

FY2019 UPWP

Unified Planning Work Program

Chapter III

Transportation Management Association Program

NJTPA FY 2019 UPWP

Chapter III

TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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NJTPA FY 2019 UPWP TMA PROGRAM

PROGRAM BACKGROUND

There are eight TMAs operating in the state of New Jersey, seven of which operate in the NJTPA region: Cross County Connection TMA, Greater Mercer TMA, HART Commuter Information Services (HART), Hudson TMA, Keep Middlesex Moving, EZ Ride (formerly Meadowlink), RideWise of Raritan Valley, and TransOptions. Greater Mercer TMA covers areas in both the NJTPA and Delaware Valley Regional Planning Commission (DVRPC) regions, and Cross County Connection TMA serves the DVRPC and South Jersey Transportation Planning Organization (SJTPO) regions. The other six TMA service areas are fully within the NJTPA region. All twenty one counties in New Jersey are served by a TMA.

The NJTPA oversees the management and administration of the State of New Jersey's federally funded TMA program. The NJTPA guides the development of annual work programs and coordinates activities among the TMAs, the subregions (city and county members of the NJTPA), NJ TRANSIT, NJDOT and other partners in regional mobility. To ensure overall statewide consistency, the NJTPA, in coordination with DVRPC, also administers the Greater Mercer TMA program, which covers Ocean County and Mercer County, and Cross County Connection TMA, which covers Burlington, Camden, Gloucester, Atlantic, Salem, Cumberland and Cape May Counties in the SJTPO region.

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

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

Goals and Objectives of the Program

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

Federal Guidance:

[Fixing American's Surface Transportation Act](#) (FAST Act) is the overarching federal transportation guidance that addresses the many challenges facing our transportation system today. The FAST Act has targeted investments to improve safety, encourage equity, foster public-private partnerships, reduce traffic congestion, improve efficiency in freight movement, increase intermodal connectivity, and protect the environment. The Act promotes efficient and effective federal surface transportation programs by focusing on transportation issues of national significance, while giving State and local transportation agencies flexibility for solving transportation problems in their communities.

The NJTPA is also guided by federal emphasis areas, which the TMA work programs support. The three broad emphasis areas for FY 2018 were performance based planning; Models of Regional Planning Cooperation, which emphasizes coordination across MPO borders; and Ladders of Opportunity, which emphasizes increased access to essential services for all residents, particularly traditionally underserved communities. In addition, the FAST Act added Resiliency and Travel/Tourism as two additional focus areas.

Ladders of Opportunity:

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

The TMAs make important contributions towards Ladders of Opportunity through their ongoing activities and through new activities and partnerships. TMAs should continue to integrate this federal initiative into their work activities. This may be accomplished by engaging in activities that improve access to jobs, training, and to transit service for underserved populations. TMAs may offer direct assistance or may create active partnerships with existing organizations in the fulfillment of this initiative, may participate in the implementation of regional and local Human Services Transportation Plans for their respective MPOs and counties, or through other activities.

Models of Regional Planning Coordination:

The TMAs support Models of Regional Planning Cooperation through activities in their individual work programs. The TMAs are required to coordinate with NJDOT and NJ TRANSIT and others to implement effective planning across the entire State. The TMAs are required to

perform work to mitigate construction related congestion through the use of social media and other digital platforms and to participate in local and regional efforts to improve human services transportation. The program also encourages the TMAs to participate in the statewide Street Smart NJ pedestrian safety campaign, as well as activities related to the Regional Comprehensive Economic Development Strategy, Together North Jersey, and North Jersey Partners.

Performance Based Planning:

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

State Policy Guidance:

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

NJTPA Planning Process and Regional Guidance:

The NJTPA is the MPO for the 13 counties of northern New Jersey, serving a region with 6.7 million people and 3.7 million jobs. It is the fifth most populous MPO region in the nation. As the federally designated MPO for northern New Jersey, the NJTPA is responsible for the development of regional transportation plans and programs comprising an integrated planning process.

NJTPA Membership:

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

Key Products:

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

[Go Farther: Coordinated Human Services Transportation Plan](#) – A planning effort that documents the transportation needs of four target populations: older people, low income persons, persons with disabilities, and veterans – and offers comprehensive recommendations for meeting these needs.

[Regional Transportation Plan \(RTP\)](#) - Updated every four years, the RTP sets out a vision for the development of the region's transportation infrastructure over the next twenty years. It includes goals and objectives, analysis of regional trends and planned improvement projects. Plan 2045: Connecting North Jersey, the updated RTP, is anticipated to be adopted by the Board of Trustees in November 2017.

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

[Transportation Improvement Program \(TIP\)](#) - Updated every two years, the TIP is a four-year agenda of improvement projects that implements the Regional Transportation Plan. To be eligible for federal funding, proposed projects must be approved by the NJTPA Board for inclusion in the TIP. The FY 2018-2021 TIP is anticipated to be adopted by the Board of Trustees in November 2017.

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

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

The Delaware Valley Regional Planning Commission also produces documents that detail regional transportation improvement needs and strategies, including the following:

[Long-Range Plan](#) - The Long-Range Plan serves as a blueprint for the prioritization and funding of capital transportation investments for the region. Realizing the integrated and interconnected relationship between transportation and the built environment, the Long-Range Plan also considers regional land use, the environment, and economic development activities and issues.

[Equity Through Access](#) - DVRPC's 2016 update of the region's Coordinated Human Services Transportation Plan (CHSTP), ETA seeks to improve economic and social opportunity in the region by expanding access to essential services for vulnerable

populations - those who are more critically impacted by barriers and gaps in infrastructure, service coordination, and policies.

The South Jersey Transportation Planning Organization produces documents that guide transportation planning and investment in Atlantic, Cape May, Cumberland, and Salem Counties, including these:

[2015 Coordinated Human Service Transportation Plan Update](#) – SJTPO prepared a Regional Coordinated Human Service Transportation Plan to help the SJTPO area residents take full advantage of a streamlined transportation system which will be both cost-effective and efficient, through coordination between transportation providers, local agencies, and human service agencies.

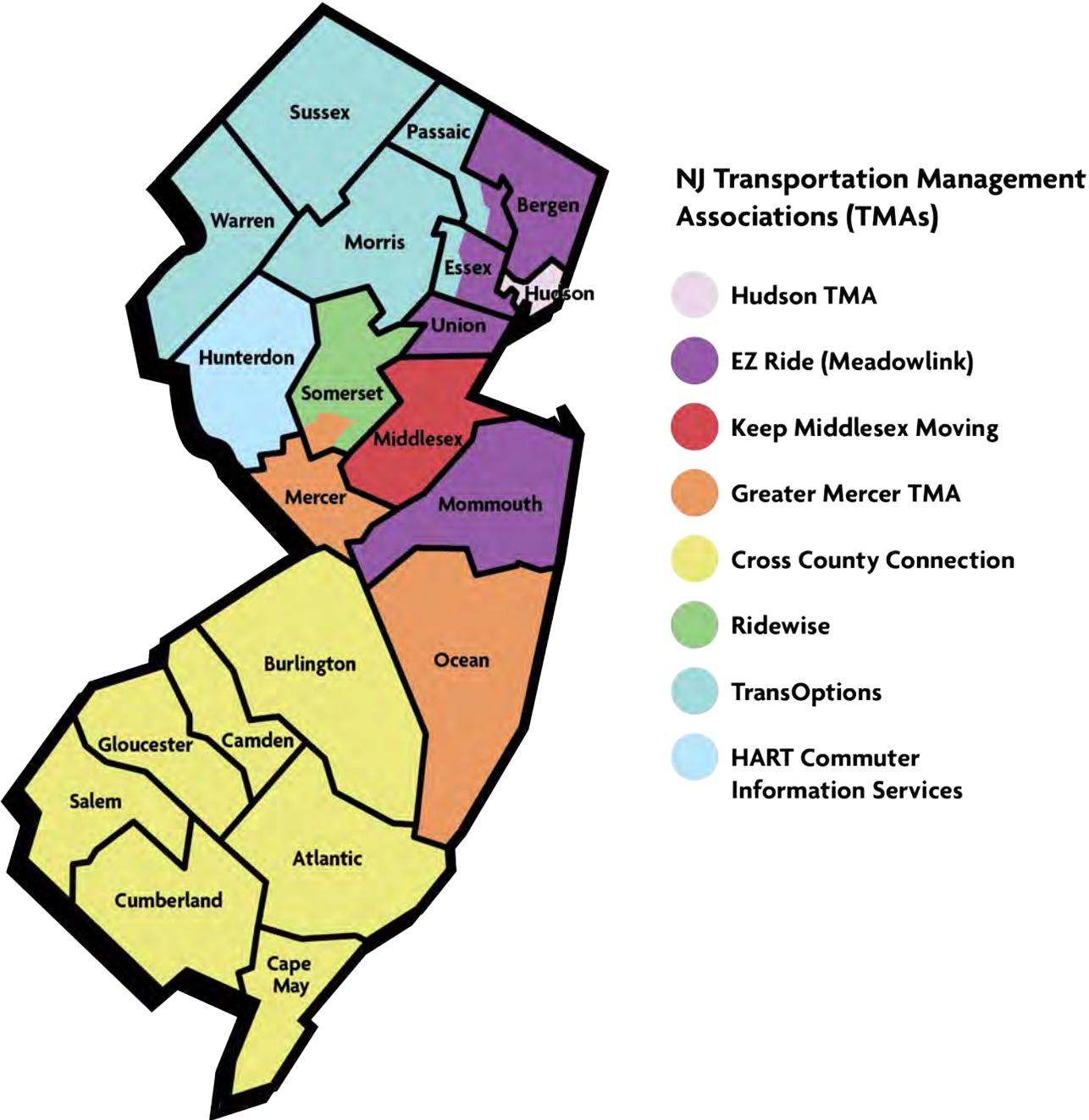
[Transportation](#) Matters – A Plan for South Jersey –The official regional transportation plan for the SJTPO region, the Transportation Matters guides the region’s transportation decision-making for at least the next 20 years. It identifies the region’s long-term needs and the projects and activities that seek to address them.

Eligible Applicants:

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

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

TMA Service Areas



NJTPA FY 2019 UPWP TMA PROGRAM

PROGRAM MANAGEMENT GUIDELINES

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

Program Management Activities

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

At minimum, required program management activities include the following:

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

General Financial Guidelines

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

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

Compliance Supplement (see Department of Transportation listing on the New Jersey Office of Management and Budget website at: <http://www.state.nj.us/treasury/omb/publications/grant/index.shtml>).

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

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

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

Line Item: Supplies:

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

Line Item: Travel:

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

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

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

- the travel is essential to the services performed in accordance with the approved work program;
- the TMA staff person is making a presentation on a federally funded project or program;
- the conference or event has been sponsored by the U.S. Department of Transportation or U.S. Environmental Protection Agency and is consistent with TDM goals and objectives; and
- efforts have been made to keep the cost of the trip as low as possible and the costs are not excessive in terms of the TMA's approved other direct expenses.

