

Unified Planning Work Program

**UPWP**

**FY2016**

**Volume IV  
Transportation Management  
Association Program**



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



# NJTPA FY 2016 UPWP

## VOLUME IV

### TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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# NJTPA FY 2016 UPWP TMA PROGRAM

## WORK PROGRAM DESCRIPTION

### Program Background

#### *History:*

The Transportation Management Association (TMA) Program was initiated in 1986 by the New Jersey Department of Transportation (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, using transit and other alternative transportation services.

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. 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. 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After the Employer Trip Reduction mandate was rescinded in 1997, the TMAs were faced with the challenge of operating in a post-regulatory environment.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 played a vital role in helping to promote commuter ferry and traditional transit service use, as well as carpooling and vanpooling. 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 North Jersey Transportation Planning Authority (NJTPA) to advance its regional planning efforts.

#### *TMAs Today:*

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

As of July 1, 2011 (FY 2012), NJDOT transferred the management and administration of the State of New Jersey's federally funded TMA program to the NJTPA. The NJTPA now oversees the development of annual work programs and coordinates activities among the TMAs, the subregions (city and county members of the NJTPA), NJ TRANSIT, NJDOT and other partners in regional mobility. This arrangement is intended to increase the level of coordination 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 and implementation of the Regional Transportation Plan. To ensure overall statewide consistency, the NJTPA, in coordination with the Delaware Valley Regional Planning Commission, the bi-state MPO covering several TMA service area counties, also administers the Greater Mercer TMA program which covers Ocean County and Mercer County, and Cross County Connection which covers Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland and Cape May Counties.

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

The following is provided to guide applicants seeking funding under this program. All work and expenditures associated with the program must adhere to applicable federal and state circulars, and must be in keeping with the guiding principles and requirements of the program, including the NJTPA Regional Transportation Plan, the FHWA grant program provisions (23 CFR – Highways, 49 CFR – Transportation and 2 CFR Chapter I, Chapter II, Part 200, et al. – Uniform Administration Requirements, Cost Principles and Audit Requirements for Federal Awards), the NJDOT's Basic Agreement and Task Order with NJIT (Prime Contract), the NJIT and NJTPA Host Agency Agreement, the NJTPA Unified Planning Work Program (UPWP) and the TMAs approved work programs for FY 2016 (which are included in Volume IV of the UPWP).

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

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

### ***Federal Policy Statement:***

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

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

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

Identifying and addressing transportation connectivity gaps is crucial to providing access to these essential services. TMAs should integrate the goal of this federal initiative into their work activities. This may be accomplished by engaging in activities that improve access to jobs, training, and to transit service for underserved populations. TMAs may offer direct assistance or create active partnerships with existing organizations in the fulfillment of this initiative, and may participate in the development and implementation of an updated Coordinated Human Services Transportation Plan, or through other activities.

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

The New Jersey Department of Transportation 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.

### ***State TDM Program Goals:***

The following five goals have been established under the State TDM Program.

- 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

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

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

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

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

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

The NJTPA develops a number of documents within the three C planning process (Comprehensive, Continuing, and Coordinated) that detail the investments and planning activities that will help improve regional transportation. They include:

[Regional Transportation Plan for Northern New Jersey \(RTP\)](#) - Updated every four years, the RTP sets out a vision for the development of the region's transportation infrastructure over the next twenty years. It includes goals and objectives, analysis of regional trends and planned improvement projects.

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

[Unified Planning Work Program \(UPWP\)](#) - Updated annually and guided by the Strategic Business Plan, the UPWP summarizes the transportation planning activities of the NJTPA staff, its member agencies and other transportation agencies in the region.

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

### ***The Regional Transportation Plan:***

The NJTPA, like other MPOs around the country, is required by the federal government to analyze transportation trends and needs a minimum of 20 years in the future (the current NJTPA plan has a 25-year horizon), while allocating federal funding in the near-term to needed projects and programs. Plan 2040 is the 2013 update of the NJTPA's RTP, which is the fiscally constrained long-range transportation plan for the NJTPA's 13-county region. It was approved by the NJTPA Board of Trustees on September 10, 2013. Plan 2040 sets out a vision for development of the transportation system over the next 25 years and serves as an investment guide for the region.

Plan 2040 sets 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.

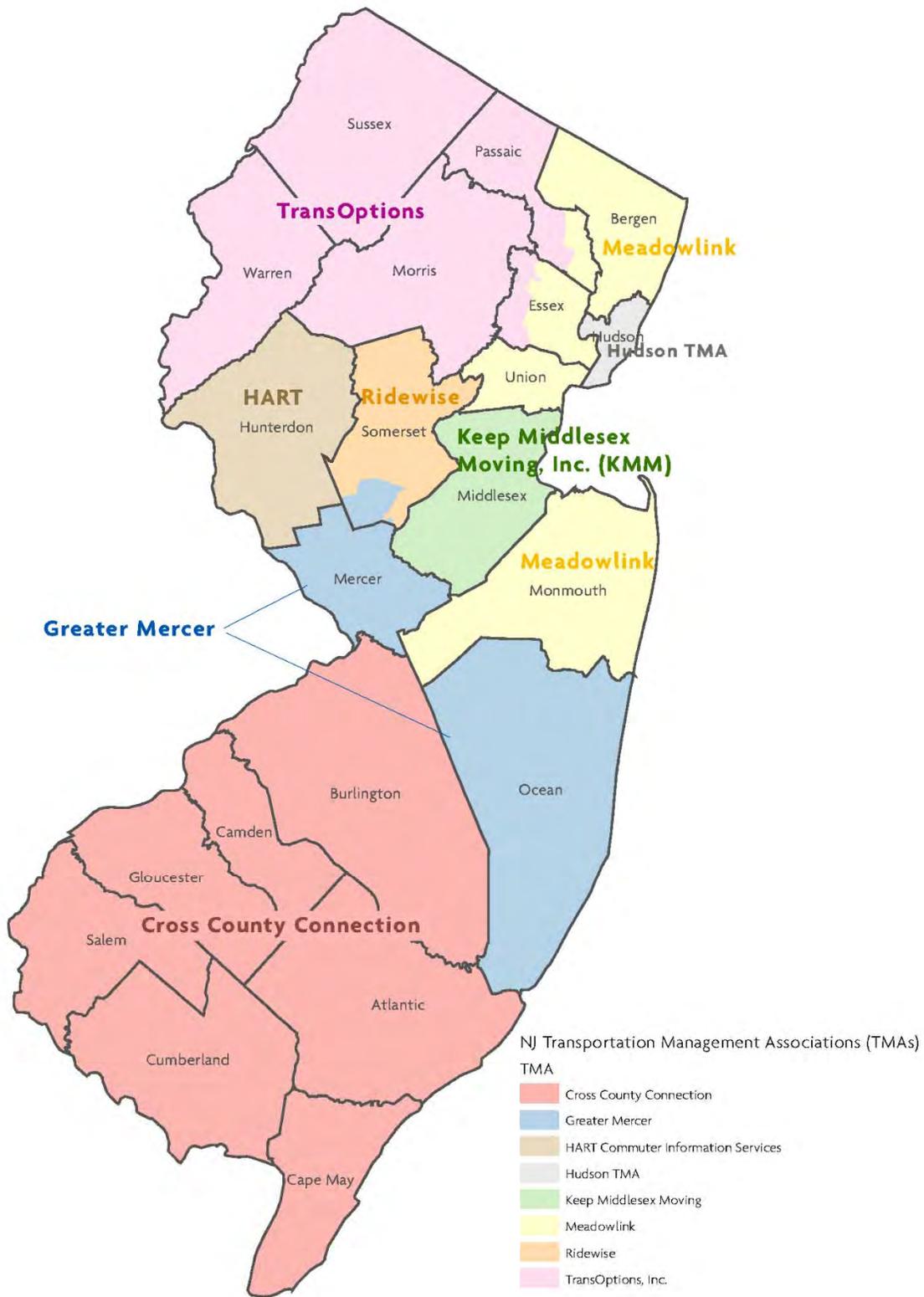
***Regional Plan for Sustainable Development (RPSD):***

In November 2011, the U.S. Department of Housing and Urban Development (HUD) awarded [Together North Jersey](#) a \$5 million grant to develop a Regional Plan for Sustainable Development (RPSD) in the 13-county NJTPA region. The plan will be both “place-based” and “issue-based” and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency. The outcome of plan implementation will be a future for the region that invests in existing communities where housing, jobs, educational, cultural, and recreational opportunities are made more easily accessible to most residents of the region.

Together North Jersey recognizes that the region’s TMAs are key implementers of strategies to increase mobility and accessibility. As such, the NJTPA will partner with the TMAs in increasing access to opportunity. In addition to being service providers, TMAs offer the additional benefit of establishing public-partnerships and relationships that will serve as catalyst for mobilizing the resources of the region.



# TMA Service Areas





# **NJTPA FY 2016 UPWP TMA PROGRAM**

## **PROGRAM MANAGEMENT GUIDELINES**

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

### **Program Management Activities**

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

At minimum, required program management activities include the following:

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

### **General Financial Guidelines**

1. Budgets may be developed using Labor and Direct Non-Labor Categories.
2. TMA's may allocate funds for fringe benefits, leave additive and indirect/overhead costs (if applicable). However, the rates must be certified and audited by internal CFO or CPA, and approved by the NJTPA in advance of the start of the fiscal year.
3. All salary costs must be developed using time and effort per task according to the work program.

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

16. Expenditures shall be documented in compliance with applicable federal and state guidelines and be made available for review. All records are to be kept by the TMA during the contract period and for a period of three years from the date of the final payment.
17. The TMA must use its own documented procurement procedures which reflect applicable State and local laws and regulations, provided that the procurements conform to applicable Federal and NJTPA standards identified in this section.

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

NJTPA will reimburse TMAs for non-salary direct expenses as provided for in the approved work program budget. Allowable charges include the following line items:

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

Allowable costs include:

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

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

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

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

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

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

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

Allowable travel costs include:

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

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

Allowable costs include:

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

***Line Item - Telephone:***

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

***Line Item - Postage:***

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

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

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

***Line Item - Other:***

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

***Ineligible Expenses:***

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

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

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

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

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

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

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

**Quarterly/Monthly Reporting**

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

(A) **Quarterly Report and Invoice Submission Deadlines**

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

For FY 2016 the quarterly reports and invoices are due:

- 1<sup>st</sup> quarter (ending September 30<sup>th</sup>).....October 15, 2015
- 2<sup>nd</sup> quarter (ending December 31<sup>st</sup>).....January 15, 2016
- 3<sup>rd</sup> quarter (ending March 31<sup>st</sup>) .....April 14, 2016
- 4<sup>th</sup> quarter and Final (ending June 30<sup>th</sup>) .....July 22, 2016

**At its option, the TMA may submit monthly invoices for reimbursement of labor expenses only.** Monthly invoices must be submitted to the NJTPA within ten (10) days of the end of each month for actual costs incurred for TMA staff salaries, fringe benefits and associated indirect/overhead costs calculated at the approved overhead rate applicable to the same for such period. Any such amounts paid by the NJIT on behalf of the NJTPA shall be reconciled to the next quarterly invoice submission. Each monthly invoice submitted for reimbursement of TMA staff labor expenses shall have attached to it a corresponding monthly Employee Time Summary Report and Summary by Task Report (see link and sample *Cost Tracking System Reports* provided in Appendix C).

(B) Invoice Submission Requirements

*Signed Invoice*

**The TMA shall submit detailed invoices utilizing the NJTPA's standard invoice form**, which is generated from the NJTPA's web-based Cost Tracking System (CTS) for pass-through grant programs. See Appendix C for a sample standard invoice for payment form.

*Cost Tracking System Reports*

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

- Budget Summary
- Employee Time Summary Report (with supporting timesheets)
- Summary by Task Report
- Consultant's Quarterly Expenditures Report (if applicable)

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

*Direct Expense Receipts*

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

Payment Voucher for Consultant Services

Requests for reimbursement of actual costs incurred for allowable consultant expenses shall be submitted with the quarterly invoices. This is a cost reimbursable program. **Back billing from a previous fiscal year is not permitted; where applicable, reimbursement must be sought in the billing period in which a consultant is paid.** A TMA cannot seek reimbursement until it can provide documentation (**signed payment voucher by Finance Department**) stating that the consultant has been paid. If signed payment voucher is unavailable, a copy of a check or financial statement will be sufficient. For example, if the TMA is billed in the 3rd quarter but does not pay the consultant until the 4th quarter, then reimbursement, accompanied by the payment voucher, the consultant's invoice with all supporting documentation, and activity summary, should be sought at the end of the 4th quarter.

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

Consultant Invoice(s) and Supporting Documentation

- a. Timesheets or Certified Payroll Summary (if submitting payroll summary, timesheets must be available if requested).

*Sample Certified Payroll Language:*

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

---

*Signature and date*

- b. A Certified Payroll Summary must provide the following information. See section on sample documentation for sample payroll summary.
  - Name of Employee/Classification
  - Date (Payroll period covered)
  - Hours (by Task)
  - Hourly Rate
  - Total Salary
  - Executed certification of accuracy by authorized personnel.
- c. Direct Expense Receipts

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

mileage calculator) with toll, transit and parking receipts, and all other direct expense receipts.

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

(C) Requirements for Quarterly Reports

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

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

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

The Quarterly Report for the FY 2016 work program year will consist of two components:

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

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

The quarterly Performance Measures Report shall provide quantitative data on TMAs inputs (e.g. employers contacted for Employer TDM Services) and outcomes (e.g. new employer clients starting TDM programs), for the current quarter and cumulative year to date (when applicable). The report shall be submitted in the supplied

spreadsheet table document, and emailed after the narrative reports are submitted via the online system. Additionally, information on performance measures shall be summarized in the narrative report. Performance measures to be reported by each sub-core will consist of:

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

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

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

#### Narrative Quarterly Report

##### *Project Description:*

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

##### *Activities Undertaken This Quarter:*

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

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

If applicable, briefly describe highlights of relevant activities undertaken and quarterly accomplishments in activities funded by sources other than the NJTPA using the same task organization structure as used above.

##### *Performance Measures:*

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

to date (when applicable) and shall be submitted concurrently with the narrative report.

*Products & Outcomes*

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

*Consultant Activities:*

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

*Budget Summary*

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

***Final Reporting:***

- TMAs must ensure that all tasks have been completed as stated in the original scope of work.

***Submission Documentation Requirements:***

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

**TMA FUNDING SUMMARY**  
 (Source: Federal Surface Transportation Program Funds)

<b>TMA</b>	<b>Baseline</b>	<b>Supplemental</b>	<b>Total Funding</b>
Cross County Connection *	\$ 1,000,000	\$60,000	\$1,060,000
Greater Mercer TMA *	\$ 749,940	\$60,000	\$809,940
HART Commuter Information Services	\$ 380,000	\$60,000	\$440,000
Hudson TMA	\$ 470,000	\$60,000	\$530,000
Keep Middlesex Moving (KMM)	\$ 506,000	\$60,000	\$566,000
Meadowlink	\$ 1,280,000	\$60,000	\$1,340,000
Ridewise of Raritan Valley	\$ 400,000	\$60,000	\$460,000
TransOptions	\$ 865,000	\$60,000	\$925,000
<b>TOTAL</b>	<b>\$5,704,490</b>	<b>\$480,000</b>	<b>\$6,184,490</b>

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



## **FY 2016 TMA WORK PROGRAMS**



**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Cross County Connection TMA  
FY 2016 WORK PROGRAM



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## CROSS COUNTY CONNECTION FY 16 WORK PROGRAM OVERVIEW

### Cross County Connection Organizational Summary

Official Name	Cross County Connection Transportation Management Association, Inc. (CCCTMA)
Date of incorporation	July 25, 1989
Incorporation Status	501(c)(3) Non-Profit
Mission Statement	To improve the quality of life in southern New Jersey through transportation solutions.
Major sources of funding	NJTPA/FHWA TMA Work Program = \$1,000,000 NJDOT/Safe Routes to School Work Program = \$180,277 NJ TRANSIT/TMA Work Program = \$80,000 Pascale Sykes (English Creek) Grant = \$ 72,000.00
Office location	4A Eves Drive, Suite 114, Marlton, NJ 08053
Staff summary	13 Full Time Employees, 1 Part Time Employee, plus 1 Intern

### Geographic and Demographic Information

Cross County Connection’s service area includes seven counties in southern NJ, as follows: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester & Salem. As the table below shows, the Cross County Connection service area is extremely diverse and covers a large geographic area. The service area covers rural, suburban and urbanized areas. This diversity requires Cross County Connection to offer a wide variety of programs and services to fit each county’s unique needs.

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

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

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

Transportation Infrastructure

Service Area Roadways:

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

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

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

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

I-295 is the main north/south interstate highway in New Jersey which traverses the entire CCCTMA service area beginning at the Delaware Memorial Bridge in Pennsville, Salem County and continuing to Bordentown, Burlington County. This toll-free highway continues for 57 miles with three travel lanes in each direction. Between the Delaware Memorial Bridge and Bordentown are 43 Exits in the CCCTMA service area which provide connections with state highways and other interstate routes.

The New Jersey Turnpike is a toll road operated by the New Jersey Turnpike Authority which begins at the Delaware Memorial Bridge in Pennsville, Salem County and continues for 51.3 miles until Exit 7 in Bordentown, Burlington County at the northern extent of our service area. Included in this stretch of turnpike are 10 exits and 4 service plazas, 2 for each direction of highway. The NJ Turnpike Connector Bridge to I-95 in Pennsylvania occurs at Exit 6 in Burlington County and provides for a connection to the PA Turnpike.

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

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

**Bridges:**

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

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

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

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

**Ferries:**

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

**Freight:**

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

#### Public Transit:

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

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

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

#### Summary Transportation Infrastructure:

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

#### Trip Generator Information:

Major employers and business parks in Cross County Connection's service area are located primarily in Camden, Burlington and Gloucester counties along major state or interstate highways. The I-295 Corridor in Gloucester County is home to several large employment centers, including the Pureland Industrial Park; the largest in the state. Burlington County is also home to numerous employment centers located primarily along Routes 73 and 38 in the north central section of the county. Camden County's employment centers are located in older business parks and highway commercial developments along major highways, such as Routes 38, 70 and 130.

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

#### Journey to Work:

As the table below shows, approximately 81% of resident commuters in CCCTMA's service area drive alone to work; approximately 9% carpool and 3.5% use public transit. As expected, the percentage of public transit

users is highest in Atlantic (6.7%) and Camden (8.3%) counties due to the extensive rail and bus networks in the two counties. Commuters are more inclined to bike and walk to work in Cape May County. Compared to the entire state of NJ, resident commuters in the CCCTMA service area tend to drive along more and use public transit less.

