Based Bike Safety Education

In FY10-11, the TMA began delivering bike safety seminars for school-aged children through schools. The education is comprised of two separate classes, depending on the interest and skill level of students. The in-class seminar covers basic safety knowledge such as the rules of the road, appropriate hand signals, choosing a safe route, and choosing safe gear. The hands-on class covers proper helmet fit, equipment checks, and safe riding techniques. The TMA plans to expand the program to summer camps, recreation departments and YMCAs in FY11-12.

Safe Routes to School

RideWise will offer technical support to schools and/or municipalities that receive NJDOT Safe Routes funding. RideWise will also provide support to Somerset County municipalities and schools who are not awarded funds, but are interested in improving bicycle and pedestrian safety for students. Assistance may include, but not be limited to: provision of safety presentations, updating of school travel plans, staff assistance with walking school buses, conducting walkability audits and other activities as appropriate. Additionally, RideWise will participate in regional or statewide efforts with regard to Safe Routes to School programming, including participation on the Safe Routes to School statewide steering committee. *In FY10-11, the TMA began working with the North Plainfield School District and the Borough of Raritan. North Plainfield is looking to implement walking school bus programs at four of its schools. The Borough of Raritan has requested assistance with applying for NJDOT Safe Routes funding. The TMA's work with North Plainfield and Raritan Borough may continue into FY11-12.*

Pedestrian Safety for Seniors

Older adults are one segment of the community who need to have the option to walk for errands, health benefits, socializing and other purposes. However, older pedestrians are often at greater risk of injury or death than many other age groups. In 2008, pedestrians aged 65 and older accounted for 803 deaths or 18 percent of all pedestrian fatalities and an estimated 7,000 (10 percent) of all pedestrian injuries. The fatality rate for pedestrians aged 65 and older was higher than for any other age group. Starting in September 2010, RideWise began making pedestrian safety presentations to older adults at community centers, senior housing, libraries, and places of worship. The 30-minute presentation, called "Watching Out for Us! Skills for Safe Walking" was developed by the University of North Carolina Highway Safety Research Center through funding from the National Highway Traffic Safety Administration. The free presentations are designed to review the kinds of traffic situations in which older

pedestrians have the greatest risk of injury, as well as to engage audience members in identifying safe walking strategies. To date, the TMA has educated nearly 100 older adults through presentations at senior centers in Hillsborough, Raritan and Manville. It is anticipated these presentations will continue into FY11-12.

Products / Deliverables – Sub-Core 2.1

- Bike safety materials/presentation
- Coordination of a “complete streets” workshop
- Development of safe walking routes/walking school buses (if requested)
- Senior pedestrian safety materials/presentation

Performance Data – Sub-Core 2.1

RideWise TMA will provide the following data for this Sub-Core Area.

Community/Municipal/School Assistance (In notes section, list projects underway)
1. Schools assisted by TMA to implement SRTS / safe walking programs
2. Students participating in safe student walking events / programs
3. Communities implementing TDM strategies with TMA assistance
4. Schools, recreation departments, camps participating in bike safety education
5. Municipalities participating in “complete streets” workshop
6. Senior citizens participating in “pedestrian safety” education

Sub-Core Area 2.2 – Human Services Transportation

RideWise TMA proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations.

County Coordinated Human Services Transportation Plan

The TMA currently partners with Somerset County Office of Transportation, Somerset County United Way, Greater Raritan Workforce Investment Board, Somerset County One Stop, and Raritan Valley Community College to identify transportation solutions for senior citizens, persons with disabilities, and economically disadvantaged clients (unemployed, under-employed and lower income).

In FY10-11, several ideas came out of discussions with these agencies which the TMA will look to implement. The first is to have social services and nonprofit staff – not just clients - participate in “how to ride transit” workshops and to have them participate regularly so they can help educate clients on transportation services. The second is to turn the monthly “how to ride transit” classroom trainings at the One Stop Center/Board of Social Services into “hands on” trainings where clients and staff ride the bus with a TMA staff person. The third idea is to develop a volunteer program where high school/college students, senior citizens, One Stop clients, and bilingual individuals are trained to conduct hands on “how to ride” sessions for future clients, thus allowing RideWise to expand these trainings within the community.

The TMA will also update the NJ Find a Ride website, by re-surveying non-profit agencies, municipalities and continuing care communities in Somerset County regarding transportation needs and resources. This information will also be passed along to Somerset County for an update of its coordinated transportation plan, if necessary.

Transit Connection Job Fair

This purpose of the TMA job fair is to (1) connect clients in need of employment with employers along transit routes who are hiring; (2) recognize employers along transit routes and promote the advantages of being accessible by transit. *More than 20 employers and 250+ job seekers attended the "transit connection" job fair sponsored by RideWise and the Somerville One Stop Center on October 15, 2009. The goal of the fair was to connect transit dependant job seekers with employers who were accessible by mass transit. The overall response from vendors and participants was very positive, although some job seekers mentioned they would have liked more employment opportunities. Many of the participating employers wanted RideWise to host another job fair in the spring of 2010. However, the One Stop Center discouraged future job fairs at the Somerville location citing possible safety and security issues that could result from the large numbers of participants the fairs are attracting. RideWise staff met with One Stop personnel in January 2010 to discuss these issues and arrive at possible solutions, but the director would not reverse his decision regarding future fairs. RideWise is now are searching for several alternate locations that are suitable for future job fairs. Possible site locations include Bridgewater Commons Mall and Raritan Valley Community College for another job fair in FY11-12.*

Senior Mobility

This senior ride program being proposed by the TMA will utilize vouchers and cab companies to provide general transportation for seniors who are not eligible for Somerset County's para-transit program or those who cannot access public transit. This program is designed to supplement, rather than duplicate, existing public and private transportation services.

Senior citizens who don't drive or don't have access to public transportation face significant barriers in accomplishing day-to-day activities such as the grocery store, hair salon, bank, post office, pharmacy or for recreational or social needs. Somerset County's Division of Transportation provides essential transportation to seniors 60+ years old, but this transportation is primarily limited to medical, nutritional or other "life-sustaining" trips due to capacity and resource limitations. Somerset County also operates three public transit routes (SCOOT, DASH & CAT) that are available for day-to-day transportation needs, but the operating hours of these shuttles are limited to weekdays and in some cases, one day per week service, due to funding constraints.

Staff time in FY08-09 was spent researching other senior ride programs across the country, surveying local cab companies on the cost of rides to/from various towns, and gathering information from Somerset County's Division of Transportation on unmet client needs. After conducting this research, the TMA executive director and board of directors decided to hire a part-time "senior mobility coordinator" whose sole responsibility would be to implement and administer the senior voucher program using non-federal funds. The TMA will look to sustain the program through private, corporate and community grants, or possible funding from Somerset County.

The TMA expects client referrals will come from Somerset County government and local nonprofit agencies including Somerset County Division of Transportation, Somerset County Office on Aging, Somerset County United Way, and Somerset County Human Services. The senior mobility coordinator will develop, market and administer the ride provide program, negotiate with taxi companies, review/approve voucher applications, distribute vouchers, and track and collect data. Program success will be measured by the number of applicants registered, the number of referrals, and the number of rides provided.

Program activity in FY10-11 has included: reviewing established public transit routes and identifying gaps in service/accessibility to seniors, reviewing reports on voucher programs in various parts of the country, researching quality standards required for taxi and limousine providers and drivers, contacting area social service representatives to discuss transportation needs of seniors, meetings with area non-profits to present the voucher idea and obtain feedback/suggestions, and conversations with four local transportation providers. Four providers are interested in working with elderly clients and willing to offer reduced fare rates; two companies, Real Life Choices and Ralph’s Bus, are willing to offer service during “off peak” midday hours that won’t interfere with school-based trips.

Preliminary program guidelines as of now include:

- ***Transportation providers must be willing to hold RideWise harmless***
- ***Transportation providers must provide a certificate of insurance naming RideWise***
- ***Requiring an initial license checks of all drivers and running a check annually***
- ***Requiring all drivers to participate in PAST training (Passenger Assistance and Sensitivity Training)***
- ***Program will be open to seniors 65+ or individuals with a disability (proof of age and disability will be required upon registration)***
- ***Rides will be provided within 5 miles of Somerset County border***

The program is expected to be up and running by the end of FY10-11 and continue into FY11-12.

Products / Deliverables – Sub-Core 2.2

- Job fairs coordinated
- Senior mobility program materials/guidelines
- Data collected on senior rides

Performance Data – Sub-Core 2.2

RideWise TMA will provide the following data for this Sub-Core Area.

Sub-Core Area 2.1 – Human Services Transportation Performance Data
1. Job fair employer/employee participants
2. Seniors registered for voucher program
3. Senior rides provided/vouchers redeemed

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

RideWise TMA will support NJTPA, 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,

Development of TDM Elements in Traffic Mitigation Plans

RideWise TMA will explore the viability of traffic mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA will also with the implementation of traffic mitigation efforts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJDOT 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.

RideWise TMA will:

Propose proactive and aggressive efforts to make travelers aware of construction or traffic impacts;

- Perform all work in compliance with Traffic Mitigation Guidelines, adopted 10/04/2007;
- Coordinate with NJDOT's Traffic Mitigation Advocate and/or other NJDOT representatives planning traffic mitigation efforts for significant construction projects on development and implementation of TDM strategies;
- Provide timely information via a text message, e-mail, and/or fax network to employers/employees on construction updates, road closings, major traffic incidents, etc.;
- Coordinate this effort 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.
- Actively refer travelers to NJDOT 511 for traffic information and updates

Major projects that are expected to impact the TMA's service area in FY11-12 include:

Route 22 Long-Term Improvements

The proposed long-term improvements will redefine Route 22 through Somerset County from a high speed arterial to a parkway design that will accommodate local and through vehicular traffic and non-motorized methods of transportation. Upon authorization of federal funds, Somerset County will be authorized to commence with the effort to explore all reasonable alternatives to improvement of vehicular and pedestrian safety and management of traffic congestion. The North Jersey Transportation Planning Authority has recognized the importance of this initiative by including it in the Regional Transportation Plan and in the Project Development Work Program and the U.S. House of Representatives has designated the Route 22 initiative as a "High Priority Project," establishing an ongoing commitment to provide federal funds. *The TMA's role includes serving on the steering committee, helping with data collection as needed, ensuring the involvement of commuters and employers, working with employers/employees to obtain survey responses, participating in focus groups and including appropriate project hand offs into future work programs.*

Route 206 Bypass

Construction on the long-awaited bypass began in August 2010. The new plan diverts traffic from existing Route 206, where officials envision a downtown area for the stretch of Route 206 from Raider Boulevard to Hamilton Road — complete with shops; mixed-use buildings with

residential units and offices above the first floor; elder-care centers and service establishments, among other ideas. The TMA will explore mitigation strategies for these projects such as promoting the use of SCOOT along Route 206 to coincide with construction of the new by-pass, and outreach to employers and/or a carpool promotion to coincide with the short and long-term improvements on Route 22.

Support for MPO and NJDOT-Sponsored CMS and Corridor Management Studies

This work program activity is designed to support State and regional short-term and long-term TDM initiatives that will enhance effective infrastructure planning and system operations in a corridor or regional setting.

This component includes three primary activities of TMA support:

- Development of TDM elements in traffic mitigation plans
- Support for MPO and NJDOT-sponsored CMP studies and corridor management studies (e.g., corridor-based parking cash-out projects)
- TDM support services and facilities planning and promotion (e.g., traffic mitigation or corridor shuttle planning, Park-Ride facility promotion and Park-Ride site identification)

RideWise TMA will participate in all NJDOT-sponsored, NJDOT-approved, and/or MPO-sponsored planning studies within its service areas that are deemed essential to advancing the goals of the Regional Transportation Plan (RTP) and projects identified as an integral part of Congestion Management System (CMS) related projects. The TMA will coordinate with the MPOs, the Division of Project Development (DPD), the Bicycle/Pedestrian Unit and/or other entities as appropriate on these activities.

The TMA will assist NJDOT and MPOs to identify and implement appropriate CMS strategies and assist in ensuring that bicycle and pedestrian needs are given full consideration in CMS and other planning studies. The TMA will assist as requested, with: compilation of background research on transit, Park-Ride facilities, and other transportation facilities in the TMA's service area; development of a community outreach plan and public outreach efforts to ensure the early involvement of key stakeholders, propose TDM strategies that would be appropriate and effective in mitigating traffic congestion in study areas, and support development and implementation of TDM strategies by State, County, and Municipal agencies in study areas. Information on shuttle services, carpool/vanpool programs, bicycle/pedestrian facilities, and other related data as specified in the performance data listed for each sub-core will be compiled and provided to the State's MPOs in addition to NJDOT by-annually.

RideWise TMA shall participate in activities identified by the MPOs and/or the NJDOT Division of Project Development (DPD) and the Bicycle/Pedestrian Unit as essential in advancing the goals of the Regional Transportation Plan (RTP) and in those projects identified as an integral part of Congestion Management Process (CMP) related projects. As a part of this task, the TMA shall develop and implement strategies designed to promote and be responsive to needs identified in the MPOs' RTPs and the Unified Planning Work Programs (UPWP). This includes projects delegated to the TMAs by the MPOs, DPPD or Bike/Ped Unit.

The TMA will assist in the identification of appropriate CMP strategies (e.g., shuttles, better parking management, increased park-ride capacity, transit amenities, traffic calming, etc.) and

assist in ensuring that bicycle and pedestrian needs are given full consideration. Additionally, the TMA will take on other specific responsibilities (e.g., public involvement) consistent with the goals of the specific planning study and the role outlined by the sponsoring agency.

TDM Support Services and Facilities Planning and Promotion

RideWise TMA proposes the following activities to support NJDOT's Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested by NJDOT, the TMA will assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and participate in an NJDOT Statewide Park-Ride inventory; and provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will administer bike storage, as requested by NJ Transit or NJDOT's Bureau of Commuter and Mobility Strategies

RideWise TMA may provide the following support if requested by NJDOT:

- Provide publicity and marketing support for Park-Ride facilities and services;
- Provide community relations support for new Park-Ride lease or construction;
- Assist NJDOT with Park-and-Ride surveys and other data collection (e.g., parking lot counts or user surveys), as requested by NJDOT's Bureau of Commuter and Mobility Strategies;
- Assist NJDOT in identifying the need for improvement and the opportunities to improve Park-Ride facilities;
- Assist NJDOT in identifying facilities currently being used by commuters as unofficial parking lots;
- Assist NJDOT in identifying potential new park-and-ride lease or construction locations;
- Administer bike storage, as requested by NJ Transit or NJDOT's Bureau of Commuter and Mobility Strategies; and
- Conduct New Jersey Statewide park-and-ride inventory for NJDOT and providing an information linkage for commuters and other travelers through the www.njcommuter.com web site.

SUB-REGIONAL STUDY SUPPORT

The TMA will provide support to Somerset County Division of Planning on all significant TDM projects and issues affecting Somerset County. Specific activity includes, but is not limited to:

- Providing monthly activity reports on all RideWise projects and programs to the County and NJTPA;
- Supporting bicycle and pedestrian usage; advancing pedestrian and bicycle improvements;
- Analyzing bicycle and pedestrian suitability of local and county road segments;
- Participation in activities that promote delivery of coordinated human services transportation.
- Ongoing discussions between County Planning and TMA staff to discuss all significant TMA projects and issues
- Participation in the Raritan Valley Rail Coalition, Somerset County Alliance for Action,

Regional Center Partnership

Somerset County Circulation Element Update

This study will conclude in July 2011, but the TMA anticipates including appropriate project hand-offs and/or recommendations into future work programs.

Using Access and Mobility Improvements to Support Redevelopment Opportunities

This study proposes to conduct a thorough analysis of all officially designated redevelopment sites in the County, building on previous work completed by the municipalities where available. Based upon the planned redevelopment program for each site, a detailed analysis of current and future transportation needs will be conducted. The identified improvements will be divided into two categories: baseline improvements which include improvements needed in the area regardless of the redevelopment project, and development improvements which include improvements that are required to offset the additional traffic generated by the development. It is anticipated that the baseline improvements would be implemented by through public funding options, and the development improvements would be funded by developers as part of the construction of their project. This analysis will also look to identify a series on multi-modal improvements for each site, paying special attention to pedestrian, bicycle, and mass transit needs that are typically overlooked in traditional traffic impact studies for redevelopment projects. By identifying and implementing the baseline improvements for each site, the identified areas will be more attractive for redevelopment since developers will only have their responsibility to offset their impact and not need to fix existing problems to access their site. The TMA’s role includes serving on the steering committee, helping with data collection as needed, ensuring the involvement of commuters and employers, working with employers/employees to obtain survey responses, participating in focus groups and including appropriate project hand offs into future work programs.

Products / Deliverables – Sub-Core 2.3

- project updates in monthly/quarterly reports
- survey data
- incident notices sent via e-mail blasts
- study updates included in e-mail blasts
- construction notices posted on web

Performance Data – Sub-Core 2.3

RideWise TMA will provide the following data for this Sub-Core Area.

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of significant projects/events reported)
5. Incidents reported – (number of incidents)

Section 5

Budget and Staffing Plan

RideWise TMA proposes a total of \$400,000 for Year 2 of the FY 2011-2012 work program, which assumes a total of 6,400 hours of TMA staff time.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 176,988		
	2. FRINGE BENEFITS 23%	\$ 41,061		
	3. LEAVE ADDITIVE 0%	\$ -		
	SUBTOTAL	\$ 218,049	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 600		
	3. PRINTING & REPRODUCTION	\$ 4,000		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 1,456		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 21,384		
	SUBTOTAL	\$ 27,440	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 87%	\$ 154,511		
	SUBTOTAL	\$ 154,511	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 400,000	100%	0%

This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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: \$ 400,000 Local Match: \$ - Total: \$ 400,000

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM	Core Area 2 - Government / Community TDM	Total Direct Non- Labor Costs OTHER
WEBSITE DESIGN/UPGRADES/HOSTING	\$ 2,984.00	\$ -	\$ 2,984.00
EMERGENCY RIDES HOME	\$ 400.00	\$ -	\$ 400.00
VANPOOL START-UP & EMPTY SEAT SUBSIDIES	\$ 4,500.00	\$ -	\$ 4,500.00
ADVERTISING	\$ 6,000.00	\$ 2,500.00	\$ 8,500.00
EMPLOYER TDM GRANTS	\$ 5,000.00	\$ -	\$ 5,000.00
Total "OTHER" Direct Expenses	\$ 18,884.00	\$ 2,500.00	\$ 21,384.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM	4,605	\$ 155,210.6	\$ 23,340.3	\$ 109,982.8	\$ -	\$ 288,533.6
Core Area 2 - Government / Community TDM	1,795	\$ 62,838.7	\$ 4,100.0	\$ 44,527.7	\$ -	\$ 111,466.4
TOTAL	6,400	\$ 218,049	\$ 27,440	\$ 154,511	\$ -	\$ 400,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
Donna Allison, Executive Director	62%	1000
Natalia Black, Community Outreach Manager	84%	1350
James Crane, Project Manager	84%	1350
Linda Rapacki, Employer Relations Manager	84%	1350
Audrey Small, Program Director	84%	1350
TOTAL	80%	6400

Section 6

Marketing Plan

Somerset County is a mix of rural communities, sophisticated retail districts, modern office parks and Fortune 500 employers. The county is the fourth wealthiest county in the United States by per capita income of any U.S. County and the second-highest in New Jersey. The County also ranks sixth in the United States in terms of median income. Population has grown at a rate over the past 10 years that is faster than anywhere else in the state. Traffic concerns, mobility, sustainability, open space and roadway safety are the top concerns for many communities since four of the busiest roadways in the State run through Somerset – I-78, I-287, Route 22 and Route 202/206. 57 percent of commuter traffic originates from Middlesex, Hunterdon, Union, Morris, Pennsylvania, New York, Essex, Mercer, Warren and Monmouth Counties. Major employers include AT&T, Verizon, Pfizer, Johnson & Johnson Somerset Companies, Chubb, Citigroup, MetLife and PSE&G.