Allowable travel costs include:

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

Line Item, Printing and Reproduction:

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

Line Item - Telephone:

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

Line Item - Postage:

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

Line Item - Conference/Training:

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

Line Item - Other:

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

Ineligible Expenses:

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

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

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

- Fund-raising and investment management costs
- Lobbying activities
- Under-recovery of costs under federal agreements
- Unauthorized consultant or vendor expenses

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

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

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

- c. Consultants must adhere to federal and state cost principles (48 CFR 31.2), including Federal Travel Regulations and current Per Diem rates.
 - d. Check time and efforts reports to ensure that percentage of project completed agrees with percentage of project billed to date.
8. If the Consultant is required to produce extensive reports, maps, brochures and etc., be sure that the cost for these have been budgeted in the agreement.
 9. Make sure project is on schedule. Get timely reports and invoices. Try to have consultant bill monthly, at most quarterly. This insures that you receive regular reports and that you are kept up to date on the project's status.
 10. Alert the NJTPA Program Manager to any problems immediately.
 11. Monitor ESBE/DBE goal. Alert the NJTPA as soon as possible if goal attainment is in question.
 12. Amendments/Changes to Project:
 - a. Changes to scope of work. If during the course of this project it is discovered that the scope of work requires revision, the NJTPA should be notified immediately. Changes in project scope may require Board and FHWA approval.
 - b. Budget revisions. The NJTPA also must be aware of any budget changes. A change to the budget may affect the ESBE/DBE goal requirement. If changes to the budget or scope of work affect ESBE/DBE participation, the TMA will be required to request a waiver of exemption from the ESBE/DBE goal. The TMA must document that a good faith effort was made in order to meet the goal. All requests for a waiver of exemption from ESBE/DBE goal require the NJTPA's Executive Committee Approval.
 13. Ask questions. The consultant is working for you. You should never be afraid to ask questions or direct the consultant to meet the project's needs.
 14. All products of the consultant project shall be supplied to the NJTPA upon completion and acceptance by the TMA.

Quarterly/Monthly Reporting

Submitting TMA Invoices and Progress Reports to the NJTPA:

(A) Quarterly Report and Invoice Submission Deadlines

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

For FY 2019 the quarterly reports and invoices are due:

1 st quarter (ending September 30 th).....	October 15, 2018
2 nd quarter (ending December 31 st).....	January 14, 2019
3 rd quarter (ending March 31 st)	April 12, 2019
4 th quarter and Final (ending June 30 th)	July 22, 2019

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

(B) Invoice Submission Requirements

Signed Invoice

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

Cost Tracking System Reports

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

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

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

Direct Non-labor Expense Receipts

Requests for reimbursement of actual costs incurred for allowable direct non-labor expenses shall be submitted with the quarterly invoices. All expense receipts or

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

Payment Voucher for Consultant Services

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

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

Consultant Invoice(s) and Supporting Documentation

a. Each consultant invoice shall include approved timesheets and a certified payroll summary. The certified payroll summary must provide the following information. See also, 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.

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. 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.

c. Time and Efforts summary/progress report that shows % of project completed, in total and by task.

d. Subconsultant invoices and supporting documents (same as above).

(C) Requirements for Quarterly Reports

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

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

- ***Core Required***
 - Accessibility
 - Economic Development
 - Reliability
 - Environmental
 - Safety
- ***Supplemental***
 - Street Smart NJ
 - Coordinated Human Services Transportation

The Quarterly Report for the FY 2019 work program year will consist of two components:

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

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

The quarterly Performance Measures Report shall provide quantitative data on TMAs inputs (e.g. employers contacted for Employer TDM Services) and outcomes (e.g.

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

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

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

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

Narrative Quarterly Report

Project Description:

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

Activities Undertaken This Quarter:

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

Tasks/Activities Funded by Other Sources:

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

Performance Measures:

In the Narrative Report summarize the highlights of the specified TMA performance measures (which are included in greater detail in the Performance Measures

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

Products & Outcomes

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

Consultant Activities:

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

Budget Summary

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

Final Reporting:

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

Submission Documentation Requirements:

- One (1) original signed hard copy of monthly, quarterly or final invoice. Each invoice must include: Cost Tracking System reports, approved timesheets, receipts, payment voucher(s), and prime consultant invoices and supporting documentation, including subconsultant's invoices and supporting documentation (if applicable). Final invoice must also include or be accompanied by executed final release clause and certification statement (see sample documents sections for sample final invoice release clause and certification statement).

- One (1) hard copy of the quarterly and final progress reports, to be submitted with the quarterly and final invoices.
- One (1) electronic copy of all quarterly and final progress reports and invoices, to be emailed (please note, products defined in the work program must be available upon request).

PROGRAM BUDGET
(Source: Federal Surface Transportation Program Funds)

TMA	Proposed Budget
Cross County Connection *	\$ 1,070,000
EZ Ride (formerly Meadowlink)	\$ 1,360,000
Greater Mercer TMA *	\$ 829,940
HART Commuter Information Services	\$ 460,000
Hudson TMA	\$ 515,000
Keep Middlesex Moving (KMM)	\$ 605,000
RideWise of Raritan Valley	\$ 480,000
TransOptions	\$ 945,000
TOTAL PROGRAM	\$ 6,264,940

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

FY 2019 TMA WORK PROGRAMS

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Cross County Connection TMA
FY 2019 WORK PROGRAM

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CROSS COUNTY CONNECTION FY 19 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 = \$1,070,000 NJDOT/Safe Routes to School Work Program = \$180,277 NJ TRANSIT/TMA Work Program = \$80,000 NJDHTS (programmed) = \$ 90,000 Pascale Sykes (English Creek) Grant = \$ 78,000.00 Pascale Sykes (Pureland Shuttle) Grant = \$ 92,000.00 Pascale Sykes (Rt. 54 Shuttle) Grant = \$ 43,000.00
Office location	4A Eves Drive, Suite 114, Marlton, NJ 08053
Staff summary	12 Full Time Employees, 2 Part Time Employee

Geographic and Demographic Information

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

CROSS COUNTY CONNECTION SERVICE AREA CHARACTERISTICS AND DEMOGRAPHICS

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

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

Transportation Infrastructure

Service Area Roadways:

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

Cross County Connection Public Road Mileage by County

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

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

I-295 is the main north/south interstate highway in New Jersey which traverses the entire CCCTMA service area beginning at the Delaware Memorial Bridge in Pennsville, Salem County and continuing to

Bordentown, Burlington County. This toll-free highway continues for 57 miles with three travel lanes in each direction. Between the Delaware Memorial Bridge and Bordentown are 43 Exits in the CCCTMA service area which provide connections with state highways and other interstate routes.

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

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

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

Bridges:

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

New Jersey Bridge Crossing Average Annual Daily Traffic

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

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

Ferries:

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

Freight:

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

Public Transit:

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

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

Several counties also provide shuttle services open to the general public or disadvantaged populations travelling primarily to work sites. Burlington County is served by the BurLink bus system. This deviated fixed route system serves all populations, and includes 6 routes that provide peak period service between River LINE rail stations and employment parks in Burlington County. The South Jersey Transportation Authority (SJTA) also operates employment shuttle services in Camden, Gloucester and Atlantic counties. These services are contracted by employers who need transportation for their employees. Most

of the shuttles pick up passengers at the Rand Transportation Center in Camden and bring them to worksites. Cumberland, Gloucester and Atlantic counties operate limited demand-based shuttle services for low income residents seeking transportation to employment locations.

Summary Transportation Infrastructure:

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

Trip Generator Information:

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

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

Journey to Work:

As the table below shows, approximately 81% of resident commuters in CCCTMA's service area drive alone to work; approximately 9% carpool and 3.5% use public transit. As expected, the percentage of public transit users is highest in Atlantic (6.7%) and Camden (8.3%) counties due to the extensive rail and bus networks in the two counties. Commuters are more inclined to bike and walk to work in Cape May County. Compared to the entire state of NJ, resident commuters in the CCCTMA service area tend to drive alone more and use public transit less.

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

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

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

Cross County Connection Goals and Objectives

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

- Implement traffic mitigation strategies to reduce congestion and provide for predictable roadway conditions through the promotion of commute alternatives, assistance with implementation of alternatives, and the dissemination of commute alternatives information.
- Improve the economic viability of employment centers and worksites by increasing the availability of commute alternatives in the region and encouraging the adoption of TDM strategies.
- Develop and maintain partnerships among local entities to improve coordination on common goals to ensure a region-wide approach to project implementation is carried out, where feasible, to promote greater efficiencies and utilization of resources in the region.
- Eliminate barriers to travel modes other than single occupancy vehicles through its continuing information, outreach and education efforts in direct support of the Mission Statement.
- Assist municipalities and counties to 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 2019

Goal Area Activity: ACCESSIBILITY

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

Strategy: Rideshare Matching and 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 statewide rideshare system used by all TMAs assist commuters with all transportation needs

Strategy: Commute Alternatives Promotion & Incentives

Description: Educate travelers about commute alternatives and services available for commuting and other trips. Encourage travelers to use commute alternatives by providing incentives, such as the Caring Commuter Program, which offers travelers using a non SOV mode of travel discounts with participating merchants. The Caring Commuter Program is a consumer-rewards offering for commuters using an alternative to driving at least once a week. The benefit in participating in the program is the discounts to local stores that participants are exclusively eligible to receive for their support. CCCTMA connects with travelers in a concurrent manner using: literature distribution to hundreds of sites in the seven-County service area, in-person appearances at community events, a new and improved website, social media outreach, print advertising, online promotions, email-blasts to a large commuter database, and a quarterly newsmagazine with a large circulation, to name a few avenues of influence.

Products and Outcomes:

- ◆ Promotion of commute alternatives and incentives.

Strategy: Shuttle Planning and Marketing Services

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

Products and Outcomes:

- ◆ Provide technical services, marketing and customer support for shuttle and transit services, including route maps, route schedules, vehicle decals, bus stop signage, ridership reports, ridership surveys, analysis and recommendations.

Strategy: Bicycle and Pedestrian Planning and Education Program

Description: Provide planning assistance and promotion of bicycle and pedestrian projects and education programs. Assist local governments to implement new bicycle and pedestrian infrastructure improvements, including Bike Share programs, as well as support policy and planning efforts. Update county bikeway inventories, identify funding options for new bikeways, and provide bicycle facility information to the general public, community groups, and non-profits, governments and employers. 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 and pedestrian policies and to encourage new infrastructure
- ◆ Inventory existing and proposed bikeways
- ◆ Research and development of local bike share program

Strategy: Human Services Transportation Assistance

Description: Assist counties with the coordination, updating and implementation of Coordinated Human Services Transportation Plans that are consistent with county and MPO-sponsored coordinated human service transportation plans. Assistance will include participation with organized efforts; liaison with other counties to provide a regional perspective; implementation, promotion, monitoring and evaluation of new and existing services. Assist transit operators with the writing and development of NJ JARC and 5310 grant applications to develop ladders of opportunity for disadvantaged populations. Participate in MPO-sponsored initiatives and activities that address needs of seniors, veterans, low income individuals and persons with disabilities, as needed.