**MEANS OF TRANSPORTATION TO WORK**

Transportation Mode for Workers 16+ years of age	COUNTY							CCCTM	New
	Atlantic	Burlington	Camden	Cape May	Cumberland	Gloucester	Salem	Mean	Total
	Total	Total	Total	Total	Total	Total	Total	Estimate	Estimate
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
	123,737	216,314	233,398	43,110	60,178	136,084	26,678	839,499	4,054,388
Drove alone	78.5%	82.8%	78.1%	75.9%	80.5%	86.1%	87.2%	81.3%	72.3%
Carpooled	8.6%	8.0%	8.3%	10.1%	11.8%	7.3%	7.0%	8.7%	8.4%
Public transportation	6.7%	3.5%	8.1%	1.1%	1.9%	2.2%	1.2%	3.5%	10.8%
Walked	2.9%	1.1%	1.8%	5.5%	1.8%	1.3%	1.7%	2.3%	2.9%
Bicycle	0.2%	0.3%	0.1%	2.7%	0.3%	0.0%	0.0%	0.5%	0.4%
Taxicab, motorcycle, or	0.8%	0.7%	0.9%	0.9%	2.5%	0.7%	0.2%	1.0%	1.5%
Worked at home	2.4%	3.5%	2.7%	3.8%	1.3%	2.6%	2.6%	2.7%	3.6%
Total	100.1%	99.9%	100.0%	100.0%	100.1%	100.2%	99.9%	100.0%	99.9%

Percents do not add up to 100% due to rounding

Source: US Census Bureau, 2010 American Community Survey

As the table below demonstrates a significant percentage of the area’s residents live and work in the same county, thereby reducing their commuting time. In NJ, the average statewide commuting time is 30.3 minutes. In Cross County Connection’s service area the average commuting time is 26.4 minutes indicating less traffic congestion and the close proximity of commuters’ residences and worksites.

This table can also be used as an indicator of employment opportunities in each county. In general, the higher the percentage of commuters employed in their county of residence the more job opportunities available in that county. For example, 86% of Atlantic County’s resident workers work in the County and compared to only 47% and 49% in Gloucester and Salem counties, respectively. Atlantic County is well served by the hospitality industry; primarily casinos and Salem County, which is a rural county does not have a significant employment base. Burlington and Camden counties have a substantial office, retail and light industrial employment base. Thus residents of these counties work in their home county or the neighboring county as well as commute into center city Philadelphia.

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

## Cross County Connection Goals and Objectives

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

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



## **Cross County Connection Program Report FY 2016**

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

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

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

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

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

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

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

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

- ◆ Promotion of commute alternatives and incentives.

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

*Description:* Assist counties and state and local agencies with the design, funding, implementation, promotion, monitoring and evaluation of existing and proposed shuttle services. Coordinate shuttle services with NJ TRANSIT, PATCO and other public transit services. Create General Transit Feed Specification (GTFS) data on behalf of county and municipal transportation systems to include their routes and schedules within online trip planning tools such as Google Transit and HERE maps to further promote the service to the public. Promote services to the general public and employers/employees through print and electronic media outlets.

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

- ◆ Provide promotional & customer service support to operators of shuttle services
- ◆ Technical support, including GIS maps, ridership surveys & analyses

**Strategy:** Complete Streets Assistance and Outreach

*Description:* Promote adoption and implementation of Complete Streets policies to municipalities and counties. Develop implementation plans and training programs and materials on best practices and outreach efforts. Coordinate with NJDOT on their Complete Streets efforts.

**Products and Outcomes:**

- ◆ Technical assistance & education efforts including Best Practices

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

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

**Products and Outcomes:**

- ◆ Technical assistance to implement bicycle & pedestrian policies & new infrastructure projects, including researching the feasibility of implementing a Bike Share Program.
- ◆ Updated database of county bikeway inventories.

**Strategy:** Human Services Transportation Assistance

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

**Products and Outcomes:**

- ◆ Technical assistance, maps and written documents to support the United We Ride efforts of the counties
- ◆ Technical assistance, including maps, to support NJ JARC and 5310 grant applications.

**Goal Area Activity:** Core Reliability

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

**Strategy:** Congestion Mitigation Program

*Description:* Mitigate traffic impacts of roadway construction and traffic incidents by making the traveling public aware of such activities. Monitor traffic conditions and alerts received from RIMIS, NJ511, NJDOT

DVRPC, NJ Turnpike and Parkway Authorities, DRPA, local and county governments, and public transit operators. Disseminate information through Alert Program which sends e mail and text messages to subscribers. Create informational websites and/or newsletters describing the impact of major construction projects with long term traffic implications.

**Products and Outcomes:**

- ◆ Utilize Alert system to send alerts to travelers when incidents impact travel.
- ◆ Create commuter newsletters and websites for major construction projects.
- ◆ Participate in corridor and planning studies related to congestion mitigation.

**Strategy:** Technology Utilization

*Description:* Develop and utilize technology to improve the dissemination of travel information. Host and maintain an interactive map showing the locations of public transit routes and bikeways. Develop and maintain Apps accessible on mobile devices to locate transit stops, bikeways, congested roadways and intersections and other features.

**Products and Outcomes:**

- ◆ Develop and maintain technology for use on mobile devices and computers.

**Strategy:** Contingency Operation Plan

*Description:* Develop a presence on the “cloud” which will allow CCCTMA operations to be moved over seamlessly in reaction to an emergency that prevents staff from accessing the normal work site, the office servers, and their work PC. CCCTMA staff will be able to operate remotely on this cloud-based contingency system should the office become inaccessible. This operation will include CCCTMA’s driveless.com website. The cloud-based system will include Microsoft Office 365 to step in for our current server-based Microsoft Office program.

**Products and Outcomes:**

- ◆ Cloud-based off-site operations and training for staff.

**Goal Area Activity:** Core Economic Development

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

**Strategy:** Employer Outreach

*Description:* Conduct outreach activities to inform employers of available programs and strategies designed to encourage employees to use commute alternatives. Conduct outreach to businesses, office park developers, business associations, including realtor and HR groups, and others.

**Products and Outcomes:**

- ◆ Provide print and electronic promotional materials and presentations to employers and property management companies/business park owners/developers/business groups.

**Strategy:** Employer Assistance

*Description:* Provide technical assistance and guidance to employers to encourage them to implement commute alternatives programs at their worksites. Conduct worksite assessment. Provide basic services, such as promotional materials and outreach efforts, to more advanced services including a detailed Commute Alternative Program (CAP). The CAP may include a survey of employees' commuting habits, car/vanpool formation, customized public transit routing, customized marketing materials, incentive programs, and other programs. Nominate employers to NJ Smart Workplaces for Commuters program.

**Products and Outcomes:**

- ◆ Customized worksite commute alternative plans, including promotional and informational materials
- ◆ Promote the NJ Smart Workplaces program to employers and nominate eligible worksites.

**Goal Area Activity:** Core Environmental

*Description:* Provide information to the traveling public about actions that can be taken to reduce air pollution from motorized vehicles by using commute alternatives. Provide awareness materials to employers and employees regarding the Air Quality Partnership Program. Assist local and county governments and Green Teams with the implementation of transportation-related Sustainable Jersey Action Items. Create Green Practices Resources Guide including information regarding tax incentives available for utilizing/implementing green travel programs and practices.

**Strategy:** Sustainable Jersey Assistance & Air Quality Initiatives

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

**Products and Outcomes:**

- ◆ Technical assistance and training to municipalities and Green Teams regarding Sustainable Jersey Action Items, including a Green Practices Guide
- ◆ Promote Air Quality Partnership by continuing to sit on DVRPC Air Quality Partnership Board and promoting DVRPC's Enviro Flash registration for Ozone Action Alerts.

**Goal Area Activity:** Core Safety

*Description:* Increase public awareness of roadway safety through the use of promotional materials and technical assistance to local and county governments, including how to bike and walk safely. **Strategy:** Safety Awareness & Promotion

*Description:* Promote and enhance safe and efficient travel by educating the traveling public about safety related issues. Provide safety awareness materials to the traveling public through transportation events, employer outreach and web based outreach. Create short video clips demonstrating safe bicycle and pedestrian practices.

**Products and Outcomes:**

- ◆ Promotion of safety themes through various media. Utilize the Street Smart NJ Pedestrian Safety campaign where appropriate.

**Strategy:** Pedestrian & Bike Safety Audits

*Description:* Conduct pedestrian and bike safety audits in areas deemed unsafe for pedestrians and/or bicyclists and recommend safety improvements. Audits will be conducted upon request by a local government, the MPO or NJDOT and will be supported by existing crash and safety data. Specific pedestrian and bike safety improvement recommendations will be provided. Create short video clips demonstrating safe bicycle and pedestrian practices. Research methodology for conducting pedestrian safety audits for all pedestrians.

**Products and Outcomes:**

- ◆ Site specific bike/ped safety audits including existing conditions, needs analysis and recommendations.
- ◆ Coordinate efforts with other organizations performing safety audits for all users.

**Goal Area Activity:** Supplemental Environmental

*Description:* Assist municipalities to implement their Complete Streets policies. Identify municipalities facing similar obstacles to implementation and organize informal meetings to discuss issues and Best Practices.

**Strategy:** Lunch and Learn: Complete Streets Implementation

*Description:* Twenty-three municipalities and Camden County have adopted Complete Streets policies in south Jersey, however many of these towns are struggling with how to actually implement these policies. There are many similarities in the issues that are hindering or slowing down implementation as well as several success stories that could be used as Best Practices. Cross County Connection will host and facilitate small groups of municipalities facing similar issues to discuss how to implement Complete Strategies policies and share Best Practices and experiences from successful towns. The Lunch and Learn sessions will take place at locations in close proximity to the participants. Cross County Connection will provide a light lunch which will be paid for through the TMA's own non-federal funds.

**Products and Outcomes:**

- ◆ Work sessions facilitated by Cross County Connection, including minutes and follow-up research. Up to four work sessions will be conducted.

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

*Description:* Cross County Connection currently receives funding from NJ Transit, NJDOT and the Pascale Sykes Foundation.

**Strategy:** Work Funded by Other Sources

*Description:* NJ Transit-Provide customer service to travelers seeking information regarding NJ Transit bus and rail services; advocate for new/improved public transit services; assist employers with public transit needs. NJDOT-Implement Safe Routes to School Program. Program encourages municipalities and schools to implement activities with promote and encourage children to walk and bike to school. Pascale Sykes Foundation-Provide administrative and marketing support for the English Creek-Tilton Road Shuttle.



## CCCTMA FY 2016 Work Program Promotion Plan

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

CCCTMA will use the following types of media in FY 2016 for the promotion of the programs, goals, and objectives of the work program:

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

*Web-based:* With a robust and comprehensive, content-rich website on [driveless.com](http://driveless.com), CCCTMA reaches a current average of 17,000 unique visitors a month who download over 8,000 electronic publications covering: accessibility, reliability, economic development, environmental, safety, and appropriate topics. Effectiveness is tracked with website data-management software to capture visitor data and analytical assessment.

*Social media:* CCCTMA's Facebook page currently has over 200 likes, and several general-interest commuter/transportation-themed posts are made each day which are then shared with hundreds of other readers. The @CCCTMA Twitter account is used several times daily to effectively deliver short traffic, transit, and construction alerts to hundreds of followers.

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

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

**Print communications:** Newsletters, brochures, flyers, and general transportation-themed publications for distribution to over 300 public sites in the seven-County southern New Jersey service area.

*Newsletter:* CCCTMA designs an in-house, award-winning quarterly magazine publication, EasyRider. Typically 16-20 pages long, full color, and direct mailed to a subscriber list of 10,000 readers. Additional copies are printed (15,000 in total), for year-round distribution at public locations in the seven-County service area.

*Marketing collateral:* CCCTMA maintains a regular publishing of brochures, flyers, maps, transit guidebooks, and information cards, all designed in-house, to promote the TMA work program's core sections of activity. An average of over 100,000 printed pieces are distributed annually in the CCCTMA seven-County service area.

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

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

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

**Special co-partnership:** During the baseball sporting season, CCCTMA maintains a promotional relationship with the Camden Riversharks minor-league professional baseball team. CCCTMA's graphical signage visibly advertises "driveless.com" at the stadium's entrance, and thousands of pieces of TMA literature are distributed from May to September. Effectiveness is measured by ballpark attendance, which averages 3,000 people per game, with a season average of 50 home games each year.

###

## PROGRAM MANAGEMENT

### Description

CCCTMA will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 457,791		
	2. FRINGE BENEFITS	62% FT / 13% PT	\$ 276,003		
	3. LEAVE ADDITIVE	0%	\$ -		
		<b>SUBTOTAL</b>	<b>\$ 733,794</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 450		
	2. TRAVEL		\$ 3,501		
	3. PRINTING & REPRODUCTION		\$ 38,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 10,154		
	6. CONFERENCE/TRAINING		\$ 2,250		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 33,800		
		<b>SUBTOTAL</b>	<b>\$ 88,155</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	52%	\$ 238,051		
			<b>SUBTOTAL</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,060,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 1,000,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 60,000</b>		

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

Federal Share: \$	1,060,000	Local Match: \$	-	Total: \$	1,060,000
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**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA**

**FY 2016 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
PROMOTIONAL ADS	\$ 28,800
APPLICATION DEVELOPMENT TECHNICAL ASSISTANCE	\$ 5,000
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 33,800</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	8,808	\$ 355,346	\$ 55,704	\$ 116,003	\$ -	\$ 527,053
Core Goal Area Activities - Economic Development	1,335	\$ 52,072	\$ 4,750	\$ 16,794	\$ -	\$ 73,615
Core Goal Area Activities - Reliability	4,040	\$ 170,724	\$ 14,900	\$ 55,166	\$ -	\$ 240,790
Core Goal Area Activities - Environmental (optional)	920	\$ 37,283	\$ 3,100	\$ 11,967	\$ -	\$ 52,351
Core Goal Area Activities - Safety (optional)	1,330	\$ 58,613	\$ 6,650	\$ 18,814	\$ -	\$ 84,077
Program Management	260	\$ 16,300	\$ 550	\$ 5,264	\$ -	\$ 22,114
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>16,693</b>	<b>690,338</b>	<b>85,654</b>	<b>224,008</b>	<b>-</b>	<b>1,000,000</b>
Supplemental Goal Area Activities - Environmental (optional)	1,027	\$ 43,456	\$ 2,501	\$ 14,043	\$ -	\$ 60,000
Supplemental Goal Area Activities - Safety (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,027</b>	<b>43,456</b>	<b>2,501</b>	<b>14,043</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>17,720</b>	<b>\$ 733,794</b>	<b>\$ 88,155</b>	<b>\$ 238,051</b>	<b>\$ -</b>	<b>\$ 1,060,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William J. Ragozine, Executive Director	70%	1,462
Ronda R. Urkowitz, Program Director	56%	875
Joseph Wilson, Marketing Director	68%	1,405
Marianne E. Sperry, Office Manager	65%	1,350
John A. Hainsworth, GIS/Technology Coordinator	76%	1,575
Patrick C. Farley, Land Use & Transportation Specialist	75%	1,550
Matthew Bodnar, Transportation Specialist	82%	1,701
David Calderetti, SRTS Coordinator	0%	0
Sean A. Schweitzer, Research Assistant	58%	1,205
Valerie Laranko, Marketing Outreach Specialist	62%	1,285
Gretchen Tholen, Graphic Artist	73%	1,510
Michele Geiger, Administrative Assistant I	67%	1,395
Dorin Foster, Administrative Assistant II	70%	1,460
Sopha Mowad, Bookkeeper	61%	510
Intern	42%	437
<b>TOTAL</b>	<b>62%</b>	<b>17,720</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Greater Mercer TMA  
FY 2016 WORK PROGRAM



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## Greater Mercer TMA Work Program Overview

### Organizational Summary

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

### **Mission:**

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

### **Funding:**

The main source of funding for GMTMA is through the FHWA grant administered by the NJTPA. Other funding sources are from NJ TRANSIT, NJDOT –SRTS program, 5317 New Freedom grant and Highway Traffic Safety.

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

### **Staff:**

The GMTMA staff for the NJTPA work program is comprised of seven full time staff and 2 part time staff positions and one open staff position.

### Service Area Description

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

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

Mercer County's 13 municipalities are home to 366,000 people in 226 square miles, with 10% of the US population within a 75-mile radius. Land use ranges from highly urbanized in Trenton, small boroughs such as Pennington and Princeton, inner ring suburbs such as Ewing and Hamilton, suburbanized areas such as West Windsor and Robbinsville, to rural in Hopewell Township.

Based on the most recent figures from the American Community Survey, 17% of the Mercer County population was under the age of 18 and 15% were 62 or older. The median age is 36.9 years. The racial makeup of the county was 66.4% White, 19.7% Black or African American, 0.27% Native American, 7.8% Asian, 0.10% Pacific Islander, 4 % from other races, and 1.67% from two or more races. Hispanic or Latino of any race was 12.8% of the population. The median household income is \$71,767. Almost 18% of the households have income levels under \$25,000/year.

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

Mercer County also offers excellent access to commuter rail services with four Northeast Corridor rail stations (Trenton, Hamilton, Princeton Junction and Princeton Dinky), a light rail system and a SEPTA regional rail station. In addition, NJ TRANSIT operates 12 bus routes, SEPTA operates one bus route and the County runs the Rt. 130 JARC route. Princeton is also served by Princeton University's Tiger Transit bus system which consists of eight fixed routes.

According to the 2013 American Community Survey, Mercer County residents commuted to work by the following means: 70% drive alone to work, 10% carpool, 8% use public transportation, 3% walk, 4% use other means, and 5% work at home.

Ocean County is the second largest county in the state, containing 638 square miles that include a 45-mile coastline along the Atlantic Ocean. As a result of unprecedented growth in the past three decades, more than 570,000 people reside in Ocean County. The town of Lakewood is one of the fastest growing towns in the State and saw an increase of over 32,000 residents from 2000 to 2010, the largest increase in the State and making Lakewood the seventh most populous town in New Jersey.

Over the last ten years, Ocean County has had one of the fastest increases in new jobs in the State. The Health Care Industry has been by far the fastest growing employment sector and is now the top employer in the County. Major employers also include the county and local government, Six Flags Theme Park, Lakehurst Naval Station, Kimball Medical Center and the tourism industry. Lakewood Industrial Park is also a major employment center. Though characterized primarily by low density suburban development, several municipalities such as Lakewood and Toms River do have established downtown business districts.

In 2010, 25.6% of Ocean County's population was under the age of 20 and 27.2% were 60 or older. The median age was 42.6. The racial makeup of the county was 92.3% White, 3.2% Black or

African American, 0.17% Native American, 1.8% Asian, <0.10% Pacific Islander, 2.5 % from other races, and 1.5% from two or more races. Hispanic or Latino of any race comprises 8.2% of the population. The median family income is \$74,045. Almost 21% of the households had an income under \$25,000.

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

According to the 2013 American Community Survey, Ocean County residents commuted to work by the following means: 81.7% drive alone to work, 8.7% carpool, 2.4% use public transportation, 1.6% walk, 1.3% use other means, and 4.3% work at home.



## **Goals and Objectives**

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

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

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

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



## Greater Mercer Transportation Management Association Program Report FY 2016

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

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

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

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

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

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

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

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

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

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

*Description:* Greater Mercer TMA will provide our Emergency Ride Home, vanpool empty seat subsidy (VanBuck\$) and Green Commuter Rewards incentive programs. We will also work to develop and implement new incentive programs that encourage travelers to try and to continue using travel alternatives.

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

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

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

**Products and Outcomes:**

- ◆ Provide alternative commute incentives

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

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

**Products and Outcomes:**

- ◆ Shuttle Service Administration-GMTMA will continue to manage the existing shuttle services and will also provide these services to any other interested employer in our service area.
- ◆ Shuttle 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.