RideWise TMA recently changed its mission statement to reflect the agency's focus on sustainable travel alternatives. Sustainability is a far more proactive and long-term message than reacting to gas prices, which has been the TMA's approach in the past. Marketing materials and programs are being rebranded to emphasize travel alternatives for work and/or recreation. Words such as "carpooling" and "commuting" will be replaced by "ridesharing" and "travel" when appropriate. The agency's goal is to start redefining the image of carpooling e.g. soccer moms bringing kids to a game, a couple driving to church, a family outing to the ballpark, while working to capture these non-traditional rideshare situations.

The biggest challenges facing RideWise in FY11-12 are: (1) finding ways to encourage residents and employees to rideshare through advertising and outreach, (2) finding and developing transportation solutions/programs for non-traditional commuters e.g. senior citizens, non-drivers, students, (3) developing programs to overcome the barriers to riding with strangers, and (4) increasing awareness of RideWise through advertising, outreach, and website enhancements.

These challenges will be addressed within agency's FY2011-2012 TMA Work Program.

Commuter/Traveler TDM - \$23,340

Goals: Sub Core 1.1 – Commuter/Traveler Services

Commuter/Traveler TDM Assistance encourages the use of transportation alternatives within Somerset County. This will be accomplished through the use of advertising, new programs, incentive programs, and website enhancements.

Commuters need flexibility in their choice of commute options. Carpooling is not attractive for many due to the need to have an automobile available for work responsibilities and personal errands. Therefore advertising messages will underscore the fact that commuters can make ridesharing a part-time option, rather than a full-time commitment, and that it not be just for work.

Strategy: Advertising

RideWise will promote rideshare matching, travel alternatives, and new programs through print and online advertising, as these options are the most cost-effective. Other venues such as movie theatre slides, diner placemat ads, seat drops on buses, Commerce Bank Ballpark sponsorships and signage at public places e.g. Bridgewater Commons Mall, rail stations, will also be explored. Free advertising on local community access channels in Somerville and Hillsborough will also be explored.

I Rideshare Because

In FY09-10, RideWise created a series of advertisements with the theme, “I carpool because.....” designed to show real people from Somerset County companies and the positive reasons they’ve chosen to rideshare. This idea may expand to include bicycle and transit commuters. The TMA will continue to use the advertisements and postcards to market carpooling throughout FY11-12.

Strategy: Outreach

RideWise TMA will educate travelers on commute alternatives and services through direct mailings, commuter fairs, advertising, press releases, newsletter alerts and commuter forums (e.g. breakfast or lunches). Examples include:

- Sending a weekly e-mail newsletter with news and information for travelers
- Send weekly “tweets” with new and information for travelers
- Participate in community fairs and “green days” to provide information on travel alternatives;
- Distribute info on travel alternatives to new residents, web visitors, rideshare applicants by mail;
- Distribute info on travel alternatives to realtors, libraries, municipal offices and nonprofit agencies by mail for distribution to customers and clients;
- Develop, maintain and upgrade website pages that provide traveler information;
- Explore advertising and sponsorships (newspaper, online, movie theatres, ballpark, radio) to promote travel alternatives;
- Conduct special event or promotions that attract or retain commuters in travel alternatives e.g. Rideshare Week/Month, Earth Day, Bike Month, Walk to School Day; and
- Revise program materials, as needed, and create online versions e.g. brochures, handbooks

Drive Less Somerset Challenge/Pledge

RideWise TMA will coordinate a month-long promotion that encourages residents to replace solo vehicle trips with sustainable travel alternatives for work, recreation or everyday activities.

Website Enhancements

RideWise TMA is proposing simple, low cost enhancements to generate more web traffic and improve navigation with the ultimate goal being to increase program activity through the site e.g. rideshare requests, schedule downloads, new carpool registrations. Almost every household has a computer and these initiatives will appeal to individuals who are technologically savvy.

- Create a “live help” option where visitors can be connected with a RideWise representative who can assist with finding schedules, program registrations, provide info, links or even a tour of the site;
- Create an exit survey (“tell us what you think”) that collects data on how frequently visitors view the site, if they found what they were looking for, what could be improved, and how they heard about RideWise. The data will be used for future web or program ideas.
- Enhance the “carpool/vanpool classifieds” so visitors can search by employer site/location e.g. Somerville Rail, Bridgewater Commons Mall. Currently users can only search by town.
- Allow visitors to post classified ride requests for local events and destinations similar to an online ride board. The TMA hopes to start assisting travelers with non-traditional, non-work related ride requests – see Twitter a Ride below.
- Send “rideshare inquiry alerts” by e-mail, cell phones or other mobile devices when a traveler’s classified ad info is viewed and requested.

Twitter a Ride

RideWise TMA will explore the possibility of using Twitter to assist travelers with finding rides. This idea may appeal to college-age students since they are used to communicating via social media and getting information in real time.

Bike lane inventory

RideWise TMA will compile a list of county/local roads with designated bike lanes obtained from county and municipal engineering offices and create an online resource/directory for cyclists at the RideWise website. The directory will be marketed for work-related and recreational cycling and promoted to individuals who’ve participated in past bike-related events.

Anti Idling Education

RideWise TMA will partner with schools and municipalities to deliver anti-idling materials and education to parents/residents with the possible theme, “You hold the key to reducing auto emissions. Key idling locations are the afternoon pick up of children from schools or when parents wait with children in the car at the bus stop in the morning. This program will appeal to parents and children who want to be more environmentally conscious.

Goals: Sub Core 1.2 – Employer Services

- Acquaint Somerset County employers with the benefits of worksite TDM services;
- Help employers to develop, implement, and evaluate worksite TDM services; and
- Recognize those employers that have implemented worksite TDM services

Target audiences: mid to large businesses, employees

For employers, commute alternatives must demonstrate economic benefits either by increased productivity, reduced turnover or corporate responsibility. RideWise is the primary contact for employers in Somerset County. One of the TMA’s strengths is its affiliation with the Somerset

County Business Partnership, an enhanced Chamber of Commerce that links leaders of business, government, education and non-profits, and addresses issues involving economic and community development, small business, the workforce, tourism, traffic/transportation and public affairs. The Partnership is often the first place Somerset County employers contact for information, assistance and referrals. The TMA will target the County's 544 employers with 50 to 10,000+ employees. These companies employ a combined total of 493,700 employees.

Strategy: Outreach/Education

RideWise will serve make information on TDM services known to employers through breakfast meetings, business card exchanges, direct mailings, and seminars. Outreach and educational activities will include:

- Mailings of flyers, brochures, videos, and customized letters to employers;
- Making cold calls by phone and in-person to inform employers of RideWise services;
- Presentations to business groups;
- Partner with commercial realtors, property managers and developers;
- Scheduling one-on-one and/or group meetings with prospective employers;
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses;
- Articles, paid advertisements, press releases, and media stories;
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer;
- Newsletters, mailings, and web postings promoting employer TDM activities and successes; and
- Participation in award and recognition programs for participating employers

Strategy: Direct Assistance

RideWise will provide a comprehensive package of basic and advanced commuting services, incentives, information and recognition to interested employers to help them develop and implement TDM initiatives. Basic Employer Services will provide employers with the foundation elements of TDM assist them with initial program assessment and evaluation, delivery of commute alternative information/promotions to employees, development of common TDM strategies, and the provision of information resources for a few complex strategies.

Employer Grants

RideWise TMA proposes implementing a pilot grant program where employers can apply for a one-time grant to create a new or expanded worksite TDM benefit. For example, an employer looking to move from the silver level to the platinum level could apply for a grant to develop a program that would help it achieve platinum status.

How to Bike to Work

This 30-45 minute on-site seminar on "how to bike to work" would educate travelers on selecting a bike, what to wear (helmets, bike clothes, being visible), gear for carrying cargo, riding after dark, bad weather, choosing the best route, parking and locking the bike, etc. The

seminars would be conducted at worksites or other locations in the spring/early summer when weather is most suitable for biking

Find a Better Commute Fair

The goal of onsite commuter fairs is to introduce commuters at employer sites to RideWise, to encourage the formation of new carpools and vanpools, to get existing carpools or vanpools registered, and to encourage employee participation in programs.

Speed Carpooling

The goal of this program is to assist employees with forming reliable and lasting carpools with colleagues by breaking down one of the biggest barriers in carpooling – riding with a stranger. This program will give commuters the opportunity to meet with individuals from their own company to carpool with. The target audience will be large companies (1,000+ employees) since they have the best potential to generate carpools based on the sheer volume of employees, or an office complex comprised of several small to mid-size employers who can combine employees for better matching potential.

New Jersey Smart Workplaces

The goals of this recognition program are: (1) to encourage employers to offer commuter services benefits and (2) to increase employer participation in RideWise; (3) highlight the benefits of being a Smart Workplace employer. Success is measured by the # of new employer applications, the # of employers re-applying each year and the # of # of platinum and gold nominees vs. silver and bronze.

Government/Community TDM Assistance - \$4,100

Sub Core 2.1 – Municipal/County /School Assistance

- *Provide support and assistance to county/municipal agencies for the development of walkways, bicycle paths, park-n-ride facilities, transit stops, and other transportation facilities that encourage the use of travel alternatives, especially municipalities in designated transit centers and/or transit villages.*

Bike Safety Education

RideWise TMA proposes developing and delivering bike safety seminars for school-aged children and delivering the program through schools, day camps, and recreation departments.

Safe Routes to School

RideWise will continue to serve as a resource for Somerset County schools and municipalities that want to implement projects and programs that encourage children to walk or bicycle to school.

Senior Pedestrian Safety

RideWise proposes developing pedestrian safety initiatives for senior citizens. The TMA will utilize its relationships with nonprofits, senior centers, assisted living facilities, churches and municipalities to conduct community outreach to draw attention to the problem and deliver safety presentations to seniors.

Sub Core 2.2 – Human Services Transportation

- Enhance mobility and transportation options for transit dependent populations e.g. seniors, social service clients

Transit Connection Job Fair

This purpose of the TMA job fair is to (1) connect clients in need of employment with employers along transit routes who are hiring; (2) recognize employers along transit routes and promote the advantages of being accessible by transit.

Senior Mobility

This senior ride program being proposed by the TMA will utilize vouchers and cab companies to provide general transportation for seniors who are not eligible for Somerset County's para-transit program or those who cannot access public transit. Key marketing messages for this program will be: (1) helping seniors retain their independence; (2) providing transportation options for seniors who may have to give up driving. This program will supplement, rather than duplicate, existing public and private transportation services.

Sub Core 2.3 – TDM Support to MPOs / NJDOT / NJ TRANSIT

RideWise will support all NJDOT-sponsored, NJDOT-approved and/or MPO-sponsored planning studies within Somerset County. The TMA will assist in the identification of appropriate CMS strategies (e.g. shuttles, better parking management, increased park-n-ride capacity or potential new park-n-ride sites, transit amenities, traffic calming) and assist in ensuring bicycle and pedestrian needs are given full consideration. Other assisting activities include data collection, survey distribution, ensuring the involvement of key stakeholders and the community, and participation in public meeting. Specific projects include, but are not limited to, the Route 206 Bypass, Route 22 Long-Term Improvements Study,

The TMA will provide support to Somerset County Division of Planning on all significant TDM projects and issues affecting Somerset County. Specific activity includes, but is not limited to, the Somerset County Circulation Element, and the Access and Mobility Improvements to Support Redevelopment Opportunities in Somerset County Study.

RideWise TMA will:

Propose proactive and aggressive efforts to make travelers aware of construction or traffic impacts;

- Perform all work in compliance with Traffic Mitigation Guidelines, adopted 10/04/2007;
- Coordinate with NJDOT's Traffic Mitigation Advocate and/or other NJDOT representatives planning traffic mitigation efforts for significant construction projects on development and implementation of TDM strategies;
- Provide timely information via a text message, e-mail, and/or fax network to employers/employees on construction updates, road closings, major traffic incidents, etc.;

- Coordinate this effort 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.
- Actively refer travelers to NJDOT 511 for traffic information and updates

NJTPA UPWP - FY 2012
TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
TRANSOPTIONS, INC.
FY 2011-2012 TMA WORK PROGRAM - YEAR 2 UPDATE

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SECTION 1

SUMMARY OF NEW INITIATIVES AND/OR PROGRAM REVISIONS FOR FY 2011-2012

Following are brief descriptions of new programs and services that TransOptions proposes to develop and/or implement in the FY 2011-2012 work program. Also described are any revisions to programs or services that the TMA provided in the FY 2010-2011 work program and that will be continuing in a different form for FY 2011-2012, and a summary of the FY 2011-2012 work program's year 2 updates.

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE

Travel Alternative Promotion & Outreach

General

- 1.10 *Prepare and distribute the TransOptions quarterly newsletter, The Commuter in electronic format. This detailed document contains a personal Presidents message on TDM, articles related to air quality issues, lists of customers interested in carpooling and vanpooling, and motivational articles designed to create behavioral change especially from an environmental standpoint. It is distributed to the same subscription database as The Commuter Monthly which reaches more than 30,000 people. Add a Cyclist Commuter Club Newsletter to an array of communication pieces, this newsletter would carry articles for people commuting to work but will also address commuting to any other activity such as going to stores, social events and more.*
- 1.12 *Lead the local effort in presenting marketing efforts that have regional or state-wide focus. Create new campaigns to market alternatives as appropriate. In addition to the Bike to Work campaign we will be adding efforts to launch Car Free Day and Ride Share Month. The Car Free Day and Ride Share Month efforts will both be promoted through the use of press releases, the traf-alert network, municipal an employer contacts and by the use of the new social media outlets that we are utilizing.*

Using Electronics

- 1.18 *Expand utilization of social marketing outreach and add capacity in mediums that seem to be gaining public acceptance and increasing utilization. We currently have and will expand outreach through Twitter, My Space and Facebook accounts which are used to disseminate marketing information and traf-alerts. During this Work Program we will assess the possibility of adding You Tube and Google Chat and other third party capabilities. We have already used You Tube to post the environmental education and carpooling video programs ad more are expected. Google Chat will be used to assist commuters and travelers on a one to one basis. Then we will enhance TransOptions' capabilities to include bike and ped information as well as other programming. By*

increasing these capabilities we reduce TransOptions' reliance on the good will of corporations in granting us access to groups of employees, we can promote the TransOptions brand, grow TransOptions' audiences and increase TransOptions' outreach with a younger demographic.

Vanpool Related

- 1.21 *TransOptions already has 50 van pool groups and 265 riders going to Picatinny Arsenal (PICA). In meetings with the Transportation Officer at PICA we agree that will also work with Federal Employees that are currently assigned to Ft. Monmouth and that will be relocated to Picatinny Arsenal as a part of the Base Closing and Realignment Program. We fear that a failure to renew the Federal Commuter Benefits that were included in the stimulus package will negatively impact the Van Pool Program at Picatinny Arsenal. Efforts will be directed at saving as many of the affected van pools as possible.*
- 1.24 *Promote the use of seat belts for passengers riding in the back seats of vanpool vehicles. Do this for the groups participating in the NJT Subsidy Program and other company based van pool groups. This will be accomplished by providing window clings and printed materials at NJT van subsidy registration renewal, at on sites and through the benefits fairs at the locations that have significant numbers of van pools.*

Air Quality Related

- 1.26 *Create a series of news articles and other reproducible documents that showcase how the selection of a vehicle to purchase can be used as a strategy to help reduce GHG emissions. Promote concepts such as do your share to clean the air.*
- 1.27 *Increase public awareness about the potential of Plug-in Vehicles. Educate and inform the public about these vehicles including information about infrastructure development and environmental impacts. Assist interested people with connections to information, mechanics and electricians that are knowledgeable and encourage municipalities and businesses to consider installing charging stations.*

Travel Options and Incentives Development

- 1.32 *Create a car pooling incentive program that will replace Carpooling Makes Sense. This new program will be designed to be low or no cost and will offer a bundle of benefits rather than cash It will consist of existing programs such as ERH, Traf-Alerts and social media connectivity being coupled with new incentives that will be secured from merchants These incentives might include vouchers or coupons for things like free or discounted car washes, oil changes or discounts on food items. Market the availability of this new program through employers, web sites, social marketing, newsletters and the press.*

- 1.33 *Develop a Carpooling Ambassadors Club which will have incentives that will be offered to current carpoolers that are willing to assist with outreach that will incent their friends and co-workers to carpool. The current data base of car pools, in Ride Pro, will serve as starting place for recruitment and appropriate incentives will be developed.*
- 1.35 *Meet with the owners and developers of all Sussex County ski and golf resorts, especially those resorts along Rt. 94, to encourage them to have their staff and guests use the area's transit systems. Also encourage the development of a local shuttle system to take tourists and employees around within the tourism area. Of particular interest is the developing plan for using the NYS&W rail line for weekend excursion trips for travelers from New York City to Mountain Creek Ski Resort in Vernon. TransOptions will also assist in the marketing of the seasonal weekend NJ Transit bus service supporting the Mountain Creek area. Additionally TransOptions is working on the development of a new shuttle service which is a part of a NJTPA "handoff" and will enhance the commute options for people able to use the limited NJT service in Hardyston and Vernon Twps. By shuttling commuters to and from the P&R's where the service is located.*

Employer Outreach and Administration Activities

General

- 1.44 *Place a feature story about an exemplary employer in each quarterly newsletter that shares their successes in carpool or van pool promotion, parking management, helping employee's save on their commute, teleworking or any other successful application of a TDM strategy. Create this so that the story can also be used in the employers own newsletter or sent to the press.*

Contact management

- 1.48 *Develop and market a new Lunch and Learn session designed to be offered in workplaces during the noon time frame. This new session would feature Bike Commuting and will be designed to address feeling comfortable in riding in traffic, developing a safe route and will encourage riding with others. Bike to Work Week and the Bicycle Commuter Club will also be promoted. This topic will be added to the array of existing Lunch and Learn topics that include car and van pooling, environmental issues, and more. The employment sites that participate in the Bike to Work Week efforts will be the prime targets for this new outreach. It will also be promoted through TransOptions' Bike Commuters Club.*

Employer Services Advanced

- 1.52 *Create special outreaches to the College's and Universities in the TransOptions service area using the transportation connection to the American College and University Presidents Climate Commitment, which has gained traction locally, as an entre. Conduct on-sites for faculty and staff to promote ride sharing and the use of mass transit. Drew University, Farleigh-Dickinson and the College of St. Elizabeth are in close proximity to one another and have expressed interest in simultaneous promotions at their institutions so as to leverage synergies. They will each assist us with outreach to their sub-contractors that manage food services, security and other functions.*