Products and Outcomes:

- ◆ Technical assistance to support Counties and MPOs with updates to their Coordinated Human Services Transportation Plans and grant applications.
- ◆ Participate on MPO-sponsored activities and initiatives, as needed.

Strategy: Complete Streets Assistance and Outreach

Description: Assist municipalities with the adoption of Complete Streets policies. Develop training materials and programs highlighting best practices and outreach efforts. Cross County Connection provides assistance ranging from how to write and adopt a good Complete Streets policy to providing information on best practices from municipalities throughout NJ. Cross County Connection will update its Lessons Learned report, produced in 2015 which highlights Best Practices in south Jersey. Cross County Connection works closely with NJDOT, VTC and the three MPOs.

Products and Outcomes:

- ◆ Provide technical assistance and educational materials to municipalities on benefits of Complete Streets policies and model policies.

Goal Area Activity: RELIABILITY

Description: Communicate with the traveling public to provide an increase in dependable and predictable transportation services. Promote awareness of roadway construction and traffic impacts, coordinate with operating agencies and MPOs to plan traffic mitigation efforts for significant construction projects and special events and provide timely information to employers and employees on construction activity and traffic incidents. In the event of an emergency which prevents staff from accessing the office, a Emergency Contingency 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. Disseminate information through Alert Program which sends e-mails and

text messages to subscribers. Website and/or newsletters will also be utilized to disseminate information regarding long-term construction projects which will have major impact on traffic conditions in region. Roadway construction project information to be provided by NJDOT and their consultants. Coordinate with operating agencies and MPOs to plan traffic mitigation efforts.

Products and Outcomes:

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

Strategy: Technology Utilization

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

Products and Outcomes:

- ◆ Development and upgrading of websites, social media usage and on-line mapping

Strategy: Emergency Contingency Plan

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

Products and Outcomes:

- ◆ Develop and implement Plan enabling CCCTMA to operate and communicate remotely.

Goal Area Activity: ECONOMIC DEVELOPMENT

Description: Provide outreach and assistance to employers to encourage the implementation of commute alternative programs. Promote the use of commute alternatives at worksites, by creating customized commute

alternative plans to meet the unique commuting needs of specific employees at each location. Nominate eligible employers to the NJ Smart Workplaces for Commuters program.

Strategy: Employer Assistance

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

Products and Outcomes:

- ◆ Conduct worksite assessments and implementation plans to reduce SOV travel during commuting times and mid-day.
- ◆ Promote and nominate employers to NJ Smart Workplaces program

Strategy: Employer Outreach

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

realtors, HR groups, and others.

Products and Outcomes:

- ◆ Provide print and electronic materials regarding commute alternatives to employer groups via mailings, electronic means and in-person presentations
- ◆ Provide information on the RideECO transit benefit – a program that allows both employers and employee to save when employees commute on transit or by vanpool

Goal Area Activity: ENVIRONMENTAL

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

Strategy: Sustainable Jersey Assistance

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

Products and Outcomes:

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

Strategy: Air Quality Partnership

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

for Air Quality Alerts and provide information to their employees.

Products and Outcomes:

- ◆ Disseminate Air Quality Alerts and promotional materials to Air Quality Partners

Strategy: Electric Vehicle Program Assistance and Promotion

Description: Provide south Jersey employers, developers, local governments and the general public with information and assistance regarding programs to fund and support electric vehicles including charging stations. Cross County Connection will coordinate closely with NJTPA, DVRPC and SJTPO and utilize existing materials if they are suitable for south Jersey. Employers in business parks and business park developers/owners will be contacted about EV charging station installation benefits and incentives in order to encourage more travelers to purchase EVs. Public locations, such as county and municipal facilities may be contacted, as well.

Products and Outcomes:

- ◆ Educational and promotional materials supporting the use of EV programs
- ◆ Inventory of EV charging stations in south Jersey area. Inventory will include list of existing apps and websites that provide information to south Jersey travelers.

Goal Area Activity: SAFETY

Description: Increase public awareness of roadway safety through the use of promotional materials and technical assistance to local and county governments. Provide technical assistance to local governments to identify infrastructure needs to improved safety for pedestrians and bicyclists. Coordinate efforts with NJTPA, DVRPC and SJTPO.

Strategy: Safety Awareness and Promotion

Description: Promote and enhance safe and efficient travel by educating the traveling public about safety related issues. Provide safety awareness materials to the traveling public through transportation events, employer outreach and web based outreach.

Products and Outcomes:

- ◆ Provide safety related materials at events, electronically and at the 300+ public locations
Cross County Connection distributes literature.

Strategy: Conduct Pedestrian and Bicycle Safety Audits

Description: Conduct pedestrian and bike safety audits in areas where safety concerns for pedestrians and/or bicyclists have been raised and recommend safety improvements. Audits will be conducted upon request by a local government, the MPO or NJDOT and will be supported by existing crash and safety data. Specific pedestrian and bike safety improvement recommendations will be provided.

Products and Outcomes:

- ◆ Conduct pedestrian/bicyclist audits and provide recommendations

Strategy: Assist municipalities with the implementation of their adopted Complete Streets policies

Description: Currently 36 municipalities in CCCTMA's service area have adopted a Complete Streets policy but many have not implemented their policy. CCCTMA will provide technical assistance to advance policies to implementation making the road network safer for all users.

Products and Outcomes:

- ◆ Provide technical assistance to municipalities with adopted policies
- ◆ Assist municipalities with grant applications to build infrastructure supporting implementation of policies

Goal Area Activity: PROGRAM MANAGEMENT

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

Strategy: Implementation of grant's administrative requirements

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

Products and Outcomes:

- ◆ Submittal of required reports and invoices

Goal Area Activity: CHSTP VISUALIZATION TOOL (Supplemental)

Description: Continue developing and processing data for inclusion in the on-line mapping tool transferred to NJTPA during FY18. New/updated data will show destinations and transportation services available to seniors, veterans, low income persons and persons with disabilities. The transportation and destination data will be provided by NJTPA, TMAs and others for the 13 counties in NJTPA's service area. The data will continue to adhere to NJTPA's EGIS standards.

Strategy: Continue populating map with transportation services and destinations data

Description: Continue developing and processing data for inclusion in the Human Services Transportation on-line mapping tool.

Products and Outcomes:

- ◆ Map showing transportation services and destinations for target populations

Goal Area Activity: STREET SMART CAMPAIGN (Supplemental)

Description: In FY 2019, Cross County Connection TMA will implement Street Smart NJ campaigns in multiple communities, with one (1) particular location being funded within the NJTPA FY 2019 TMA work program, and the other communities being funded by the New Jersey Division of Highway Traffic Safety, under their FY 2018 program. The proposed NJTPA-funded project is anticipated to be located in Glassboro, Gloucester County along Mullica Hill Road/County Rt 322 and the Rowan Boulevard Corridor portion of Rowan University. Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the campaign. If the Glassboro location is not available, a campaign will be conducted at an alternative location in Cross County Connection's service area.

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

efforts

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

Products and Outcomes:

- ◆ Implement a one month Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques along the Mullica Hill Road/County Route 322 and Rowan Boulevard Corridor portion of Rowan University, in Glassboro, Gloucester County
- ◆ Development of a final report including the site selection process, campaign activities, and pre and post campaign observations.

Goal Area Activity: WORK FUNDED BY OUTSIDE SOURCES

Description: Cross County Connection receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, the Pascale Sykes Foundation, DVRPC, and others. Projects funded outside of the NJTPA TMA grant will be reported on. For FY19, the following projects are anticipated.

Strategy: NJ TRANSIT WORK PROGRAM

Description: Provide customer service to travelers seeking information regarding NJ TRANSIT bus and rail services; advocate for new/improved public transit services; assist employers with public transit needs.

Products and Outcomes:

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

Strategy: Safe Routes to School Program (NJDOT)

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

Products and Outcomes:

- ◆ Conduct walking and bicycling events at K-8th grade schools
- ◆ Conduct in-classroom Pedestrian Safety Education Program to third and fourth grade classes.
- ◆ Provide technical assistance to schools, including Travel Plans and grant writing assistance

Strategy: Pascale Sykes Foundation Shuttle Program

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

Products and Outcomes:

- ◆ Provide administrative, technical and marketing assistance for the implementation of the English Creek-Tilton Road Shuttle.
- ◆ Provide Administrative, technical and marketing assistance to the Rt. 54/40 Community Shuttle
- ◆ Provide technical and marketing assistance to the Pureland East-West Community Shuttle

PROGRAM MANAGEMENT

Description

Cross County Connection will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

Work Program Promotion Plan

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

CCCTMA will use the following types of media in FY 2018 for the promotion of the programs, goals, and objectives of the work program:

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

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

Social media: CCCTMA's Facebook page currently has 270 likes, and several general-interest commuter/ transportation-themed posts are made each day which are then shared with hundreds of other readers. The @CCCTMA Twitter account is used several times daily to effectively deliver short traffic, transit, and construction alerts to hundreds of followers.

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

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

Print communications: Newsletters, brochures, flyers, and general transportation-themed publications for distribution to approximately 400 public sites in the seven-County southern New Jersey service area.

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

Marketing collateral: CCCTMA maintains a regular publishing of brochures, flyers, maps, transit guidebooks, and information cards, all designed in-house, to promote the TMA work program's

core sections of activity. An average of over 150,000 printed pieces are distributed annually in the CCCTMA seven-County service area.

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

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

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

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**CROSS COUNTY CONNECTION TMA
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 475,825		
	2. FRINGE BENEFITS 65.897% FT, 13.47% PT	\$ 300,696		
	SUBTOTAL	\$ 776,521	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 500		
	2. TRAVEL	\$ 3,957		
	3. PRINTING & REPRODUCTION	\$ 37,300		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 10,213		
	6. CONFERENCE/TRAINING	\$ 2,000		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 32,000		
	SUBTOTAL	\$ 85,970	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 44%	\$ 207,510		
	SUBTOTAL	\$ 207,510	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 1,070,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 1,030,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 40,000		

This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.