**Strategy:** Human Service Transportation Efforts

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

**Products and Outcomes:**

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

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

**Goal Area Activity:** Core Reliability

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

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

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

**Products and Outcomes:**

- ♦ GMTMA will provide daily traffic alerts via its Traffic Alerts pages on the website and use twitter to advise of local issues and major incident
- ♦ As needed, GMTMA will provide the publicity and outreach necessary to improve the dissemination of information to the public on construction projects and will participate on any task force or committee that requests our assistance. As part of this effort, GMTMA will maintain a contingency plan to ensure the continued operation in case of a business interruption.

**Strategy:** Central Jersey Transportation Forum

*Description:* GMTMA will continue its advisory role in the Central Jersey Transportation Forum (CJTF). The forum is comprised of representatives of 3 counties, 18 municipalities, two MPOs, and other stakeholders with the mission of working collaboratively to improve mobility in the Route 1 Corridor. GMTMA also serves on both the Transit Action Group and the Forum Steering Committee. The Executive Director provides updates to the forum on the work of the TMA.

**Products and Outcomes:**

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

**Goal Area Activity:** Core Economic Development

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

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

*Description:* GMTMA will continue its work with employers in its service area to reduce transportation demand. Outreach strategies include but are not limited to onsite fairs, job expos, flyers, brochures, customized letters, newsletters and web postings.

**Products and Outcomes:**

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

**Strategy:** Employer TDM Assistance

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

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

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

GMTMA will customize a survey instrument to the employer’s specifications if requested. GMTMA will coordinate survey distribution and tabulation, including on-line surveys and analyze and summarize the results in a report with recommendations

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

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

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

Shuttle service development and assistance will be promoted and offered.

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

**Products and Outcomes:**

- ◆ Provide employer TDM assistance

**Goal Area Activity:** Core Environmental

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

**Strategy:** Air Quality Education Programs

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

**Products and Outcomes:**

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

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

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

**Products and Outcomes:**

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

**Goal Area Activity: Core Safety**

*Description:* GMTMA will promote safe and efficient travel via educational programs. Safety topics include but not limited to bicycle and pedestrian issues, distracted driving, winter driving and animal-vehicle collisions.

**Strategy:** Safety education programming

*Description:* GMTMA will provide safety education through outreach at community and employer fairs, libraries, and via the GMTMA website, direct mailings and through partnerships with community groups and programming such as Street Smart.

**Products and Outcomes:**

- ♦ GMTMA will implement various transportation related safety educational programs.

**Goal Area Activity: Supplemental Safety**

*Description:* GMTMA will expand and enhance its existing bicycle and pedestrian safety programming, currently being executed primarily by our Highway Traffic Safety grant, through additional programming aimed at both improving the personal safety of individual bicyclists and contributing towards overall safer biking environments.

**Strategy:** Bicycle and Pedestrian Safety education and outreach

*Description:* Aimed at lower income wage earners, GMTMA currently does street level outreach to provide safety equipment to individuals who bike to work. Staff does outreach to managers at locations throughout Ocean and Mercer County where bikes are seen and where it is typical to see workers bike to work, ex. restaurants, gas stations, car washes. With the managers consent we provide safety education information (English/Spanish) and safety equipment such as reflective vests and bands, helmets with reflective decals and lights to the workers who need them. This outreach includes helmet fittings and mounting the lights to the bikes. It may also include outreach through participation at health fairs and partnering with law enforcement to further expand its impact. Pedestrian safety education will also be included in this activity. With additional staff time dedicated to this work we will be able to expand the outreach and its impact.

**Products and Outcomes:**

- ♦ Conduct outreach and educational programming to enhance bicycle and pedestrian safety

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

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

**Products and Outcomes:**

- ♦ Conduct bicycle and pedestrian audits
- ♦ Identify solutions for improved conditions to the street and roadway network to increase safety for pedestrians and bicyclists.

**Goal Area Activity:** Supplemental Environmental

*Description:* GMTMA will expand and enhance its environmental educational programming to include a variety of lesson plans that will inform and educate students on how air quality can affect their health and on how their choices related to transportation can directly impact the environment. GMTMA will develop the curriculum for this program and create a manual of different lesson plans. Topics may include but aren't limited to information on air quality, what is the air quality index, carbon footprint, and alternative fuel vehicles. All programs will relate to transportation's role in air quality.

**Strategy:** Environmental education programming development and outreach

*Description:* Research and develop a set of lesson plans and presentations geared to students of various ages on air quality issues and its connection to transportation. After development of the program, outreach will begin to give the presentations and other avenues for distribution of the curriculum will also be explored.

**Products and Outcomes:**

- ◆ GMTMA will develop an environmental education lesson and guide book geared to students of various ages on air quality issues and its connection to transportation.
- ◆ Outreach, Presentations and Distribution of Environmental Program

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

*Description:*

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

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

**Products and Outcomes:**

- ◆ Develop SRTS programs

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

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

**Products and Outcomes:**

- ◆ Implement activities related to the New Freedom Grant

**Strategy:** Highway Traffic Safety

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

**Products and Outcomes:**

- ◆ Develop and conduct bicycle and pedestrian safety campaign



## GMTMA FY 2016 Work Program Promotion Plan

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

Greater Mercer TMA will use the following types of media in FY 2016 for the promotion of the programs, goals, and objectives of the work program:

**Newsletters:** The TMA will distribute our monthly newsletter by email via an email tool such as Vertical Response. The newsletter will promote the TMA's work program efforts and the TDM successes of local businesses, local, regional and national transportation issues of importance, and promote awareness of various safety and environmental issues such as being visible while walking and cycling or anti-idling. Effectiveness will be measured by general opens rates or the email as well as measuring the web traffic generated by the mailing.

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

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

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

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

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

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

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

- Radio spots
- Online in local Patch sites
- Print space in local newspapers and Chamber newsletters or magazines

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

## PROGRAM MANAGEMENT

### Description

GMTMA will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 317,909		
	2. FRINGE BENEFITS	46% FT / 18% PT	\$ 133,109		
	3. LEAVE ADDITIVE	0%	\$ -		
		<b>SUBTOTAL</b>	<b>\$ 451,018</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 4,100		
	2. TRAVEL		\$ 3,781		
	3. PRINTING & REPRODUCTION		\$ 7,846		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 1,316		
	6. CONFERENCE/TRAINING		\$ 2,639		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 11,410		
		<b>SUBTOTAL</b>	<b>\$ 31,091</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	97%	\$ 327,830		
			<b>SUBTOTAL</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 809,940</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 749,940</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 60,000</b>		

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

Federal Share: \$	809,940	Local Match: \$	-	Total: \$	809,940
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**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 4,400
VanBuck\$	\$ 2,000
Website updates	\$ 4,500
Other Misc. Promotions	\$ 510
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 11,410</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	6,846	\$ 297,657	\$ 17,854	\$ 201,179	\$ -	\$ 516,690
Core Goal Area Activities - Economic Development	1,272	\$ 68,487	\$ 3,952	\$ 46,230	\$ -	\$ 118,669
Core Goal Area Activities - Reliability	205	\$ 6,605	\$ 1,374	\$ 4,691	\$ -	\$ 12,670
Core Goal Area Activities - Environmental (optional)	395	\$ 14,149	\$ 1,650	\$ 9,400	\$ -	\$ 25,199
Core Goal Area Activities - Safety (optional)	125	\$ 5,822	\$ 2,000	\$ 4,042	\$ -	\$ 11,865
Program Management	590	\$ 25,032	\$ 900	\$ 38,917	\$ -	\$ 64,848
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>9,433</b>	<b>417,751</b>	<b>27,730</b>	<b>304,458</b>	<b>-</b>	<b>749,940</b>
Supplemental Goal Area Activities - Environmental (optional)	250	\$ 8,634	\$ 1,080	\$ 5,832	\$ -	\$ 15,546
Supplemental Goal Area Activities - Safety (optional)	824	\$ 24,633	\$ 2,281	\$ 17,540	\$ -	\$ 44,454
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,074</b>	<b>33,267</b>	<b>3,361</b>	<b>23,372</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>10,507</b>	<b>\$ 451,018</b>	<b>\$ 31,091</b>	<b>\$ 327,830</b>	<b>\$ -</b>	<b>\$ 809,940</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Cheryl Kastrenakes/Executive Director	70%	1,363
Joan Lockwood-Reck/Marketing and Service Manager	50%	968
Carol Staats/Ride ProvProgDirector	88%	1,710
Adele Clark/Commuter Services Mgr	77%	1,495
Chad Dixson-Mobility Mgr	46%	895
Portia Edwards-Gyampo/Office Manager	2%	45
Alyson Dyson/ Sustainable Transportation Coordinator	60%	1,175
Debra Christie/Business Admin - PART TIME	34%	620
Julia Ibara/Marketing and Outreach coord - PART TIME	78%	1,212
Jerry Foster/Bike and Pedestrian Safety Educator	40%	774
Intern	16%	250
<b>TOTAL</b>	<b>51%</b>	<b>10,507</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

HART Commuter Information Services  
FY 2016 WORK PROGRAM



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## HART TMA Work Program Overview

### Organizational Summary

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

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

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

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

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

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

HART first participated in the New Jersey Department of Transportation (NJDOT) TMA Program in 1996 and has implemented successful, consecutive work programs to date.

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

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

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

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

**Staff Summary:** HART employs seven (7) full time staff members at its offices in Raritan Township, NJ. One (1) employee works “per diem”, approximately 20 hours per week.

### **Geographic and Demographic Information**

The service area for this work program is Hunterdon County, New Jersey. Hunterdon County is approximately 437 square miles. It is bordered to the west by Pennsylvania on the Delaware River, and by Warren, Morris, Somerset and Mercer counties in New Jersey. The population is approximately 128,349 (2010 Census). Hunterdon County's population is predominantly Caucasian/White (91%); 2.5% Black; 2.5% Asian. There are 26 municipalities and 31 school districts.

Hunterdon is considered primarily rural, with generally low population densities. In certain areas of the county, a more suburban environment is present. Raritan Township is Hunterdon's largest municipality, both in land size and population (22,185 Census 2010), followed by Readington Township (16,126 Census 2010) and Clinton Township (13,378 Census 2010). These municipalities have become activity centers with big box retail and higher density housing.

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

Hunterdon County has historically been a wealthy county, with a median household income of approximately \$100,000.00. However, income is unevenly distributed throughout the county. Flemington, the county seat, for example, has a median household income of \$48,000.

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

A majority of Hunterdon residents both live and work within the County. Of those commuters coming into Hunterdon County to work, approximately 3% are residents of Pennsylvania. Other origins include Warren, Somerset, Middlesex and Morris counties. This data aligns with HART's experience with its commuter programs. Just less than half of commuters in HART's commuter database are residents of the Lehigh Valley, PA commuting to worksites in Hunterdon County, NJ.

Hunterdon has a low unemployment rate in comparison to the rest of the state. The Hunterdon workforce is generally very well educated (Bachelor's degree or higher). Job growth is anticipated to come as a result of replacing retiring workers as opposed to the creation of new positions. Job generation is projected to be limited to the healthcare industry, as well as service and retail jobs.

### **Business and Industry**

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

Merck & Co., Inc. has announced plans to close its global headquarters in Whitehouse, NJ in 2015. With Merck's departure, Hunterdon Healthcare System, with approximately 2,300 employees at 36 locations throughout the county, will be the largest single employer.

### **Transportation Infrastructure**

There are 242 miles of County Roadways; 53 miles of US Roadways; 44 miles of Interstate Roadways; 98 miles of State Roadways; 1,103 miles of Municipal Roadways; and 113 miles of privately owned roads for a total of 1,653 miles of roadways in the County. Major highway corridors include Interstate 78 and Routes 22, 202, and 31. Bike lanes exist on some County roadways including Kingwood Ave (Frenchtown), Route 650 (Voorhees Corner Road, Raritan Twp), and Route 523 (Walter Foran Boulevard, Flemington).

### **Public Transportation**

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



## Goals and Objectives

### **ACCESSIBILITY**

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

### **ECONOMIC DEVELOPMENT**

- Support NJTPA's goals, as set forth in the Regional Transportation Plan, Plan for Sustainable Development, and other NJTPA efforts, of retaining and increasing economic

activity and competitiveness objective and the of fostering public-private partnerships by encouraging, providing and facilitating the implementation of TDM services at employer locations, transportation facilities, recreational facilities, and other demand generating sites as identified.

- Recognize employers through the NJ Smart Workplaces for Commuters program, as well as local acknowledgement for their efforts to implement worksite TDM services.
- Facilitate interaction between employers and the NJTPA for the purposes of regional planning outreach and visioning, including public outreach.
- Market Hunterdon County as a premier destination for recreational cycling to attract bicyclists, generating activity for the local economy and in support of local economic development initiatives.
- Support Hunterdon County's efforts to implement a Comprehensive Economic Development Strategy (CEDS) completed in 2014, which will serve as a road map to assist in identifying investment priorities, introducing potential funding sources, and developing the means to measure economic impacts; as well as guide development of a strong workforce, a better transportation network, improved infrastructure and other key factors critical to making Hunterdon more economically competitive while protecting its quality of life.

## **RELIABILITY**

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

## **ENVIRONMENTAL**

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

- Coordinate with NJTPA to support and advance NJTPA's Climate Change and Air Quality programs.

## **SAFETY**

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



## HART Commuter Information Services Program Report FY 2016

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

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

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

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

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

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

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

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

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

### **Products and Outcomes:**

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

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

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

**Products and Outcomes:**

- ◆ Distribute transit schedules and other accessible transportation service

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

*Description:* Serve as the United We Ride “County Lead” as an active stakeholder and promoter of efforts related to human services transportation by facilitating discussions of ongoing transportation coordination and implementation of Plan recommendations.

**Products and Outcomes:**

- ◆ Provide technical assistance to Hunterdon County for human services transportation implementation

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

*Description:* Encourage “Active Transportation” by promoting and facilitating a variety of bicycle and pedestrian programs, events and campaigns in Hunterdon County, as well as providing technical assistance to municipalities, schools and other interested entities to create and support more walkable and bike-able communities.

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

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

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

**Products and Outcomes:**

- ◆ Conduct Bicycle and Pedestrian events/campaigns
- ◆ Technical assistance to Hunterdon municipalities
- ◆ Facilitate adoption of Complete Streets policies and implementation plans
- ◆ Conduct speed studies

**Goal Area Activity:** Economic Development

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

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

*Description:* Assist employers to assess and evaluate opportunities to promote TDM at the worksite and provide direct TDM program assistance to employers and employees. Develop and distribute basic information on commute alternatives and other TDM strategies to employer worksites for distribution to employees and assist in the development, promotion and implementation of worksite-based TDM programs including commute alternatives, provision of Emergency Ride Home (ERH), carpool and vanpool programs, new employee orientation, bike/walk promotions and programs, telecommuting, compressed work schedules and flextime programs. Provide relocation assistance to employers that are relocating, or considering relocation, to or within Hunterdon County and provide commutation and travel choice assistance to new employees who may be hired at a Hunterdon County worksite.

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

**Products and Outcomes:**

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

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

*Description:* Participate in efforts to promote economic development in Hunterdon County, including participation in the implementation of recommendations from the Hunterdon County Economic Development Strategy (CEDs) as well as the NJTPA's Regional Comprehensive Economic Development Strategy (CEDs).

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

**Products and Outcomes:**

- ◆ Serve as stakeholder in CEDs planning process and provide facilitation of implementation of Plan recommendations

**Strategy:** Participate in implementing the Together North Jersey Regional Plan for Sustainable Development (RPSD)

*Description:* Participate as a stakeholder in implementing TDM recommendations developed through the RPSD effort, including local development projects (LDPs) and support the Consortium’s public engagement activities and promote outreach events, promoting TDM strategies

**Products and Outcomes:**

- ◆ Participate in Plan process/facilitation of Plan implementation

**Goal Area Activity:** Reliability

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

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

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

**Products and Outcomes:**

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

**Strategy:** Emergency Planning & Preparedness

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

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

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

Update and implement the draft HART “Business Continuity” Plan; coordinate with partner TMAs to ensure continued operations of TMA services; participate in the refinement of the statewide TMA Contingency Response Plan to be prepared for potential service interruptions in the region.

**Products and Outcomes:**

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

**Goal Area Activity:** Environmental

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

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

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

**Products and Outcomes:**

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

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

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

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

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

**Products and Outcomes:**

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

**Goal Area Activity:** Safety

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

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

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

**Products and Outcomes:**

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

**Goal Area Activity:** Safety - Supplemental

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

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

*Description:* HART will identify up to a maximum of two municipalities in which to introduce the pedestrian safety campaign and establish baseline data using NJTPA “Be Street Smart NJ” guidance. Facilitate the development of a local stakeholder groups to assist with the implementation of campaign. Conduct campaign and evaluate impact.

**Products and Outcomes:**

- ◆ Promote and facilitate “Be Street Smart NJ” Campaign in up to 2 Hunterdon municipalities

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

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

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

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

**Products and Outcomes:**

- ◆ Work Performed Under Accessibility

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

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

**Products and Outcomes:**

- ◆ Work Performed Under Accessibility

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

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

**Products and Outcomes:**

- ◆ Work Performed Under Safety

## HART Work Program Promotions Plan FY 2016

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

HART will use the following types of media in FY 2016 for the promotion of the programs, goals, and objectives of the work program:

- **Website:** Updating of a desktop and mobile version of the HART website will be conducted regularly to provide for continual interaction with the public. Analytics will be collected to determine reach, identify area of interest to visitors and evaluate site content
- **Facebook:** Facebook page will be used to maintain contact with the public, to provide updates on HART programs and services, provide messaging, and offer an opportunity for public feedback into HART efforts. Effectiveness will be tracked by the number of followers, “ shares”, and links clicked in tweets
- **Twitter:** The Twitter platform will be used as one delivery system for short messages and alerts relative to traffic congestion, incidents and construction using the Effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets
- **Instagram:** Photos of events, programs, and visual messaging will be posted to the HART Instagram page to solicit interest in programs and services
- **Email and Event Email Marketing:** Constant Contact will be used to provide direct email marketing to various audiences on a variety of topics and programs
- **Press Releases:** Submission of traditional press releases to local media outlets and community organizations for publication and re-publication
- **Information Outreach Partner (IOP) Network:** Information racks for distribution of transit schedules, bicycle maps, ridesharing, and safety messaging will be maintained at employer locations, libraries, non-profit/service organizations, retail outlets, municipal facilities and other community locations. Effectiveness will be tracked by the amount of materials distributed through the racks as well as addition of new IOP partner locations.
- **Information Kiosks:** Installation and maintenance of free standing information kiosks at employer locations, libraries, non-profit/service organizations, retail outlets, municipal facilities and other community locations, as appropriate. Effectiveness will be tracked by the amount of materials distributed through the racks as well as addition of new IOP partner locations.
- **In Person Presentations/Information Sessions:** Conducted at employer sites, schools, non profit and community organizations
- **Events:** Participation in business and community fairs, festivals, public events.
- **Intranet and Display Monitors:** Develop and provide promotional slides for use by employers to integrate messaging into CATV and monitors at worksite locations
- **New Hire Packets:** Development and distribution of printed “new hire” packets to employers for new and/or potential employees on transportation options
- **Event Campaigns:** Short term, event driven promotions, such as “Bike to Work Month” or similar promotions that will motivate commuters to try a new mode.