CORE AREA 2 – GOVERNMENT AND COMMUNITY ASSISTANCE

Bicycle/Pedestrian Planning and Advocacy

- 2.3 *Expand the Bike to Work Concept to include several new initiatives including a Student Challenge for High School and College level participants. Develop both a Corporate Challenge and a School Challenge that will encourage the formation of "teams" that will earn points based on the frequency of riding and distances that cyclists and pedestrians travel during a "season" that will approximate the length of daylight savings time. This will encourage some people to bike more than one day or one week. Incentives such as free bike tune ups and pizza luncheons for winning teams will be developed and will be funded by donations.*
- 2.4 *Expand the existing Bicycle Commuters Club. This group consists of persons that participated in the Bike to Work program and have expressed an interest in more programming. We will look for additional ways to expand participation through training, community events and interaction with community bike groups. Keep the group interconnected through electronic communication and feature bike safety messages, information about cycling news from around the state and nation, the sharing of favorite routes and routes to work.*
- 2.5 *Explore developing links to software that works like a Garmin GPS but rather than featuring the shortest route for a car or a route without tolls, this program would search for the safest route for a cyclist. Typically this routing would avoid interstate and State roadways and would opt to take cyclists on county and larger municipal roads, especially those that are designated as bike routes. Promote the existence of this option through all electronic media, the TransOptions Bike Commuter Club and links to existing data bases of cycling interested people. This concept will also be shared through normal channels such as traf-alerts, newsletters, on-sites and other community outreach.*

- 2.6 *TransOptions has begun working with the NJ Bicycle coalition and has been a part of the planning for the first NJ Bike Summit. We will continue to assist them in implementing programs that meet the following goals; improving motorists' knowledge of how to share the road with cyclists, adult bicycle safety programming and fostering planning and development that provide for the inclusion of bikes and pedestrians. Offer assistance in the development of agendas and identifying appropriate speakers for future Bike Summits.*
- 2.9 *Promote the Complete Streets and Sustainable NJ Concepts within the TransOptions service area and provide assistance in the bike/ped area of this planning. Specifically work with the Borough Engineers in communities that the County Planners have identified as being in need of such assistance. The list includes Madison, Chatham and Dover in Morris County and Stanhope, Ogdensburg and Newton in Sussex County. Due to existing relationships with both the Transportation and Recreation Departments in West Milford (Passaic County) we expect to be involved in their recently funded Bikeway Project.*
- 2.10- *TransOptions will develop and conduct a work shop that promotes the Complete Streets Concept, using contacts within the Morris and Sussex County League's of Municipalities ant the Morris County Economic Development Corporation to create an audience. The purpose will be to educate them on NJDOT's new Complete Streets Policy and encourage them to adopt similar policies that will ultimately result in the creation of safe and inviting road networks for everyone including bicyclists, drivers, transit operators and their riders, as well as pedestrians of all ages and ability levels.*
- 2.11 *Enhance the TransOptions web site by adding interactive bike maps using Google maps as the platform. These maps would be developed in several layers, to include; state supported bike pathways and routes, bike paths developed by county governments, municipal bike routes and popular routes to work developed by bike commuters.*
- 2.14 *Offer assistance to communities and groups that are interested in bicycle safety programs for youth. Assist with integrating these efforts with existing after school programs, recreation department programs, schools or any other activity that naturally brings youth together. We will outreach through the League of Municipalities, the Mayors list that we keep and direct contact with Recreation Directors and Camp Directors*
- 2.15 *Partner with County Government and any other group that is interested in sharing bicycle safety programs that target adults that are likely riding on roads where they will have to travel in traffic. These partnerships could include offering safety Programs like Bike NY's Traffic Safety 101, Bike Maintenance/Repair and other similar programs.*
- 2.16 *TransOptions has embarked on as project to deliver Senior Citizen Safety Programs to seniors living in residential centers or gathering at local centers. At many of these programs the participants share information about local issues that create barriers to their mobility. During this work program we will prepare reports that codify their concerns and will share them with the appropriate municipal, county or state officials.*

These reports will include maps and will specify issues such as signage needed, traffic signal timing, and visibility issues.

Youth and Adult Environmental/Air Quality Education

- 2.29 *TransOptions has begun offering workshops for classroom teachers that will help them to deliver quality lessons on the Emerging Alternate Fuels and Renewable Energy which stress solar and hydrogen options. These workshops have been approved by the State Department of Education which allows participants to earn some of their mandated Professional Development Credits by participating. A total of six such sessions are anticipated in this program year. Workshops will also be made available to interested organizations that have requested assistance, among them are the Alliance for NJ Environmental Education (ANJEE) , New Jersey Technology Educators Association (NJTEA) and the NJ Science Teachers Association (NJSTA)*

Outreach to College and University Communities:

Many of the Colleges and Universities in the TransOptions service area have embraced the American College and University Presidents Climate Commitment. Those that have made commitments are reaching out to their colleagues. We have been asked by several of them for assistance in areas where we have expertise. The following is a partial list of new activities that we will pursue.

- 2.30 *The following was added on page 6 – Section 2.30: Conduct every semester, On-site surveys/visits with commuting students during the students registration registration. At these On-site visits all available TDM measures will be discussed with an emphasis on rail commuting that benefits from shuttle connections, and on carpooling. Foster the establishment of car pools for students from different schools that are in close proximity to one another. Local bus service from other communities will also be promoted to the students such as the service that connects Madison Township to New York City.*
- 2.31 *Drew, Farleigh Dickinson and the College of St. Elizabeth are all within a three mile radius and are also located between two different rail road stations. At their request we will work with these schools as a “block” and will promote the following existing options to all three; using the trains for commuting, weekend activities and trips home for breaks, the loaner “yellow bikes” program and the zip car program. Additionally we will work with them and other community partners in the Madison area to develop a shuttle service that will connect the College/University area with downtown Madison. This will reduce the dependency on automobiles for the short trip into town, will help ease the major parking issues in the community and will allow for the connection of the rail service to the campuses thereby solving the last mile issues.*
- 2.32 *Work with Drew Universities Civic Scholars Program which gives college credits and scholarships to students that get involved with community service. The selected students will learn about TDM and Climate Issues from TransOptions staff and will*

then go out into the community to get practical experience. They will assist with promoting Bike to Work Week, Biker Locker usage, the new Bike to High School & College Week, assist with Walk to School, anti idling and other related activities. They will also assist with safety outreach to youth and senior citizens.

TDM Support to MPO's/NJDOT/NJ Transit

Global Warming Response Related Activities

- 2.45 *Leverage TransOptions' Green for a Day Survey and Earth Day Package to promote TDM practices such as carpooling, trip chaining, cycling and public transit options. Offer links to a "turn key" suite of services, provide relevant articles for news letters and the press and connect TransOptions web site to the Nature Conservancy's Carbon Calculator so that people can easily assess their environmental impact and can take practical steps to reduce their foot print.*

Development of TDM Elements in Traffic Mitigation Plans

- 2.73 *Support the Anti-idling Campaign efforts of the NJTPA and others. Distribute materials and disseminate information electronically and in hard copy to all possible audiences. Incorporate the concepts in discussions with municipalities and schools as we work on SRTS, Bike to Work and other campaigns. Try to have Anti-Idling adopted and incorporated in the planning of these and other entities.*
- 2.74 *TransOptions will assist, if requested, in Bus Rapid Transit (BRT) studies, gathering of information, municipal outreach and in any other way to foster the concept in the TransOptions service area and to advance its adoption. Currently an evaluation of BRT opportunities is being undertaken as an NJTPA planning study and TransOptions involvement is possible.*

Support for MPO and NJDOT sponsored CMS Studies and Corridor Management Studies

- 2.81 *The Complete Streets policy has recently been introduced by the NJ DOT. TransOptions will market that policy and assist local municipalities that desire help in implementing strategies that will make this policy a reality. We will promote the Complete Streets concept at all appropriate venues including the League of Municipalities, the Morris County EDC Municipal Summit, the Warren County DOT Municipal Summit and other opportunities as they arise.*

Data Collection

- 2.82 *TransOptions will compile information about existing infrastructure and service and will annually share that data with the NJDOT and NJTPA. We anticipate collecting data on bicycle paths and facilities, shuttle services, and other related programs such as NJT subsidized van pool programs.*

- 2.84 *Support the NJTPA's Transportation Clean Air Measures (TCAM's) effort by implementing outreach on anti-idling for automobiles and trip reduction/trip chaining. This can be done in conjunction with other programs such as community based on sites at fairs and festivals, alongside SRTS efforts, and through media based outreach.*
- 2.85 *Work with local communities that have and/or will benefit from funding through the NJTPA Local Congestion Mitigation and Air Quality (CMAQ) Mobility and Shared Ride Initiatives. The Vernon Area Shuttle was previously funded and the service began on November 1st. 2010. An application for Madison was submitted and final approval is pending. It is anticipated that this service will commence in August of 2011.*
- 2.86 *Work with the NJTPA in FY 2010 to develop/adapt or enhance Idle Reduction Strategies including Public Outreach Programs as identified as TCAM 3-E Auto Idle Reduction Education Awareness Programs. The TMA will use its existing relationships with municipalities and school districts to implement programs at schools and recreation areas where large numbers of busses and parents are needed for transportation and idling is common as people wait for the school day or activities to end. Anti Idling materials that are supplied to us by NJTPA, the Dot or others will be distributed as appropriate for the venue.*

Municipal Outreach

- 2.103 *Promote the American Clean Energy and Security Act (HR 2454) 2009 and its goal of a 17% reduction in GHG.*
- 2.104 *Work with Municipalities that are interested in the Sustainable NJ Initiative.. Outreach to them through the League of Municipalities or individually. Show how TransOptions programs can be leveraged to assist them in earning certification. Promote the transportation accomplishments of the municipalities via newsletters and joint press releases.*

Park & Rides

- 2.108 *Maintain and update a directory of un-official Park and Ride Locations. Include them into the new online Google database. This database tracks information such as amenities, average utilization and information about whether or not permits are needed. Last year Google Maps were added to the directory so that potential users could obtain driving directions from their location to the P&R. This contracts enhancement will be the inclusion street views*
- 2.110 *Conduct an annual utilization survey of the Park and Ride lots in the TransOptions area to determine the percentage of capacity being utilized. This will include rail calculation of the number of hits to the new online Google database. The utilization survey will be accomplished by physically counting the number of cars in each lot and comparing that number to the calculated maximum capacity of the lot. Based on the results of that survey, we will create a targeted marketing campaign for underutilized lots. We are adding Google map information that will not only show potential users*

where the lots are located but will also create driving instructions from their location to the P&R.

TDM Support Services, Facilities Planning and Promotion

2.112 *Now that Morristown's transit Village site is nearing completion and beginning occupancy we will assist by launching an initiative that will help educate the public and residents on how to utilize the transit system and will inform the public about the benefits of transit oriented development.*

2.116 *Review the TIP and other planning documents looking for projects that: are located on Federal Aid Highways, have higher than normal accident rates and are considered congested. Use this information to propose site specific TDM strategies to appropriate agencies and work to implement mutually agreeable strategies.*

OTHER NOTABLE TMA CHANGES

Does not apply - no notable changes.

SECTION 2
PROGRAM OVERVIEW

TMA SERVICE AREA DESCRIPTION

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, and Summit; and, the Passaic County towns of Bloomingdale, Little Falls, Pompton Lakes, Ringwood, Totowa, Wanaque, Wayne Township, West Milford and West Patterson. On the recommendation of NJDOT, the Board of Directors of TransOptions, by resolution dated September 19, 2002, consolidated the above named geographic areas into one "Service Area."

TMA GOALS AND OBJECTIVES

Core Area 1 - Commuter / Traveler TDM Assistance

Sub Core 1.1 - Commuter/Traveler Services

- General programs that increase mobility, enhance accessibility, reduce traffic congestion and improve air quality
- Encourage an ever increasing number of people to adopt travel alternatives
- Reduce travel time and delays
- Reduction of SOV utilization
- Increase safety and security

Sub Core 1.2 - Employer Services

- Conduit for travel related information to the business community
- Enroll an ever increasing number of employers in TDM activities and the NJSWP Program
- Provide adequate and reliable travel information
- Encourage the reduction of employee trips by adoption of policies that encourage teleworking, alternative work scheduling, car and vanpooling

Core Area 2 - Government and Community TDM Assistance

Sub Core 2.1 - Municipal/County /School/ HOA Assistance

- Assist communities and the public with bike/ped programming that will increase bike and ped activity while reducing the use of automobiles
- Deliver an environmental message to from K-12 that informs them of issues and encourages them to act to reduce their impact
- Inform the public about Global Warming issues through community outreach that increases respect for the environment

Sub Core 2.2 - Human Services Transportation

- Improve access to job opportunities
- Improve choices for transportation disadvantaged populations including the elderly, disabled and low income populations
-

Sub Core 2.3 - TDM Support to MPOs / NJDOT / NJTransit

- Actively support and encourage implementation of TDM strategies that increase travel choices and reduce reliance on SOV's
- Assist NJDOT and the MPO in developing, promoting and implementing programs and strategies that contribute to regional performance goals
- Offer programs that reduce trips, and VMT's so as to reduce emissions in the region
- Mitigate congestion impacts

SECTION 3

CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE PROPOSED ACTIVITIES

Sub-Core Area 1.1 – Commuter / Traveler Services

Within its defined geographic service area, TransOptions 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, outreach to commuters and other travelers to acquaint them with the availability of alternative modes of travel; delivery of rideshare matching assistance; provision of trip planning for commuters, tourists, and travelers making recreational or other non-commute trips; provision of Emergency Ride Home services to commuters using alternative modes for their commute; and delivery of other travel assistance services provided directly to travelers. Specific requirements are noted in the sections below.

Rideshare Matching and Trip Planning

TransOptions will provide the following minimum services in its approved service area:

- Provide rideshare matching and 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, according to policy agreements outlined in the TMA application package.
- Provide information to commuters on telecommuting and alternative work hours
- Participate in the RidePro Automated Rideshare Matching System maintained by NJDOT, as described in the 2010-2012 TMA Work Program Guidelines. This will include accepting all automated referrals from the statewide, toll-free rideshare information number, providing efficient matching services, participating in NJDOT efforts to promote and support efficient operation of the System, and adhering to all established system policies and restrictions regarding permitted uses of commuter data as outlined in the Rideshare Information Systems Management Agreement.

TransOptions shall abide by the “Policy Agreements” section, specifically the “Transit First Policy” in the provision of traveler information services, whenever feasible.

TASKS TO BE CARRIED OUT UNDER THIS ACTIVITY

Includes direct marketing to employers, commuters, and other travelers, community consensus building and the provision of commute option information. TransOptions will support the development and promotion of bicycle and pedestrian safety programs throughout the service area.

GENERAL COMMUTE OPTIONS INFORMATION AND ASSISTANCE

- | |
|--|
| <p>1.1 Provide information on mass transit, ridesharing, park and rides, as well as other TDM strategies to all travelers, employers, and county and local government officials within TransOptions' service area. Distribute existing and new materials that might be developed in either electronic or hard copy format based on the consumers need.</p> |
|--|

RIDESHARE MATCHING AND TRIP PLANNING

- 1.2 TransOptions will participate in NJDOT sponsored Rideshare Matching and Trip Planning activities. Adhere to all established policies and procedures regarding the permitted uses of traveler's data as they are outlined in the Sublicense Agreement and Rideshare Information System Management Agreement. TransOptions will also assist DOT consultants in system evaluation and will attend all Administrators meetings and training sessions.

Online Rideshare Matching Program

If NJDOT, NJTPA or another entity contracts with a software vendor to provide an internet based rideshare matching system, TransOptions will participate in the efforts to develop and promote the system, will participate in user training sessions provided during system implementation, and will facilitate commuters' use of the system.

- 1.3 Identify clusters of individuals that are located within the TransOptions service area that might have interest in gaining access to internet based ridesharing. These would be acquired through direct marketing efforts, such as onsite or from general interest inquiries. These clusters might be at multi-tenant worksites, Boards of Education and at clustered housing areas such as condominiums and apartment houses.
- 1.4 Contact the leaders of these clusters, such as realty companies, developers, Superintendents of Schools and heads of tenant associations to introduce them to this internet based ridesharing program and have them assist us in gaining access to their associates.

Travel Alternatives Promotion and Outreach

TransOptions will undertake activities to educate travelers about travel alternatives and services available to them for commuting and other trips and will support traveler promotional and outreach efforts implemented by NJDOT. These 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/NJDOT marketing meetings to advance the success of the services offered, and undertaking market research activities and/or participating in market research conducted by NJDOT 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.

General

- 1.5 Provide information and planning assistance to travelers that desire to plan a trip by transit, bicycling, walking or other travel alternative. This service will be available to commuters as well as travelers making non-commute trips. This service will include information on transit service and routes, park and ride facilities and safe bicycling routes. Coordinate this effort with the National Park Service, the Morris County Visitors Center and the appropriate tourism offices in the rest of the TransOptions service area.
- 1.6 Provide information to commuters on teleworking and alternative work hours. Advertise the availability of this information through media outreach, on site programs and all other outreach venues such as street fairs, TransOptions website advertising and general internet advertising, social media sites, newsletters and Traf Alert utilization.
- 1.7 Promote the use of commute alternatives including: car and vanpooling, bicycling, walking, teleworking, alternative work hour schedules and mass transit. Do this through printed and electronic newsletters, press releases, radio, web, TV and print advertising, on-site visits, websites, social media and other public venues. These will be individually tracked through website hits.
- 1.8 Schedule and conduct on-site Transportation Fairs, at engaging community events, such as festivals, fairs and other events where there are potential commuters. TransOptions will provide information related to the use of alternative modes such as teleworking, mass transit, car and van pooling, walking and cycling. NJDOT provided TDM information will be distributed at these events. This will also include all large Latino public fairs and festivals in Dover, Madison and Morristown. Emphasis will be placed on promoting Air Quality Partnership initiatives.
- 1.9 Distribute information about travel alternatives and TDM at the Morristown Fall Festival (over 9,000 participants), Columbian Festival in Dover (over 5,000 participants), local community health fairs at clinics and hospitals and other major community events..