FUNDING SOURCES:

Federal Share:	\$ 1,070,000	Local Match:	\$ -	Total:	\$ 1,070,000
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NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**CROSS COUNTY CONNECTION TMA
FY 2019 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
ADS	\$ 32,000.00
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
Total "OTHER" Direct Expenses	\$ 32,000.00

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**CROSS COUNTY CONNECTION TMA
FY 2019 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	7,467	\$ 362,733	\$ 55,463	\$ 96,115	\$ -	\$ 514,311
Core Goal Area Activities - Economic Development	1,035	\$ 47,237	\$ 5,250	\$ 12,418	\$ -	\$ 64,905
Core Goal Area Activities - Reliability	3,650	\$ 176,054	\$ 11,900	\$ 47,039	\$ -	\$ 234,993
Core Goal Area Activities - Environmental	1,260	\$ 60,269	\$ 4,100	\$ 15,843	\$ -	\$ 80,213
Core Goal Area Activities - Safety	1,150	\$ 57,943	\$ 7,300	\$ 15,301	\$ -	\$ 80,544
Program Management	970	\$ 41,776	\$ 500	\$ 12,759	\$ -	\$ 55,035
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	15,532	746,013	84,513	199,474	-	1,030,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	334	\$ 14,904	\$ 1,178	\$ 3,918	\$ -	\$ 20,000
Supplemental Goal Area Activities - CHSTP (optional)	346	\$ 15,604	\$ 279	\$ 4,117	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	346	15,604	279	4,117	-	40,000
TOTAL	16,212	\$ 776,521	\$ 85,970	\$ 207,510	\$ -	\$ 1,070,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
William J. Ragozine, Executive Director	61%	1277
Ronda R. Urkowitz, Program Director	57%	885
Joseph M. Wilson, Marketing Director	67%	1400
Marianne E. Sperry, Office Manager	66%	1368
Patrick C. Farley, Sr. Land Use & Trans. Planner	57%	1192
Transportation Planner	52%	1085
Danielle Loring, GIS Analyst	70%	1465
Latifah Sunkett, SRTS Coordinator	19%	390
Jill N. Wunder, Administrative Assistant 1	64%	1335
Brianna Casal, Administrative Assistant 2	67%	1385
Sophia Mowad, Bookkeeper	55%	575
Joseph Zupko, Web Development Associate/Intern	69%	576
TOTAL	58%	16212

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

**EZ Ride TMA
FY 2019 WORK PROGRAM**

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- Service Area Description
- Goals and Objectives

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- Reliability
- Economic Development
- Environmental
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- Street Smart NJ
- Coordinated Human Services Transportation

Program Management

- Consultant Activities

Promotions Plan

Budget and Staffing Plan

TMA WORK PROGRAM OVERVIEW

Organizational Summary

The Meadowlands Transportation Brokerage Corporation (d/b/a EZ Ride) was incorporated on October 24, 1983 as a non-profit 501(c)3. It is the first Transportation Management Association (TMA) in the State of New Jersey and was created as a result of the gas crisis in the 1970's, which resulted in companies like Hoffmann La Roche having over 400 vanpools. The charter members include the New Jersey Sports and Exposition Authority (NJSEA), the former 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. EZ Ride'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: \$4,061,204

(NJTPA, NJDOT, NJ TRANSIT, NJHTS)

Public Sector fee for service: \$2,345,630

(Essex, Monmouth, & Passaic Counties)

Private sector: \$1,511,296

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

Total: \$7,642,130

3. Office Locations

EZ Ride operates from three different offices.

Main Office:

144 Park Place East, Wood-Ridge, NJ 07075

Satellite Offices:

1 Industrial Way West, Eatontown, NJ 07724

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

3. Staff Summary

Office Location	Full-Time Employees	Part-Time Employees	Total Employees
Wood-Ridge	52	35	87
Eatontown	8	23	31
Total:	60	58	118

Geographic and Demographic Information

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

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

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

County	Total Population	Senior Population 65+	People with Disabilities	# of people carpooling	# of people driving alone	# of people using transit	# of people who work from home	# of people who walk/other
Bergen	939,151	154,960	335,480	36,042	322,866	72,797	20,692	20,078
Hudson	677,983	74,578	229,400	30,534	125,042	150,625	9,443	32,051
Essex	796,914	102,802	280,090	26,234	220,349	79,315	10,885	20,488
Union	555,630	75,566	184,510	23,384	185,853	36,120	8,678	23,298
Monmouth	625,846	103,890	233,730	25,117	234,029	26,350	14,338	11,312
Passaic	507,945	69,588	161,910	29,668	167,654	24,351	6,045	12,487
TOTAL	4,103,469	581,384	1,425,120	171,129	1,255,793	389,558	70,081	119,714

(Source: US Census data 2016)

- **Infrastructure**

Less than 5 miles from Times Square in New York City, the EZ Ride 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, Volvo, Unilever, SONY, Klynveld Peat Marwick Goerdeler (KPMG), Ernst and Young, United Airlines and Hartz Mountain.

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

The much anticipated entertainment and retail complex, *American Dream Meadowlands* is scheduled to open in 2018 with more than two million square feet of retail space with more than 450 retailers like Saks Faith Avenue and Lord & Taylor, multiple indoor theme parks and an 800-room hotel anchoring the development.

Further to the South, the 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, EZ Ride staff will focus on six core goals that are supported by clear and consistent objectives.

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

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

public transit; improving the commutation linkages between concentrated areas of high unemployment and concentrated job centers by advancing programs like the Jobs Access Reverse Commute (JARC) and New Freedom initiatives.

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

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

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

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

3. Advocate High Occupancy Vehicles (HOV)

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

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

4. Achieve Improvements in Air Quality

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

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

5. Conserve energy resources

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

EZ Ride 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 2019

Goal Area Activity: Accessibility

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

Strategy: Increase of travel access to alternative modes other than Single Occupant Vehicles (SOVs).

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

EZ Ride 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 types of trips (shopping, commuting to work, medical, etc.) will be accommodated as possible.

Products and Outcomes:

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

Strategy: Human Services Transportation Efforts

Description: EZ Ride’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 Bergen, Essex, Monmouth, Passaic, Union County's Community Transportation Committee (United We Ride), assist with data collection as needed, inform commuters and employers about the services available, and solicit their comments and involvement. In particular, EZ Ride will assist in identifying transportation connectivity gaps that affect the traditionally underserved populations and partner with other organizations both public and private to address those gaps and ensure access to essential services like housing, employment, health care, education and recreation.

Products and Outcomes:

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

Goal Area Activity: Economic Development

Description: EZ Ride will serve as the primary contact for employers in the area and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, EZ Ride 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, EZ Ride 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 EZ Ride's service area. EZ Ride's primary partners are the local chambers of commerce, businesses, employers, state government agencies, and local governments.

Strategy: Facilitate easy access to Transportation Information and Services

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

EZ Ride serves on the transportation committee of the Newark Regional Business Partnership (NRBP) and the Meadowlands Regional Chamber of Commerce (MRCC). The local chambers of commerce are the primary point of contact for businesses and it is critical for EZ Ride to have a seat at the table and be represented in all transportation-related events that are hosted by these organizations. Our services will be presented in the Relocation Guide published by the MRCC as well as in all other membership directories.

We will work more closely with the New Jersey Business and Industry Association (NJBIA), the League of Municipalities and real estate developers to market our programs and services to businesses and elected officials. As part of our outreach efforts we will host a transportation workshop at the 2019 League of Municipalities Conference. The EZ Ride website has been redesigned to target businesses and elected officials and we intend to use case studies to showcase the benefits of working with an organization like EZ Ride. Additionally, we intend to use social media more aggressively to develop a community of transportation stakeholders that could benefit from our programs and services.

EZ Ride has partnered with Destination Marketing Organizations (DMOs) to promote tourism in our service area. We anticipate a significant increase in tourism traffic with the launch of American Dream in the Meadowlands, the growing popularity of the Prudential Center in Newark, and the renaissance of Asbury Park in Monmouth County. EZ Ride is actively involved with all the three organizations.

EZ Ride will encourage employer participation in the NJ Smart Workplaces Program and provide assistance to employers on program assessment and evaluation, delivery of commute alternative information and promotions to employees of a specific employer worksite(s), development of common TDM strategies and information resources including activities that increase use of non-SOV modes, and reduce mid-day travel activities from work sites. In addition, EZ Ride 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 NJ Smart Workplaces Program
- ▶ Transportation Workshop at the 2019 League of Municipalities Conference
- ▶ Article in the League of Municipalities Magazine that has over 60,000 members
- ▶ Articles in LinkedIn

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

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

Products and Outcomes:

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

Goal Area Activity: Reliability

Description: EZ Ride 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. EZ Ride 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.

Strategy: Construction related congestion mitigation

Description: EZ Ride will coordinate with local, county, and statewide transportation operations for the purpose of relieving congestion related to construction and maintenance. EZ Ride maintains a database of stakeholders in our service area. In case of any emergencies, EZ Ride will distribute information via email to employers, member agencies etc. Our shuttle riders use our Twitter account for the latest information about public transportation and our shuttle services.

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.
- ▶ Coordinate with state and local officials on planning efforts related to construction, such as the Route 495 reconstruction, anticipated to begin in 2019.

Goal Area Activity: Environmental

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

Strategy: Improvement of air quality programs

Description: EZ Ride will participate in disseminating information and encouragement activities including anti idling and promote the adoption of low emissions vehicles or other activities. EZ Ride will participate in activities/studies related to improving air quality such as the implementation of the NJTPA AFV Readiness Guide.

Products and Outcomes:

- ▶ EZ Ride will assist municipalities achieve Sustainable Jersey Certification.
- ▶ EZ Ride will partner with other organizations to implement shuttle programs and seek CMAQ funding to implement them.

Goal Area Activity: Safety

Description: EZ Ride 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. EZ Ride may also engage in information gathering related to safety issues, or implementation of a safety related program such as conducting bicycle/ pedestrian audits. EZ Ride will also focus on providing mobility solutions to assist mature drivers to “age in any place.”

Strategy: Promotion of Safety Education Programs for Students & Commuters and Education and Assistance to Mature Drivers.

Description: EZ Ride will disseminate information and conduct presentations focused on safety. EZ Ride will participate in educational campaigns in coordination with local communities. EZ Ride will coordinate retraining seniors on using public transit with NJTIP and present information about County senior transportation programs and other volunteer driver programs like ITN. These events will also be coordinated at the senior centers as well as senior housing units. Additionally, we will provide information and conduct CarFit events 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.

Products and Outcomes:

- ▶ Conduct information sessions about safety programs for students and commuters.
- ▶ Conduct information sessions and/or events for seniors that focus on preparation prior to driving, improving driving skills with emphasis on defensive driving.

Goal Area Activity: Supplemental Street Smartt NJ

Description: EZ Ride works with more than 50 different communities implementing Safe Routes to School (SRTS) Programs, Healthy Corner Store initiatives, and Community Garden programs that are funded by NJDOT or private foundations. As a result, we have good working relationships with local communities that could be leveraged to implement the Street Smart NJ program in these communities.

EZ RIDE will identify suitable communities for implementing this education campaign, enlist support and participation from local stakeholders including law enforcement, and provide resources and support for an effective pedestrian safety education campaign. To accomplish this, we will utilize a suite of Street Smart NJ methods and messages and will work with local law enforcement to coordinate the educational campaign with a high visibility enforcement campaign where possible and appropriate. To determine the effectiveness of the effort, we will, to the greatest extent possible, utilize region wide evaluation tools to observe, measure, and analyze pedestrian and motorist behavioral change, and will submit their findings to the NJTPA. EZ Ride will follow NJTPA program guidelines.