- **Joint marketing:** Work collaboratively with other community resources, including, but not limited, to: Hunterdon Medical Center, YMCA, Raritan Valley Community College, Chamber of Commerce, County Library System, Hunterdon Helpline, local retail establishments (bike shops, etc.) to identify opportunities for joint promotion
- **Statewide cooperative marketing:** Participate in efforts put forth by NJTPA, its consultants and/or other TMA's.
- **Printed materials:** Development and distribution of brochures and other printed materials, in limited quantities, as needed to promote HART programs and services, conduct surveys, or other outreach.

#### Promotion Expenses

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

## PROGRAM MANAGEMENT

### Description

HART will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HART COMMUTER INFORMATION SERVICES  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 265,250		
	2. FRINGE BENEFITS	23.70% FT / 11.85% PT	\$ 58,661		
	3. LEAVE ADDITIVE	0%	\$ -		
		<b>SUBTOTAL</b>	<b>\$ 323,911</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 500		
	2. TRAVEL		\$ 2,638		
	3. PRINTING & REPRODUCTION		\$ 8,128		
	4. TELEPHONE		\$ 400		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 100		
		<b>SUBTOTAL</b>	<b>\$ 11,766</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	39.33%	\$ 104,323		
			<b>SUBTOTAL</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 440,000</b>	100%	0%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTITIVIES</b>	<b>\$ 380,000</b>	
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTITIVIES</b>	<b>\$ 60,000</b>	

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

**Federal Share: \$ 440,000      Local Match: \$ -      Total: \$ 440,000**

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HART COMMUTER INFORMATION SERVICES**

**FY 2016 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home/Try A Ride Vanpool subsidy	\$ 100
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 100</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HART COMMUTER INFORMATION SERVICES  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	3,323	\$ 118,671	\$ 6,054	\$ 37,929	\$ -	\$ 162,654
Core Goal Area Activities - Economic Development	1,195	\$ 47,331	\$ 3,016	\$ 15,181	\$ -	\$ 65,528
Core Goal Area Activities - Reliability	1,100	\$ 38,177	\$ 250	\$ 12,270	\$ -	\$ 50,697
Core Goal Area Activities - Environmental (optional)	1,754	\$ 45,347	\$ 500	\$ 14,484	\$ -	\$ 60,330
Core Goal Area Activities - Safety (optional)	120	\$ 5,624	\$ -	\$ 1,854	\$ -	\$ 7,479
Program Management	525	\$ 25,276	\$ -	\$ 8,036	\$ -	\$ 33,312
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>8,017</b>	<b>280,426</b>	<b>9,820</b>	<b>89,754</b>	<b>-</b>	<b>380,000</b>
Supplemental Goal Area Activities - Environmental (optional)	-	\$ -	\$ 188	\$ -	\$ -	\$ 188
Supplemental Goal Area Activities - Safety (optional)	2,110	\$ 43,485	\$ 1,758	\$ 14,569	\$ -	\$ 59,812
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>2,110</b>	<b>43,485</b>	<b>1,946</b>	<b>14,569</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>10,127</b>	<b>\$ 323,911</b>	<b>\$ 11,766</b>	<b>\$ 104,323</b>	<b>\$ -</b>	<b>\$ 440,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Tara Shepherd, Executive Director	66%	1,378
Diana Davis, Data Administrator	63%	1,300
Christina Edzenga, Commuter Services Manager	74%	1,535
Cathy Taglienti, Information Outreach Coordinator	58%	1,200
Liz Usmiani, Complete Streets Coordinator	58%	1,200
Nathan Charron, Environmental Education Coordinator	72%	1,504
Ryan Fisher, Safe Routes to School Coordinator	10%	200
Jeff Clayton, Information Technology Associate	22%	450
Vacant, Program Associate	65%	1,360
<b>TOTAL</b>	<b>41%</b>	<b>10,127</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Hudson TMA  
FY 2016 WORK PROGRAM



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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

The Hudson Transportation Management Association (TMA) is a division of the Hudson County Improvement Authority (HCIA), an autonomous agency whose mission is to provide a wide range of needed services to the residents and businesses of Hudson County at the least cost to taxpayers. The broad responsibilities of the HCIA include public financing, land development, solid waste management, recycling, affordable housing and transportation management in Hudson County.

The mission of the Hudson TMA is to offer Hudson County businesses, employees, residents, and travelers the resources, tools and encouragement to simplify travel, enhance the daily commute and improve safety which will reduce traffic congestion, advance business productivity, better the environment and improve one's health and quality of life. Among the most important goals of the Hudson TMA are to be the primary point of contact for transportation information and issues for all travelers, municipalities and businesses as well as to reduce single occupancy vehicle use, reduce the total number of trips by motorists and reduce the total number of vehicle miles traveled.

The methods to achieve its mission and goals are the Hudson TMA's delivery of:

- information to increase travel choices
- strategies to encourage intermodal activities
- programs to improve mobility and accessibility
- services to mitigate and reduce traffic congestion
- education to promote pedestrian, motorist and bicyclist safety
- assistance to optimize efficiency in transportation
- fostering of public and private partnerships
- activities to reduce carbon emissions from automobiles
- support of transportation agencies

The TMA became a division of the HCIA on April 11, 1992. The agency received its first grant for Transportation Demand Management (TDM) in 1993 through the New Jersey Department of Transportation (NJDOT). Currently, the TMA receives funding from the Federal Highway Administration (FHWA) through the North Jersey Transportation Authority (NJTPA), a NJ TRANSIT grant, a NJ Department of Transportation Safe Routes to School grant (NJDOT SRTS), and a grant from the NJ Division of Highway Traffic Safety (NJ HTS). Additional labor, direct and indirect operational funding, which is not covered by grants, is often provided by the Hudson County Improvement Authority (HCIA).

The Hudson TMA is located at the HCIA offices at 830 Bergen Avenue, 9<sup>th</sup> floor, in Jersey City, New Jersey and is comprised of four full-time staff members and one part time staff member with the assistance of other HCIA staff.

### **Service Area Description**

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

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

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

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

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

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

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

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

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

## **Goals and Objectives**

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

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

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



## Hudson TMA Program Report FY 2016

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

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

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

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

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

- ◆ General public promotional activities

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

*Description:* Hudson TMA will promote and facilitate the provision of a range of mass transit options for all travelers with the goal of reducing single occupancy vehicles and vehicle miles traveled. Hudson will assist individuals and groups by providing travel information, travel planning, mass transit education programs, incentive programs, and by acting as a liaison between the public and mass transit agencies.

The TMA will also assist underserved populations who are seeking employment and are concerned with how they will be able to travel to work or are having difficulty connecting to essential services by providing travel consultation and mass transit/rideshare information assistance at community service sites in Hudson County.

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

- ◆ "Transit First" public assistance and encouragement
- ◆ Incentive Programs

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

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

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

- ◆ Rideshare Services

**Strategy:** Bicycling Promotion

*Description:* The TMA will provide information and programming to increase the use of bicycles in an effort to reduce the use of single occupancy vehicles and vehicle miles traveled. Programs include Bike to Work Week; Bike Rehab, which provides financially challenged potential cycling commuters with a rehabilitated used bike; Bicyclist Green Rewards; and adult and youth education programs including but not limited to Stride and Ride, a comprehensive hands-on skill and safety training for all ages; Child and Adult Learn to Ride; Bike School, a 4 week instructional physical education program with curriculum and bikes loaned to elementary schools; Savvy Cyclist: Urban Biking Traffic Skills 101; League of American Bicyclist's League Certified Instructor (LCI); Child Bicycle Skills & Safety Seminars; and Bike Driver's Ed - Sharing the Road.

**Products and Outcomes:**

- ◆ Bicycle events, incentive and education programs

**Strategy:** Walking Promotion

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

**Products and Outcomes:**

- ◆ Walking Promotional Activities

**Strategy:** Community Shuttles

*Description:* The Hudson TMA will assist, when needed, in the development and administration of community shuttles which will provide increased access to transit hubs to reduce the use of single occupancy vehicles and vehicle miles traveled.

**Products and Outcomes:**

- ◆ Community Shuttle Programs

**Goal Area Activity:** Core Economic Development

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

**Strategy:** Employer Outreach

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

**Products and Outcomes:**

- ◆ Employer Outreach Activities

**Strategy:** Employer Services

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

**Products and Outcomes:**

- ◆ Employer Services Activities

**Goal Area Activity:** Core Reliability

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

**Strategy:** Traffic Mitigation

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

**Products and Outcomes:**

- ◆ Congestion Mitigation Activities

**Strategy:** Studies and Transportation Planning

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

**Products and Outcomes:**

- ◆ Transportation Planning Efforts

**Strategy:** TMA Contingency Plan

*Description:* Hudson will maintain a TMA Contingency Plan which will enable the Traffic Mitigation Strategy to continue in the event of a local emergency situation caused by a natural or man-made disaster. The TMA will test the protocols annually to ensure its ability to engage the strategy when an emergency situation occurs. Any revisions or updates to the strategy will be made as needed.

**Products and Outcomes:**

- ◆ TMA Contingency Plan

**Goal Area Activity:** Core Environmental

*Description:* The Hudson TMA will promote activities to reduce pollution created by transportation activity by creating public awareness of the need to reduce pollution and conserve resources. **Strategy:** Public Awareness

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

**Products and Outcomes:**

- ◆ Air Quality Improvement Efforts

**Goal Area Activity:** Core Safety

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

**Strategy:** Public Awareness

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

**Products and Outcomes:**

- ◆ Participation in the NJTPA Sponsored Pedestrian Safety Campaign ◆ Promotion of Multi-modal Travel Safety

**Goal Area Activity:** Supplemental Environmental

*Description:* The Hudson TMA will promote programs in FY 2016 through the Supplemental Environmental Goal Area Activity to increase the TMA's efforts in reducing pollution created by transportation activity.

**Strategy:** Supplemental Public Awareness

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

**Products and Outcomes:**

- ◆ Air Quality Improvement Efforts

**Strategy:** Sustainable Jersey Certification

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

**Products and Outcomes:**

- ◆ Sustainable Jersey Efforts

**Goal Area Activity:** Supplemental Safety

*Description:* The Hudson TMA will promote activities supplemental to the FY 2016 Work Program Safety Goal Area Activity which will also improve public safety related to traffic activity. **Strategy:** Public Awareness

*Description:* Through the Supplemental Safety Program, the Hudson TMA will engage and further educate residents and employees in Hudson County on issues which impede public safety relating to transportation. The TMA will also encourage implementation of best safety practices regarding current safety issues. Such issues are: drinking and driving, neglected or improper seat belt use, poor vehicle maintenance, improper infant/child seat restraint, lack of understanding of bicycle/pedestrian laws and common sense rules of the road. The TMA will also offer pedestrian, bicycle and motorist safety programs geared specifically to high school and college students, a demographic not previously served. Hudson will also promote and implement "Be Safe, Be Seen" best practices for pedestrians and bicyclists of all ages.

In addition, the TMA will expand the NJTPA Street Smart Program to other municipalities in Hudson County.

TMA staff will also participate in a partnership with the Brain Injury Prevention Coordinator of Hudson County and AAA North Jersey in order to provide a coordinated and inclusive safety program.

The TMA will provide a cyclist anti-dooring campaign in Hoboken and Jersey City.

**Products and Outcomes:**

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



## Hudson TMA Promotions Plan

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

IN 2016 the Hudson TMA will use the following types of media to engage the public and support its work program.

### **BROCHURES**

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

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

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

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

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

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

### **NEWSPAPER/MAGAZINES**

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

Bayonne Community News, Jersey City Reporter, Hoboken Reporter, Jersey City Reporter, Weehawken Reporter, Secaucus Reporter, North Bergen Reporter, Union City Reporter, West New York Reporter, Hudson Current, Palisade Magazine and Jersey City Magazine. Effectiveness will be tracked by the number of attendees at events.

### **Flyers**

Hudson TMA produces for distribution flyers to promote or explain the purpose of activities or events such as Park(ing) Day, bike rodeos and Savvy Cyclist. Standard size is letter sized on glossy paper. Effectiveness will be tracked by number of attendees at events and the number of pieces posted and distributed.

### **SEASONS & KID SEASONS**

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

### **SIGNAGE & POSTERS**

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

### **WEBSITE**

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

### **VIDEO**

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

### **NEWSLETTER**

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



## PROGRAM MANAGEMENT

### Description

Hudson TMA will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2016 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2016 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 144,411		
	2. FRINGE BENEFITS	86% FT / 0% PT	\$ 123,795		
	3. LEAVE ADDITIVE	0%	\$ -		
		<b>SUBTOTAL</b>	<b>\$ 268,206</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 176		
	2. TRAVEL		\$ 820		
	3. PRINTING & REPRODUCTION		\$ 6,100		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 58,299		
		<b>SUBTOTAL</b>	<b>\$ 65,395</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	136%	\$ 196,399		
			<b>SUBTOTAL</b>	<b>\$ 196,399</b>	100%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	<b>\$ -</b>	100%
			<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 530,000</b>	100%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 470,000</b>	
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 60,000</b>	

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

**Federal Share: \$ 530,000      Local Match: \$ -      Total: \$ 530,000**

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Bike Rehab	\$ 1,100
Bike To Work Week	\$ 500
Calendar	\$ 4,203
Car Free Week	\$ 500
Chamber/EDC/ELC	\$ 800
Earth Day	\$ 50
Emergency Ride Home	\$ 300
Golden Sneaker	\$ 150
Kid Seasons	\$ 4,011
Newsletter	\$ 1,000
NJSW	\$ 1,100
Park(ing) Day	\$ 1,100
Savvy Cyclist	\$ 4,300
Seasons	\$ 9,150
Stride & Ride	\$ 13,500
Switch To Mass Transit	\$ 1,128
Vanpool Empty Seat Subsidy	\$ 300
Vanpool Start Up Subsidy	\$ 300
Video	\$ 750
Walk To School	\$ 200
Ward Tour	\$ 900
Website	\$ 4,800
Anti Idle Information Materials	\$ 2,357
Safety Improvement Informatio and Materials	\$ 5,800
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 58,299</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	1,975	\$ 100,849	\$ 57,239	\$ 73,739	\$ -	\$ 231,826
Core Goal Area Activities - Economic Development	1,846	\$ 86,516	\$ -	\$ 63,259	\$ -	\$ 149,776
Core Goal Area Activities - Reliability	510	\$ 36,653	\$ -	\$ 26,800	\$ -	\$ 63,453
Core Goal Area Activities - Environmental (optional)	15	\$ 1,288	\$ -	\$ 942	\$ -	\$ 2,230
Core Goal Area Activities - Safety (optional)	35	\$ 2,168	\$ -	\$ 1,585	\$ -	\$ 3,754
Program Management	176	\$ 10,952	\$ -	\$ 8,008	\$ -	\$ 18,960
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,557</b>	<b>238,427</b>	<b>57,239</b>	<b>174,334</b>	<b>-</b>	<b>470,000</b>
Supplemental Goal Area Activities - Environmental (optional)	182	\$ 10,628	\$ 2,357	\$ 8,062	\$ -	\$ 21,047
Supplemental Goal Area Activities - Safety (optional)	289	\$ 19,151	\$ 5,800	\$ 14,003	\$ -	\$ 38,953
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>471</b>	<b>29,779</b>	<b>8,157</b>	<b>22,065</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>5,028</b>	<b>\$ 268,206</b>	<b>\$ 65,395</b>	<b>\$ 196,399</b>	<b>\$ -</b>	<b>\$ 530,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
James DiDomenico, Director	69%	1,254
James Avella,	61%	1,107
Ivonne Pierluisses, Marketing Coordinator	66%	1,193
Josefina Palacios, Field Coordinator	73%	1,329
Robert Milne, Project Associate	4%	70
Kathleen Czander	1%	10
Thomas Shahedy	1%	25
Anthony DeFillipo	1%	25
Wade Frazee	1%	15
<b>TOTAL</b>	<b>31%</b>	<b>5,028</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Keep Middlesex Moving  
FY 2016 WORK PROGRAM



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## **TMA Work Program Overview**

### **Organizational Summary**

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

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

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

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

### **Service Area Description**

Middlesex County is the crossroads of New Jersey. The second largest county in the state, Middlesex is 309 square miles in size and extends from the Rahway River south to Mercer and Monmouth Counties and from the Raritan Bay on the Atlantic Ocean west to Somerset

County. It has 25 municipalities, and extensive industrial, office, and residential areas. The NJ Turnpike, Garden State Parkway, Rte 287, 9, 130, 27, 22, 1, 18, and other major roadways as well as the Raritan Valley Northeast Corridor and NJ Coastline rail lines bring hundreds of thousands of people to and through Middlesex County each day. Major bridges serving Middlesex County include: Albany Street, John Lynch Sr. Memorial, Victory, Driscoll, Edison, Morris Goodkind, Douglas Goodkind, Ellis S. Viesner, Basilone, Route 1, and the Landing Lane.

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

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

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

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

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

## **Goals and Objectives**

### NJTPA's Goals and Objectives

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

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

as KMM works to implement a broad and ever expanding menu of transportation demand management programs and services that support and enhance improved mobility and safety, cleaner air, and sustainability in Middlesex County. KMM's portfolio contains activities that address NJTPA's goals and objectives including Accessibility, Economic Development, Reliability, Environment, and Safety.



## Keep Middlesex Moving (KMM) Program Report FY 2016

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

*Description:* The purpose of this core activity is to educate, encourage, and support commuters who are considering or who may have adopted an alternative commute mode.

**Strategy:** Encourage alternative transportation choices

*Description:* In addition to carpooling and vanpooling, KMM will also promote shuttles, bicycling, and walking as alternatives to single occupant driving. KMM's programming will include but not be limited to bicycle and pedestrian education, activities, and events for all ages but particularly seniors and children. Additionally, KMM will coordinate with the Middlesex County Traffic Safety Program and will support Middlesex County transit services.

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

- ◆ Activities increasing the adoption of alternative transportation choices

**Strategy:** Facilitate carpooling or vanpooling

*Description:* Activities in this category include implementation and maintenance of the statewide ridematch system, carpool/vanpool ridematch services, and, for qualified commuters, incentives such as Emergency Ride Home and Green Commuter Rewards. KMM will address requests for trip planning or other commute assistance. KMM supports a "Transit First" policy.

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

- ◆ Comprehensive rideshare support services and activities including but not limited to trip planning.

**Strategy:** Support of Regional Coordinated Human Services Transportation Plan and Regional Plan for Sustainable Development

*Description:* The updated Regional Coordinated Human Services Transportation Plan requires input from various transportation providers and stakeholders. It will incorporate existing county plans. As requested, KMM will support agencies and providers in Middlesex County to obtain and report needed information as well as participate in other regional planning partnership as appropriate. KMM will participate as a stakeholder in the Regional Plan for Sustainable Development.

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

- ◆ Participate with Coordinated Human Services Transportation Plan and Regional Plan for Sustainable Development

**Strategy:** Promote commute choices

*Description:* Promote Accessibility through a variety of media and in-person activities including but not limited to using social media platforms, print and radio, email marketing transportation fairs.