- 1.10 *Prepare and distribute the TransOptions quarterly newsletter, The Commuter in electronic format. This detailed document contains a personal Presidents message on TDM, articles related to air quality issues, lists of customers interested in carpooling and vanpooling, and motivational articles designed to create behavioral change especially from an environmental standpoint. It is distributed to the same subscription database as The Commuter Monthly which reaches more than 30,000 people. Add a Cyclist Commuter Club Newsletter to an array of communication pieces, this newsletter would carry articles for people commuting to work but will also address commuting to any other activity such as going to stores, social events and more.*
- 1.11 Undertake special marketing efforts to promote new travel alternatives or the increased utilization of existing alternatives, i.e. targeted to specific demographic or geographic groups of travelers, such as young mobile professionals, the Latino population and local elementary and secondary school personnel. Wherever possible do this through web based communication, school events such as assemblies or PTA/PTO meetings or through the issuance of targeted press releases which will reach large numbers of potential users. An example would be a campaign to promote rail service as a means of travel alternative to locations such as Convent Station and Morris Plains. TransOptions will also look for opportunities to use these shuttles in a reverse capacity for residents in the communities they serve. A special marketing program will be undertaken to increase shuttle ridership in the Morris Plains area as well as expand usage. New JARC services are anticipated in Sussex and Warren Counties and TransOptions will assist in marketing these services to the anticipated user groups. By switching the production of the TransOptions Annual Report to an electronic format it will get much broader distribution. Results of these marketing strategies will be measured by increased ridership on the routes selected.
- 1.12 *Lead the local effort in presenting marketing efforts that have regional or state-wide focus. Create new campaigns to market alternatives as appropriate. In addition to the Bike to Work campaign we will be adding efforts to launch Car Free Day and Ride Share Month. The Car Free Day and Ride Share Month efforts will both be promoted through the use of press releases, the traf-alert network, municipal and employer contacts and by the use of the new social media outlets that we are utilizing.*
- 1.13 Conduct special activities to attract commuters to travel alternatives and to retain them in their new alternative. An example of one such program that we would like to initiate is "Tell a Friend" whereby persons who are currently registered for Ridesharing would recruit their friends. Incentives such as a gas card would be used in the implementation of this effort to add new potential riders to the RidePro data base.

Using Electronics

- 1.14 Develop and implement a media campaign designed to significantly increase the number of persons who have registered to receive TransOptions' electronically transmitted Traf-Alerts and Air Quality Alert notifications. Outreach to potential new participants through media releases, on-sites, street fairs, printed and electronic newsletters and other contacts with large audiences.
- 1.15 Promote the location of and use of Park & Ride lots to the public utilizing advanced electronic technology, to assist commuters and other travelers to evaluate whether the lot's existence will make carpooling, vanpooling or the use of mass transit a viable transportation option. Make the Park & Ride information available through the internet, specifically using Google mapping, newsletters and via the TransOptions website. We will continue to enhance the interactive map on the TransOptions website which illustrates the location of Park & Rides as well as information about their capacity, utilization and proximity to transit services.
- 1.16 Undertake research activities and /or implement electronic surveys with selected audiences such as carpoolers, vanpoolers and traf-alert subscribers, which establish baseline data and will allow us to track progress towards achieving goals in such areas as matching effectiveness, public awareness of TDM, awareness of TransOptions services, market penetration, and customer satisfaction. These surveys will ascertain whether or not the person is aware of TransOptions and if they have knowledge of TDM and try to determine the source of their awareness such as on-sites, internet, press releases or radio advertising. We are using SNAP software that will allow us to also scan in any paper versions of survey responses that are necessitated because respondents don't have access to a computer.
- 1.17 Develop and maintain a website, and create web pages for the sites of service area employers which provide traveler information to individual commuters. During the 2006 program year 1,277,485 people visited the TransOptions web site, by year end 2010 we anticipate this growing audience to be well over 2,000,000.
- 1.18 *Expand utilization of social marketing outreach and add capacity in mediums that seem to be gaining public acceptance and increasing utilization. We currently have and will expand outreach through Twitter, My Space and Facebook accounts which are used to disseminate marketing information and traf-alerts. During this Work Program we will assess the possibility of adding You Tube and Google Chat and other third party capabilities. We have already used You Tube to post environmental education and carpooling video programs ad more are expected. Google Chat will be used to assist commuters and travelers on a one to one basis. Then we will enhance TransOptions' capabilities to include bike and ped information as well as other programming. By increasing these capabilities we reduce TransOptions' reliance on the good will of corporations in granting us access to groups of employees, we can promote the TransOptions brand, grow audiences and increase outreach to a younger demographic.*

- 1.19 Conduct new creative forms of media advertising print and internet based advertising, blogs, podcast and other *viral marketing* techniques to encourage the use of travel alternatives within the TransOptions service area. We are currently utilizing Facebook, My Space and Twitter and more are anticipated.

Van Pool Related

- 1.20 When aware of empty seats in car or vanpools, work to help the riders to fill those seats so that they operate at capacity. Utilize advertising and other marketing strategies to accomplish this goal.
- 1.21 *TransOptions already has 50 van pool groups and 265 riders going to Picatinny Arsenal (PICA). In meetings with the Transportation Officer at PICA we agree that will also work with Federal Employees that are currently assigned to Ft. Monmouth and that will be relocated to Picatinny Arsenal as a part of the Base Closing and Realignment Program.*
We fear that a failure to renew the Federal Commuter Benefits that were included in the stimulus package will negatively impact the Van Pool Program at Picatinny Arsenal. TransOptions' efforts will be directed at saving as many of the affected van pools as possible.
- 1.22 Administer an Empty Seat Management Program in support of vanpoolers that will give the group temporary financial assistance while they try to identify additional riders to replace those that the group lost. Also provide an Emergency Ride Home (ERH) Program for vanpoolers, carpoolers and transit riders that will provide them transportation to their homes if some qualifying event prevents them from using their normal alternate mode. Provide this ERH assistance up to twice per year for each individual.
- 1.23 Conduct an annual survey of all vanpool riders to assess their level of vendor satisfaction. This will enable TransOptions to understand its customer base better and generate suggestions for improvement to the NJT vanpool program. Results will be shared with NJT, NJDOT, VPNJ, VPSI and Archibald Transportation.
- 1.24 *Promote the use of seat belts for passengers riding in the back seats of vanpool vehicles. Do this for the groups participating in the NJT Subsidy Program and other company based van pool groups. This will be accomplished by providing window clings and printed materials at NJT van subsidy registration renewal, at on sites and through the benefits fairs at the locations that have significant numbers of van pools.*

Air Quality Related

- 1.25 Develop and implement a seasonal Air Quality Partnership Campaign for the TransOptions service area, which is targeted at commuters. Develop materials that can be adapted for use statewide by NJTRANSIT. Coordinate with NJTRANSIT on the receiving of ozone information and the redistribution of that information.

- 1.26 *Create a series of news articles and other reproducible documents that showcase how the selection of a vehicle to purchase can be used as a strategy to help reduce GHG emissions. Promote concepts such as do your share to clean the air.*
- 1.27 *Increase public awareness about the potential of Plug-in Vehicles. Educate and inform the public about these vehicles including information about infrastructure development and environmental impacts. Assist interested people with connections to information, mechanics and electricians that are knowledgeable and encourage municipalities and businesses to consider installing charging stations.*

Emergency Ride Home

TransOptions will provide Emergency Ride Home services to carpoolers, vanpoolers, transit riders, bicyclists, and walkers within the service area of the TMA under this activity, providing the users of ERH are using alternative commuters with work locations within the TMA service area (or employed by corporate members of the TMA). To ensure reimbursement under this program, the TMA will not impose employer membership as a condition of eligibility on participating commuters.

- 1.28 Provide cost-efficient Emergency Ride Home (ERH) service for any registered Rideshare participant when a qualifying “emergency” occurs. The ERH will be provided, at no cost to the participant, by one of a select number of vendors with whom we have agreements. Either a taxi, limo or rental car will be dispatched. The exact vehicle for the emergency response is determined by the nature of the emergency and/or the availability of vehicles. Historically, this service has been provided approximately twenty times per year. Conduct an annual customer satisfaction survey of all registrants in TransOptions’ ERH database to determine their motivation for registering and their satisfaction level with TransOptions’ response and selected vendors. Questions regarding the duration of the qualifying rideshare option and the role of the ERH in making that choice will be explored in this survey.

Travel Options and Incentives Development

TransOptions proposes the following activities to develop and implement new alternative mode options for travelers and incentive programs that encourage travelers to try and continue using travel alternatives.

- 1.29 Develop a “Ride with Us” promotional program whereby we partner with vanpool providers to take vans to worksites so that potential vanpoolers can see the vehicles that they are being encouraged to use. This program will include the existing incentives of Empty Seat Management, Emergency Ride Home, plus a short term extra cash subsidy to assist them to make a decision in favor of trying a vanpool. This program will be correlated with concurrent on-sites where feasible.

- 1.30 Develop shuttles that will connect employment centers with train or bus stations. Make working with the coalition that is re-developing the Picatinny Arsenal into a multi-tenant employment center with 9,000 jobs, a priority. Encourage the inclusion of a shuttle from the Arsenal to the train station in Dover as an integral part of the master plan for the site. Work with Morris County and others to see if existing services such as the MOM Shuttle or the Morris County Metro can have their routes flexed to include Picatinny Arsenal.
- 1.31 Identify places where the placement of transit shelters along the bus routes of NJT and/or county DOT likely increase transit ridership. This assistance would also be available for shuttle routes that are served by JARC grant shuttles.
- 1.32** *Create a car pooling incentive program that will replace Carpooling Makes Sense. This new program will be designed to be low or no cost and will offer a bundle of benefits rather than cash. It will consist of existing programs such as ERH, Traf-Alerts and social media connectivity being coupled with new incentives that will be secured from merchants. These incentives might include vouchers or coupons for things like free or discounted car washes, oil changes or discounts on food items. Market the availability of this new program through employers, web sites, social marketing, newsletters and the press.*
- 1.33 *Develop a Carpooling Ambassadors Club which will have incentives that will be offered to current carpoolers that are willing to assist with outreach that will incent their friends and co-workers to carpool. The current data base of car pools, in Ride Pro, will serve as starting place for recruitment and appropriate incentives will be developed.*
- 1.34 Locally administer the Bike Locker Lease Program. Maintain the existing locker program and look for opportunities to expand the availability of lockers at stations where the program has good acceptance. Request additional lockers and / or relocation of existing ones to increase availability.
- 1.35** *Meet with the owners and developers of all Sussex County ski and golf resorts, especially those resorts along Rt. 94, to encourage them to have their staff and guests use the area's transit systems. Also encourage the development of a local shuttle system to take tourists and employees around within the tourism area. Of particular interest is the developing plan for using the NYS&W rail line for weekend excursion trips for travelers from New York City to Mountain Creek Ski Resort in Vernon. TransOptions will also assist in the marketing of the seasonal weekend NJ Transit bus service supporting the Mountain Creek area. Additionally TransOptions is working on the development of a new shuttle service which is a part of a NJTPA "handoff" and will enhance the commute options for people able to use the limited NJT service in Hardyston and Vernon Twp. By shuttling commuters to and from the P&R's where the service is located.*

CONFERENCE AND MEETING PARTICIPATION

- 1.36 Quarterly reports detailing progress on this work program's tasks at the TMA/DOT/FHWA meetings. Highlight successes and new initiatives that may be replicated in the service areas of other TMA's. An example of one such new program is Carpooling Makes Sense which requires the dissemination of information, receiving applications, creating reports and distribution of the recognition.

Products / Deliverables – Sub-Core 1.1

Includes but is not limited to: information to employers, commuters, carpools, vanpools, onsite promotions, printed marketing materials, press releases, PSA's, radio ads, a website, database purge, match and no-match letters, follow-up phone calls to rideshare applicants, public outreach events, achievement recognition items, job fair participation, speakers bureau, referrals to other TMA's, vanpool surveys, computerized cluster analysis of carpool and vanpool information, customer service survey data, and outbound Air Quality alert communiqués via electronic media. Records that will include databases of corporations that are prospects and logs of contacts with these prospects that track time spent, issues addressed and actions taken. Other deliverables include surveys, appropriate GIS maps, electronic and printed newsletters, Public Service Announcements, distribution of the Emergency Preparedness Guide as prepared by Morris County, HR Benefits and other brochures, SMFB Program Narratives and completed applications, "drop in" newsletter articles, and customized pages on corporate websites. Also enrollment forms for the NJSWP program

Timeline – Sub-Core 1.1 For new, expanded or enhanced activities only

- *The Carpooling Ambassadors Club will start in the early fall of 2010*
- *Replacement carpooling incentive program is slated for a late fall 2010 launch*
- *News articles promoting alternative fuel vehicles and on how vehicle selection can affect environmental issues will appear quarterly.*
- *Promotion on seat belt usage, especially in the rear seats, will begin immediately and will be incorporated into all vanpool programs as well as ridematching and on-sites*
- *Van Pool promotions at PICA will happen in the fall and again at their annual Earth Day Celebration on April.*
- *Social Marketing is now an on-going function that will be expanded to the new media immediately. Weekly and sometimes daily monitoring is required to keep current.*
- *We are tying the promotion of Car Free Day and Ride Share month to the national campaigns. Actual promotion will begin 60 days(or more) before the scheduled date*

Performance Data - Sub-Core 1.1

TransOptions will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 1.1 - Commuter / Traveler Performance Data
Commuter Information/Assistance Requests
1. RidePro applications received (via phone, mail, web, other)
2. Other requests for carpool, vanpool, or transit information or assistance
Alternative Mode Promotion
1. Transportation fairs, other info/education events for commuters
2. Attendance at fairs, worksite info/education events (estimate)
3. Commute info displays maintained by TMA
4. Commute info materials distributed through info displays (estimate)
5. TMA website hits
6. TMA website - unique visitors
Alternative Mode Services/Incentives
1. Commuters eligible/registered for Emergency Ride Home (ERH)
2. ERH trips taken
3. Vanpool empty seats subsidized
4. Commuters registered for Carpooling Makes \$ense
Alternative Mode Utilization
1. Vanpools operating
2. Vanpoolers (total in all vanpools operating)
3. Carpoolers registered
4. Transit riders registered
5. Bicyclists/walkers registered
Commuter Incentives / Events (Other than CM\$)
1. Commuters participating in TO's carpool incentive program
Shuttles/Transit Services (total riders/one-way trips made in quarter)
JNJ Shuttle
Maersk Shuttle
All NJTPA Handoff shuttles (Warren Co., Livingston, Rt. 23/94 & Madison

SECTION 3
CORE AREA 1 – COMMUTER/TRAVELER TDM ASSISTANCE
PROPOSED ACTIVITIES

Sub-Core Area 1.2 – Employer Services

Employer Outreach and Administration

TransOptions will serve as a primary ETC contact for employers in their approved service areas and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, TransOptions 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, 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 NJDOT on the TMA's ETS outreach activities. TransOptions will use some or all of the following outreach techniques to promote the ETS program to employers:

- Mailings of flyers, brochures, videos, and customized letters to employers
- Presentations to business groups
- Coordination with organizations regarding employer relocations to the service area, including bulk distribution of ETS information materials for redistribution to new or relocating businesses
- Articles, paid advertisements, press releases, and media stories
- Outreach partnerships with other business service providers and participation in events such as expos/conventions and human resources conferences, oriented to New Jersey employer
- Newsletters, mailings, and web postings promoting employer TDM activities and successes
- Participation in award and recognition programs for participating employers

EMPLOYER OUTREACH and ADMINISTRATION ACTIVITIES

DOT Relationships

- 1.37 Assist NJDOT in collecting other data as required for performance evaluation. Also assist with the collection of other data that is not required for performance evaluation, but may be needed for tracking or monitoring reasons.
- 1.38 Participate with the DOT and other TMA's in the development of outreach and education materials that support the ETS program. Share locally developed materials and approaches that have a track record of resonating with employers in the TransOptions service area.

General

- 1.39 Use the information garnered from organizations such as the County Economic Development Offices, Chambers of Commerce and municipal zoning boards to identify companies which are relocating or expanding in the TransOptions service area. Offer all of them TDM information to aid in this transition period and foster alternative commute options for their employees.
- 1.40 Promote ETS through developers and managers of commercial realty, as well as smaller businesses that are in close proximity to one another, TDM strategies that could be commonly adopted for the mutual benefit of the employers, the employees and the community. Also work with developers and managers, many of whom are members of trade groups such as the Building Owners and Managers Association (BOMA) or the International Facilities Managers Association (IFMA) to promote TDM strategies that would apply to their complex.
- 1.41 Schedule staff participation in business expos, chamber of commerce events, local human resources gatherings, educational events, job fairs, recruiting events, cafes, blogs and multiple use cafeterias as well as similar venues which will enable us to establish relationships with numerous companies simultaneously. Where applicable, TransOptions will set up its advanced electronically supported on-site display and distribute environmentally appropriate literature describing the services available to the employers in that portion of TransOptions' geographical area. We will use these opportunities to schedule on-site presentations, increase Traf Alert subscriptions, pre-qualify NJ Smart Workplaces candidates as well as introduce the new TAP program at their workplaces.
- 1.42 Develop contacts within the following Chambers of Commerce that exist within the TransOptions service area: North Jersey Regional, Warren County Regional, Morris County and Sussex County as well as smaller town based Chambers. Also participate with the Employers Legislative Committees (ELC) in Morris and Sussex Counties.. These organizations provide many opportunities that will allow TransOptions to expose employers to various TDM measures that may be implemented as part of employee commuter benefit programs. Participation allows for the development of relationships and contacts that increase the likelihood that employers will appreciate the benefits to their business and will therefore implement such programs. Also, participation allows for easy identification of employers that are new to the area and enables TransOptions to make a more direct outreach to these employers. These activities are on-going and should be viewed for their long-term potential rather than for any immediate response from any one meeting.
- 1.43 Continue working with an ever changing list of Top 50 public and private companies that are prospects for TDM. These contacts will be directly solicited in a methodological manner and by a dedicated staff assistant for participation in either expanded or new TDM strategies. This list will be compiled by cross referencing files on companies based on the following criteria: largest number of local employees (by location and type of

work), parking facilities, economic factors such as sales, and physical location based on proximity to mass transit or major highways or congested areas.

- 1.44 *Place a feature story about an exemplary employer in each quarterly newsletter that shares their successes in carpool or van pool promotion, parking management, helping employee's save on their commute, teleworking or any other successful application of a TDM strategy. Create this so that the story can also be used in the employers own newsletter or sent to the press.*

Contact Management

- 1.45 Prepare and implement a comprehensive survey of TransOptions' partner employers. These partners are defined as any employer with whom we have had a working relationship in the recent past. This telephone survey is designed as a way to open their doors to discuss the NJ Smart Workplaces Program or to schedule a face to face meeting to discuss site specific TDM strategies
- 1.46 Maintain and continually update a state-of-the-art database of companies that will be cultivated for participation in this ES program. Use this database in multiple applications such as coordination activities with mailings, e-mails, and personal visits to solicit employer participation. Highlight area success stories and disseminate information on successes that can easily be duplicated. This database will also track percentages of contact success, fulfillment and sales contact follow-up activities.
- 1.47 Maintain records on contacts with employers related to the Employer TDM Services (ETS) program. This will include the date(s), type of service rendered and the amount of time allotted.
- 1.48 *Develop and market a new Lunch and Learn session designed to be offered in workplaces during the noon time frame. This new session would feature Bike Commuting and will be designed to address feeling comfortable in riding in traffic, developing a safe route and will encourage riding with others. Bike to Work Week and the Bicycle Commuter Club will also be promoted. This topic will be added to the array of existing Lunch and Learn topics that include car and van pooling, environmental issues, and more. The employment sites that participate in the Bike to Work Week efforts will be the prime targets for this new outreach. It will also be promoted through the Bike Commuters Club.*
- 1.49 Provide performance and evaluation data to NJDOT at times and in formats prescribed by NJDOT. This data will be provided on a real time basis. Employer contacts will be stratified on this basis: a. initial contact, b. needs assessment, c. presentation and communication, d. fulfillment, and e. follow-up.