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

Description: Optional Supplemental Task to Implement Street Smart NJ

Products and Outcomes:

- ▶ Outreach to communities promoting Street Smart NJ programs

Goal Area Activity: Supplemental Coordinated Human Services Transportation Activities

Description: EZ Ride will support efforts in identifying transportation connectivity gaps and transportation needs for seniors, low income persons, persons with disabilities and veterans. In particular, EZ Ride will coordinate outreach efforts to 55+ communities, including single family and multi family residential developments, rent subsidized senior housing, and long term assisted living facilities.

EZ Ride will leverage the strength of its partners non profit organizations like AARP and the New Jersey Foundation for the Aging, service providers like AAA and NJTIP, private foundations like Robert Wood Johnson Foundation, and the local communities like the Village to Village Network. We will host events to introduce our senior transportation program 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.

Strategy: Assist in activities what address the needs and strategies of Go Farther, the regional Coordinated Human Services Transportation Plan.

Description:

Products and Outcomes:

- ▶ Inventory of organizations including addresses that provide, coordinate or fund healthcare services, social service agencies like the Area Agencies on Aging and country para transit providers who serve the 55+ communities. Conduct coordination meetings at these facilities and provide information about available transportation options for older adults.
- ▶ Memorandums of meetings and other records of outreach.

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

Goal Area Activity: Reliability

Description: EZ Ride 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. EZ Ride 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.

Strategy: Business Continuity Plan

Description: In case of an emergency, EZ Ride's satellite office at Eatontown will serve as our back up office for all operations including our communications network to ensure continuation of operations. We have installed back-up servers in Eatontown to ensure that we can continue to operate. Additionally, our land lines at both offices in Wood-Ridge and Eatontown have been configured to automatically transfer all calls to cell phones in case of any disruptions on our land lines.

Products and Outcomes:

- ▶ Business continuity plan to ensure operations in case of an emergency.

Goal Area Activity: Supplemental Coordinated Human Services Transportation Activities

Description: EZ Ride will support efforts in identifying transportation connectivity gaps and transportation needs for seniors, low income persons, persons with disabilities and veterans. In particular, EZ Ride will coordinate outreach efforts to 55+ communities, including single family and multi family residential developments, rent subsidized senior housing, and long term assisted living facilities.

EZ Ride will leverage the strength of its partners non profit organizations like AARP and the New Jersey Foundation for the Aging, service providers like AAA and NJTIP, private foundations like Robert Wood Johnson Foundation, and the local communities like the Village to Village Network. We will host events to introduce our senior transportation program 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.

Strategy: Implement Senior Transportation Program

Description: The escalating demand for rides from older adults resulted in EZ Ride partnering with Lyft and Uber to launch a new program: Ryde4Life. The program is an attempt to address both the “transportation gaps” and the “digital divide,” two pressing concerns as more private, tech-driven transportation services complement or even replace the existing public options. The riders do not need a data plan or even a smartphone to access the service. Instead, they contact an EZ Ride Coordinator using a cell phone to help them get a ride provided by one of the TNCs such as Lyft or Uber. The system can add any other transportation provider who can provide their service information online. We provide the rides in real time, and no reservation is required. The statewide transportation program currently offers rides to individuals age 50 and over on all working days from 8 a.m. to 5 p.m. with plans to extend the days and hours of service shortly.

Members pay the fees charged by transportation providers such as Lyft and Uber along with a \$1 administrative fee. Lower income riders may qualify for a subsidy of \$1 per ride and a waiver of the \$1 administrative fee. We expect to fund the subsidies from the contributions of private foundations, local government, non-profit organizations and providers such as Lyft and Uber. All participants are required to have a cell phone to call a toll free number and speak to an EZ Ride Coordinator to request a ride.

The list of transportation providers is not limited to Lyft and Uber and will be expanded to include other qualified providers whose services can be accessed online. A choice of providers helps us to find the lowest cost provider for each trip. The program is scalable and could be expanded to serve other disadvantaged riders like veterans and lower income riders.

Products and Outcomes:

- ▶ An affordable and scalable state-wide transportation program with TNCs.

PROGRAM MANAGEMENT

Description

EZ Ride will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

Program Promotions Plan

EZ Ride will use a variety of media sources to promote and support the programs, goals, and objectives of the work program. Promotions will be developed and implemented according to guidelines set by the NJTPA TMA Program Promotions Policy to ensure that activities are reimbursable under federal guidelines, and 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.

EZ Ride will use the following types of media promotion of the programs, goals, and objectives of the work program:

- Newsletters: EZ Ride 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 EZ Ride 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 and Facebook: The Twitter platform (@myezride) will be used as a delivery system for shuttles related information regarding traffic congestion and incidents. The Facebook platform (<https://www.facebook.com/ezride.org/>) will be used to deliver information to carpoolers, vanpoolers, seniors and people with disabilities. Effectiveness will be tracked by the number of followers/members (if feasible), and links clicked/shared.
- Brochures: EZ Ride 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, Shuttle Programs and Bike & Pedestrian Programs. Brochures will also be distributed at various events/fairs hosted by EZ Ride. Effectiveness will be tracked by the number of brochures distributed and number of applicants signing up for our programs.
- Displays: EZ Ride 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.

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Meadowlands Transportation Brokerage Corporation d/b/a EZ Ride
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 645,950		
	2. FRINGE BENEFITS 46.93% FT, 46.93% PT	\$ 303,145		
	SUBTOTAL	\$ 949,095	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 1,950		
	3. PRINTING & REPRODUCTION	\$ 4,800		
	4. TELEPHONE	\$ 1,250		
	5. POSTAGE	\$ 2,000		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 16,500		
	SUBTOTAL	\$ 26,500	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 60%	\$ 384,405		
	SUBTOTAL	\$ 384,405	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 1,360,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 1,310,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 50,000		

This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.

FUNDING SOURCES:

Federal Share:	\$ 1,360,000	Local Match:	\$ -	Total:	\$ 1,360,000
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NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

Meadowlands Transportation Brokerage Corporation d/b/a EZ Ride

FY 2019 WORK PROGRAM

BUDGET PLAN - ATTACHMENT

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 1,000.00
Internet Marketing - Constant Contact	\$ 300.00
Internet Marketing - Google AdWords	\$ 3,200.00
NRBP Annual Transportation Conference	\$ 3,250.00
NRBP Transportation Symposium	\$ 2,750.00
MRCC Business Directory & Magazine	\$ 6,000.00
Total "OTHER" Direct Expenses	\$ 16,500.00

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

Meadowlands Transportation Brokerage Corporation d/b/a EZ Ride

FY 2019 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	12,069	\$ 345,297	\$ 10,550	\$ 139,853	\$ -	\$ 495,700
Core Goal Area Activities - Economic Development	5,000	\$ 282,315	\$ 15,600	\$ 114,344	\$ -	\$ 412,259
Core Goal Area Activities - Reliability	2,500	\$ 167,897	\$ 100	\$ 68,002	\$ -	\$ 235,999
Core Goal Area Activities - Environmental	140	\$ 12,587	\$ 75	\$ 5,098	\$ -	\$ 17,759
Core Goal Area Activities - Safety	110	\$ 8,659	\$ 75	\$ 3,507	\$ -	\$ 12,241
Program Management	1,731	\$ 96,826	\$ -	\$ 39,217	\$ -	\$ 136,042
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	21,550	913,579	26,400	370,021	-	1,310,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	600	\$ 21,316	\$ 50	\$ 8,634	\$ -	\$ 30,000
Supplemental Goal Area Activities - CHSTP (optional)	182	\$ 14,199	\$ 50	\$ 5,751	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	182	14,199	50	5,751	-	50,000
TOTAL	22,332	\$ 949,095	\$ 26,500	\$ 384,405	\$ -	\$ 1,360,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Krishna Murthy, Executive Director	64%	1,323
Avnish Gupta, Assistant Executive Director	64%	1,333
Carole Swanstrom, Manager - Accounts Payable	72%	1,500
Nicole Neri, Manager - Accounts Receivable	72%	1,500
Veronica Almonte, Accounting Coordinator	37%	775
Jose Garzon - Accounting Coordinator	72%	1,500
Prerana Mehta, Accounting Coordinator	77%	1,600
Kinga Skora, Regional Manager - Bergen/Hudson County	70%	1,451
Ellie Ferrer, Regional Manager - Essex/Union County	65%	1,350
David Fox, Regional Manager - Monmouth County	58%	1,200
Frank Menken, Tpt. Associate - Monmouth County	80%	1,000
Lisa Lee - Manager, Bike/Ped Programs	10%	200
Mateusz Pitrus, Assistant Coordinator SRTS	10%	200
Gabriella Bacchus, Assistant Coordinator SRTS	10%	200
Michael Jensen, Tpt. Coordinator - Bergen County	8%	175
Constance Shelley, Tpt. Coordinator	77%	1,600
Erinel Pagan, Supervisor Shuttle Operations	1%	25
Carla Gonzalez-Rios - HR Assistant	38%	800
Robin Paoletti - Tpt. Associate - Customer Service	48%	1,000
Stephanie Otero - Tpt. Associate - Customer Service	80%	1,000
Frank Menken, Tpt. Associate - Monmouth County	80%	1,000
Christin Vivona - Transportation Associate	80%	1,000
TOTAL	53%	22,332

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Greater Mercer TMA
FY 2019 WORK PROGRAM

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Budget and Staffing Plan

GREATER MERCER TMA WORK PROGRAM OVERVIEW

Organizational Summary

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

Mission:

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

Funding:

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

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

Staff:

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

Service Area Description

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

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

Mercer County's 13 municipalities are home to 372,000 people in 226 square miles, with 10% of the US population within a 75-mile radius. Land use ranges from highly urbanized in Trenton, small boroughs such as Pennington and Princeton, inner ring suburbs such as Ewing and Hamilton, suburbanized areas such as West Windsor and Robbinsville, to rural in Hopewell Township.

Based on the most recent figures from the American Community Survey, 25.7% of the Mercer County population was under the age of 20 and 18.9% were 60 or older. The median age is 38.3 years. The racial makeup of the county was 62.4% White, 20.2% Black or African American, 0.2% Native American, 9.6% Asian, 0.1% Pacific Islander, and 2.1% from other races or two or more races. Hispanic or Latino of any race was 15.9% of the population.

The median household income is \$74,118. Approximately 17% of the households have income levels under \$25,000/year.

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

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

According to the 2014 American Community Survey, Mercer County residents commuted to work by the following means: 70.9% drive alone to work, 10.3% carpool, 7.8% use public transportation, 3.6% walk, .7% bike, 1.4% use other means, and 5.2% work at home.