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

- ◆ Multi media campaign to promote Accessibility

**Goal Area Activity:** Core Economic Development

*Description:* Employers are key players in advancing transportation demand management programming. As a leader in the Middlesex County Regional Chamber of Commerce, the Convention and Visitors Bureau, and Celebrate NJ!, KMM has established relationships with a broad spectrum of the private sector enabling the TMA to work efficiently to advance employer based TDM.

**Strategy:** Workplace TDM outreach and implementation

*Description:* KMM will coach and assist employers that wish to implement TDM programs at their work sites. This may include but not be limited to on-site fairs, development of a car/vanpool program, shuttles, and site specific social media. Site specific emergency ride home, incentives, preferential parking, on-site transit passes, bike/ped promotions, and alternative work hours are among other services KMM could provide. KMM's employer program will be customized according to an employer's needs.

The NJ Smart Workplaces program recognizes employers who are making a TDM difference at their work sites. A part of this statewide recognition program, KMM offers four recognition levels which honor the implementation of various strategies. KMM presents certificates to employers at its annual meeting.

**Products and Outcomes:**

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

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

*Description:* KMM will promote Economic Development-related strategies through a variety of media and in-person activities which include but are not limited to radio, print, social media, mailings, email marketing and transportation/employer fairs and conferences.

KMM will promote finding transportation solutions including transit services to those at a economic disadvantage as per the Ladders of Opportunity objective. KMM also promotes "Ticket to Work", a program sponsored by NJ TRANSIT that provides free bus trips to unemployed job seekers or those who are rejoining the workforce.

**Products and Outcomes:**

- ◆ Comprehensive campaign to support Economic Development strategies
- ◆ Promote Ticket to Work Program to support transportation solutions to underserved populations

**Goal Area Activity:** Core Reliability

*Description:* One of the foundations of our economy is a sound, reliable and functional infrastructure. KMM will coordinate with transportation providers and other stakeholders to support a dependable and predictable transportation infrastructure by planning for emergencies and by providing information about emergency or unexpected travel conditions.

**Strategy:** Emergency response plan

*Description:* KMM maintains an emergency response plan and will update it as needed.

**Products and Outcomes:**

- ◆ Updated emergency response plan

**Strategy:** Communicate traffic and incident information

*Description:* KMM's Information Notification Network provides subscribers with real time road construction and incident notices 24/7.

**Products and Outcomes:**

- ◆ Dissemination of emergency and non-emergency roadway information

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

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

**Products and Outcomes:**

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

**Strategy:** Promote Reliability-related activities

*Description:* KMM will promote Reliability activities through various media and in person including but not limited to social media marketing, emailing marketing, print, radio and transportation fairs.

**Products and Outcomes:**

- ◆ Comprehensive campaign to promote Reliability

**Goal Area Activity:** Core Environmental

*Description:* Alternative commute modes not only reduce congestion but improve air quality. In this core area, KMM will focus on educating children and adults about the dangers of air pollution. Meadowlink also works with municipalities seeking to attain or maintain Sustainable Jersey designation, specifically with action items related to TDM strategies.

**Strategy:** Promote environmental education

*Description:* KMM will continue to offer the bookmark contest for 5th graders who will be asked to create a bookmark illustrating an environmental theme. Educational tools and classroom exercises will be provided to teachers.

KMM will use social and electronic media to promote Earth Day and other air quality messages.

**Products and Outcomes:**

- ◆ Promote air quality through bookmark contest and media

**Goal Area Activity:** Core Safety

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

**Strategy:** Safety Education

*Description:* KMM will coordinate with the NJ Division of Highway Traffic Safety (HTS) to distribute HTS materials. If necessary, KMM will conduct web-based research to identify address safety issues,

including reference to the recently updated statewide Strategic Highway Safety Plan. Education will be conducted through social, web-based, electronic, or printed media.

**Products and Outcomes:**

- ◆ Promote travel safety education ◆ Participate in the "Street Smart NJ" education campaign.

**Goal Area Activity:** Core Economic Development

*Description:* Employers are key players in advancing transportation demand management programming. As a leader in the Middlesex County Regional Chamber of Commerce, the Convention and Visitors Bureau, and Celebrate NJ!, KMM has established relationships with a broad spectrum of the private sector enabling the TMA to work efficiently to advance employer based TDM.

**Strategy:** Implementation in the Comprehensive Development Strategy

*Description:* KMM will participate in the development of a regional Comprehensive Development Strategy (CEDS) in conjunction with NJTPA and Together North Jersey.

**Products and Outcomes:**

- ◆ Support implementation of Comprehensive Development Strategy

**Goal Area Activity:** Supplemental Environmental

*Description:* "A Better Tomorrow, One Community at a Time" is the slogan of Sustainable NJ. Communities are challenged to examine their practices and identify how "green" actions can save money and support sustainability. KMM supports and will continue to support Sustainable NJ in Middlesex County. **Strategy:** Support expansion of Sustainable NJ program in Middlesex County

*Description:* Twenty Middlesex County municipalities have attained Sustainable NJ certification (2 Silver, 7 Bronze) or are in the process of attaining certification. KMM will support those who have achieved certification in maintaining their designation as well as those seeking to attain certification and seeking to achieve a higher certification level and will coach communities to become involved with Sustainable NJ.

**Products and Outcomes:**

- ◆ Support local and statewide efforts at advance Sustainable NJ and participating communities

**Goal Area Activity:** Supplemental Safety

*Description:* Be Street Smart NJ has been developed by NJTPA to change pedestrian and motorist behavior with the goal of improving safety. Education and enforcement are at the foundation of the program.

**Strategy:** Promote "Be Street Smart NJ" in Middlesex County

*Description:* Woodbridge is a pilot site for "Be Street Smart NJ." After the first educational and enforcement campaign, observers reported an improvement in the behaviors of pedestrians and motorists at a target intersection. KMM will continue to support the implementation of "Be Street Smart NJ" in Woodbridge and coach other municipalities to adopt the program as well.

**Products and Outcomes:**

- ◆ Increase in the number of communities implementing a "Be Street Smart NJ" campaign

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

*Description:* The purpose of this core activity is to educate, encourage, and support commuters who are considering or who may have adopted an alternative commute mode.

**Strategy:** Vanpool Empty Seat Subsidy

*Description:* Under its contract with NJ TRANSIT, KMM will provide a Vanpool Empty Seat subsidy of \$125/month for up to 3 months to support start up or struggling vanpools.

**Products and Outcomes:**

- ◆ Administration of Vanpool Empty Seat Subsidy



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

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

KMM will use the following types of media in FY 2016 for the promotion of the programs, goals, and objectives of the work program.

**Social Media:** Social media includes but is not limited to Facebook (“keepmiddlesexmovinginc”), Twitter (“@MiddlesexComuter”), Pinterest (“keepmiddlesexmovinginc”) and Instagram (“@keepmiddlesexmoving”). These will be used to communicate brief messages and to provide links to traffic incidents and congestion reports, blog posts, KMM-related news, and other related information of interest. Effectiveness will be tracked by the number of followers, re-posts, re-tweets, links clicked, and “like.”

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

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

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

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



## PROGRAM MANAGEMENT

### Description

Keep Middlesex Moving will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 164,949		
	2. FRINGE BENEFITS	93% FT / 0% PT	\$ 153,403		
	3. LEAVE ADDITIVE	0%	\$ -		
		<b>SUBTOTAL</b>	<b>\$ 318,351</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 825		
	3. PRINTING & REPRODUCTION		\$ 4,082		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 29,500		
		<b>SUBTOTAL</b>	<b>\$ 34,407</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	159%	\$ 267,241		
			<b>SUBTOTAL</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 620,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 560,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 60,000</b>		

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 620,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 620,000</b>
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**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2016 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home Program	\$ 300
Intersections Newsletter	\$ 3,800
Electronic /Print/Radio Program Promoting	\$ 25,400
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 29,500</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	1,845	\$ 120,962	\$ 30,426	\$ 99,653	\$ -	\$ 251,040
Core Goal Area Activities - Economic Development	651	\$ 55,256	\$ 485	\$ 45,521	\$ -	\$ 101,262
Core Goal Area Activities - Reliability	1,003	\$ 70,845	\$ 1,325	\$ 58,365	\$ -	\$ 130,534
Core Goal Area Activities - Environmental (optional)	201	\$ 15,397	\$ 575	\$ 12,685	\$ -	\$ 28,656
Core Goal Area Activities - Safety (optional)	235	\$ 17,518	\$ 575	\$ 14,432	\$ -	\$ 32,526
Program Management	69	\$ 6,036	\$ -	\$ 9,945	\$ -	\$ 15,981
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,004</b>	<b>286,014</b>	<b>33,386</b>	<b>240,600</b>	<b>-</b>	<b>560,000</b>
Supplemental Goal Area Activities - Environmental (optional)	214	\$ 16,361	\$ 511	\$ 13,479	\$ -	\$ 30,350
Supplemental Goal Area Activities - Safety (optional)	213	\$ 15,977	\$ 511	\$ 13,162	\$ -	\$ 29,650
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>427</b>	<b>32,338</b>	<b>1,022</b>	<b>26,641</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>4,431</b>	<b>\$ 318,351</b>	<b>\$ 34,407</b>	<b>\$ 267,241</b>	<b>\$ -</b>	<b>\$ 620,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William Neary, Executive Director	41%	739
Roberta Karpinecz, Director of Operations	37%	677
Morteza Ansari, Program Manager	42%	767
Cristina Fowler, Program Manager	54%	980
Arlene Holt, Program Coordinator	57%	1,045
Lynne Cuevas, Program Coordinator	8%	143
Peter Bilton, Program Coordinator	4%	80
<b>TOTAL</b>	<b>35%</b>	<b>4,431</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Meadowlink TMA  
FY 2016 WORK PROGRAM



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# TMA WORK PROGRAM OVERVIEW

## Organizational Summary

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

## 1. Mission

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

## 2. Major Sources of Funding and Clients

Public sector Grants:                 \$2,463,853  
(NJTPA, NJDOT, NJ TRANSIT, Passaic County, NJDHTS)  
Public Sector fee for service:   \$2,161,876  
(NJMC, Essex, Hudson, Monmouth, Hudson & Passaic Counties)  
  
Private sector:                         \$1,621,578  
(Hartz Mountain, Barnes & Noble, Rose Brand, Cablevision, ARRI, Taub Foundation, Avalon, Vermella, Onyx and Vitamin Shoppe )  
  
Total:                                     \$6,247,307

## 3. Office Locations

Meadowlink operates from 4 different offices:

### Main Office:

144 Park Place East, Wood-Ridge, NJ 07075

### Satellite Offices:

200 Memorial Drive, Paterson, NJ 07505

1 Industrial Way West, Eatontown, NJ 07724

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

### 3. Staff Summary

Office Location	Full-Time Employees	Part-Time Employees	Total Employees
Wood-Ridge	46	33	79
Paterson	1	2	3
Newark	2	2	4
Freehold	6	10	16
<b>Total:</b>	<b>55</b>	<b>47</b>	<b>102</b>

### Geographic and Demographic Information

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

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

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

County	Total Population	Senior Population 60+	People with Disabilities
Bergen	925,328	168,115	335,480
Hudson	660,282	82,170	229,400
Essex	789,565	112,496	280,090
Union	548,256	83,450	184,510
Monmouth	629,672	108,310	233,730
Passaic	505,672	43,330	161,910
<b>TOTAL</b>	<b>4,058,775</b>	<b>597,871</b>	<b>1,425,120</b>

- **Infrastructure**

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

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

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

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

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

## **Goals and Objectives**

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

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

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

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

to current and future customers, retain and increase economic activity and competitiveness, and protect and improve the quality of natural ecosystems and the human environment.

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

Staff will accomplish this goal by maintaining and strengthening the alliance of business community and government leaders committed to improving mobility and accessibility; and by advocating for the transportation needs and interests of its constituency.

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

3. Advocate High Occupancy Vehicles (HOV)

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

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

4. Achieve Improvements in Air Quality

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

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

5. Conserve energy resources

Staff will accomplish this goal by advocating the use of new technologies to conserve resources; advocating telecommuting, compressed work week, and flex time; and encouraging

and programmatically facilitating reductions in the aggregate vehicle miles traveled (VMT) of the employee population in companies in the Meadowlink service area.

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

6. Promote transit equity

In the spirit of the federal United We Ride initiative Meadowlink staff will develop programs and services to serve the disadvantaged segments of the population like low income workers, people with disabilities and older adults; and encourage transportation providers to comply with American with Disabilities Act (ADA) mandates.

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



## **Meadowlands Transportation Brokerage Corporation Program Report FY 2016**

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

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

#### **Strategy:** Increase access to alternative modes other than SOV

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

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

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

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

#### **Strategy:** Human Services Transportation Efforts

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

**Products and Outcomes:**

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

**Goal Area Activity:** Core Economic Development

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

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

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

*Description:* Meadowink will strive to be the primary point of contact for transportation information for visitors and businesses, and partner with local government agencies like the Economic Development Corporations (EDCs), state agencies like NJ TRANSIT, business organizations like the local chambers of commerce and real estate developers.

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

**Products and Outcomes:**

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

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

*Description:* Meadowink will participate in activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS) and the Together North Jersey Regional Plan for Sustainable Development.

**Products and Outcomes:**

- ◆ Participate in implementation of the RPSD, regional and local Comprehensive Economic Development Strategy activities.

**Goal Area Activity:** Core Reliability

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

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

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

**Strategy:** Construction related congestion mitigation

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

**Products and Outcomes:**

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

**Goal Area Activity:** Core Environmental

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

**Strategy:** Improvement of air quality programs

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

**Products and Outcomes:**

- ◆ Meadowlink will participate in activities to encourage the use of low emission vehicles and build a network of individuals and groups who are informed about, become supportive of, and ultimately able to actively pursue the development/ implementation of the appropriate strategies within their local community.
- ◆ Meadowlink will assist municipalities achieve Sustainable Jersey Certification.
- ◆ Participate in studies related to improving air quality.

**Goal Area Activity: Core Safety**

*Description:* Meadowlink will promote travel and enhance travel safety throughout its service area for all modes. This could include educational programs focused on issues such as drinking and driving, distracted traveling, wildlife related motor vehicle incidents, seatbelt use, vehicle maintenance, infant/ child seat education, bicycle/pedestrian safety or topics related to traveler safety. Meadowlink will also engage in information gathering related to safety issues, or implementation of a safety-related program such as conducting bicycle/ pedestrian audits. Meadowlink will also assist with development/ promotion of NJTPA's Pedestrian Safety Education Campaign "Be Street Smart NJ" pilot program.

**Strategy:** Promotion of Safety Education Programs for Students & Commuters

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

**Products and Outcomes:**

- ◆ Conduct information sessions about safety programs.
  
- ◆ Participate in "Be Street Smart NJ" education campaign.

**Goal Area Activity: Supplemental Safety**

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

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

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

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

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

**Phase-I: Safe Driving**

1. Evaluating driving ability: The objective is to inform seniors about their options to drive more safely by providing self-rating forms, interactive driving evaluation on the computer or even an assessment by an occupational therapist-driver rehabilitation specialist. These modules have already been developed by AAA and will be presented in partnership with them at various senior centers.
2. Understanding Mind & Body Changes: This will include presentations to help mature drivers understand the effect of aging on vision, hearing, reaction time, medical conditions & medications, and mind and cognition.

3. Improving Driving Skills: Meadowlink's Safety Supervisor will present the preparations prior to a drive that could include a pre-drive vehicle inspection, checking your body's fit with the vehicle, using and adjusting mirrors and safety belt. Everyday driving challenges include left-hand turns, roundabouts, driving around big trucks, driving at night, yielding the right of way, backing and parking and dealing with aggressive drivers. Additionally, driving in bad weather such as rain, snow, ice and sleet, fog, smoke and sandstorms and handling unexpected situations like vehicle failures, avoiding crashes and emergency maneuvers, and what to do after a crash will be discussed.

#### Phase-II: Beyond Driving

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

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

#### Products and Outcomes:

- ◆ Develop a 4-step training module to conduct 1) Information sessions to drive more safely; 2) CarFit events that focus on preparations prior to a drive; 3) Improved driving skills with emphasis on defensive driving; 4) Travel Options using public transit, county and volunteer driver programs
- ◆ Conduct a minimum of 6 sessions for each of the four modules (total of 24 sessions)
- ◆ Provide information to about 1,000 older adults
- ◆ Recruit 100 older adults to participate in volunteer driven programs

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

##### *Description:*

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

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

enforcement and evaluation. Safe Routes to School improves the built environment and increases opportunities for healthy physical activity for everyone.