Basic Employer Assistance

TransOptions will provide all the Basic ETS Services described in the 2010-2012 TMA Work Program Guidelines, as requested by employers. These services Basic Employer Services provide TDM foundation elements and assist employer with initial 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 for a few complex strategies, and application for Smart Moves for Business (SMFB) Program benefits.

Advanced Employer Assistance

TransOptions requests authorization from NJDOT to provide the following Advanced Services to employers in its service area. Documentation of TMA staff qualifications to provide these services is provided at the end of this Work Program section.

- 1.50 Work with the Morris County Prosecutors Office and its Infrastructure Advisory Group (IAG) in writing, designing and distributing the transportation element of an Emergency Preparedness program that will help employers to develop emergency travel plans that will assist their employees in making the commute to work in case of a long term interruption to their normal commute, such as the destruction of a tunnel, bridge or transit system. Fires and other forms of business interruption are also a part of this effort. This program would be part of a business continuity plan that has become essential for major companies since the disruptions caused by 9/11/01. The resources provided might include lists of bus and shuttle companies which have excess capacity that might be employed to solve the problems created by the emergency. Work with the IAG on creating and maintaining a county wide plan that will catalog the transportation resources available throughout the business community and will distribute the information to participating employers. If any participating employer has a transportation related interruption to their business, then they will be able to draw upon the collective resources of the group to maintain their viability. This will include inventories of service providers, web based communications to employees and more.

- 1.51 Implement for the US Army and their sub contractor employers at the Picatinny Arsenal plans that foster support for the concept of a shuttle bus to the Dover Railroad Station and for the creation of car and vanpools and other TDM strategies. Since 2005, 50 net new vanpools have been started at Picatinny Arsenal bringing approximately 270 commuters to the base.

- 1.52 *Create special outreaches to the College's and Universities in the TransOptions service area using the transportation connection to the American College and University Presidents Climate Commitment, which has gained traction locally, as an entre. Conduct on-sites for faculty and staff to promote ride sharing and the use of mass transit. Drew University, Farleigh-Dickinson and the College of St. Elizabeth are in close proximity to one another and have expressed interest in simultaneous promotions at their institutions so as to leverage synergies. They will each assist us with outreach to their sub-contractors that manage food services, security and other functions.*

- 1.53 Develop and implement a progressive online Employee Transportation Coordinator (ETC) Training Program, based on the training curriculum and materials that have been obtained from leaders in the field, Association for Commuter Transportation, Center for Urban Transportation Research and adopted into a proprietary training handbook. Assist corporations in their use of an ETC function, if one does not already exist. Aid in developing site-specific TDM implementation plans in areas that have barriers that are more complex than the norm. TransOptions regularly delivers training to new ETC's at business with whom we have existing relationships and also as new companies begin to embrace TDM concepts. We have found that one- on -one personal coaching works while trying to aggregate groups does not work.
- 1.54 Expand training programs for teleworking, compressed and flexible work hours and hoteling utilizing online software available through the TransOptions website. This training will be available to companies with existing programs as well as to those considering starting a new program. This training can be targeted to managers, employees and non-telecommuters.
- 1.55 Assist Picatinny Arsenal to meet federal mandates for telework. This includes the identification of "eligible" employees and the design and implementation of comprehensive telework programs.
- 1.56 Develop and implement employer specific internal communication plans, policies and procedures, including online manuals, for employers regarding work alternatives and TDM measures. Currently interested companies include Roche, Maersk and GSK
- 1.57 Develop and assist in the implementation of solutions to the challenges presented by site specific transportation barriers.
- 1.58 Develop site specific TDM promotional materials such as bike maps tailored for their facility or transit maps that graphically show what mass transit supports their worksite.
- 1.59 Provide employers help in starting van and shuttle programs. Include determining viable options, identification of service providers, insurance, selection and training of drivers, fare collection plans and vehicle maintenance. Administer these programs for them as necessary. Shuttles for the Route 10 & 202 area are cooperative ventures between an NJTPA Handoff and local businesses such as Maersk, J&J, Wyndham World Wide and Mack-Cali.
- 1.60 Develop and administer shuttles, transit services, bus pools/subscription services and demand responsive services. These strategies have been effective with employers that are physically relocating to the TransOptions service area. These employers are concerned with employee retention and willing to spend some money in support of that goal and all employees are in a state of commuting flux and therefore more amenable to considering options. A recent example is TransOptions' work with members of the town council in Livingston where we are assisting with a shuttle that might take commuters to the trains and also take "inbound commuters" to work places within the community.

- 1.61 Develop/implement programs and policies for use of company cars for carpooling and midday utilization. Requests for this kind of support have recently been received from CIT Financial Services, The Louis Berger Group in Morristown, Farleigh Dickinson University and the Borough of Madison.
- 1.62 Help relocating employers to eliminate concerns that were seen as barriers to their smooth transition from their current site to a new one. These barriers could affect either employer or employees. Work with local municipal officials, the currently recognized van service providers and the Economic Development officials of the counties who have consistently provided leads as to contact persons within companies that are relocating to the TransOptions service area. Recent contacts with professional relocation services which are contracted by employers have proved to be fruitful
- 1.63 Assist employers that want to develop parking programs to create site specific programs that address their concerns. We currently have interest in this service from local employers that are experiencing problems created by expansion at current sites that has temporarily diminished parking supply such as Maersk, Quest Diagnostics and Sussex County Government.

ON LINE RIDESHARE MATCHING PROGRAM- getting corporate “buy in’ so that they will allow us access to their employees

- 1.64 Identify employers that are located within the TransOptions service area that have employees that might be interested in having access to an internet based ridesharing program. Priority will be given to places of employment which have the highest number of employees with computer capabilities and internet access. Marketing to corporate clients is different than the general public in that the program is geared towards finding “intra-company” contacts.
- 1.65 Contact employers within the service area and introduce them to this recently introduced program and share its potential to be of service to their employees.
- 1.66 Market this program to employers through press releases and other innovative, leading edge marketing strategies. Prepare and distribute materials that can be used for promotions, including but not limited to success stories, sample e-mails from management to their employees, content for employer’s intranet sites, news articles for corporate newsletters, flyers and posters.
- 1.67 Conduct “brown bag luncheons, lunch and learns” or tailored on-sites to help employers introduce new TDM, environmental and safety programs to their employees. TransOptions will implement these services using advanced technology and techniques.

Participation in NJ Smart Workplaces

- 1.68 TransOptions will support NJDOT's Best Workplaces for Commuters and NJ Smart Workplaces (NJSW) employer recognition programs. Specific activities to be undertaken by the TMA include participating with NJDOT in planning and implementing the Statewide campaign and media coverage of the programs, identifying and contacting employers to inform them of the program and invite them to join and assisting interested employers to enroll, reporting to NJDOT on eligible employers, and participating in NJDOT-sponsored media events to recognize employer participants.
- 1.69 The part of TransOptions' territory that is most likely to produce additional interested employers for NJSW is Morris County, especially Parsippany, Madison and Florham Park. Marketing and outreach efforts concerning the NJSW will be geographically centered on these communities and to a slightly lesser extent on Fairfield in Essex County. These employers will be approached through personal visitation, phone, e-mail, direct mail, and approaches created through collaboration with others such as municipalities, Chambers of Commerce and Economic Development officials.
- 1.70 Provide employer contact information to NJDOT for use in compiling a statewide list of prospects for NJSW. TransOptions data records are currently kept in electronic format as compiled lists that have been gleaned from other sources and used for ES outreach.

Origin and Destination Survey of Employers

- 1.71 Assist the NJTPA, as requested, with the collection of Origin & Destination data from specific major employers and others that are located within the TransOptions service area.

Products / Deliverables - Sub-Core 1.2

Includes but is not limited to: information to travelers, commuters, county and local government officials, promotions, printed marketing materials, press releases, PSA's, radio ads, a website, public outreach events, achievement recognition items, job fair participation, speakers bureau, referrals to other TMA's, customer service survey data, bike and pedestrian maps evaluation data, and outbound Air Quality alert communiqués via electronic media. Other deliverables include surveys, appropriate GIS maps, electronic and printed newsletters, Public Service Announcements, "drop in" newsletter articles, and customized pages on websites.

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Timeline - Sub-Core 1.2 for new, expanded or enhanced activities only

- Scheduling on-sites with employers in proximity to one another will be a continuing effort throughout the contract

- Articles on the Exemplary Employer will be created quarterly
- A Lunch and Learn for Bike Commuting will be created in late fall and presentations will begin in February of 2011
- Outreach to Colleges and Universities around the Climate Contract will be ongoing through out the contract
- Promotion of the availability of third party transportation benefits providers will be implemented immediate and will be ongoing

Performance Data - Sub-Core 1.2

TransOptions will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 1.2 - Employer Services Performance Data
Employer Outreach and Assistance
1. New employers directly contacted (not previously contacted by TMA)
2. Employers reached in group meetings/presentations
3. New employer clients / partners (FIRST-TIME assistance/participation)
4. Total employer clients / partners (end of quarter total)
Employer TDM Programs
1. Employer clients starting TDM programs with TMA assistance
2. Employer clients expanding TDM with TMA assistance (end of quarter total)
3. New Jersey Smart Workplaces employers (end of quarter total)
4. Employer clients with Gold/Platinum level services (end of quarter total)
Employer Assistance
1. Number of employers that received assistance from TMA
2. Employers receiving worksite assessment assistance
3. Employers receiving marketing/promotion assistance
4. Employers receiving Advanced assistance (vanpool, subsidy, telework, relocation, etc)

Advanced Employer Services - Staffing Qualifications

Judith Bortman:

Shuttle Bus Development

- Working under the tutelage of Don Watt, will be creating a minimum of 2 shuttles during this work program year
- 2 years experience marketing new and existing shuttles

Company Specific Websites

- Website seminar at Stamford University on design and marketing strategies for websites

Employee Benefit Plans

- Transit Check/Transit Center Training
- Training with Accor Services

Vanpool

- *Private meetings with VPSI*

Joseph Caravella:

Bike Maps

- *LCI Training this program year*

John F. Ciaffone:

Business Recovery/Disaster Plans

- *Training provide by Director of Business Continuity - Tiffany & Co.*

Shuttle Bus Development

- *NJ Transit conducted and in house training*
- *supervised the development of the MOM and Last Mile Shuttles in Morris County and the Vernon Shuttle in Sussex County*

ETC Training

- *NJ Transit conducted and in house training*
- *extensive training through ACT*
- *trained company ETC's over the last 10 years*

Telework

- *received training sponsored by TMAC in how to develop a Telework program*
- *supervised training provided by TransOptions to companies in Morris County*

Employee Benefit Plans

- *Transit Check/Transit Center Training*
- *Training with Accor Services*
- *worked with CommuterCheck*
- *received training through the National Transit Benefit Association*

Vanpool

- *Extensive interaction with VPSI and VPNJ over a 10 year period*
- *ACT Training over a 10 year period*

Relocation

- *Worked with numerous companies who have moved into Morris to assist them with their mobility needs as a result of their relocation*

Sheryl Cohen

Telework

- *TMAC Telework Training*
- *Back-up Telework Consultant for 4 years*

Karen Evangelista

Shuttle Bus Development

- *Working under the tutelage of Don Watt, will be creating a minimum of 2 shuttles during this work program year*

Bike Maps

- *Plan to create interactive Bike Maps using Google Maps technology, have done so already for Park & Ride lots and will be on TransOptions website.*

- *Will do the same with shuttle route planning*
- *LCI Training this program year*

Vanpool

- *Private meetings with VPSI*

William Feeney

Business Recovery Plans/Disaster Plans

- *National Disaster Plan Preparedness conducted by Americorp*

Shuttle Bus Development

- *Working under the tutelage of Don Watt, will be creating a minimum of 2 shuttles during this work program year*

Bike Maps

- *LCI Training this program year*

Employee Benefit Plans

- *Transit Check/Transit Center Training*
- *Training with Accor Services*

Vanpool

- *Private meetings with VPSI,VPNJ and Probst*
- *Trained RidePro user*
- *1 year experience forming and handling the NJTransit Vanpool Sponsorship Program*

Ian Finisterre

ETC Training

- *Sat in on orientation of 5 ETC's*

Company Specific Websites

- *3 years experience as a website administrator for a large company*
- *1 year experience working with TransOptions webmaster*

Vanpooling

- *ACT Leadership Academy*
- *Rural Vanpooling Highlights from 3 communities webinar*

Relocation

- *1 year experience with multiple corporate relocations, approx 5 a year*

Judy Maltese

Shuttle Bus Development

- *NJ Transit conducted an in house training*
- *5 years experience with identifying and creating shuttle routes and timetables*

ETC Training

- *NJ Transit conducted an in house training*

Bike Maps

- *Plan to create interactive Bike Maps using Google Maps technology, have done so already for Park & Ride lots and will be on TransOptions website.*
- *Will do the same with shuttle route planning.*

Cynthia Reuther

Business Recovery/Disaster Plans

- 2002 Emergency Response Resource Summit

Shuttle Bus Development

- 6 years marketing and promoting shuttle buses
- NJ Transit conducted an in house training

ETC Training

- NJDOT Sales Training
- Wrote ETC manuals for 2 major companies and created a more generic version for future use
- NJ Transit conducted an in house training

Telework

- TMAC Telework Training
- Telework Consultant for 8 years with an average of 5 presentations a year

Company Specific Websites

- A Beginner's Guide to Making your Website Work Seminar;
- Created and developed 3 company websites with mass transit, carpool, vanpool, preferred parking, closing procedure and ERH links, etc.
- TransOptions Webmaster for the past 6 years
- Trained in Front Page Website software
- 6 years marketing background

Bike Maps

- Plan to create interactive Bike Maps using Google Maps technology, have done so already for Park & Ride lots and will be on TransOptions website.
- Will do the same with shuttle route planning
- LCI Training this program year

Employee Benefit Plans

- NJ DOT Sales Training

Vanpool

- NJ DOT Sales Training
- Private meetings with VPSI and VPNJ over the past 15 years

Relocation

- NJ DOT Sales Training
- 12 years experience with multiple corporate relocations, approx 2 a year

Parking Demand Management

- NJ DOT Sales Training

Donald Watt

Business Recovery/Disaster Plans

- 4 Years experience on the AIG task force
- Marsh Insurance Company Training
- Business Recovery training conducted by the National Executive Institute

Shuttle Bus Development

- *Developed 5 public and 3 private shuttle bus routes including concept, marketing, RFP, etc*
- *NJ Transit conducted an in house training*

ETC Training

- *NJDOT Sales Training*
- *wrote ETC manuals for 2 major companies and created a more generic version for future use*
- *NJ Transit conducted an in house training*

Telework

- *TMAC Telework Training*

Company Specific Websites

- *Created and developed 3 company websites with mass transit, carpool, vanpool preferred parking, closing procedures and ERH links, etc.*

Bike Maps

- *Plan to create interactive Bike Maps using Google Maps technology, have done so already for Park & Ride lots and will be on TransOptions website.*
- *Has done the same mapping with shuttle route planning.*

Employee Benefit Plans

- *Transit Check/Transit Center Training*
- *Training with Accor Services*
- *NJ DOT Sales Training*

Vanpool

- *Private meetings with VPSI,VPNJ and Probst*
- *member of the ACT Vanpool Council*
- *Attended the Vanpool Summit*

Relocation

- *9 years experience with multiple corporate relocations approx. 5 a year*
- *NJ DOT Sales Training*

Parking Demand Management

- *ACT Seminar*
- *NJDOT Sales Training*

SECTION 4

CORE AREA 2 – GOVERNMENT / COMMUNITY TDM ASSISTANCE

PROPOSED ACTIVITIES

Sub-Core Area 2.1 – Municipal/County/School/ HOA Assistance

TransOptions proposes the following activities in this Sub-Core area to encourage expanded implementation of TDM initiatives in communities and at activity centers by providing support to county and municipal governments and community organizations that are developing and/or implementing TDM services or programs for their constituents.

DESCRIPTION

Promote bicycle and pedestrian activities as viable TDM strategies for commuters and other travelers. Support improvements to the infrastructure that will promote bicycle and pedestrian options. Take a proactive leadership role in promoting bicycle safety by providing information on proper types of helmets and their usage, especially for the Latino communities where bike usage is prevalent.

Partnering with county government officials within the TransOptions service area, collaborate in the design and implementation of coordinated transportation plans designed to assist Welfare-To-Work participants, TANF and post-TANF clients, senior citizens as well as low income individuals and persons with disabilities, in identifying ways to access transportation. Development of a strong partnership and outreach initiatives culturally tailored to the transportation needs of the growing Latino community.

A comprehensive program designed to educate the general public about the link between air quality, fuel efficiency and alternative fuel sources. The program will address the effects of personal automobiles, as well as other vehicles, on the environment with specific emphasis on the harmful effects of unnecessary idling motor vehicles. Participants will be provided with an introduction to and understanding of renewable energy technologies, electric and hybrid electric vehicles and emerging alternative fuels such as ethanol, biodiesel and the hydrogen fuel cells.

Participate in Corridor Studies or activities conducted by the NJTPA, NJDOT and/ or the counties of Morris, Warren, Sussex or in those portions of Essex, Passaic and Union Counties that are served by TransOptions. Participate in task forces, groups and other collective efforts designed to seek mobility improvements along specific corridors. Also work with the NJTPA and others on specific “Campaign” approaches to approved transportation related issues such as the Anti-Idling Campaign, Bike and Pedestrian Safety Campaigns and the Watch Out for Deer effort.

OBJECTIVES

In cooperation with NJDOT, NJTPA and other governmental officials at the municipal and county levels implement corridor strategies as well as bicycle and pedestrian TDM activities that are appropriate and address the concerns identified in developing community based initiatives.

To assist eligible clients of the WorkFirst program and other low income residents and persons with disabilities of the TransOptions service area with mobility issues, TransOptions staff will periodically conduct seminars in One Stop facilities and other locations which will help this population in understanding and using mass transit. Help with JARC funded shuttles and other strategies that will help them improve personal mobility.

Support State and regional short and long term TDM initiatives that are appropriate or useful to enhance effective infrastructure and system operations in a regional or corridor setting.

Effectively reduce travel in areas where road capacity is temporarily diminished due to road construction, weather related problems, or other road incidents. Participate in local as well as regional efforts to inform travelers of congestion and encourage them to shift to alternate modes of travel, less congested routes, or alternate hours of travel. Implement strategies to mitigate the impact of congestion due to construction, reconstruction or new development.