Ocean County is the second largest county in the state, containing 638 square miles that include a 45-mile coastline along the Atlantic Ocean. As a result of unprecedented growth in the past three decades, more than 580,000 people reside in Ocean County. Lakewood Township is one of the fastest growing municipalities in the state and saw an increase of over 32,000 residents from 2000 to 2010, the largest increase in the state, making Lakewood the seventh most populous municipality in New Jersey.

Education and health services are the largest employment sector in Ocean County and account for its largest job gains. Major employers also include the county and local government, Six Flags Theme Park, Lakehurst Naval Station, Monmouth Medical Center and the tourism industry. Lakewood Industrial Park is also a major employment center. Though characterized primarily by low density suburban development, several municipalities such as Lakewood and Toms River do have established downtown business districts.

In 2014, 25.6% of Ocean County's population was under the age of 20 and 27.9% were 60 or older. The median age was 42.8. The racial makeup of the county was 91.9% White, 3.1% Black or African American, 0.1% Native American, 1.8% Asian, <0.10% Pacific Islander, and 1.5% from other races or

two or more races. Hispanic or Latino of any race comprises 8.6% of the population. The median household income is \$61,839. About 19% of the households had an income under \$25,000.

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

According to the 2014 American Community Survey, Ocean County residents commuted to work by the following means: 82.2% drive alone to work, 8% carpool, 2.1% use public transportation, 1.5% walk, 1.5% use other means, and 4.7% work at home.

Goals and Objectives

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

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

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

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

Greater Mercer Transportation Management Association Program Report FY 2019

Goal Area Activity: 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, a vanpool program, bicycle and pedestrian education, senior transportation, Human Services Transportation services, support, and Plan updates, and incentive programs.

Strategy: Rideshare Matching and Trip Planning

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

Products and Outcomes:

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

Strategy: Bicycle and Pedestrian Safety Education and Programs

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

Products and Outcomes:

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

Strategy: Incentives

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

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

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

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

Products and Outcomes:

- ▶ Provide alternative commute incentives

Strategy: Shuttle and Vanpool Service Development and Management

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

Products and Outcomes:

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

Strategy: Human Service Transportation Efforts

Description: Greater Mercer TMA will participate in activities that work to provide, support and improve transportation services to elderly, disabled residents, veterans, low income residents and other transportation disadvantaged populations in Mercer and Ocean counties. Developing ladders of opportunity by identifying and addressing transportation activity gaps will be part of this work. An integral part of this work is the provision of GMTMA's transportation service for seniors and visually impaired adults. The service provides door to door rides in RideProvide cars for any trip purpose, Monday through Friday from approximately 8:00am to 5:00pm in Mercer County, Plainsboro and the southern portion of Montgomery Township.

Products and Outcomes:

- ▶ Continued provision of RideProvide services to senior citizens and visually impaired adults.
- ▶ GMTMA will provide information and assistance to transportation disadvantaged populations. These activities will include transportation options counseling and travel training. It also includes maintaining and/or updating the Mercer County Mobility Guide, the Ocean Ride Guide, and the RideProvide website.
- ▶ GMTMA will continue its participation on the Mercer County Coalition for Coordinated Transportation, Ocean County's Transportation Advisory Committee for Senior Citizens and Persons with Disabilities and the Greater Mercer Public Health Partnership. Additionally, GMTMA will participate in the local efforts to update and implement the County and Regional Coordinated Human Services Transportation plans.

Goal Area Activity: 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. It is anticipated that GMTMA will assist NJDOT in communicating updates on the Route 495 construction project. As part of this effort GMTMA will maintain a contingency plan to ensure continued operation in case of a business interruption.

Strategy: Construction and Traffic Related Congestion Mitigation Strategies

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

Products and Outcomes:

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

Strategy: Participation in Regional Planning Efforts

Description: GMTMA will continue its advisory role in the Central Jersey Transportation Forum (CJTF). The forum is comprised of representatives of three counties, 24 municipalities, two MPOs, and other stakeholders with the mission of working collaboratively to achieve improved and more integrated regional land use and transportation planning that will result in better quality of community life along the Route 1 corridor. GMTMA also serves on both the Transit Action Group and the Forum Steering Committee. The Executive Director provides updates to the forum on the work of the TMA.

Products and Outcomes:

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

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

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

Products and Outcomes:

- ▶ GMTMA will update the document as needed.

Goal Area Activity: Economic Development

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

Strategy: Outreach and Promotions to Employers at Demand Generating Sites

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

Products and Outcomes:

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

Strategy: Employer TDM Assistance

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

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, and education on pre-tax commuter enefits, including RideECO.

GMTMA will provide information and resources on TDM strategies that can be used for Leadership in Energy and Environmental Design (LEED) credits to interested businesses.

GMTMA will prepare carbon footprint reports for transportation related activities for employers.

Shuttle service development and assistance will be promoted and offered.

Products and Outcomes:

- ▶ Provide employer TDM assistance

Goal Area Activity: Environmental

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

Strategy: Air Quality Education

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

Products and Outcomes:

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

Strategy: Government/MPO based Environmental Outreach

Description: GMTMA will assist municipalities and Sustainable Jersey Green Teams in reducing the environmental impact of transportation, encourage and assist in the adoption of alternative fuel vehicles and infastructure, and work with the MPOs in environmental working groups such as the Air Quality Partnership.

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: Safety

Description: GMTMA will promote safe and efficient travel via educational programs, work to advance complete streets, expansion of our bicycle and pedestrian education programming and supplemental work on Street Smart. Safety topics include but are not limited to bicycle and pedestrian issues, distracted driving, winter driving, Toward Zero Deaths and Vision Zero (and other priorities identified in the 2015 NJ Strategic Highway Safety Plan), and animal vehicle collisions.

Strategy: Safety education programming

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

Products and Outcomes:

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

Goal Area Activity: Street Smart NJ

Description: Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety. Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. In FY 2019 Greater Mercer TMA will implement Street Smart NJ campaigns in select communities.

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

Description: Following NJTPA program guidelines, GMTMA will coordinate, conduct and assist with Street Smart NJ campaigns within our service area and participate in any training offered by NJTPA. Building on successful campaigns in Princeton and West Windsor, GMTMA plans to implement Street Smart NJ campaigns in a minimum of two municipalities (at least one will be in the NJTPA region), and if the interest is there, continue or expand campaigns in communities that have already implemented the campaign (ex. Toms River, Lakewood, LBI). New communities will be selected based on crash data, as well as interest expressed by the community and expected levels of participation. As part of this task, GMTMA will analyze pedestrian-motor crashes, evaluate physical conditions and human behavior at crash locations, and discuss the issue with the community. The TMA will work with local government and law enforcement to gain support for a high visibility campaign in the selected locations. As in past campaigns we will reach out directly to the police and Mayor to discuss the program and inform them of the grant opportunity for their police officers. Following commitments from the municipality we will engage the retail, school and community sectors to help promote the campaign. The comprehensive campaign will utilize printed material, public outreach, educational programming, tabling at community locations and events, local access television, volunteer outreach, social media, as well as Street Smart NJ developed media. We will look for creative marketing opportunities of the Street Smart messages whenever possible. Examples in past campaigns included use of the destination signs on Tiger Transit buses, pre-movie showing of messages and distribution of tip cards with pizza deliveries. Community programming integration has included such activities such as coffee with a cop and senior pedestrian safety at the senior center. Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the Campaign.

GMTMA will have a staff person dedicated to the development and oversight of the Street Smart program and serve as a contact with NJTPA on the campaigns.

Products and Outcomes:

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

Goal Area Activity: Work Funded By Other Sources

Description:

Strategy: Safe Routes to School

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

Products and Outcomes:

- ▶ Develop Safe Routes to School Program

Strategy: Mobility Management New Freedom Grant/5310 grant

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

Products and Outcomes:

- ▶ Implement Activities Related to the New Freedom Grant

Strategy: Highway Traffic Safety

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

Products and Outcomes:

- ▶ Conduct bicycle and pedestrian safety campaigns

Goal Area Activity: Coordinated Human Services Transportation

Description: Supplemental Coordinated Human Services Transportation activities are aimed at improving mobility for seniors, people with disabilities, veterans, and individuals with low income.

Strategy: Coordination of Senior Living Communities

Description: GMTMA will evaluate the senior communities in Ocean County with the end goal of identifying opportunities to both coordinate services and develop new solutions for addressing transportation needs. With the average age of Ocean County's residents almost 9% higher than the state average, the need for addressing senior transportation issues must be a high priority.

GMTMA proposes the following tasks for the evaluation effort:

Data collection:

Inventory of 55+ communities, rent subsidized and assisted living facilities: Name, location, # of units, # of residents, age of development, property management company.

Basic demographics for each community: average age of residents, average household income, auto

ownership.

Transportation options: community provided services, public transportation access

Mapping: GMTMA can map the inventoried information using GIS and/or provide for addition to the CHSTP visualization tool.

Outreach:

Conduct outreach to property managers, residents, transportation providers, social service agencies, Ocean Ride, Ocean's senior advisory group, and individuals from key destinations such as hospitals to get a better understanding of needs, opportunities and barriers.

Needs assessment:

Identify and document specific gaps, needs and concerns. Document coordination opportunities and barriers that were noted during outreach.

Generate solutions:

Based on the identified problem, develop a number of solutions. Develop a prototype for implementation.

Products and Outcomes:

- ▶ Data Collection
- ▶ Conduct Outreach
- ▶ Needs Assessment
- ▶ Develop and identify solutions

Goal Area Activity: Program Management

Description: GMTMA will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP.

Program management activities will include the following:

- Preparation of the following year's work program;
- Maintenance of all TMA work program grant-related records and products;
- Maintenance of the 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

Strategy: Carry out project management tasks

Description:

Products and Outcomes:

- ▶ Project Management Tasks

Goal Area Activity: Coordinated Human Services Transportation

Description: Supplemental Coordinated Human Services Transportation activities are aimed at improving mobility for seniors, people with disabilities, veterans, and individuals with low income.

Strategy: Hospital Patient and Visitor Transportation Services Outreach

Description: GMTMA will identify patient transportation needs and opportunities in our service area through background research and by meeting with hospital administration and staff and other relevant healthcare organizations and agencies in the community. The Community Health Needs Assessment will also be reviewed as part of this strategy.

Products and Outcomes:

- ▶ Inventory existing transportation services to hospital locations in our service area
- ▶ Identify transportation needs and opportunities through outreach and meetings

PROGRAM MANAGEMENT

Description

GMTMA will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

GMTMA Work Program Promotion Plan

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

Greater Mercer TMA will use the following types of media in FY 2019 for the promotion of the programs, goals, and objectives of the work program:

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

Facebook: GMTMA will regularly post on Facebook (<https://www.facebook.com/gmtma/>) 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 (@gmtma) 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 (<https://www.pinterest.com/GMTMA/>) will be used to visually share and promote various transportation related themes such as bicycling, commuting, distracted driving etc.