**Products and Outcomes:**

- ◆ SRTS Activities

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

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

**Products and Outcomes:**

- ◆ Highway Traffic Safety Activities

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

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

Meadowlink will use the following types of media in FY 2016 for the promotion of the programs, goals, and objectives of the work program:

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



## PROGRAM MANAGEMENT

### Description

Meadowlink will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A MEADOWLINK  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 652,864		
	2. FRINGE BENEFITS                      40.71 FT% / 0% PT	\$ 265,781		
	3. LEAVE ADDITIVE                      0%	\$ -		
	<b>SUBTOTAL</b>	<b>\$ 918,645</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 2,750		
	3. PRINTING & REPRODUCTION	\$ 10,000		
	4. TELEPHONE	\$ 4,900		
	5. POSTAGE	\$ 696		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 15,860		
	<b>SUBTOTAL</b>	<b>\$ 34,206</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION              59.30%	\$ 387,149		
	<b>SUBTOTAL</b>	<b>\$ 387,149</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,340,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 1,280,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 60,000</b>		

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 1,340,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 1,340,000</b>
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**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A MEADOWLINK**  
**FY 2016 WORK PROGRAM**  
**BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 3,500
Internet Promoting - Google Adwords	\$ 3,500
Internet Promoting - Constant Contact	\$ 660
NRBP Business Directory & Magazine	\$ 2,000
Mdest Hospitality Event	\$ 200
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 15,860</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A MEADOWLINK**  
**FY 2016 WORK PROGRAM**  
**STAFF PLAN**

**TMA Work Program Budget by Task**

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	23,687	\$ 784,067	\$ 19,346	\$ 330,433	\$ -	\$ 1,133,846
Core Goal Area Activities - Economic Development	250	\$ 24,725	\$ 13,860	\$ 10,420	\$ -	\$ 49,005
Core Goal Area Activities - Reliability	350	\$ 29,457	\$ 400	\$ 12,414	\$ -	\$ 42,271
Core Goal Area Activities - Environmental (optional)	100	\$ 11,203	\$ 500	\$ 4,721	\$ -	\$ 16,424
Core Goal Area Activities - Safety (optional)	100	\$ 11,203	\$ 100	\$ 4,721	\$ -	\$ 16,024
Program Management	150	\$ 15,780	\$ -	\$ 6,650	\$ -	\$ 22,430
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>24,637</b>	<b>\$ 876,434</b>	<b>\$ 34,206</b>	<b>\$ 369,359</b>	<b>\$ -</b>	<b>\$ 1,280,000</b>
Supplemental Goal Area Activities - Environmental (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Goal Area Activities - Safety (optional)	1,500	\$ 42,211	\$ -	\$ 17,789	\$ -	\$ 60,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,500</b>	<b>\$ 42,211</b>	<b>\$ -</b>	<b>\$ 17,789</b>	<b>\$ -</b>	<b>\$ 60,000</b>
<b>TOTAL</b>	<b>26,137</b>	<b>\$ 918,645</b>	<b>\$ 34,206</b>	<b>\$ 387,149</b>	<b>\$ -</b>	<b>\$ 1,340,000</b>

**TMA Work Program Assigned Staff**

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Krishna Murthy, Executive Director	58%	1,050
Avnish Gupta, Assistant Executive Director	58%	1,050
Carole Swanstrom, Manager - Accounts Payable	85%	1,554
Kinga Skora, Regional Manager - Bergen/Hudson County	82%	1,500
Wendy Arias, Regional Manager - Monmouth County	77%	1,400
Ellie Ferrer, Regional Manager - Essex/Union County	82%	1,500
Nicole Neri, Assistant Manager - Accounts Receivable	69%	1,248
Michael Parra - Tpt. Coordinator	0%	7
Diana Soares, Tpt. Coordinator - Essex Community Cars	85%	1,554
Stephen Culpepper, Tpt. Coordinator - Commute Fairs	55%	1,000
Veronica Almonte, Accounting Coordinator	55%	1,000
Trudy Pearson, Tpt. Coordinator - Essex Community Cars	80%	1,000
Pamela Hughes, Tpt. Associate - Monmouth County	85%	1,554
Constance Shelley, Tpt. Associate - Community Cars	87%	1,589
Matthew Manahan - HR Assistant	49%	610
Rose Heitmann - Tpt. Associate - Customer Service	96%	1,200
John Stapleton - Tpt. Associate - Community Cars	96%	1,200
Katherine Marshall, Graphic Design Coordinator	0%	5
Bill Carlos, Marketing Coordinator	0%	5
TBD, Marketing Coordinator	0%	5
Cesar Gomez, Asst. Operations Manager	1%	7
Stojckier Jackson - Regional Manager - Passaic County	1%	10
Rasgovinda Sahu - Accounting Assistant II	87%	1,589
Nicholas S. Calabro - Tpt. Associate - Customer Service	96%	1,200
Paul Medioli - Transportation Associate	80%	1,000
TBD, Transportation Associate	64%	800
TBD, Safety Coordinator	60%	750
TBD, Safety Coordinator	60%	750
<b>TOTAL</b>	<b>59%</b>	<b>26,137</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

RideWise of Raritan Valley  
FY 2016 WORK PROGRAM



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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

RideWise is Somerset County's designated Transportation Management Association (TMA). The organization assists individuals seeking alternative transportation options for work and recreation in order to mitigate congestion and reduce environmental impacts caused by vehicle emissions, roadway expansion, and other transportation-related factors.

RideWise was founded in the 1991 as a division of the Somerset Alliance for the Future (SAF). In 2000, SAF merged with the Chamber of Commerce and the Office of Smart Growth to become the Somerset County Business Partnership (SCBP). RideWise operated under the umbrella of the SCBP as an affiliate until 2011 when it officially separated from the SCBP and became an independent entity.

The agency is governed by a 15 member Board of Directors made up of representatives from the public and private sector, as well as the agencies that provide funding (NJTPA, NJ TRANSIT and NJDOT). RideWise serves the greater Somerset County area and maintains an office in Bridgewater. The agency employs six full-time staff.

### **Service Area Description<sup>1</sup>**

#### ***Overview***

Somerset County is located in north-central New Jersey, about 40 miles west of New York City and 60 miles northeast of Philadelphia, Pennsylvania. The County's 21 municipalities encompass 305 square miles that are characterized by diverse landscapes, ranging from urban and suburban neighborhoods to rural countryside. The County has 11,600 acres of parkland, 7,753 acres of preserved farmland, and 3,253 acres of greenways, along with a distinct mix of municipalities, ranging from small boroughs to large suburban townships. Each municipality adopts its own land use ordinances, zoning ordinances, and master plan to guide development patterns.

#### ***Population***

Somerset County is the fastest growing county within the fastest growing region of New Jersey, geographically defined to include Somerset, Hunterdon, Mercer, and Middlesex Counties. Somerset County's population of 323,444 (2010 Census) has seen dramatic growth since the turn of the millennium, almost double the population growth rate of New Jersey, the eleventh-most-populous state in the nation.

Over half of Somerset County's population resides in its four most populous municipalities, namely, Franklin, Bridgewater, Hillsborough, and Bernards Townships. Franklin, Bernards, and Montgomery Townships grew at the greatest rates between 2000 and 2010. Three municipalities declined in population during this same period - Bedminster Township, Branchburg Township and Somerville Borough - with Somerville declining at the highest rate in the County

Somerset County's population density is more than 1,000 people per square mile; this density is only slightly less than the population density of the entire State of New Jersey, at 1,185 people per square mile, as indicated by US 2010 Census data. However, population density in Somerset County ranges widely, from just over 180 people per square mile in Far Hills Borough, to over 7,500 people per square mile in North Plainfield Borough.

From 2000 to 2010, Somerset County's growing population also has increasingly aged. With a median age of 40.2 years in 2010, the County's population has aged by three years since the 2000 Census. This

is slightly older than the median age across New Jersey at 39.0 years. Somerset County's young, working-age population (ages 18-34) decreased from the 2000 Census while the County's middle-aged population (ages 35-54) increased.

### **Workforce**

Somerset County has the most highly educated workforce in New Jersey, with almost half of all adults over 25 years of age holding a bachelor's degree or higher and of those 21% hold post-baccalaureate degrees. Somerset County has a higher concentration of experienced workers between the ages of 40 and 54, compared with New Jersey. It is estimated that over 50% of the civilian labor force in Somerset County is employed in management, business, science, and arts occupations, with over 10% employed in service occupations.

White collar employment represented 83% (138,925) of occupations in Somerset County in 2011, while blue-collar employment represented approximately 17% of occupations, according to the US Bureau of Labor Statistics (USBLS). In 2010, 80,000 (or 48.15%) of all people employed in Somerset County worked in high knowledge jobs, including those in healthcare, life/physical/social science; architecture/engineering; arts/design/entertainment/sports/media; business and financial operation; computer and mathematical occupations; education/training/library/legal; and management - farmers/farm managers.

The New Jersey Department of Labor and Workforce Development projects that employment in Somerset County to grow 1% per year from 2010 to 2020. Employment in the Wholesale Trade and Retail Trade sectors are predicted to be the highest employment growth sectors, at 15.4% and 12.3% respectively, while Professional, Scientific, and Technical Services are predicted to grow at a rate of 13.8% over the same decade. Excluding public sector employment, employment in the Information sector is predicted to have the greatest decline in the County at 6.5% during this same period.

### **Major Employers**

Avaya Inc.	Basking Ridge	2,000
Bloomberg	Skillman	1,400
Braun Research Inc.	Princeton	600
Carrier Clinic	Skillman	650
Cegedim	Bedminster	2,000
Chubb Corporation	Warren	1,500
Chubb Group of Insurance Companies	Warren	1,800
Ethicon Inc.	Somerville	1,200
Executive Risk Indemnity Inc.	Warren	2,000
Federal Insurance Company	Warren	1,800
HSBC Bank	Bridgewater	600
Johnson & Johnson Consumer Products	Skillman	1,200
Johnson & Johnson R&D	Raritan	2,000
Memorial Sloan- Kettering Inc.	Basking Ridge	1,000
Met Life	Bridgewater	1,400
Northwestern Pacific Indemnity	Warren	2,000
Ortho Clinical Diagnostics	Raritan	950
Ortho McNeil Janssen Pharmaceuticals	Raritan	1,800
Pfizer Inc.	Bridgewater	2,000
PVH Distribution Center	Bridgewater	800
Somerset Medical Center	Somerville	1,500

UPS	Bridgewater	1,000
VA Lyons Medical Center	Lyons	675

***Income***

The median household income in Somerset County was estimated at \$98,703 in 2010, making Somerset County the third-highest-income-earning county in New Jersey and the sixth-highest-income-earning county in the United States. The County has the highest per capita income in New Jersey at \$69,385 and is the ninth-wealthiest county in the United States. In 2009, Somerset County had the third-lowest percentage of people living below the poverty level (4.4% of the population) among all New Jersey counties. This was an increase from 3.8% reported in 2000 Census data. New Jersey had 9.4% (2009) to 10.3% (2010) of people living below the poverty level, while the United States had 14.5% (2009) to 15.1% (2010) of people living below the poverty level.

***Transportation Network***

Somerset County has an extensive transportation network that includes principal and major arterial highways, major and minor collector roads, and local road, airports, transit and buses, and freight rail, although the maintenance and expansion of these systems to serve employee commuting needs is fragmented and complex. The jurisdictions responsible for transportation improvements — municipalities, counties, state, federal, quasi-public, and private — have differing priorities and financial resources. The Somerset County Circulation Element, part of the *Somerset County Master Plan*, largely addresses County transportation system deficiencies and the aging road and mass transit system.

The road hierarchy in Somerset County includes federal interstates, US highways, and state and county highways that create access linkages to Philadelphia, New York City, the northeastern United States, and beyond. Interstate 287 (I-287, N/S) and Interstate 78 (I-78, E/W) intersect in the heart of Somerset County. I-287 serves as the outer beltway west of New York City through the north-central section of Somerset County. Meanwhile, I-78 spans east to west in the northern third of Somerset County, and connects to New York City, as well as Pennsylvania’s Lehigh Valley (Allentown, Bethlehem, and Easton) and beyond.

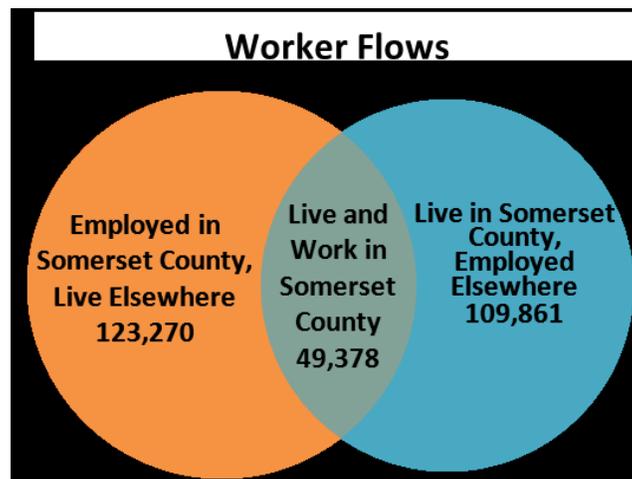
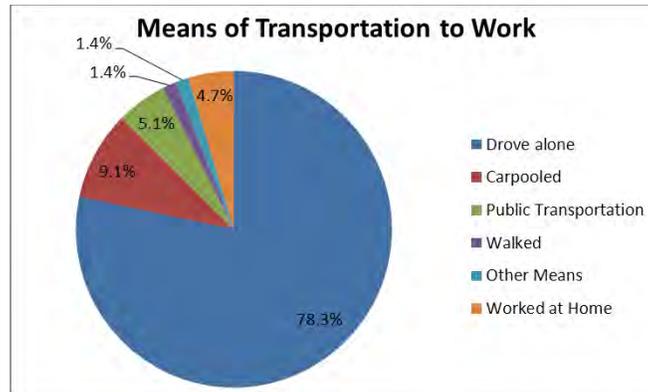
Somerset County is served primarily by New Jersey Transit (NJ Transit) and Lakeland Bus Lines, which is augmented by Somerset County’s Office of Transportation. Somerset County’s Office of Transportation offers seven shuttle bus routes in the County as part of a regional network. Passenger rail service in Somerset County connects to New York (NY), Philadelphia (PA), and Trenton (NJ), through Penn Station in Newark, New Jersey. Somerset County’s passenger rail service is provided through NJ Transit via two lines that connect passengers to Newark, New Jersey, and New York City. NJ Transit runs two passenger lines through Somerset County that further connects to New York City through the Port Authority of New York and the New Jersey Trans-Hudson (PATH) connection.

The Raritan Valley passenger rail line runs through five Somerset County municipalities with rail stations in Branchburg Township, Raritan and Somerville Boroughs, Bridgewater Township, and Bound Brook Borough. The Gladstone Branch - Morris & Essex Line - runs through four Somerset County municipalities with rail stations in Peapack and Gladstone Borough, Far Hills Borough, Bernardsville Borough, and Bernards Township.

***Commute Patterns<sup>2</sup>***

Mean travel time to work for county residents is 31 minutes. Currently, 55 percent of county residents work outside of Somerset County. Eight percent work outside of New Jersey, mainly in New York

City. Over forty percent of residents travel less than ten miles to work, and only four percent travel over fifty miles. The primary mode of transportation to work in Somerset County is driving alone. Public transportation, walking, and other means represent only a small share of overall commuting. However, vehicle miles traveled has experienced a modest decline and passenger counts at nearly all rail stations in the county have grown.



<sup>1</sup> Investment Somerset: A Collaborative Blueprint for Economic Growth

<sup>2</sup> Somerset County Trends and Indicators Report 2013

### TMA Goals and Objectives

The TMA’s mission, as adopted by the board of directors, is to advocate for, and provide, safe and sustainable travel solutions that improve mobility, reduce traffic and decrease carbon emissions. The TMA is guided by seven goals, which are in alignment with the goals of NJTPA:

- Promote efficient transportation through public transportation, carpools, vanpools, shuttle services, bicycling, walking, and alternative work hour arrangements. (relates to NJTPA goal 2 and 3)
- Implement employer-based programs directed at improving mobility, reducing congestion, air pollution, and parking needs. (relates to NJTPA goal 3)

- Develop public awareness of traffic related issues including air quality, energy conservation and commutation costs educate the public on efficient and sustainable transportation alternatives to the single occupant vehicle.(relates to NJTPA goal 2, 3, 4)
- Expand and enhance mobility options for transit dependent populations.(relates to NJTPA goal 2 and 3)
- Support state, county and municipal government in the development of walkways, bicycle paths, park-n-ride facilities, and transit services. (relates to NJTPA goal 1,2,3,4,5 & 6)
- Promote existing transit and advocate for new transit services. (relates to NJTPA goal 3 and 4)
- Partner with municipalities and schools to address environmental sustainability issues that reduce emissions (e.g. walking school buses, anti-idling programs) (relates to NJTPA goal 1 and 6).

**NJTPA Goals:**

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



## Ridewise of Raritan Valley Program Report FY 2016

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

*Description:* Provide information and assistance to commuters, tourists, and other travelers who are interested in carpooling, vanpooling, using public transit, bicycling, and walking. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate. **Strategy:** Rideshare matching & trip planning

*Description:* Provide rideshare matching assistance to travelers seeking to carpool or vanpool via a computerized rideshare matching system. Customized trip planning assistance, including information on transit routes and park and ride lot locations will be provided.

### **Products and**

#### **Outcomes:**

- ◆ Rideshare matching
- ◆ Trip planning

**Strategy:** Provide community education on travel alternatives

*Description:* Educate travelers on commute alternatives through advertising, print collateral, social media, mass mailings, and participation in community events. Educate travelers on any services and incentives that are available to encourage the use of alternate travel modes.

### **Products and Outcomes:**

- ◆ Communications/special events/promotions
- ◆ Website technology
- ◆ Community outreach
- ◆ Incentives and promotions

**Strategy:** Bicycle and pedestrian support

*Description:* Provide community and school-based (non-SRTS) bicycle and pedestrian safety and education. Provide planning assistance to municipal based bike and pedestrian projects. Update county bike lane and bike path inventories, as needed.

### **Products and Outcomes:**

- ◆ Community bicycle/pedestrian planning, including updating bike inventories as needed
- ◆ Bicycle/pedestrian education (non-SRTS), including seminars

**Strategy:** Human services transportation support

*Description:* Partner with local agencies to identify and implement mobility solutions for economically disadvantaged clients. Provide technical assistance and support to the Somerset County United We Ride effort. Meetings with nonprofit organizations to identify client mobility issues and implement potential solutions. Provide travel training to social service agency staff and clients and distribute free passes for client transportation needs through the Ticket to Ride program. Provide subsidized rides for senior citizens and residents with special needs through the RideConnect service. Support the Ladders of Opportunity initiative by identifying gaps in transportation system connectivity that prevent access to essential services and develop possible solutions to address the gaps. The TMA will partner with the One Stop Center and the Board of Social Services on the possible development of vanpools/shuttles to connect individuals in the WorkFirst program with employment opportunities. WorkFirst provides temporary financial support to individuals who are working to secure employment and become self-sufficient through job training, education and work activities.

**Products and Outcomes:**

- ◆ Ticket to Ride/travel training
- ◆ RideConnect
- ◆ WorkFirst mobility solutions

**Strategy:** Complete Streets support

*Description:* Educate municipal and county government on the benefits of implementing Complete Streets policies.

**Products and Outcomes:**

- ◆ Municipalities assisted

**Goal Area Activity:** Reliability

*Description:* Provide information and services that help increase dependable and predictable transportation services. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate.

**Strategy:** Congestion mitigation

*Description:* Mitigate traffic impacts of roadway construction and traffic incidents by making the traveling public aware of such activities. Monitor traffic conditions and alerts, and distribute the information to the traveling public via website posts, emails, social media, and the RBus alert system when necessary. RBus Somerset is the TMA's new transit application. One of the applications key features is the ability to issue alerts or advisory messages to users. Participate in all local and regional corridor studies and transportation forums and coordinate with appropriate state agencies as necessary.

**Products and Outcomes:**

- ◆ Traffic alerts
- ◆ Corridor studies

**Strategy:** Business continuity plan

*Description:* Develop a written plan that details operating procedures to follow during emergency situations and/or natural disasters that ensures the TMA can continue operating.

**Products and Outcomes:**

- ◆ Written plan

**Goal Area Activity:** Economic Development

*Description:* Provide, encourage and implement TDM strategies and tactics at demand generating sites such as employers, recreational facilities, entertainment venues, shopping centers and other locations to help reduce peak hour and mid-day single occupancy vehicle travel. **Strategy:** Employer outreach

*Description:* Conduct outreach activities to inform employers of available programs and strategies designed to encourage employees to use commute alternatives. The TMA will conduct outreach to individual businesses, employment parks, business associations, including realtor and HR groups, and others.

**Products and Outcomes:**

- ◆ Status reports on prospecting and introductory meetings

**Strategy:** Employer assistance

*Description:* Provide technical assistance and guidance to employers to encourage them to implement commute alternatives programs at their worksites. The level of service will be determined based on an assessment of the worksite and the employer's desired goals. Solicit nominations for the New Jersey Smart Workplace program. This prestigious state-wide program recognizes employers who provide outstanding commuter transportation programs. Employers are nominated at the Platinum, Gold, Silver or Bronze level according to the scope and variety of programs offered. RideWise verifies the validity of the employer nomination and/or helps employers meet the criteria for the recognition level being sought.

**Products and Outcomes:**

- ◆ NJ Smart Workplace nominations
- ◆ Status reports on work with individual employers

**Strategy:** Regional and local economic development

*Description:* Participate in the implementation of recommendations within the Somerset County Economic Development Strategy (CEDS). Participate as a stakeholder in the Regional Comprehensive Economic Development Strategy for the North Jersey region.