Bicycle/ Pedestrian Planning and Advocacy

- 2.1 Promote and encourage support for the Bicycle and Pedestrian Element of the Morris County Master Plan and other similar plans developed by NJDOT, counties or municipalities in the service area. This promotion will be through the placement of radio advertising, editorials and efforts that go directly to the cycling public.
- 2.2 *Create materials that promote the use of bicycles and walking as options for commuting to school or work. Make "share the road" and other such traffic calming recommendations as appropriate in support of this strategy. Disseminate these materials at all appropriate venues.*
- 2.3 *Expand the Bike to Work Concept to include several new initiatives including a Student Challenge for High School and College level participants. Develop both a Corporate Challenge and a School Challenge that will encourage the formation of "teams" that will earn points based on the frequency of riding and distances that cyclists and pedestrians travel during a "season" that will approximate the length of daylight savings time. This will encourage some people to bike more than one day or one week. Incentives such as free bike tune ups and pizza luncheons for winning teams will be developed and will be funded by donations.*
- 2.4 *Expand the existing Bicycle Commuters Club. This group consists of persons that participated in the Bike to Work program and have expressed an interest in more programming. Staff will look for additional ways to expand participation through training, community events and interaction with community bike groups. Keep the*

- group interconnected through electronic communication and feature bike safety messages, information about cycling news from around the state and nation, the sharing of favorite routes and routes to work.*
- 2.5 *Explore developing links to software that works like a Garmin GPS but rather than featuring the shortest route for a car or a route without tolls, this program would search for the safest route for a cyclist. Typically this routing would avoid interstate and State roadways and would opt to take cyclists on county and larger municipal roads, especially those that are designated as bike routes. Promote the existence of this option through all electronic media, the Bike Commuter Club and links to existing data bases of cycling interested people. This concept will also be shared through normal channels such as traf-alerts, newsletters, on-sites and other community outreach.*
- 2.6 *TransOptions has begun working with the NJ Bicycle coalition and has been a part of the planning for the first NJ Bike Summit. We will continue to assist them in implementing programs that meet the following goals; improving motorists' knowledge of how to share the road with cyclists, adult bicycle safety programming and fostering planning and development that provide for the inclusion of bikes and pedestrians. Offer assistance in the development of agendas and identifying appropriate speakers for future Bike Summits.*
- 2.7 *Work with the Bike/Ped Unit of the NJDOT in the development and implementation of their Statewide Bike/Ped Plan.*
- 2.8 *Work with the Department of Highway Traffic Safety on initiatives regarding bicycle, pedestrian and automobile safety. As needed conduct media outreach, workshops and use other techniques to reach targeted audiences.*
- 2.9 *Promote the Complete Streets and Sustainable NJ Concepts within the TransOptions service area and provide assistance in the bike/ped area of this planning. Specifically work with the Borough Engineers in communities that the County Planners have identified as being in need of such assistance. The list includes Madison, Chatham and Dover in Morris County and Stanhope, Ogdensburg and Newton in Sussex County. Due to TransOptions' existing relationship with both the Transportation and Recreation Departments in West Milford (Passaic County) involvement is anticipated in their recently funded Bikeway Project.*
- 2.10 *TransOptions will develop and conduct a work shop that promotes the Complete Streets Concept, using contacts within the Morris and Sussex County League's of Municipalities and the Morris County Economic Development Corporation to create an audience. The purpose will be to educate them on NJDOT's new Complete Streets Policy and encourage them to adopt similar policies that will ultimately result in the creation of safe and inviting road networks for everyone including bicyclists, drivers, transit operators and their riders, as well as pedestrians of all ages and ability levels.*
- 2.11 *Enhance the existing web site by adding interactive bike maps using Google maps as the platform. These maps would be developed in several layers, to include; state supported*

bike pathways and routes, bike paths developed by county governments, municipal bike routes and popular routes to work developed by bike commuters.

- 2.12 Assist the Morris County DOT and NJ Safe Kids, as requested, with their ongoing Safe Routes to School programs.
- 2.13 As new rounds of funding become available hold county wide meetings to explain the SRTS program to interested schools and communities. Assist local communities and school districts that show interest in the program with preparing applications for SRTS. Assist those with successful applications in implementing their program.
- 2.14 *Offer assistance to communities and groups that are interested in bicycle safety programs for youth. Assist with integrating these efforts with existing after school programs, recreation department programs, schools or any other activity that naturally brings youth together. We will outreach through the League of Municipalities, the Mayors list that we keep and direct contact with Recreation Directors and Camp Directors*
- 2.15 *Partner with County Government and any other group that is interested in sharing bicycle safety programs that target adults that are likely riding on roads where they will have to travel in traffic. These partnerships could include offering safety Programs like Bike NY's Traffic Safety 101, Bike Maintenance/Repair and other similar programs.*
- 2.15 As a community response to the recent deaths of two Hispanic bicycle commuters, TransOptions has joined with several other community groups to form PEDAL SAFE-PEDAL SEEN a safety training program that targets Hispanic bicycle commuters in the Dover and Morristown areas. The training sessions will be conducted by volunteers and will be held at varying times and locations that are convenient for the target audience. All participants will be given sets of bike lights and helmets upon successful completion of the course. TransOptions will be involved in securing the funding for the incentives, curriculum development, promoting the programs to employers of Hispanic bicycle commuters and coordinating the publicity/community awareness.
- 2.16 *TransOptions has embarked on as project to deliver Senior Citizen Safety Programs to seniors living in residential centers or gathering at local centers. At many of these programs the participants share information about local issues that create barriers to their mobility. During this work program TransOptions will prepare reports that codify their concerns and will share them with the appropriate municipal, county or state officials. These reports will include maps and will specify issues such as signage needed, traffic signal timing, and visibility issues.*

General Outreach

- 2.17 Media efforts- develop a campaign approach to get an Air Quality/ Environmental message to large numbers of people simultaneously. Do this through press releases,

radio spots and interviews and through local cable TV outlets with whom TransOptions has a relationship.

- 2.18 Participate in Morristown's Fall Festival, Sussex County's Community Day and other similar street fair and festival events where large numbers of adults can be reached through a trade show booth atmosphere. At such events feature alternate fuel and hybrid cars to help draw in those who might be curious about this new technology.
- 2.19 Offer all school districts and others within the TransOptions service area assistance with developing special TDM campaigns such as "Walk our Children to School", "Safe Routes to School", "Safety Day" and "Bike to School."

YOUTH & ADULT ENVIRONMENTAL/AIR QUALITY EDUCATION

TransOptions' Environmental Education program was originally created for presentation to students participating in the Junior Solar Sprints competition. It is now made available throughout the year to all interested parties. The purpose of the program is to educate students about the relationships among traffic congestion, fossil fuels, alternative fuels, air quality and health. As various federal agencies have supported educational programs regarding smoking, seat belt, safety seat and bicycle helmet use, not to mention recycling and forest fire prevention, the goal is to foster behavior change. The results of such programs are evident only over time but the more immediate measure of success is the number of students exposed to the programs and their widespread support from the community and the community at large. The primary emphasis will be on programs for youth, especially middle school aged children, which will emphasize the environmental damage caused by society's dependence on the internal combustion engine. Participating members of the public will have a greater appreciation of their personal responsibility for the quality of the air that we all breathe. Participants will also gain a rudimentary understanding of what actions they might take that will affect the long-term future of air quality and the environment.

By reaching out through classroom presentations and reinforcing projects such as the Junior Solar Sprints, we hope, additionally, to affect siblings and parents. Outreach 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. In 2008 the program grew to the point where we presented to 4,143 students in 53 schools.

Tasks to be carried out under this activity

Outreach to School Age Youth

- 2.20 Develop the concepts that the program will embrace. Create and update as necessary, separate grade appropriate classroom curricula for students in K-12 classrooms, as well

as those in Special Education Classes. All programs are to be correlated to New Jersey Core Curriculum Content Standards (NJCCS), and create different approaches that will allow TransOptions' presentation to be used by teachers of General Science, Physics, Health, Social or Environmental Studies. Programs in the K through 8 categories will include extension activities.

- 2.21 Create a Power Point version of each presentation so that teachers will be able to use the program even when TransOptions staff may not be available to conduct the sessions.
- 2.22 Develop a series of complementary ideas and resources that will reinforce the learning that will occur. This might include having a hybrid car on display as well as information on renewable and nonrenewable energy sources and the latest information on alternative fuels. A speaker's bureau from the private sector is being considered as one of these resources.
- 2.23 Plan, promote and host a Junior Solar Sprints (JSS) competition in Morris, Warren and Sussex County and parts of Union, Essex and Passaic that will serve as a culminating activity for the Environmental Education/ Air Quality Outreach effort in middle schools. JSS is an annual competition in which students design, build and race model cars powered by solar energy. Working in teams of no more than four, the students are provided with motors, gears and battery packs, and must fabricate the chassis, wheels and transmission from other materials.
- 2.24 An innovative hands-on activity is being offered to high schools in the TransOptions service area. Known as the Hydrogen Fuel Cell Model Car Challenge, this competition requires students to design, build and race model cars powered by hydrogen. More advanced than JSS, this competition also requires students to produce hydrogen (through electrolysis), store it and then transfer the hydrogen into the fuel cell. The Challenge allows students, many of whom were previously involved in JSS, to build upon their experiences while being introduced to yet another renewable alternative energy source. Like JSS, this program will be expanded to the point that there will be separate championship competitions in each county within the TransOptions service area and that each championship will have at least ten teams competing.
- 2.25 Create a marketing piece that can be expanded upon as new programs are developed which will describe each of the program offerings, their correlations to NJ Core Curriculum Content Standards and extension activities. This marketing piece will be designed to inform school officials and teachers, as well as the general public about these programs. Distribute these brochures to all of the school districts within the TransOptions service area.
- 2.26 Work with the local Boy and Girl Scout Councils to offer programs to their local Troops. This could be for local Troop meetings or for one of their larger gatherings, especially if that gathering has an environmental theme.

- 2.27 In school systems where we already have a presence through the Junior Solar Sprints program, TransOptions will work with its network of teachers to get them to expand the solar and alternative fuel lessons to embrace the full gamut of concepts in this Air Quality/Environmental Education program.
- 2.28 Develop a series of “drop in” articles written at age/grade appropriate reading levels. Distribute these to the editors of Middle and High School newspapers located throughout the TransOptions service area.
- 2.29 *TransOptions has begun offering workshops for classroom teachers that will help them to deliver quality lessons on the Emerging Alternate Fuels and Renewable Energy which stress solar and hydrogen options. These workshops have been approved by the State Department of Education which allows participants to earn some of their mandated Professional Development Credits by participating. A total of six such sessions are anticipated in this program year. Workshops will also be made available to interested organizations that have requested assistance, among them are the Alliance for NJ Environmental Education (ANJEE), New Jersey Technology Educators Association (NJTEA) and the NJ Science Teachers Association (NJSTA)*

Outreach to College and University Communities:

Many of the Colleges and Universities in the TransOptions service area have embraced the American College and University Presidents Climate Commitment. Those that have made commitments are reaching out to their colleagues. We have been asked by several of them for assistance in areas where we have expertise. The following is a partial list of new activities that we will pursue.

- 2.30 *The following was added on page 6 – Section 2.30: Conduct every semester, On-site surveys/visits with commuting students during the students registration registration. At these On-site visits all available TDM measures will be discussed with an emphasis on rail commuting that benefits from shuttle connections, and on carpooling. Foster the establishment of car pools for students from different schools that are in close proximity to one another. Local bus service from other communities will also be promoted to the students such as the service that connects Madison Township to New York City.*
- 2.31 *Drew, Farleigh Dickinson and the College of St. Elizabeth are all within a three mile radius and are also located between two different rail road stations. At their request we will work with these schools as a “block” and will promote the following existing options to all three; using the trains for commuting, weekend activities and trips home for breaks, the loaner “yellow bikes” program and the zip car program. Additionally we will work with them and other community partners in the Madison area to develop a shuttle service that will connect the College/University area with downtown Madison. This will reduce the dependency on automobiles for the short trip into town, will help*

ease the major parking issues in the community and will allow for the connection of the rail service to the campuses thereby solving the last mile issues.

- 2.32 *Work with Drew Universities Civic Scholars Program which gives college credits and scholarships to students that get involved with community service. The selected students will learn about TDM and Climate Issues from TransOptions staff and will then go out into the community to get practical experience. They will assist with promoting Bike to Work Week, Biker Locker usage, the new Bike to High School & College Week, assist with Walk to School, anti idling and other related activities. They will also assist with safety outreach to youth and senior citizens.*

Outreach to Adults

- 2.33 Work through the schools to reach out to PTA/PTO or other adult support organizations that the schools have developed. Bring TransOptions' most advanced Power Point presentations related to Air Quality Education to these audiences so that they will be able to reinforce the Environmental Education programs that their children have seen and will have increased personal knowledge of air quality issues and alternatives that will address these issues.
- 2.34 Reach out to Rotary, Kiwanis and other service club organizations to present TransOptions' Air Quality/Environmental Education message to their members so that they can gain personal awareness of air quality issues and the alternatives that address those issues. TransOptions will accomplish this through utilization of their District Governor network.
- 2.35 Approach Senior Citizen Groups and present programs that help these people to know about air quality issues that affect their quality of life and to understand options that they and their families can adopt that will improve air quality for everyone.
- 2.36 Participate in employer/employee Environmental Days and corporate "Lunch and Learn" programs at local corporations. These events currently exist at GSK, Picatinny Arsenal and Roche. Assist additional corporations that desire help in creating similar events for their employee's benefit. A menu of additional Lunch and Learn topics has been developed and will be further expanded so as to have a variety of offerings.
- 2.37 Develop a Pedestrian Safety program that will target Senior Citizens as its audience. Deliver this program to audiences gathered together at locations that draw senior audiences such as Senior Citizen Centers, Sr. Housing complexes and churches with senior Clubs. TransOptions already has contacts with these groups which were developed during the RideProvide program and through Mobility Connections.

Global Warming Response Related Activities

- 2.38 Educate the public about the existence of the rating system that includes PZEV and ZEV vehicles and explain how those criteria relate to air quality, emissions and the general linkage to lower gas consumption/ lower costs. Explain how this information might be utilized in selecting which automobile to purchase. Do this through existing outreach with youth, seniors and the general public. Look for additional opportunities to get the ZEV concept included in public discussions.
- 2.39 Assist in communicating the Eco-driving principles to the general public and commuters with whom TransOptions has special relationships. Do this through electronic communication, press releases and other communications.
- 2.40 The Complete Streets policy will be communicated to local officials through several communication media including direct mail, as well as participation in the League of Municipalities and the County Municipal Forums. TransOptions will also include the discussion in TransOptions' annual Safe Routes to School Grant orientation and the municipal walkability audits in which we frequently participate. Provide assistance to communities that desire help with audits, bikeways or have other ideas that can benefit from knowing more about the Complete Streets concept.
- 2.41 Assist local and county governments by providing technical assistance and staff support as they adopt programs that integrate transportation and land use planning. Provide assistance with programs where we have extensive experience such as local shuttles, bike and walking programs. Help local governments to understand the Transit Oriented Development concept. Educate them as to what kinds of activities are already being incorporated by other municipalities. Utilize the contacts that we have developed through participation in the League of Municipalities to do this.
- 2.42 Commuter Incentive Programs have a proven track record in reducing SOV use. We will assist in marketing existing DOT incentive programs, in creating enhancements to those programs as well as with development of new incentive programs. We will additionally act proactively in encouraging other entities to develop local or corporate incentives. This technique has been gaining increasing acceptance in the corporate environment especially as it relates to assisting new vanpool groups.
- 2.43 Work with trucking companies and school bus operators to understand anti-idling policies and encourage them to comply. The relationships that we have developed through SRTS and the IAG will be extremely helpful as we pursue this goal.
- 2.44 TransOptions has been in the forefront of developing rail station shuttles through NJTPA Handoffs and through providing assistance to employers and or communities. We will continue to identify opportunities for these kinds of arrangements and will

assist in developing the services. This help will include concept development, route planning, assistance with RFP's and funding development. Supplying of appropriate transit related information and connections will be a major component of this planning.

- 2.45 *Leverage TransOptions' Green for a Day Survey and Earth Day Package to promote TDM practices such as carpooling, trip chaining, cycling and public transit options. Offer links to a "turn key" suite of services, provide relevant articles for news letters and the press and connect TransOptions web site to the Nature Conservancy's Carbon Calculator so that people can easily assess their environmental impact and can take practical steps to reduce their foot print.*

Products / Deliverables - Sub-Core 2.1

General

Program outlines and brochures on the School Pool, Safe Routes to School, Walk Our Children to School and Bike to School programs, plus focus group meetings of municipal administrators and JARC Grant Applications as appropriate. Also bike maps added to the TransOptions web site and assistance to individual bike commuters on planning safe routes to work

Environmental Education and Air Quality

Classroom grade and age appropriate curriculum, Power Point presentations, brochures, press releases & radio spots and mailings.

Timeline - Sub-Core 2.1 for new, expanded or enhanced programs only

- **Google Bike Maps on the web site will be complete by Sept. 2010, personal route mapping will be done by year end**
- **Bike to Work week expansion to include students and new audiences will occur after January 2011 and will be complete by May 2011**
- **The Bike Summit will be held in February 2011 and planning will be 90-120 days prior**
- **SRTS is tied to funding availability but promotion is continual**
- **JSS Workshops are held bi-monthly from Sept. to April**
- **Outreach to Colleges and Universities is a year round effort. The Civic Scholars Program is based on their semesters.**
- **The Green for a Day and Earth Day Programs are winter promotion with the events culminating in April**

Performance Data - Sub-Core 2.1

TransOptions will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 2.1 - Municipal/County /School/ HOA Assistance Performance Data
Community/Municipal/School Assistance (In notes section, list projects underway)
1. Schools assisted by TMA to implement SRTS / safe student walking programs
2. Students participating in safe student walking events / programs
3. Communities implementing TDM strategies with TMA assistance
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of <u>significant projects/events</u> reported)
5. Incidents reported - (number of incidents)

Sub-Core Area 2.2 - Human Services Transportation

TransOptions proposes the following activities to support improving transportation services to elderly, disabled, and other transportation disadvantaged populations.

Assistance to WORKFIRST NEW JERSEY Clients

- 2.46 Work with the WIB, One Stop centers and Department of Human Services to identify and resolve mobility issues.
- 2.47 Support the WIB’s sub committee on One Stop Career Centers by delivering mass transit schedules to their leadership and giving training that will allow their staff to assist clients in learning how to access mass transit. Identify and list worksites that are within walking distance of the newly developed shuttles and share this information with WIB staff that are trying to find job placements for clients that do not have automobiles.
- 2.48 Set up, and regularly refill, Transportation Information Centers in the One Stop Career Centers, training centers and other related social service locations located throughout the TransOptions service area.
- 2.49 Distribute bus and train schedules to WFNJ clients through the One Stop Career Centers, DHS and other locations. Train “One-Stop Center” staff on how to read and use bus and train schedules.
- 2.50 Facilitate vanpool development for Employment Training Services (ETS) clients by working closely with their staff, qualified individuals and employers that have jobs to offer if the labor force can get to their location.