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

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

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

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

- Radio spots
- Online advertising in local Patch sites
- Print advertising in local newspapers and Chamber newsletters or magazines
- Google AdWords

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

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

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 347,163		
	2. FRINGE BENEFITS 45% FT, 14.27% PT	\$ 135,692		
	SUBTOTAL	\$ 482,855	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 1,732		
	2. TRAVEL	\$ 3,567		
	3. PRINTING & REPRODUCTION	\$ 6,210		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 1,115		
	6. CONFERENCE/TRAINING	\$ 2,097		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 9,710		
	SUBTOTAL	\$ 24,431	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 93%	\$ 322,654		
	SUBTOTAL	\$ 322,654	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 829,940	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 779,940		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 50,000		

This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.

FUNDING SOURCES:

Federal Share:	\$ 829,940	Local Match:	\$ -	Total:	\$ 829,940
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NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2019 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 4,200.00
VanBuck\$	\$ 2,000.00
Website updates	\$ 3,000.00
Other Misc. Public Outreach	\$ 510.34
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
Total "OTHER" Direct Expenses	\$ 9,710.34

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Greater Mercer TMA
FY 2019 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	7,309	\$ 348,850	\$ 14,017	\$ 229,840	\$ -	\$ 592,707
Core Goal Area Activities - Economic Development	906	\$ 49,849	\$ 2,479	\$ 33,225	\$ -	\$ 85,553
Core Goal Area Activities - Reliability	127	\$ 4,620	\$ 400	\$ 3,339	\$ -	\$ 8,359
Core Goal Area Activities - Environmental	252	\$ 9,413	\$ 925	\$ 6,078	\$ -	\$ 16,416
Core Goal Area Activities - Safety	377	\$ 13,194	\$ 1,150	\$ 8,629	\$ -	\$ 22,974
Program Management	680	\$ 30,332	\$ 250	\$ 23,349	\$ -	\$ 53,931
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	9,651	456,259	19,221	304,460	-	779,940
Supplemental Goal Area Activities - Street Smart NJ (optional)	519	\$ 15,080	\$ 4,177	\$ 10,743	\$ -	\$ 30,000
Supplemental Goal Area Activities - CHSTP (optional)	246	\$ 11,516	\$ 1,033	\$ 7,451	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	765	26,596	5,210	18,194	-	50,000
TOTAL	10,416	\$ 482,855	\$ 24,431	\$ 322,654	\$ -	\$ 829,940

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Cheryl Kastrenakes, Executive Director	69%	1355
Joan Lockwood-Reck, Marketing and Service Manager	44%	855
Carol Staats, RideProvide Program Manager	89%	1740
Adele Clark, Commuter Services Manager	83%	1610
David Mayer, Mobility Planning Specialist	43%	845
Portia Edwards-Gyampo, Office Manager	3%	55
Jerry Foster, Bike and Pedestrian Educator	39%	755
Ian Henderson, Sustainable Transportation Coordinator	24%	465
Program assistant	64%	743
[Insert list of FT TMA staff members, including Name & Title]	0%	0
Debra Christie, Business Administrator	39%	702
Julia Ibara, Marketing and Outreach Coordinator	83%	1291
TOTAL	53%	10416

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

**HART Commuter Information Services
FY 2019 WORK PROGRAM**

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HART FY 19 TMA WORK PROGRAM OVERVIEW

Organizational Summary

Official Business Entity Name: “Hunterdon Area Rural Transit, Inc.” (HART)

In 2005, “Hunterdon Area Rural Transit, Inc.” filed for a legal alternate name, “HART Commuter Information Services” which is now used officially on all HART materials and correspondences.

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

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

Federal Identification Number: 22-330-663

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

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

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

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

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

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

Staff Summary: HART employs six (6) full time staff members and four (4) part time/per diem employees at its offices in Raritan Township, NJ.

Geographic and Demographic Information

The service area for this work program is Hunterdon County, New Jersey. Hunterdon County is approximately 437 square miles. It is bordered to the west by Pennsylvania on the Delaware River, and by Warren, Morris, Somerset and Mercer counties in New Jersey. The county had a Census-estimated population of 125,488 in 2015, representing a 2.2% decrease from the 128,349 enumerated in the 2010 United States Census.

Hunterdon County's population is predominantly Caucasian/White (92%); with 6.2% Latino; 2.7% Black; 3.7% Asian. (margins of error) There are 26 municipalities and 31 school districts. While Hunterdon County's overall population has been declining in recent years, but there has been a steady increase in residents aged 65 years or older.

Hunterdon is considered primarily rural, with generally low population densities. In certain areas of the county, a more suburban environment is present. Raritan Township is Hunterdon's largest municipality, both in land size and population (21,931- US Census), followed by Readington Township (15, 961 US Census) and Clinton Township (13,123- US Census). These municipalities have become activity centers with big box retail and higher density housing.

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

Hunterdon County has historically been a wealthy county, with a median household income of approximately \$106,000. 00. However, income is unevenly distributed throughout the county. Flemington, the county seat, for example, has a median household income of \$48,000.

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

Hunterdon County has a labor force of approximately 70,000 workers. Approximately 43% employed Hunterdon residents both live and work within the County. The mean commute time in Hunterdon County is 33.5 minutes (US Census). Fifty four (54%) of employed residents commute out of county, primarily to Somerset, Morris, or Warren counties. Approximately 3% of employed Hunterdon residents commute to Manhattan. Of those commuters coming into Hunterdon County to work, approximately 3% are residents of Pennsylvania. Other origins include Warren, Somerset, Middlesex and Morris counties. This data aligns with HART's experience with its commuter programs. Just less than half of commuters in HART's commuter database are residents of the Lehigh Valley, PA commuting to worksites in Hunterdon County, NJ.

Hunterdon County has a low unemployment rate at 3.7% (NJDOL- 8/17) The Hunterdon workforce is generally very well educated (Bachelor's degree or higher). Job growth is anticipated to come as a result of replacing retiring workers as opposed to the creation of new positions. Job generation is projected to be limited to the healthcare industry, as well as service and retail jobs (*US Census, NJLWD, Award Planning, Inc.*)

Business and Industry

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

Major employers include: Chubb Group, Exxon Mobil Research & Engineering, and Hunterdon Healthcare. Hunterdon Healthcare System, with approximately 2,300 employees at 36 locations throughout the county, is the largest single employer.

Transportation Infrastructure

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

Public Transportation

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

TMA Goals and Objectives

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

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

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

HART Commuter Information Services Program Report FY 2019

Goal Area Activity: Accessibility

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

Strategy: Promote transportation options and provide trip planning assistance

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

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

Promote the statewide njrideshare.com website and provide rideshare matching assistance to commuters who desire to carpool or vanpool to reduce the number of single occupancy SOV vehicles traveling to and within Hunterdon County, NJ.

Maintain park and ride information; facilitate park and ride usage.

Products and Outcomes:

- ▶ Distribute travel information materials to travelers
- ▶ Conduct outreach to commuters and employers to promote non SOV travel choice.
- ▶ Facilitate ridematching & track rideshare activity

Strategy: Promote and facilitate the use of transportation services to human service transportation disadvantaged individuals and traditionally underserved populations

Description: Ensure that the transportation disadvantaged populations are aware of available transportation services, serve as a resource for transportation information, and engage in activities that improve access to jobs in support of the goals of the federal Ladders of Opportunity initiative.

Maintain relationships and strengthen interagency cooperation with social service agencies, non profits, and other organizations serving “targeted populations” to identify and stay informed of transportation needs; offer direct assistance through travel training and “commute consultation” to serve as a customized resource on transportation issues.

Maintain Information Outreach Partner Network (information 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.

Facilitate the use of ride-hailing services, such as Uber or Lyft, to address human services transportation

needs, which will be used to complement the existing Hunterdon County LINK Transportation System and address transportation needs outside of the LINK hours of operation, which are limited. Ride-hailing services will address transportation needs after 6 p.m. and on weekends when no other in-county services or other transportation options (including Ride4Life) are available.

Products and Outcomes:

- ▶ Distribute transit schedules and other information on accessible transportation service
- ▶ Provide transportation coaching/“commute consultations” and assist in the identification/facilitation of transportation services for job seekers and human service populations (seniors, persons with disabilities, low income, veterans)

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

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

Products and Outcomes:

- ▶ Participate as a stakeholder and provide technical assistance to Hunterdon County and NJTPA for Coordinated Human Services Transportation Plan (CHSTP) implementation, including ongoing analysis of system operations and identifying opportunities to increase service for both public and paratransit riders and to maximize connections to out of county travel.

Strategy: Promote and facilitate non-motorized transportation (bicycling/walking), including provision of walking and bicycle safety information.

Description: Support and assist in municipal efforts to improve pedestrian/bicycling environment. Encourage non-motorized transportation by promoting and facilitating a variety of bicycle and pedestrian programs, events and campaigns in Hunterdon County, as well as providing technical assistance to municipalities, schools and other interested entities to create and support more walkable and bikeable communities. Assistance may include conducting bicycle and pedestrian infrastructure audits and inventories, conducting speed studies, providing documentation and technical assistance in the preparation of grant applications and similar support.

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

Products and Outcomes:

- ▶ Conduct Pedestrian & Bicycle encouragement and education events and programs
- ▶ Provide technical assistance to Hunterdon municipalities and schools

Goal Area Activity: Economic Development

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

Strategy: TDM Worksite Assessment, Assistance, and Recognition

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

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

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

Products and Outcomes:

- ▶ Provide TDM technical assistance to employers and employees including employer worksite evaluations, worksite events, employee attraction/retention, promotion of non SOV mid-day work travel, and relocation assistance; support to employers to achieve recognition under NJ Smart Workplaces program

Strategy: Participate in Local and Regional Economic Development Efforts

Description: Participate in efforts to promote economic development in Hunterdon County and the NJTPA region, including participation in the implementation of recommendations of “Hunterdon County Plan for the Future” (Hunterdon County Economic Development Strategy - CEDS), NJTPA’s Regional Comprehensive Economic Development Strategy (CEDS), Together North Jersey Plan, and Greater Raritan Workforce Development Board (WDB) Local Area Plan 2016-2020.

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

Products and Outcomes:

- ▶ Facilitate implementation of transportation recommendations of “Hunterdon County Plan for the Future” (CEDS document), Regional CEDS, Together North Jersey Plan, and Greater Raritan Workforce Development Board (WDB) Local Area Plan 2016-2020.

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. HART's Traffic Alert Service provides weekday alerts during peak commute times (6 a.m. - 8 a.m. and 3:30 p.m. -5:30 p.m.) to approximately 3,500 commuters. HART staff monitor a variety of websites as well as a police scanner to obtain information relevant to the Hunterdon commute. This includes information on local road conditions and sections of the interstate highway system that are not reliably covered by other sources (such as 511nj). HART's Traffic Alert Associate is able to obtain real time information via the police scanner on municipal and county closures that impact commutes. This information can include motor vehicle accidents, construction, weather related conditions, road closures (downed trees, flooding, etc.) and congestion.