**Products and Outcomes:**

- ◆ Serve as a stakeholder for Together North Jersey

**Goal Area Activity:** Environmental

*Description:* Provide information on activities that help conserve natural resources or that help reduce pollution created by transportation.

**Strategy:** Air quality education

*Description:* Promote activities that educate travelers on air quality, help reduce vehicle-related pollution, and address climate change. Notify travelers of air quality alert days through social media. Provide educational information on anti-idling to schools, scout groups and municipalities

**Products and Outcomes:**

- ♦ Air quality initiatives

**Strategy:** Sustainable Jersey support

*Description:* Educate municipal and county government on the available TMA programs and services that can help them earn points towards Sustainable Jersey certification.

**Products and Outcomes:**

- ♦ Municipalities assisted

**Goal Area Activity:** Safety

*Description:* Provide education and information on safety issues or topics related to traveler safety.

**Strategy:** Provide education and information that enhances safe and efficient travel.

*Description:* Promote and enhance safe and efficient travel throughout the TMA service area by educating the traveling public about safety related issues. Provide safety awareness materials, print and electronic, to the traveling public through onsite lunch n learns. Provide safety vests and reflective materials to cyclists and pedestrians.

Promote New Jersey safety campaigns as requested.

**Products and Outcomes:**

- ♦ Safety initiatives

**Goal Area Activity:** Supplemental Environmental

*Description:* Provide information and support for activities that conserve natural resources and/or that help reduce or avoid pollution created by transportation activity. **Strategy:** Anti-idling campaign

*Description:* The supplemental environmental activity being proposed is an expansion of the existing educational activity being provided under the "safety" session. The supplemental funding will allow the TMA to hire a full time staff person who will develop a ready-made anti-idling campaign, with input from municipal green teams that can be easily implemented by any Somerset County municipality to help it earn points towards Sustainable Jersey certification. Many communities are short staffed and don't have the resources necessary to develop and implement such a program without technical support from the TMA. RideWise will work with municipalities (and schools and/or community organizations) to develop and implement enforcement campaigns, and help them adopt an anti-idling ordinances or other enforcement actions.

**Products and Outcomes:**

- ◆ Anti-idling campaign materials
- ◆ Municipal use of the campaign, including possible adoption of anti-idling ordinances

**Goal Area Activity:** Supplemental Safety

*Description:* Provide information and support for additional activities that promote and enhance travel safety.

**Strategy:** Complete Streets technical assistance

*Description:* The supplemental activity being proposed is an expansion of the Complete Streets educational activity currently being provided under the "Accessibility" section. Supplemental funding will enable the TMA to hire a full time staff person who will provide technical "how to implement" assistance to municipalities that have adopted Complete Streets policies. The TMA is finding many municipalities need help implementing Complete Streets policies after being educated by the TMA and adopting a policy. The full time staff person will make informational presentations at municipal meetings, work with municipal engineers and planning staff to create an implementation plan, assist with the identification of grant funding, document activities for Sustainable Jersey certification, and assist with the implementation of specific design elements such as bike lanes, new sidewalks, traffic calming measures, etc.

**Products and Outcomes:**

- ◆ Municipalities assisted
- ◆ Design elements implemented



**RIDEWISE TMA  
FY2016  
WORK PROGRAM PROMOTION PLAN**

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

RideWise will use the following types of media in FY2016 for the promotion of the programs, goals and objectives of the work program:

**Twitter**

The Twitter platform will be used as a delivery system for short messages and links related to all alternate modes (rideshare, transit, cycling, walking), and for disseminating traffic and transit incident alerts. Effectiveness will be tracked by the number of followers, re-tweets and links clicked in tweets.

**Newsletters**

The TMA will produce a regular e-mail newsletter called “*RideWise News*”. The newsletter will be distributed to 3,000+ recipients through Constant Contact. The newsletter will promote all work program related projects and services, and discuss issues of local and regional importance. Effectiveness will be measured by open/forward rates, and links clicked within the newsletter.

**Facebook**

The online social networking site will be used as an advertising tool to drive users to our website and encourage their involvement in the TMA's programs and promotions. Effectiveness will be tracked by the number of likes, by monthly page insight statistics, and by the agency's Klout score.

**Direct mail**

The TMA will distribute printed postcards that promote work program related projects and services to Somerset County residents via regular mail. Effectiveness will be measured by the number of hits to program specific webpages (tracked using QR codes) and increases in program registrations.

**Brochures**

Promote ridesharing matching, trip planning, travel alternatives (public transit, bicycling, walking) and incentive programs through the printing and distribution of program-related brochures, postcards, rack cards and other marketing collateral. This material will be distributed by mail or at employer and community onsite fairs. Effectiveness will be measured by the number of hits to specific webpages (tracked using QR codes) and increases in program registrations.

**Outreach and Promotion**

Any and all outreach will promote work program related projects and services. Effectiveness will be measured by the number of website hits, ad click-thrus, phone calls, RBus Somerset downloads, and program registrations or participation. The TMA will explore the possibility of utilizing the following outreach venues in FY16:

- Theatre slides at Clearview, AMC, Hillsborough and Manville 12 theatres
- Diner placemats at local diners (Bridgewater, Time to Eat)

- Seat drops on Somerset County buses (free)
- “Diamond Vision” big screen during Somerset Patriots games
- Print advertising in daily and weekly newspapers – *Courier News*, *Star Ledger*
- Online advertising through My Central Jersey and NJ.com
- Bus shelter ads along Route 28 in Somerville and Bridgewater
- Community access channels – Ville TV in Somerville
- Radio advertising on WCTC, WMGQ, WDHA

## PROGRAM MANAGEMENT

### Description

RideWise will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 220,452		
	2. FRINGE BENEFITS	17.25% FT / 8.86% PT	\$ 35,511		
	3. LEAVE ADDITIVE	0%	\$ -		
			<b>SUBTOTAL \$ 255,963</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 800		
	2. TRAVEL		\$ 1,700		
	3. PRINTING & REPRODUCTION		\$ 6,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 3,234		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 12,385		
			<b>SUBTOTAL \$ 24,119</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	81.59%	\$ 179,867		
			<b>SUBTOTAL \$ 179,867</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 459,949</b>	100%	0%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES \$ 400,000</b>		
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES \$ 59,949</b>		

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

**Federal Share: \$ 459,949      Local Match: \$ -      Total: \$ 459,949**

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE TMA  
FY 2016 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Ticket Home	\$ 500
Vanpool subsidies	\$ 1,400
Website	\$ 3,485
Promotion	\$ 7,000
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 12,385</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE TMA  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	3,555	\$ 120,979	\$ 20,485	\$ 84,185	\$ -	\$ 225,649
Core Goal Area Activities - Economic Development	2,215	\$ 83,608	\$ 2,300	\$ 58,180	\$ -	\$ 144,088
Core Goal Area Activities - Reliability	95	\$ 4,750	\$ 600	\$ 3,305	\$ -	\$ 8,656
Core Goal Area Activities - Environmental (optional)	60	\$ 2,406	\$ 50	\$ 1,674	\$ -	\$ 4,131
Core Goal Area Activities - Safety (optional)	35	\$ 1,023	\$ 50	\$ 712	\$ -	\$ 1,785
Program Management	161	\$ 8,879	\$ 634	\$ 6,178	\$ -	\$ 15,691
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>6,121</b>	<b>221,646</b>	<b>24,119</b>	<b>154,235</b>	<b>-</b>	<b>400,000</b>
Supplemental Goal Area Activities - Environmental (optional)	765	\$ 17,159	\$ -	\$ 12,816	\$ -	\$ 29,975
Supplemental Goal Area Activities - Safety (optional)	765	\$ 17,159	\$ -	\$ 12,816	\$ -	\$ 29,975
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,530</b>	<b>34,318</b>	<b>-</b>	<b>25,632</b>	<b>-</b>	<b>59,949</b>
<b>TOTAL</b>	<b>7,651</b>	<b>\$ 255,963</b>	<b>\$ 24,119</b>	<b>\$ 179,867</b>	<b>\$ -</b>	<b>\$ 459,949</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Donna Allison, Executive Director	79%	1,641
Susan Harkins, Mobility Manager	0%	0
James Crane, SRTS Project Manager	0%	0
Linda Rapacki, Marketing Manager	65%	1,360
Lauren Powelson, Rideshare Coordinator	76%	1,575
Vicky Becker, Business Liaison	76%	1,575
New hire - TBD (full time)	72%	1,500
<b>TOTAL</b>	<b>53%</b>	<b>7,651</b>

**NJTPA FY 2016 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

TransOptions  
FY 2016 WORK PROGRAM



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## **TMA WORK PROGRAM OVERVIEW**

### **Organizational Summary**

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

For nearly thirty years, TransOptions' mission has been to deliver programs that improve mobility, the environment and overall quality of life in Northwest New Jersey. As a 501(c)(3) non-profit organization, the Transportation Management Association (TMA) works with employers, communities, travelers, schools and school districts and human service organizations in Morris, Sussex, and Warren counties, as well as suburban Essex, Passaic and Union Counties. The office of TransOptions is located at 2 Ridgedale Avenue, Suite 200 Cedar Knolls, NJ 07927. All staff is full time and there are no part time employees.

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

### **Service Area Description**

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

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

- Roadways:
  - Interstate Routes: 80, 287, 78
  - State Routes: 24, 22, 124, 206, 202, 15, 23, 94, 46, 10, 57
- Railways:
  - NJ TRANSIT Morris & Essex Line
  - Portions of the NJ TRANSIT Gladstone Branch
- Bus Routes and other transportation services.

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

- Vernon Ski and Water Park Resort Area
- County and State Parks and the Delaware National Recreation Area
- Major Employers/Places of Employment (not exhaustive):
  - County of Morris
  - County of Sussex
  - SJP Properties
  - Mack-Cali Corporate Center - Parsippany
  - Mack-Cali – Florham Park
  - Selective Insurance
  - Maersk
  - Tiffany and Co.
  - Picatinny Arsenal
  - Novartis Pharmaceuticals Corp.
  - Honeywell International Inc.
  - Coldwell Banker
  - Crum & Forster
  - Johnson & Johnson
  - Pfizer
  - Mondelez
  - ADP
  - Bayer
  - Toys R Us
  - Realogy
  - BASF
  - Nestle
- Hospitals/Healthcare:
  - Saint Clare’s Health System
    - Saint Clare’s Health Center (Sussex)
    - Saint Clare’s Hospital (Dover)
    - Saint Clare’s Hospital (Denville)
    - Saint Clare’s Hospital (Boonton)
  - Atlantic Health Systems
    - Morristown Medical Center
    - Newton Medical Center
    - Atlantic Health Corporate Headquarters
    - Atlantic Rehabilitation Institute
    - Overlook Medical Center
    - Chilton
  - St. Luke’s Warren Hospital
  - Hackettstown Regional Medical Center
  - Saint Barnabas
- Colleges and Universities:
  - Drew University
  - Fairleigh Dickinson University
  - College of St. Elizabeth

- Centenary College
- County College of Morris
- William Paterson University
- Sussex County Community College
- Warren County Community College

## **Goals and Objectives**

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

- Generating programs that increase the efficiency, accessibility, safety and reliability of transportation networks, ultimately contributing to a reduction in traffic congestion and improving air quality and aiding economic development by the resultant improvement in mobility of people, goods and services;
- Identifying and addressing transportation connectivity gaps especially accessibility to work sites;
- Actively supporting and encouraging the implementation of Transportation Demand Management (TDM) strategies that increase travel choices and reduce reliance on single occupancy vehicles (SOVs), while promoting programs and strategies that contribute to regional performance goals, in furtherance of NJTPA's UPWP, TIP and Plan 2040;
- Offering programs that reduce the number of trips and vehicle miles traveled (VMT's), optimizes the efficiency of the transportation system, mitigates congestion, encourages teleworking/hoteling and alternative work scheduling, and promotes ridesharing so as to reduce emissions in the region;
- Improving access to job opportunities and improving choices for transportation disadvantaged populations including the elderly, disabled and low income populations;
- Encouraging the use of alternative means of transportation and increasing mobility and safety of pedestrians and bicyclists alike that will aid in the reduction of automobile use;
- Delivering an environmental message to all persons, ranging from youth to seniors, that informs them of issues and encourages them to act to reduce their environmental impact.
- Acting as a conduit for up-to-date travel related information to all travelers in, to and thorough the service area;
- Participating in and assisting in the implementation of regional and local Comprehensive Economic Development Strategy activities as well as Ladders of Opportunity efforts to increase job access in the region;
- Acting as a resource for providing important travel information during natural disasters (e.g., hurricanes and major snowstorms) or major traffic incidents and large scale construction projects, maintenance projects and special events to help mitigate related congestion;
- Assist Counties and Municipalities in the implementation of Complete Street and Sustainable Jersey strategies in accordance with policies and goals of the NJTPA, NJDOT and New Jersey Transit.



## TransOptions Program Report FY 2016

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

*Description:* Within its defined geographic service area, TransOptions will provide assistance to all travelers to increase mobility and accessibility through various and diverse strategies such as carpooling, vanpooling, public transit, bicycling, walking, and other non-SOV modes of travel. This assistance shall include, but not be limited to, outreach to commuters and other travelers to acquaint them with alternative modes of travel, delivery of rideshare matching assistance, trip planning for commuters, tourists, and other travelers, provision of up-to-date information about park & rides, provision of Emergency Ride Home services to commuters using alternative modes for their commute, vanpool empty seat management, mapping services as needed, assisting schools that need help implementing walking and biking programs and delivery of other travel assistance services.

TransOptions will educate travelers about available travel alternatives and transportation services and will support NJDOT and NJTPA traveler promotional and outreach efforts. These activities will utilize outreach strategies including maintaining a website that is both comprehensive and current in content, publishing newsletters and press releases, conducting “on-site” transportation fairs and/or delivering “Lunch and Learn” presentations for public entities, private entities and at community fairs. TransOptions will disseminate information related to TDM strategies at these events and on the website, and undertake market research activities and/or participate in market research conducted by the NJTPA to establish baseline data and track progress towards achieving goals in matching effectiveness, public awareness of TDM, public awareness of the TMA’s services, market penetration and customer satisfaction.

TransOptions will promote bicycle and pedestrian activities as viable TDM strategies for all travelers and support improvements to the infrastructure that will promote bicycle and pedestrian options. TransOptions will also be proactive in promoting bicycle and pedestrian safety, providing relevant information on appropriate cycling behavior and general rules of the road, especially in communities and municipalities where biking and walking are prevalent, and support municipal bike ways and regional bicycle and pedestrian efforts such as the Morris Canal Greenway, Complete Streets initiatives and Transit Oriented Development.

### **Strategy:** Transportation Accessibility Outreach and Education

*Description:* Provide information on mass transit, teleworking, as well as other TDM strategies to all travelers, employers and county and local government officials within TransOptions’ service area.

Provide assistance, education and hands-on training to all travelers who are interested in carpooling, vanpooling, public transit, bicycling, walking and other non-SOV modes of travel.

Evaluate internal and external program performance using various indicators as it relates to transportation accessibility outreach and education. This also includes but is not limited to: Pre- and Post-Surveys, studies and statistical analysis.

### **Products and Outcomes:**

- ◆ Dissemination of accessibility related information and community event participation.

- ◆ Promote awareness of bicycle, pedestrian, other commute alternatives and safety.
- ◆ Conduct ongoing and regular internal project review and analysis as well as seminars and trainings to enhance program delivery.

**Strategy:** Interagency Coordination and Development for Transportation Accessibility

*Description:* Assist, participate with and provide information to MPO, NJDOT, NJ TRANSIT, Counties and other stakeholder groups with their planned studies of the transportation systems' accessibility and reliability. Assist the counties by identifying and addressing transportation connectivity gaps particularly in low income areas as related to the development of Ladders of Opportunity. Provide assistance to Counties and Municipalities for transportation for people who are transportation disadvantaged through the Workforce Investment Board (WIB) of Morris, Sussex and Warren Counties and the Human Resources offices in those counties.

**Products and Outcomes:**

- ◆ Involvement with local and regional stakeholder groups, Together North Jersey, educational institutions or other organizations on TDM strategies and promote TDM strategies to support the Regional Plan for Sustainable Development (RPSD).
- ◆ Participation in TDM studies, programs or other joint projects.
- ◆ Assist all counties in our service area on their human services transportation plans, such as United We Ride, and the development of Ladders of Opportunity.

**Strategy:** Rideshare Coordination

*Description:* Procure, manage and process rideshare applications for carpools and vanpools submitted for trips within or into the defined borders of TransOptions' service area, as well as those traveling from our service area to locations outside of New Jersey. This includes all phases of performing the ridematching effort, including data management and maintenance, and performance analysis. Evaluate internal and external program performance using various indicators as it relates to achieving goals in matching effectiveness. Conduct outreach efforts to acquaint travelers with the availability of alternative modes of travel, deliver rideshare matching assistance and provide up-to-date park & ride information, Emergency Ride Home services to commuters using alternative modes for their commute, vanpool empty seat management, mapping services as needed and other travel assistance services.

Evaluate internal and external program performance using various indicators as it relates to Rideshare coordination. This also includes but is not limited to: Pre- and Post-Surveys, studies and statistical analysis.

**Products and Outcomes:**

- ◆ Promote rideshare participation and awareness.
- ◆ Participate in the statewide ridematching effort.
- ◆ Implementation of carpool and/or vanpool incentive programs.
- ◆ Seminars and trainings to enhance program delivery.

- ◆ Internal project review and analysis.

**Goal Area Activity:** Core Economic Development

*Description:* TransOptions will serve as the primary resource for employers and economic development organizations in the TMA service area, and conduct community outreach activities to inform and educate commuters of alternative transportation methods. TransOptions will utilize the statewide ride-matching software, administered by NJTPA, as well as the Go-For-Good tracking tool developed by TransOptions as a means to identify industry trends and potential targets for TDM strategy implementation. The TMA will provide outreach and education aimed at promoting economic development, fostering ridesharing, assisting entities looking to expand or relocate within our service area, supporting tourism and regional event planning as well as parks and recreational groups. Participate in Together North Jersey activities, including activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS) and county CEDS efforts.

TransOptions will focus on the encouragement, provision and implementation of TDM services at employer locations, transportation facilities, recreational facilities and community events, among others. These activities include working closely with employers and municipalities to promote the use of travel alternatives through outreach strategies such as “on-site” transportation fairs and/or Lunch and Learn presentations for public entities, private entities, and at community fairs, and disseminating information related to TDM strategies at these events and electronically.

**Strategy:** Public Outreach and Education to Employers

*Description:* Provide information to organizations on mass transit and teleworking options. TransOptions will provide relocation assistance and information on transportation infrastructure and commute alternatives to businesses considering moving to or expanding within Northwest New Jersey. In additions, TransOptions will provide assistance, education and hands-on training to all employers and municipalities who are interested in teleworking, public transit, bicycling, bike safety programs, walking, and other non-SOV modes of travel. Work with developers and building managers to promote TDM strategies that increase access to the site by expanding commute options. TransOptions will also promote the Smart Workplaces Recognition program.