- 2.51 Develop new and assist existing demand responsive shuttle systems in the various counties in the service area that will bring TANF and post TANF clients to Training Centers, take them to work sites and will be able to deliver their children to day care locations

Work with Clients

- 2.52 Enhance mobility options for individuals seeking employment through WFNJ, or those that are dependent on mass transit for mobility by signing them up for Ride matching. Take action to insure that these persons have access to current transportation schedules and information. Design plans that will facilitate commute transportation for persons in these groups. TransOptions will provide these services for the TransOptions service area.
- 2.53 Work directly with referred Temporary Assistance to Needy Family (TANF) or Post TANF clients and help them to identify the best alternative to get to work and arrive on time.
- 2.54 All referred TANF and post TANF clients will be given assistance in completing Rideshare application forms and will be entered into the Rideshare database to determine potential matches. A computerized match list will be sent to those clients. Assistance in contacting potential matches will be provided, if necessary. This assistance will also be available to former clients who are currently under or unemployed.
- 2.55 Provide up to twenty (20) Emergency Rides Home for TANF and Post TANF clients who qualify for a ride based on criteria established by the staff of Employment Training Services and the Office of Workforce Development.
- 2.56 Create, develop, design and distribute custom marketing materials to WFNJ clients in support of new and existing transportation services. This customization could take the form of different languages, reading levels or format that will be "more user friendly" for the clients. Promote these new materials in areas that have a high concentration of WFNJ clients.
- 2.57 Develop and implement a training module that informs WFNJ and DHS counselors about the full range of commuter services that TransOptions can provide to WFNJ clients
- 2.58 Coordinate the dissemination of information between NJDOT and NJTransit to the WFNJ and DHS liaisons and other county government personnel. This will be done through participation in the WIB, the Transportation Advisory Committees of the County systems and through assistance given as they prepare JARC Grant applications.
- 2.59 Recommend policies and procedures for new transportation services as they are being developed. These policies might include regulations on smoking, route deviation, and other behaviors.

Spanish Language Efforts

2.60 Identify radio stations that broadcast in the Spanish language as well as other media outlets used by this demographic, such as cable and satellite television. Develop media spots that highlight transportation opportunities for WFNJ clients, and have these stations or other venues distribute that information.

JARC/United Way and other Efforts

- 2.61 Develop a curriculum for Employer Training Staff (ETS) and DHS staff that will allow them to teach WFNJ clients how to use transportation schedules. Serve as instructors for this training, if requested, by making presentations at their regularly scheduled sessions for clients.
- 2.62 Assist non-governmental service providers trying to enhance services that will be helpful to WFNJ clients. This would include the United Way's Self Sufficiency Action Team, the Health and Human Services Transportation Project as well as contracted service providers.
- 2.63 Identify gaps in services as they affect WFNJ and DHS clients and share lists of potential transportation solutions with agencies that are in a position to address those gaps.
- 2.64 Help the Work First Office personnel in Passaic, Sussex, Warren, Essex and Morris Counties as they prepare applications for new JARC funded shuttle services. This assistance will include route and schedule development as well as selecting appropriate vendors.

MOBILITY CONNECTIONS PROGRAM

Objectives

The goals of this program are to provide transit training services as needed and to serve as a broker to help the persons in the target audience access available services so as to be able to live as independently as possible. In addition, to work with existing community institutions to improve/expand existing transportation options which serve the target clientele and to advocate on behalf of the transportation disadvantaged for enhancements to the transportation network so that additional supplemental services become available to meet their needs.

- 2.65 Continue to provide services to transportation disadvantaged clients to develop individual mobility plans that meet their needs for employment and other transportation. Work closely with other non-profit agencies serving this clientele.
- 2.66 Implement a transit training program to teach the target clientele how to safely and effectively utilize public transit services. Use the new travel training tool that staff recently developed in these work shops. This new tool is available in both English and

Spanish, is in large print and it teaches participants how to read both bus and train schedules.

- 2.67 Continue to update an inventory of locally available transportation services that are currently available through for-profit providers, not for profit agencies and governmental units. Determine capacities, hours of operation and eligibility requirements. Monitor this inventory for changes in service levels.
- 2.68 Continue to research and evaluate community transportation best practices from model programs that exist in other areas.
- 2.69 Conduct meetings with local agencies and introduce them and other potential partners to best practices and the new models that have been identified as having potential for the TransOptions service area.
- 2.70 Look for synergies that could be used to the advantage of all participating agencies so as to provide more rides, improve efficiency and lower costs. Examples might be lower acquisition costs, vehicle maintenance, vehicle scheduling and improved driver training.

County Coordinated Human Services Transportation Plans

TransOptions assisted Warren, Sussex and Morris County with preparing the Inventory of Available Services. Staff will re-contact the County Coordinators in all three Counties to see what additional assistance they might need.

- 2.71 The following activities will form the basis of TransOptions continuing involvement with the United We Ride coordinators;
 - TransOptions, due to its DHTS Grant, has already created a network of senior citizen activity centers and clubs and has established relationships with them. Staff will supply those lists to the coordinators or alternatively will deliver information on their behalf
 - Staff will add information, through Mobility Connections, RideProvide and other sources about services that are accessible buy disabled and disadvantaged populations.
 - Identification of existing and potential routes that serve seniors and disabled. Discontinued NJT routes will also be evaluated to see if some new similar service might be developed to replace that capacity for these targeted audiences.

Products / Deliverables - Sub-Core 2.2

WorkFirst

Transportation Information Stands containing up to date commuter information, outbound Rideshare match and no match letters, Emergency Rides Home participation forms and procedures, training curriculum, Technical reports to the county on participation, client correspondence in the form of individualized commute maps and schedules, regular updates on County Task Force participation, recommendations and outcomes and shuttle service

management reports. Also there will be development of radio spots and print media copy in Spanish which are culturally sensitive and appropriate.

Mobility Connections

TransOptions will provide inventories of vehicles available and information on whom to contact at which agency in order to secure a ride. Complete information on the criteria that each providing agency uses to determine eligibility will also be maintained.

Timeline – Sub-Core 2.2

No new, enhanced or expanded activities are proposed for this contract in this Core Area

Sub-Core Area 2.3 – TDM Support to MPOs / NJDOT / NJ Transit

TransOptions will 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, with the oversight of NJDOT and Metropolitan Planning Organizations (MPOs).

Development of TDM Elements in Traffic Mitigation Plans

TransOptions will explore the viability of Traffic Mitigation strategies within its service area to mitigate traffic impacts of roadway construction activities through increased promotion of commute alternatives and alternative routes. The TMA also will assist NJDOT with implementation of the traffic mitigation efforts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJDOT 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. Roadways anticipated to be included in these efforts are:

- I-80
- I-287
- Rtes 57, 22,10, 23,46 & 22

The implementation of some strategy proposals might require additional federal dollars.

2.71 Provide timely information to commuters via a fax and e-mail network, and the TransOptions website. This information would include road closings, construction updates, or major traffic incidents. TransOptions will coordinate this effort with NJDOT's Traffic Operations and Regional Offices, county-planning officials, local and state police and other recognized authorities.

2.72 Propose proactive, aggressive actions, such as new shuttles, van pool sponsorship or specialized targeted outreach by web site, personal contacts with TransOptions' contact

persons within partner corporations, fax or E-mail that discuss options related to specific construction projects, that will make people aware of roadwork and traffic impacts on travel, road closings and major traffic incidents

- 2.73 *Support the Anti-idling Campaign efforts of the NJTPA and others. Distribute materials and disseminate information electronically and in hard copy to all possible audiences. Incorporate the concepts in discussions with municipalities and schools as staff works on SRTS, Bike to Work and other campaigns. Try to have Anti-Idling adopted and incorporated in the planning of these and other entities.*
- 2.74 *TransOptions will assist, if requested, in Bus Rapid Transit (BRT) studies, gathering of information, municipal outreach and in any other way to foster the concept in the TransOptions service area and to advance its adoption. Currently an evaluation of BRT opportunities is being undertaken as an NJTPA planning study and TransOptions involvement is possible.*
- 2.75 Distribute the Morris County DOT's annual Construction Map to employers, **real estate** developers, managers of multi-tenant facilities and make them available at all on-site presentations.
- 2.76 Contact all qualifying governmental offices and agencies, such as TransOptions service area county colleges, to fully implement the Transit Check benefits that were recently afforded to these employees by the state.
- 2.77 Take the information received from NJDOT TOC North or TransCom and distribute it as a Traf-Alert (formerly known as Traf-fax), so as to increase the number of persons who receive construction and incident information that is pertinent to their commute. Traf-fax network participants now receive information by e-mail. This should be more efficient and less costly and more easily redistributed to a greater number of travelers.
- 2.78 Identify via the use of a survey the total number of people who receive Traf-Alert information, because someone has rebroadcast or posted the information TransOptions distributed.
- 2.79 In areas that will be affected by major construction staff will distribute marketing materials for NJDOT and or the County, and as requested will create marketing materials, press releases and make media contacts, which will promote public awareness of these construction projects and will explain available commute options.
- 2.80 Prepare and distribute Communication materials about alternate route strategies related to planned construction and road closings that are created by the Counties or DOT. Disseminate any written communication about these strategies. These diversion strategies will be developed by law enforcement agencies or Traffic Operations, and will have as their aim continued traffic flow around the affected area or around places of employment in the area.

Support for MPO and NJDOT-sponsored CMS Studies and Corridor Management Studies

TransOptions will participate in all NJDOT-sponsored, NJDOT -approved and/or MPO-sponsored planning studies within the TransOptions service area. TransOptions also agrees to coordinate with the MPO, the Division of Project Development, the Bicycle/Pedestrian Unit and/or other entities as appropriate. TransOptions will participate in activities identified by the MPO and/or the NJDOT Division of Project Development and the Bicycle/Pedestrian Unit as essential in advancing the goals of the Regional transportation Plan (RTP) and in those projects identified as an integral part of Congestion Management Process (CMP) related projects. Specifically, TransOptions will assist in the identification of appropriate CMP strategies (eg. Shuttles, better parking management, increased park-ride capacity, transit amenities, traffic calming, etc.) and assist in ensuring that bicycle and pedestrian needs are given full consideration. Additionally TransOptions will take on other specific responsibilities (eg. Public involvement) consistent with the goals of the specific planning study and the role outlined by the sponsoring agency.

Implement strategies for locally identified priority areas. A potential list follows:

Local Priorities

- Wharton, Dover and Netcong local bike/pedestrian planning assistance, Morris County.
- Morristown Railroad Plaza's Transit Village Development Project.
- Netcong's downtown redevelopment into a bicycle and pedestrian friendly community
- Help with the itemized Bike/Ped activities enumerated on the Local Bike/Ped Planning Assistance Tracking sheet.

Groups

- Transportation Integration Effort (TIE) for Sussex County concerned with Rtes. 206, 94, 15 & 23

2.81 *The Complete Streets policy has recently been introduced by the NJ DOT. TransOptions will market that policy and assist local municipalities that desire help in implementing strategies that will make this policy a reality. TransOptions will promote the Complete Streets concept at all appropriate venues including the League of Municipalities, the Morris County EDC Municipal Summit, the Warren County DOT Municipal Summit and other opportunities as they arise.*

Data Collection

2.82 *TransOptions will compile information about existing infrastructure and service and will annually share that data with the NJDOT and NJTPA. TransOptions anticipates collecting data on bicycle paths and facilities, shuttle services, and other related programs such as NJT subsidized van pool programs.*

- 2.83 Work with the NJTPA in FY to establish targets and strategies to further reduce VMT's and numbers of trips taken in the region. Staff will work with established networks in the business, municipal, police and school systems to identify places where shuttles and other trip reducing TDM activities can produce enhanced results. Community shuttles and vanpool assistance programs might be widely accepted if financial incentives can be established.
- 2.84 *Support the NJTPA's Transportation Clean Air Measures (TCAM's) effort by implementing outreach on anti-idling for automobiles and trip reduction/trip chaining. This can be done in conjunction with other programs such as community based on sites at fairs and festivals, alongside SRTS efforts, and through media based outreach.*
- 2.85 *Work with local communities that have and/or will benefit from funding through the NJTPA Local Congestion Mitigation and Air Quality (CMAQ) Mobility and Shared Ride Initiatives. The Vernon Area Shuttle was previously funded and the service began on November 1st, 2010. An application for Madison was submitted and final approval is pending. It is anticipated that this service will commence in August of 2011.*
- 2.86 *Work with the NJTPA in FY 2010 to develop/adapt or enhance Idle Reduction Strategies including Public Outreach Programs as identified as TCAM 3-E Auto Idle Reduction Education Awareness Programs. The TMA will use its existing relationships with municipalities and school districts to implement programs at schools and recreation areas where large numbers of busses and parents are needed for transportation and idling is common as people wait for the school day or activities to end. Anti Idling materials that are supplied to us by NJTPA, the Dot or others will be distributed as appropriate for the venue.*
- 2.87 This task is designed to respond to the needs of the NJTPA during the development of the MPO's Strategy Evaluation Project. The Corridor Strategy development portion of this work program will include assistance to the NJTPA through participation in the development of TDM strategies that will complement NJDOT and NJ Transit projects, which address congestion.

This TMA will:

- Interact with NJTPA staff and their consultants through the Strategy Evaluation Project.
- Attend committee and working group meetings.
- Help identify and design transportation strategies as well as review the analysis of strategy benefits.
- Work with the staff of the NJTPA on all aspects of the Unified Planning Work Program (UPWP) which need TMA involvement. Assistance in survey work and increasing public and municipal involvement are anticipated on numerous projects.

Upon adoption of the updated Regional Transportation Plan for Northern New Jersey, this TMA will help design and implement various TDM strategies that have been identified as priorities by the NJTPA. Specific TDM strategies along defined geographic

- boundaries will be identified during FY's 2007-2008 and incorporated in the development of the following year's work program for implementation.
- 2.88 Conduct background research and data collection in support of Congestion Management Strategies (CMS) and Corridor Studies and supply this information to the convening authority.
- 2.89 As requested by county and municipal officials or Task Forces, TransOptions will make recommendations of TDM and growth management strategies to local task forces and county or municipal officials. Ensure that these recommendations reflect the concerns of commuters. These recommendations will focus on strategies that lessen reliance on Single Occupant Vehicles (SOV's) or will reduce Vehicle Miles Traveled (VMT's) on local roadways.
- 2.90 Supply data and information to the members of the Transportation Integration Effort (TIE) Committee that has been organized by the Sussex County Economic Development Partnership. This consortium of business, government and community organization seeks to address mobility concerns along the Sussex County corridors of Routes 15, 23, 94, and 206. Work of the committee is ongoing to support such initiatives as the restoration of the Lackawanna Cut-off, the Sussex County Mobility Study, and the reconciliation of local and state conflicts over the proposed implementation of corridor improvements of Route 206 in Byram Township. The work of this group is on-going and long term in nature.
- 2.91 Serve as a participant on any new regional committee's that may be established during the time period covered by this contract year. Last year new efforts included a study of the Park and Rides in Hope, Washington Borough and the I-78 Corridor Study. During this year a new committee working on the Park and Ride at Rockaway is anticipated as well as some kind of committee working on the multi-modal Mt. Arlington Park and Ride which is considering a possible new shuttle that will take residents of several communities to the train station and also distributing commuters from the station to work sites.. TransOptions will also participate in the Northwestern NJ Bus Study as well.
- 2.92 As a result of the Sussex County Mobility Study TransOptions has been requested to assist the County agencies with the implementation phase of the TDM options that were recommended. The Planning Department and the Sussex County Transportation Department have asked for the following assistance: an On-Board Survey of current riders, a survey targeted at youth to determine what service adjustments would serve their needs and a survey of the general public to determine levels of awareness of their services and adjustments that the public feels would increase ridership. They also requested assistance with print, radio and web based marketing for their fixed route services.
- 2.93 Host meetings and/or disseminate information that will help build community consensus on integrated land use proposals, community design and transportation planning efforts within the corridor. Meet with senior citizens groups, PTA's and other civic groups. Encourage the adoption of strategies that promote air quality.

- 2.94 Participate in update and coordination meetings conducted by NJDOT's Division of Transportation Planning, the NJTPA, and local, county, state, or federal government agencies.
- 2.95 As the MPO for the TransOptions service area, the NJTPA sets the priorities for all projects and initiatives along designated corridors. The trustees of the NJTPA hold a public meeting on a bi-monthly basis where these priorities and their related projects are approved and adopted. In addition, major efforts are presented at these meetings by interested parties. Examples have been the NJDOT long term plan and the NJDOT response to 9/11, Bus Rapid Transit(BRT) and the NJTPA Congestion Management System program, to mention only a few. Participation in these meetings is critical for TMA/MPO coordination to maximize the efforts to improve mobility and thereby air quality in the region.
- 2.96 Provide assistance in researching TDM issues that arise from potential strategies that are targeted at congestion relief.
- 2.97 Conduct TDM related research and make presentations at county and municipal level meetings if the information will help them to make decisions that include TDM strategies.

Municipal Outreach

- 2.98 Host and promote participation in focus groups consisting of business, county and municipal leaders in each area within the TransOptions service area. Have these groups discuss the transportation needs within the region and understand the relationship between transportation and the economies of the counties. Work to ensure that TDM is included in the outcome reports and share those reports with appropriate authorities and with the public through the media.
- 2.99 Participate in the Morris County Governments' Symposium on economic development and the environment particularly in those aspects related to mobility and TDM strategies.
- 2.100 Prepare reports and suggest options to Morris County municipalities, like Florham Park and Madison, which are considering what if any TDM options may help them to cope with increasing mobility issues created by additional development in neighboring communities. Since there is an influx of new development in the Madison, NJ area, and convenient access to mass transit facilities, this area will be studied for potential intra-community residential shuttle services. Staff will participate with the TAC that has been created by Morris County to study the impacts that the new NY Jets Training Facility Complex will have on Florham Park, Madison and adjacent roadways. This new complex will have the Jet's facility, a medical center, hotel, two office towers and an age restricted Sr. Citizen housing complex.

- 2.101 Educate members of the County Planning Boards, local Zoning Boards, Boards of Adjustment and other local municipal officials within the TransOptions service area about TDM strategies and techniques which will improve mobility and reduce pollution. Lead discussions on how zoning regulations and conditions of approval may be used to encourage TDM strategies.
- 2.102 TransOptions will continue to work with the Morris County Chamber of Commerce and the numerous smaller Chambers to develop a forum for bringing together business and local government to coordinate development plans and include such TDM strategies as traffic calming, transportation elements of circulation plans and economic development efforts with minimized impacts on mobility.
- 2.103 *Promote the American Clean Energy and Security Act (HR 2454) 2020 and its goal of a 17% reduction in GHG.*
- 2.104 *Work with Municipalities that are interested in the Sustainable NJ Initiative.. Outreach to them through the League of Municipalities or individually. Show how TransOptions programs can be leveraged to assist them in earning certification. Promote the transportation accomplishments of the municipalities via newsletters and joint press releases.*
- 2.105 Serve on the Highlands Council Transportation Advisory Committee. This group of transportation officials will assist in the development and implementation of the transportation element of the Highlands Master Plan, required by the Highlands Act. The work of this group is expected to extend over the next two years.

TDM Support Services and Facilities Planning and Promotion

TransOptions proposes the following activities to support NJDOT's Interagency Park-Ride Program and other efforts to enhance use of travel alternatives for commuting and other travel. As requested by NJDOT, the TMA will assist NJDOT to provide publicity/marketing and community relations support for leasing, construction, and promotion of Park-Ride facilities; conduct Park-and-Ride surveys and other data collection; identify current utilization of official and unofficial Park-Ride facilities; needed and desired Park-Ride improvements and potential new Park-and-Ride locations; and participate in an NJDOT Statewide Park-Ride inventory; and provide an information linkage for commuters and other travelers through the www.njcommuter.com web site. The TMA also will administer bike storage, as requested by NJ Transit or NJDOT's Bureau of Commuter and Mobility Strategies

PARK and RIDES

- 2.106 Develop an awareness campaign for existing Park and Ride locations. Advertise their location and capacity through newsletters, web sites and pages, press releases and radio advertising. Promote the expansion by forty spaces of the Arlington Plaza Park and Ride on Rt. 46 in Mt. Arlington.