**Products and Outcomes:**

- ◆ Electronic dissemination of information to commuters.
- ◆ Provision of TDM services to area employers.
- ◆ Provide assistance to companies identified as moving to or expanding within our service area.
- ◆ Employer event participation.
- ◆ Promote employee awareness of bicycle, pedestrian and other commuter alternatives.

**Strategy:** Interagency Coordination and Development

*Description:* Partner with local and regional stakeholders, as well as economic development groups to assist companies that are relocating or expanding in the TransOptions service area in accordance with the Comprehensive Economic Development Strategy. This will include, but not be limited to, working with employers to create and support customized programs that encourage economic and transit oriented development where available.

**Products and Outcomes:**

- ◆ Evaluate internal and external program performance using various indicators as it relates to achieving goals in providing customized programs for employers.
- ◆ Involvement with employers, local and regional stakeholder groups, education institutions, municipalities and economic development groups on relocation or general commute strategies.
- ◆ Participate in economic development studies, programs or other joint projects.
- ◆ Assistance of the implementation of the strategies developed for RPSD/CEDS.

**Goal Area Activity: Core Reliability**

*Description:* TransOptions will explore strategies within its service area to mitigate traffic impacts and construction related congestion through increased promotion of commute alternatives and alternative routes. The TMA also will assist NJTPA with implementation of traffic mitigation efforts, specifically TransOptions' Traf-Alerts. At a minimum, the TMA will propose efforts to make travelers aware of construction or traffic impacts, coordinate with NJTPA staff to plan traffic mitigation efforts for significant construction projects in its service area, provide timely information to employers/employees on construction activity and incidents that might affect traffic conditions, and coordinate its efforts with NJDOT's Traffic Operations, the Division of Capital Programming, Regional Construction Offices, the Office of Communications and the Traffic Mitigation Advocate, as well as local and state police.

**Strategy:** Transportation Network Reliability Related Public Outreach and Education

*Description:* In areas that will be affected by major construction or large-scale regional events, distribute congestion related information for NJDOT and or the County, and, as requested, create marketing materials, press releases and make media contacts, which will promote public awareness of these situations and will explain available commute and/or alternative travel route options. Also provide information to commuters on tele-working and alternative work hours as well as the distribution of Traf-Alert notifications. Review and analyze effectiveness of public outreach and public awareness of travelers impacted by construction or large scale events. This may include but is not limited to: Pre- and Post-Surveys, studies, statistical analysis.

**Products and Outcomes:**

- ◆ Promotion and implementation of TransOptions' Traf-Alert Service.
- ◆ Provide information regarding transit and bus information, road closings as reported by local and regional partners and ridesharing opportunities during large-scale regional events, or as a result of planned long-term construction projects.
- ◆ Procure, manage and process rideshare applications for carpools and vanpools submitted for trips within or into the defined borders of TransOptions' service area, as well as those traveling from our service area to outside of New Jersey in an effort to mitigate construction delays and road closures locally or regionally.
- ◆ Internal project review and analysis.
- ◆ Seminars and trainings to enhance program delivery.

**Strategy:** Emergency Contingency Plan

*Description:* Coordinate with municipalities, agencies, local organizations and county Offices of Emergency Management (OEM) within our service area to ensure communications between all parties to provide key stakeholders transportation system information. TransOptions will notify travelers about travel options available to mitigate impacts related to severe weather, emergencies, and emergency construction. We will also work directly with towns needing assistance during strong storms that cause flooding, power outages, transit interruptions and dangerous travel conditions. In working with County OEMs and towns, TransOptions will provide critical information to commuters about road closures, transit disruptions and provide information about ridesharing options, park and rides, and shuttle services and encourage flextime and teleworking.

Implement a TMA Emergency Response Plan and develop backup plans for sharing operations among TMAs in cases of disruption of service and develop and implement contingency and communications plans to ensure state-wide availability of TMA services in the event of emergency or catastrophic events. TransOptions will step in to assist other TMAs in the event their operations are adversely impacted by the emergency.

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

**Products and Outcomes:**

- ◆ Implement TMA state-wide emergency contingency plan.
- ◆ Implement communications strategy for use in anticipation of and during emergency or catastrophic events.
- ◆ Partner with traffic alert agencies as well as county and municipal offices of emergency management.
- ◆ In the event of an emergency scenario, TransOptions will prioritize rideshare assistance to those affected and required services.
- ◆ Continually test and update the plan as needed.

**Goal Area Activity:** Core Environmental

*Description:* TransOptions’ will deliver an environmental education program throughout the year to educate students about and foster behavioral change in travel mode choice and the relationships between traffic congestion, fossil fuels, alternative fuels, air quality and health. The primary emphasis will be on programs for youth, especially middle-school aged children, such as the Junior Solar Sprints program, which will emphasize the environmental damage caused by dependence on the internal combustion engine. Participants will be offered an explanation of what actions they might take that will affect the long-term future of air quality and the environment. This will include New Jersey Core Curriculum Content and Next Generation Science Standards programs and presentations as well as hands-on activities that introduce and promote the benefits of alternative energy sources and the emergence of alternative fuel vehicles.

By reaching out through classroom presentations and reinforcing projects such as the Junior Solar Sprints and the Hydrogen Fuel Cell Model Car Challenge, TransOptions hopes additionally, to educate siblings and parents. The outreach efforts will involve the educational technique known as “spiraling” whereby students re-

visit similar educational material several times during their school career. This will reinforce the learning that has occurred and will help them to make the concepts a reality.

TransOptions will also promote the transportation and land use concepts within the Sustainable Jersey program, all of which align with regional and local TDM goals and activities. **Strategy:** Environmental Education and Public Outreach

*Description:* Educate students in K – 12 classrooms, at the college-level and the general public about the negative impact of transportation fuels on air quality and the environment and the availability of commute and travel alternatives to SOVs.

Provide Continuing Education Unit (CEU)-qualified training to educators regarding transportation's effect on air quality and the availability of alternative fuels and commute modes and regarding topics covered within the Junior Solar Sprints and Hydrogen Fuel Cell Model Car Challenge.

Continue to implement a seasonal Air Quality Partnership Campaign for TransOptions' service area, which is targeted to residents as well as commuters.

Measure the effectiveness of environmental education classroom programs and JSS and H2 using a variety of indicators.

**Products and Outcomes:**

- ◆ Junior Solar Sprints (JSS) and Hydrogen Fuel Cell Model Car Challenge (H2) Programs.
- ◆ In-Class Environmental Education program.
- ◆ Internal project review and analysis.
- ◆ Survey teachers to get their feedback about classroom environmental education programs, JSS and H2 Challenge races.
- ◆ Seminars and trainings to enhance program delivery.

**Strategy:** Assistance and Support for Sustainable Jersey Certification and Community Environmental Groups

*Description:* Expand sustainability programs beyond the traditional involvement in the Sustainable Jersey program. The focus will be on improving the livability of Northwest New Jersey. Efforts will be both “place-based” and “issue based” and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency.

Assist municipal leaders and community members and leaders in attaining Sustainable Jersey (SJ) action points. The aim is to provide guidance and manpower in many of the transportation-related actions that are laid out within the SJ program.

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

**Products and Outcomes:**

- ◆ Support Sustainable Jersey and/or community environmental groups.

**Goal Area Activity:** Core Safety

*Description:* TransOptions will provide education and outreach regarding Driving, Pedestrian, and Passenger Safety for the purpose of reducing roadway incidents and fatalities and injuries by raising awareness to all travelers. This will include the Street Smart NJ campaign. The staff will disseminate information related to the Strategic Highway Safety Plan (SHSP) and on all areas concerning vehicle operation safety including: Distracted Driving, Aggressive Driving, Pedestrian and Bicycle Safety, Impaired Driving, Teen Driving (Graduated Driver’s License program), Mature Drivers, Seatbelts, Snow/Ice Removal, Motorcycle Safety, Railway Safety, dangerous intersections, Wildlife-related incidents, Vehicle Maintenance, and Stop and Stay Stopped. **Strategy:** Public Outreach and Education

*Description:* Educate the public and conduct outreach programs focused on topics related to traveler safety. Provide education through community, school or employer events and programs as well as electronic communications to increase awareness of specific safety tips, actions and behaviors with the objective of reducing accidents and fatalities. TransOptions will measure program performance through various performance measures including the number of presentations given and the number of participants at each as well as the number of events attended by TransOptions staff and contacts made during the event.

**Products and Outcomes:**

- ◆ Promote awareness of safe driving behaviors for mature and young drivers, as well as pedestrian and passenger safety.
- ◆ Learning based activities that will reinforce the messaging of these important programs.
- ◆ Internal project review and analysis.
- ◆ Seminars and trainings to enhance program delivery

**Strategy:** Interagency Coordination and Development on Issues of Safety

*Description:* TransOptions will continue to work and partner with the New Jersey Teen Safe Driving Coalition, AARP, AAA, and other organizations that focus on safety initiatives (i.e., Street Smart NJ) regarding driver, pedestrian, and bicycle safety.

**Products and Outcomes:**

- ◆ Partner with safety organizations and groups.

**Goal Area Activity:** Supplemental Safety

*Description:* TransOptions proposes to participate in the expansion of the educational and outreach component of the Street Smart NJ Pedestrian Safety Campaign (BeStreetSmartNJ.org) into two additional towns in our service area – among the towns being considered are Newton and Dover. Decisions will be made using data from Plan4Safety and information obtained from key stakeholders. In addition, we will use Plan4Safety data and other pertinent resources to identify intersections in the selected town that are particularly dangerous to focus our efforts there as well. Recent or planned infrastructure projects in the affected areas will also inform the decision for program implementation. Furthermore, TransOptions will conduct an evaluation of the ongoing Street Smart NJ efforts in Washington Township, Warren County, which is expected to begin in spring 2015, but will not be completed by the end of the fiscal year.

Using the current Street Smart NJ model, which proved to be tremendously successful during the initial pilots, we will implement the educational/outreach component of a four to six week campaign in coordination with

local municipalities, police departments and community stakeholders. The goal of the expansion is to make sure that all roadway users – drivers, pedestrians, bicyclists – know and understand their duties and responsibilities for sharing the road safely. We will also conduct an evaluation of the campaign to measure overall effectiveness. TransOptions played a key role in the implementation of the Street Smart campaign in Hackettstown and is spearheading implementation in Washington Township, Warren County. We worked closely with the police department and local officials to promote safe travel behavior by both pedestrians and motorists through education and outreach that was well received by the community. Our proposal will build on that success. **Strategy:** Public Outreach and Education for the Street Smart NJ Pedestrian Campaign

*Description:* Educate the public and conduct outreach programs focused on topics related to traveler safety. Provide education through community, school or employer events and programs as well as electronic communications to increase awareness of specific safety tips, actions and behaviors. Pre- and post-campaign surveys and observations will be used to measure awareness and attitudes among drivers, bicyclists and pedestrians. Surveys will also assess awareness of the Street Smart NJ campaign and key messages.

**Products and Outcomes:**

- ◆ Successful expansion, and implementation of the Street Smart NJ into two new towns and promote a culture of safety through outreach and educational efforts.
- ◆ Pre- and post-program observations in two new towns and post-program observations in Washington Township, Warren County, to assess whether pedestrians and motorists adopt key proxy behaviors (i.e., use crosswalks, cross with the signal, stop for pedestrians in the crosswalk, yield to pedestrians when turning right on red).
- ◆ Conduct pre- and post-campaign awareness study (intercept surveys) and observational analysis (survey) including problem identification post-campaign and enforcement activity results.
- ◆ Internal project review and analysis
- ◆ Reinforce the message in the community.
- ◆ Obtain stakeholder feedback that includes ongoing review of strategy and modify accordingly to ensure the effectiveness and sustainability of the education and outreach program.

**Strategy:** Interagency Coordination and Development

*Description:* TransOptions will partner with other key stakeholders such as the police, chambers of commerce, business development offices, senior centers, schools, elected officials, community groups and local businesses to expand message dissemination and educational outreach.

**Products and Outcomes:**

- ◆ Partner with key stakeholders to reach residents, employees and customers; attend campaign-related meetings, community fairs/festivals and press conferences; conduct pedestrian, bike and driving safety classes for adult and school age groups. Distribute existing bi-lingual promotional materials such as posters, palm cards and flyers to key constituency groups.
- ◆ Review available pedestrian-motor vehicle crash, injury/fatality and citation data and assess the municipal infrastructure to determine if there are any impediments to

pedestrian safety with the appropriate law enforcement officials, safety organizations and stakeholder planning groups to select the location(s) of high visibility enforcement activity.

- ◆ Work with participating law enforcement agencies to identify problem locations and determine the appropriate type of high visibility enforcement activity. Keep local and state officials, citizen groups, other agencies and prosecutors informed about enforcement activities.
- ◆ Identify opportunities to speak about pedestrian safety and the campaign at weekly or monthly community, service and civic organization's meetings.
- ◆ Development and place additional promotion material such as press releases or use existing radio or television PSA's when possible - related to the campaign in general and/or specific to enforcement activity initiatives.

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

*Description:*

**Strategy:** NJ Transit

*Description:*

**Products and Outcomes:**

- ◆ NJ Transit

**Strategy:** County of Morris

*Description:*

**Products and Outcomes:**

- ◆ County of Morris

**Strategy:** Safe Routes To Schools

*Description:*

**Products and Outcomes:**

- ◆ Safe Routes To Schools

**Strategy:** Highway Traffic Safety

*Description:*

**Products and Outcomes:**

- ◆ Highway Traffic Safety



## **TransOptions Work Program Promotion Plan**

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

TransOptions will use the following types of media in FY 2016 for the promotion of the programs, goals, and objectives of the work program:

- Newsletters: TransOptions will publish a monthly e-newsletter titled “Go Smart! with TransOptions.” The newsletter will be sent as a MailChimp-managed email and discuss transportation issues of local, regional and, when applicable, national importance. It will promote TransOptions’ work program efforts and support the efforts of NJTPA within the TransOptions service area and the region. Effectiveness will be tracked by web or social media traffic generated by the email distribution and MailChimp open rates.
- Facebook: TransOptions will maintain an active presence on Facebook to promote work program efforts, build relationships with the public and other organizations, and drive traffic to other TransOptions outlets such as the website and monthly newsletter. Effectiveness will be tracked by the number of daily impressions, Page consumptions, increases in Page “likes” and friends of fans. These performance measures are subject to change based on how Facebook collects and presents data on Pages.
- Twitter: TransOptions will maintain two Twitter accounts. The first, @TrafAlerts, will be used to disseminate timely traffic alerts, construction alerts, and similar messaging to alert commuters of delays or hazards. The second, @TransOptions, will be used to disseminate short messages about local or regional transportation events and issues as well as TransOptions’ work program efforts. Effectiveness will be tracked by tweets, retweets, followers and followers of entities who retweet (retweet followers). These performance measures are subject to change based on development of new analytics tools from Twitter.
- Website: TransOptions will promote its services and programs through its website at [www.TransOptions.org](http://www.TransOptions.org). It will house up-to-date information that helps promote or implement TDM measures. Additionally it will serve as a promotional tool for TransOptions’ work program efforts. Effectiveness will be tracked by web traffic through Google Analytics.
- Press and Editorials: TransOptions will promote various programs throughout each quarter through press releases seeking media coverage from both print and online outlets in an effort to increase TransOptions’ audience. TransOptions will also seek to have several Op-Ed letters published in local press outlets on transportation issues of local importance in an effort to increase awareness of those issues, especially safety and the availability of ridesharing options. Effectiveness will be tracked by stories and letters published and estimated circulation rates.

All of these promotional avenues will be used to bolster TransOptions efforts as well as support community events hosted by or promoted by NJTPA, Together North Jersey or NJDOT.



## PROGRAM MANAGEMENT

### Description

TransOptions will provide administrative and program information for the FY 2016 UPWP TMA Program in accordance with the NJTPA planning process.

### ACTIVITIES

Activities include the following:

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

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

#### *Strategies*

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

#### Products & Outcomes:

Quarterly Progress Reports, invoices and supporting documentation

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

FY 2014 Work Program and Staffing Plan

**Due:** November 14, 2014 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2015 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2016

### CONSULTANT ACTIVITY

#### Description

No consultant activity anticipated.

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS  
FY 2016 WORK PROGRAM  
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 440,550		
	2. FRINGE BENEFITS	45.40% FT / 0% PT	\$ 200,010		
	3. LEAVE ADDITIVE	0%	\$ -		
		<b>SUBTOTAL</b>	<b>\$ 640,559</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 4,723		
	3. PRINTING & REPRODUCTION		\$ -		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 335		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 11,000		
		<b>SUBTOTAL</b>	<b>\$ 16,058</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	60.92%	\$ 268,383		
			<b>SUBTOTAL</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 925,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 865,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 60,000</b>		

This estimated budget is based upon projected costs to perform the FY 2016 TMA work program as outlined in the TMA Agreement. Changes within or between Parts I, II, III and IV will be authorized upon written recommendation of the Program Director and approved by the NJTPA.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 925,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 925,000</b>
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**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS  
FY 2016 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Empty Seat & ERH	\$ 7,500
Radio/Promotion Carpooling and Vanpooling	\$ 3,500
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 11,000</b>

**NJTPA FY 2016 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS  
FY 2016 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	5,890	\$ 271,044	\$ 12,400	\$ 113,563	\$ -	\$ 397,006
Core Goal Area Activities - Economic Development	3,472	\$ 161,204	\$ 1,085	\$ 67,542	\$ -	\$ 229,830
Core Goal Area Activities - Reliability	1,137	\$ 49,185	\$ 311	\$ 20,608	\$ -	\$ 70,104
Core Goal Area Activities - Environmental (optional)	1,100	\$ 40,650	\$ 1,625	\$ 17,032	\$ -	\$ 59,307
Core Goal Area Activities - Safety (optional)	890	\$ 28,853	\$ 600	\$ 12,089	\$ -	\$ 41,542
Program Management	820	\$ 47,347	\$ 25	\$ 19,838	\$ -	\$ 67,210
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>13,309</b>	<b>598,283</b>	<b>16,046</b>	<b>250,670</b>	<b>-</b>	<b>865,000</b>
Supplemental Goal Area Activities - Environmental (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
Supplemental Goal Area Activities - Safety (optional)	1,271	\$ 42,276	\$ 12	\$ 17,713	\$ -	\$ 60,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,271</b>	<b>42,276</b>	<b>12</b>	<b>17,713</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>14,580</b>	<b>\$ 640,559</b>	<b>\$ 16,058</b>	<b>\$ 268,383</b>	<b>\$ -</b>	<b>\$ 925,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Judith Bortman, Marketing Specialist	78%	1,617
Daniel Callas, Marketing Director	64%	1,330
Laura Cerutti, Program Specialist	64%	1,331
John F. Ciaffone, President	64%	1,330
William Feeney, Bicycle Programs Coordinator	64%	1,325
Richard Gentles, Vice President	60%	1,251
Andrew Lappitt, Safe Routes to School Coordinator	10%	210
Judith Maltese, Data Management Specialist	64%	1,325
Cynthia Reuther, Project Manager	64%	1,330
Danielle Scassera, Office Manager	22%	460
Kristen Tomasicchio, Environmental Education Coordinator	69%	1,431
Anne Vivino, Business Services	79%	1,640
<b>TOTAL</b>	<b>58%</b>	<b>14,580</b>