- 2.107 Identify places for the location of new Park & Rides. At the request of the DOT we developed a list of available locations for the development of new Park & Rides for the I-78 Corridor which are still viable and presented that list to Rt. 22 Corridor Study. We will develop a marketing campaign that will advertise their location and capacity once they are accepted into the official Park & Ride program. As other locations are identified guide their owners through the process that will make them official Park and Rides.
- 2.108 *Maintain and update a directory of un-official Park and Ride Locations. Include them into the new online Google database. This database tracks information such as amenities, average utilization and information about whether or not permits are needed. Last year Google Maps were added to the directory so that potential users could obtain driving directions from their location to the P&R. This contracts enhancement will be the inclusion street views of the site.*
- 2.109 Identify Park and Ride facilities that need improvements such as additional signage, increased size or lighting. Make these needs known to NJDOT so that they may be addressed.
- 2.110 *Conduct an annual utilization survey of the Park and Ride lots in the TransOptions service area to determine the percentage of capacity being utilized. This will include rail calculation of the number of hits to the new online Google database. The utilization survey will be accomplished by physically counting the number of cars in each lot and comparing that number to the calculated maximum capacity of the lot. Based on the results of that survey, TransOptions will create a targeted marketing campaign for underutilized lots. Staff is adding Google map information that will not only show potential users where the lots are located but will also create driving instructions from their location to the P&R.*

TDM SUPPORT SERVICES, FACILITIES PLANNING and PROMOTION

- 2.111 Be a stake holder in the DOT and NJT sponsored "Place Making" seminars, such as the one held in Madison. Work with the local officials after the session to see that the transit facility improvements that were identified are considered in the follow up action plans.
- 2.112 *Now that Morristown's transit Village site is nearing completion and beginning occupancy TransOptions will assist by launching an initiative that will help educate the public and residents on how to utilize the transit system and will inform the public about the benefits of transit oriented development.*
- 2.113 When asked participate with One Morristown, the Morristown Partnership and other such local organizations as they help plan for the creation and implementation of the Transit Village in Morristown and with similar groups that exit in Netcong as they redevelop their downtown.

- 2.114 Prepare the transportation related information needed by municipalities that are applying for Transit Village status. Attend local meetings to explain TDM and to gain support for the community's application.
- 2.115 Continue to work with the staff of the Bloustein School at Rutgers as they prepare reports on how the Highlands Council regulations impact development in this multi-county area. TransOptions has been working with them to help them understand the existing transportation network and what parts of the community it serves, to understand the needs of the area as we know them or have knowledge from serving on current studies and TAC's and finally to explore how smaller services such as shuttles might be utilized to lessen the impacts of transportation on the environment.
- 2.116 *Review the TIP and other planning documents looking for projects that: are located on Federal Aid Highways, have higher than normal accident rates and are considered congested. Use this information to propose site specific TDM strategies to appropriate agencies and work to implement mutually agreeable strategies.*

Products / Deliverables - Sub-Core 2.3

Inventories of all existing P&R's by County and Municipality. Web site access to P&R facility information including utilization information, fee structure, regulations and driving directions.

TDM Elements in Traffic Mitigation

Distribute construction and/or incident reports by fax or E-mail; commuter satisfaction surveys related to Traf-Alert; printed marketing materials, press releases, and alternate route communications sent to commuters by fax and E-mail; and updated transportation web pages on the web sites of individual employers and TransOptions

Support for MPO and NJDOT sponsored CMS and Corridor Management

Presentations to planners, press releases, monthly update reports on related activities, minutes from meetings (as available) and reports on participation at meetings, recommendations to officials and any action that results from TransOptions' recommendations. Completed Park and Ride Survey forms sent to NJDOT.

TDM Support Services and Facilities Planning & Promotion

The proposed Park and Ride Utilization survey will be taken in the first quarter and statistics verified on an as needed basis throughout the contract. Work on the White Deer and Panther Valley Park and Rides will be dictated by the rapidity of the NJDOT's process for accepting them into the official Park and Ride program. Other activities related to Park and Ride promotion, needed improvements and advertising/promotion are on-going.

Timeline - Sub-Core 2.3 for new, expanded or enhanced activities only

- **Anti-Idling campaigns for Buses and Truck will be ongoing and tied to SRTS and other municipally based outreach**
- **Anti-idling efforts for cars will be incorporated into all efforts including newsletters, traf-alerts, social media and on-sites. Additional efforts will be co-ordinated with any campaigns that result from the NJTPA's TCAM program**
- **Work has begun on existing CMAQ handoffs and with four shuttles in development at the start of this contract it is anticipated that work will continue through out the contract.**
- **Promotion of and assistance to efforts resulting from the American Clean Energy and Security Act, Sustainable NJ and the Complete Streets program will be ongoing.**
- **Enhancement of P&R maps, by adding Google Street View will commence in September and will be complete by December 2010**
- **The TransOptions P&R Utilization Survey work is conducted in October and February through April.**

Performance Data - Sub-Core 2.3

TransOptions will provide the following data to NJDOT for this Sub-Core Area.

Sub-Core Area 2.3 - TDM Support to MPOs / NJDOT / NJ Transit Performance Data
Traffic Alerts
1. Traffic Alert employer participants (end of quarter total)
2. Employees at Traffic Alert employer participant sites (end of quarter total)
3. Individual commuters registered for Traffic Alerts (end of quarter total)
4. Construction activities reported (number of <u>significant projects/events</u> reported)
5. Incidents reported - (number of incidents)

SECTION 5
BUDGET AND STAFFING PLAN

TransOptions proposes a total of \$ 865,000 for Year 2 of the FY 2011-2012 work program, which assumes a total of 16,230 hours of TMA staff time.

Discussion of Direct Expenses:

1. Emergency Ride Home/ Empty Seat Management- represents the anticipated cost of reimbursing vendors that deliver the ERH or reimbursing van pool groups for up to sixty days of the per capita share of the empty seat(s).
2. Travel-allows for the reimbursement of employees for the business use of their personal car while conducting TransOptions official business related to this Work Program. Reimbursement is made for parking, tolls and miles driven.
3. Postage- is to pay the costs incurred when mailing materials and information pieces to end users.
4. Junior Solar Sprints Materials- represents costs incurred to have supplies for this program. Typical expenses are for solar panels, batteries, model parts such as wheels and gears as well as race day supplies used for creating the track and repairs.

A breakdown of the costs by type of expense, distributed by Labor, Fringe, Overhead and Direct Expense categories, is shown in the attached Budget Plan. The attached Staff Plan includes a further breakdown of the budget by core area task and distribution of hours by TMA staff member.

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
BUDGET PLAN**

				PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES					
	1. SALARIES			\$ 408,864		
	2. FRINGE BENEFITS	44.80%		\$ 183,171		
	3. LEAVE ADDITIVE	0%		\$ -		
			SUBTOTAL	\$ 592,036	100%	0%
PART II	DIRECT NON-LABOR COSTS					
	1. SUPPLIES			\$ -		
	2. TRAVEL			\$ 5,173		
	3. PRINTING & REPRODUCTION			\$ -		
	4. TELEPHONE			\$ -		
	5. POSTAGE			\$ 371		
	6. CONFERENCE/TRAINING			\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)			\$ 8,200		
			SUBTOTAL	\$ 13,744	100%	0%
PART III:	INDIRECT COSTS					
	INDIRECT COST ALLOCATION	63.40%		\$ 259,220		
			SUBTOTAL	\$ 259,220	100%	0%
PART IV:	CONSULTANT COSTS					
	CONSULTANT			\$ -		
			SUBTOTAL	\$ -	100%	0%
TOTAL PROGRAM BUDGET				\$ 865,000	100%	0%

<p>This estimated budget is based upon projected costs to perform Year 2 the TMA work program for FY 2011-2012 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:	\$ 865,000	Local Match:	\$ -	Total:	\$ 865,000
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NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions, Inc.
 FY 2011-2012 WORK PROGRAM - YEAR 2
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Core Area 1 - Commuter / Traveler TDM Assistance	Core Area 2 - Government / Community TDM Assistance	Total Direct Non- Labor Costs OTHER
1. EMERGENCY RIDE HOME/EMPTY SEAT PROGRAM	\$ 4,200.00	\$ -	\$ 4,200.00
4. JUNIOR SOLAR SPRINTS/H2 SUPPLIES	\$ -	\$ 4,000.00	\$ 4,000.00
Total "OTHER" Direct Expenses	\$ 4,200.00	\$ 4,000.00	\$ 8,200.00

NJTPA UPWP - FY 2012 TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions, Inc.
FY 2011-2012 WORK PROGRAM - YEAR 2
STAFFING PLAN**

TMA Work Program Task Budget

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Area 1 - Commuter / Traveler TDM Assistance	10,625	\$ 389,306.7	\$ 15,200.0	\$ 170,456.1	\$ -	\$ 574,962.9
Core Area 2 - Government / Community TDM Assistance	5,605	\$ 202,728.9	\$ 4,000.0	\$ 88,763.9	\$ -	\$ 295,492.9
TOTAL	16,230	\$ 592,036	\$ 13,744	\$ 259,220	\$ -	\$ 865,000

TMA Staff Plan

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the year)	Total Estimated Hours For TMA Work Program
Mr. John F. Ciaffone	59%	1230
Mr. Donald A. Watt	59%	1230
Mr. Sheryl D. Cohen	32%	525
Ms. Cynthia L. Reuther	81%	1675
Mr. Joseph R. Caravella	67%	1394
Ms. Judy S. Bortman	81%	1675
Mr. William A. Feeney	64%	1322
Mr. Ian R. Finisterre	64%	1325
Ms. Judy A. Maltese	71%	1475
Karen M. Evangelista	66%	1378
Danielle Scassera	72%	1501
Anne Adier-Vivino * New hire effective 11/29/10	72%	1500
TOTAL	61%	16230

**SECTION 6
MARKETING PLAN**

Core Work Program Activity: **Commuter & Traveler TDM Assistance**

Objective: Create awareness of a positive image for commute choices with general public as well as employers. Encourage employers to develop and implement TDM options.

Strategies:

- Increase recognition of TransOptions and services available
- Build awareness of commute choices and highlight benefits of alternative transportation
- Aid commuter behavior modification from Single Occupancy Vehicles
- Continue expanding distribution channels for maximum message effectiveness
- Increase awareness of ridesharing within the business community
- Get employers involved with NJ Smart Workplaces

Tactics: The following marketing components affect all the above strategies:

Component	Description	Target Audience	Action Items
Printed Materials	Develop, update, replenish & distribute materials as necessary (such as rideshare applications, services brochures) Update presentation display materials. Quarterly Newsletters	General Public	Commuter Survival Guide
E-Mail/Internet	Communicate via electronic media with employers & commuting public	General Public	Online monthly, Quarterly and <i>cyclist commuter club newsletters</i> , Press Releases, website, <i>Social Media Sites</i>
Public Relations	Identify media sources, obtain and furnish pertinent information when applicable.	General Public	Chambers of Commerce, Internet, Community Outreach Meetings

Media Support	Develop & deliver PSA's, advertising & media kits to press to promote commute options & rideshare information	General Public	Use "spot" marketing as needed. Continue to foster existing relationships with media contacts.
On-Site Promotions	Promote & conduct more on-sites through employers and municipalities. Develop a partnership with companies to distribute brochures through new-hire orientation.	General Public Businesses	Actively promote this service to all TransOptions' partner companies. Use as a "tool" to obtain new partners and increase awareness of transportation alternatives.
Rideshare promotions	Develop PSA's and press releases, letters to the editor to notify public of promotions and events, create an incentive program to get individuals to register.	General Public <i>Businesses</i>	Morristown Fall Festival, Rideshare Month, Earth Day, Bike Lockers, Bike to Work Day/Week, <i>Green for a Day, Create a new commuter rewards program for CP's and VP's, Car Free Day; Carpool Ambassadors Club</i>
Outreach Activities	Investigate, identify, schedule & speak at appropriate meetings addressing transportation options& related topics relevant to the audience. Target congested corridors. Survey partner companies to expand existing programs as well as create additional programs. Survey commuters to better understand travel behavior in the TransOptions service area.	General Public <i>Businesses</i>	Chamber Meetings County Transportation meetings, town meetings, Surveys, <i>submit articles for businesses to include in their internal newsletters; Retail Stores</i>

Market Research Activities	Surveys to track TMA progress towards achieving set goals.		Surveys for public awareness of TDM, customer satisfaction, matching effectiveness, awareness of TransOptions services
Ozone Action Traf-Alerts Air Quality	Promote via newsletters, internet & events. Distribute information packets to partner companies in summer months. Promote at onsite, & environmental awareness functions.	General Public	Continue to increase the number of persons in the TransOptions database. Research Marketing Software to improve service and capabilities such as route specific alerts. <i>Use Social Media sites to spread the message.</i> <i>Increase public awareness of plug in vehicles.</i>
Bicycle Activity	Provide marketing materials to support bicycle paths and bicycling as a commute alternative. Promote bicycle safety throughout various events.	General Public	Create and distribute brochures/flyers to schools, towns & businesses. Newsletter articles, press releases. <i>Monthly Cyclist Commuter Club Newsletter and incentive programs. Bike Safety Classes, NJ Bike Summit, Corporate Challenge, Bike to Work Week</i>

Website	Continue to update website as needed to promote new and existing programs as well as TransOptions brand	General Public	Conduct brainstorm meetings and make changes as needed <i>Update Park and Ride mapping capability</i>
Community Recognition	Recognition of events to applaud & highlight TDM successes	Businesses	NJ Smart Workplaces
<i>Social Media</i>	<i>Use these new marketing avenues to reach a greater number of people, specifically the younger "tech" generation</i>	<i>General Public</i>	<i>Facebook Twitter My Space Linked In</i>
<i>Pedestrian Safety</i>	<i>Promote pedestrian safety and awareness to the commuting public that walks to work. Promote walking as an option for commuting.</i>	<i>General Public</i>	<i>Create a pedestrian safety brochure, promote at onsite and targeted locations where large numbers of people walk to work.</i>
<i>College & Universities</i>	<i>Work with the unique market of commuting students, live in students, faculty and staff to promote TDM measures for commuting and pleasure trips.</i>	<i>Fairleigh Dickenson University, County College of Morris, St. Elizabeth, Drew University</i>	<i>Participate in Benefits Fair for Faculty and staff, Help to improve their existing carbon neutral initiative at Drew, participate in Earth Day and other student events.</i>
<i>Employer Outreach</i>	<i>Work with employers in service area to promote and offer TDM options</i>	<i>Businesses</i>	<i>Hold 2 onsite per year, feature a story about an employer in the newsletter to promote TDM success stories.</i>
<i>Vanpool Activity</i>	<i>Work with employers in service area to promote and offer Vanpooling as a commute alternative. Promote backseat safety</i>	<i>Businesses; Existing vanpools</i>	<i>Work with Picatinny to maximize vanpools. Promote backseat buckle up safety program to all vanpools.</i>

TransOptions 2010/2012 Marketing Plan

Optional Work Program Activity: **Government & Community TDM Assistance**

Objective: Encourage and support TDM initiatives in communities, activity centers and schools. Also to partner with NJDOT and planning organizations, county and municipal governments in activities that identify short and long term TDM measures in a corridor or regional setting. In addition, to participate in the local coordination of the public involvement process for corridor meetings and forums.

Strategies:

- Teach children and adults about the effects of pollution on the environment, where that pollution comes from and how they can help
- Provide relevant information about different types of energy, fuels and pollution through presentations and hands on programs.
- Furnish applicable information to affected counties, municipalities and members of the public when necessary.

Tactics: The following marketing components affect all the above strategies:

Component	Description	Target Audience	Action Items
Air Quality & Environmental Education	Identify, schedule & speak at schools addressing environmental education, including fossil fuels, non-renewable and renewable energy sources, air quality and traffic issues. Promoting hybrid vehicles.	Schools Public	Program is broken into 4 categories. Children grades 1-5 6-8 9-12 Adults Prepare & distribute booklets to schools and school districts for promotion of educational opportunities.

Junior Solar Sprints	Identify schools that are interested in a hands-on approach to teaching children about alternative fuel vehicles. Students design, build, test and race model solar powered vehicles	Schools and groups with children grades 6 - 8	Four division races with an inter-county race as a final. Student will then move onto a regional race hosted by NESEA. The Regional Coordinators will meet once a year to discuss how to improve these events.
Hydrogen Fuel Cell Race	Identify schools that are interested in a hands-on approach to teaching children about alternative fuel vehicles. Students design, build, test and race model Hydrogen Fuel Cell powered vehicles	High School students grades 9-12	Continue to increase the number of schools from last year.
Printed Materials	Send out School Pool Brochures where applicable. Distribute information on construction projects impacting employers, municipalities and general public.	Parents Teachers Employers Chambers of Commerce, Municipalities	Continue to cultivate and grow a School Pool Program in the TransOptions service area.
Shuttle Handoffs	Vernon Route 23 Route 57 Extension Livingston Shuttle Madison to Florham Park	General Public	Work to create routes, and promote shuttle service via printed materials, website, press release, flyers, brochures and posters.

Marketing Materials	Disseminate information as appropriate. Assist in support of public outreach meetings or town meetings with flyers, brochures and press releases as needed.	County/ Municipal Government, Employees, General Public	Utilize existing Marketing stands in municipalities and selected high traffic locations throughout TransOptions service area.
Public Relations	Identify media sources, distribute timely press releases re: construction updates, incident reports & furnish pertinent information when possible. Promote alternative modes of travel.	Public	Press releases to media re: construction updates & highlighting the use of alternate modes of traveling
Internet	Maintain & update website with travel delays and construction zone information	Public Employers	Website, social media sites
Traf-Alert	Furnish updates on a timely basis	Media, Program Participants	Obtain information from DOT & TransCom and distribute through proper channels. <i>Utilize social media sites to expand the message.</i>
<i>College & Universities</i>	<i>Work with the unique market of commuting students, live in students, faculty and staff to promote TDM measures for commuting and pleasure trips.</i>	<i>Fairleigh Dickenson University, County College of Morris, St. Elizabeth, Drew University</i>	<i>Participate in Earth Day and other student events. Work with the Civic Scholar Program</i>
<i>Complete Streets</i>	<i>Work with municipalities to evaluate resurfacing projects for complete streets inclusion as well as Bike/Ped compatibility</i>	<i>Municipalities</i>	<i>Meet with municipalities and be included in their planning process. Act as a consultant to the municipalities.</i>

<p><i>Project Get Ready</i></p>	<p><i>Educate, inform and spread awareness of EV's by preparing municipalities for the introduction of EV's into mainstream society.</i></p>	<p><i>Municipalities, Employers, Community Leaders, Utility Companies</i></p>	<p><i>Call selected employers and municipalities to garner and interest in the program. Form a coalition, form a charter with a 5 year plan. Have an outlet for people to learn about EV's on TransOptions website. Look into the possibility of adding Project Get Ready to Complete Streets.</i></p>
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