HART's Traffic Alert Service allows commuters to customize the alerts that they receive by subscribing only to the roadways for which they would like information.

<http://www.harttma.com/commute-3/traffic-alert-service>

The Traffic Alert Service is one of HART's most popular services. HART conducts an annual "subscriber" survey to gauge the use and value of the service. Subscribers routinely indicate that the HART Traffic Alert Service is their primary source of information on traffic conditions, followed by radio. Subscribers indicate that they appreciate having the information sent directly to their inbox as opposed to having to look for information on an app or other source. Subscribers also indicate that they not only use the information for their own use, but also forward the information to others (averaging 1-5 additional people) and have shared HART alerts on their social media accounts. Numerous worksites subscribe to the Traffic Alert Service and forward the information to employees through their intranet. Some employers have told HART that they use the alerts to determine if they will close in inclement weather. HART estimates the total "reach" of the traffic alerts at any given time may be close to 20,000- 25,000 individuals.

Products and Outcomes:

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

Strategy: Emergency Response/Contingency Planning & Preparedness

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

Assist operating agencies in advertising the availability of shared ride services and park and ride facilities in response to construction, maintenance, or special events.

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

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

individual TMA locations.

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

Products and Outcomes:

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

Goal Area Activity: Environmental

Description: Undertake activities that contribute to the reduction of air pollution and contribute toward reducing water and other pollutants created by transportation activity; support and encourage local and regional efforts to promote the use of Alternative Fuel Vehicles and related infrastructure; support and facilitate municipal and school participation in Sustainable Jersey program.

Strategy: Environmental Education & Public Awareness Programming

Description: In support of NJTPA and FHWA’s goals to reduce air pollution, undertake educational programming in schools, at community events, green fairs, and other appropriate venues, 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.

Participate in activities to encourage the adoption of alternative fuel vehicles and related infrastructure, including assisting municipalities/entities interested in implementing guidance from NJTPA guidebook on Alternative Fuel Vehicles.

Provide presentations/lessons, public outreach and awareness campaigns on air quality, 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, to promote awareness of alternative fuels/energy. Educational lessons meet NJ Core Curriculum Standards and are STEAM aligned (Science, Technology, Engineering, Arts, Math).

Products and Outcomes:

- ▶ Conduct environmental education programs, public awareness campaigns, such as anti-idling; encourage and facilitate the use of alternative fuel vehicles and infrastructure.
- ▶ Facilitate Junior Solar Sprints Programming

Strategy: Support for Sustainable Jersey Municipal and School Programs

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

Products and Outcomes:

- ▶ Provide technical support and facilitation services

Goal Area Activity: Safety

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

Strategy: Public Outreach and Education on Traveler Safety

Description: Provide driving, pedestrian, bicycle, passenger and vehicle operation safety messaging to the public through a variety of mediums including in person presentations, newsletters, social media, newsletters, press releases and safety alerts. Messaging will focus on New Jersey’s Strategic Highway Safety Plan (SHSP) ten emphasis areas.

Products and Outcomes:

- ▶ Provision of driving, pedestrian, bicycle, passenger and vehicle operation safety messaging, including promotion of Street Smart NJ messaging

Goal Area Activity: Street Smart NJ Supplemental

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

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

Description: Facilitate the development of a local stakeholder groups to assist with the implementation of a Street Smart campaign. Conduct one campaign in a Hunterdon municipality/town center following established NJTPA “Street Smart” implementation guidance.

Products and Outcomes:

- ▶ Conduct one campaign in a Hunterdon municipality/town center following established NJTPA “Street Smart” implementation guidance

Goal Area Activity: Coordinated Human Services Transportation Supplemental

Description: Address the needs and strategies of Go Farther, the regional CHSTP, or other county and metropolitan planning association Coordinated Human Services Transportation Plans.

Strategy: Hospital Patient and Visitor Transportation Services Outreach

Description: Facilitate discussions with hospital administration and staff about patient transportation needs and opportunities. Inventory transportation services and transportation information available to patients at hospital sites.

Facilitate discussion between hospital administration and transportation providers, including transportation network companies, taxis, and other ridesharing services to implement patient transportation on demand to implement services to address patient transportation needs.

Promote available transportation services through the development of an education and awareness campaign; provide transportation education to patients, medical center staff, caregivers, and others as appropriate to ensure full knowledge of available services.

Serve as a stakeholder in the Hunterdon Community Health Needs Assessment (HCHNA), to identify ongoing patient transportation needs. HART currently serves on the “Access” Committee of the Hunterdon Partnership for Health, a collaborative of numerous stakeholders formed out of recommendation of the HCHNA.

Monitor usage of services, survey patients, medical center staff, caregivers to obtain feedback on effectiveness of services to meet patient needs. Ongoing identification of needs and opportunities for duplication in other areas within the state; documentation of best practices.

Demonstrated Need

Hunterdon County's rural nature, lack of public transportation, limited paratransit service (weekdays only; 7 a.m.- 6 p.m.; no out of county service), dispersed population and demographics make transportation a challenge and a need. This is particularly true of medical transportation, which in addition to requiring sufficient service hours, also may require shorter ride times in vehicles other than paratransit buses.

Lack of available transportation has been regularly identified in resident surveys, the Hunterdon County Coordinated Human Services Transportation Plan (HC CHSTP), the Hunterdon County Community Health Needs Assessment (HCHNA), and Hunterdon Community Health Improvement Plan (CHIP) (where transportation was identified as a cross-cutting issue across all community health improvement priorities). Each of these documents are updated on a regular basis.

HART is an active stakeholder in each of the efforts, as follows:

Hunterdon County Coordinated Human Services Transportation Plan (HC CHSTP)- Scheduled to be updated in 2018-2019, pending the installation of new routing software by the Hunterdon County LINK Transportation System. HART is the "designated lead" on the Plan Update and will facilitate the development of the new Plan Update.

Hunterdon County Community Health Needs Assessment (HCHNA) and Hunterdon Community Health Improvement Plan (CHIP)- These planning documents outline community health priorities and includes the goals, objectives and strategies that will be implemented to address the identified priority issues. The current document is an updated CHIP, developed by the members of the Partnership for Health and the four Action Teams, for 2013 through 2015. From this point forward, the Partnership plans to conduct a CHNA/CHIP process every three years in alignment with other health improvement initiatives. Next Plan anticipated 2018-2019.

The need to address transportation barriers are also identified in Go Farther, the regional CHSTP, specifically through the recommendations of "Increasing Auto Connections with Assistance" and "Promoting Mobility on Demand".

Existence of partnerships

HART has extensive partnerships and participation within Hunterdon County with organizations and efforts relative to human service transportation:

- Designated "Lead"- Hunterdon County United We Ride effort and co-author of initial "Hunterdon County Coordinated Human Services Plan"; responsible for Plan Updates
- Member- Hunterdon County LINK Transportation Advisory Committee
- Member- Hunterdon County Health and Human Services Advisory Committee
- Member- Hunterdon County Partnership for Health and "Access" subcommittee
- Facilitating initial discussions between Lyft and Hunterdon Medical Center

Products and Outcomes:

- ▶ Facilitate and promote implementation of a pilot project at Hunterdon Medical Center to engage transportation providers, including transportation network companies, taxis, and other providers as appropriate. Ongoing identification of needs and opportunities for duplication in other areas within the state; documentation of best practices.

Goal Area Activity: Program Management

Description:

Strategy: Program Management

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

- preparation of the following year’s work program – filed electronically
- maintenance of all TMA-related records, preparation of work programs
- maintenance of online Pass-through Grant Program Management System (PGP) and Cost Tracking System (CTS) for online TMA Work Program online reporting
- preparation of quarterly progress reports and invoices – filed electronically
- preparation and maintenance of the budget and staffing plan, to be submitted, electronically, with each budget adjustment or staffing change
- preparation of the final progress reports and invoice
- preparation of the Annual Report – filed electronically

Products and Outcomes:

- ▶ FY 2019 Work Program and Staffing Plan
- ▶ Quarterly Progress Reports, invoices and supporting documentation; Final/Annual Report

Goal Area Activity: Activities Funded by Other Sources

Description:

Strategy: NJ Department of Transportation Safe Routes to School Program

Description: Promote and facilitate the goals of the Safe Routes to School Program among K-8 students in Hunterdon County: “Where it is safe, get kids walking and bicycling. Where it is not safe, make it safe”, including walk to school day promotions, bicycle rodeos, and safety lessons.

Products and Outcomes:

- ▶ Quarterly Activity

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

Description: Mitigate pedestrian, bicycle and vehicular crashes in Hunterdon County by conducting public outreach, through group presentations and awareness campaigns, such as Street Smart, with specific focus on targeted populations identified in crash data.

Products and Outcomes:

- ▶ Quarterly Activity

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

Description: Promote transit as a viable transportation mode. Make transit information easily attainable by serving as a resource in Hunterdon County for NJ TRANSIT bus and rail services. Assist residents, employees, or clients of social service agencies to identify, access and utilize available transportation. Maintain updated information on park and ride facilities. Promote and facilitate vanpool incentive programs offered by NJ TRANSIT. Act as the liaison between customers and NJ TRANSIT to provide feedback on customer satisfaction with existing service and determine how well transit services meet employees' needs. Provide feedback on introduction or expansion of services may advantageous and determine what amenities (signs, shelters) would be suitable.

Products and Outcomes:

- ▶ Quarterly Activity

Strategy: Greater Raritan Workforce Development Board

Description: Educate and train Workfirst NJ clients in Hunterdon County of the availability and use of public transportation and other transportation resources as it related to performing a job search and accessing employment locations.

Products and Outcomes:

- ▶ Quarterly Activity

Goal Area Activity: Street Smart NJ Supplemental

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

Strategy: Assist NJTPA in the expansion of the Street Smart NJ Pedestrian Safety Education Campaign, including new messaging to address the pedestrian safety concerns of rural communities and/or communities without significant pedestrian infrastructure.

Description: Work in coordination with NJTPA and other relevant stakeholders in an advisory capacity in the development of refreshed Street Smart pedestrian safety campaign messaging as well as the incorporation of new messaging to address rural communities and/or communities without significant pedestrian infrastructure. This may include serving on an Advisory Committee, conducting rural outreach, and facilitating a focus group.

Work in coordination with NJTPA and other relevant stakeholders to update or otherwise amend the “How to Implement a Street Smart Campaign” guide to include new rural campaign guidance.

Pilot test the refreshed and “rural inclusive” messaging in one Hunterdon community.

Demonstrated Need:

The Street Smart NJ Pedestrian Safety Campaign has been very successful throughout New Jersey. The messaging of the Street Smart NJ Campaign (Obey Speed Limits, Stop for Pedestrians, Use Crosswalks, Wait for the Walk, Heads Up, Phones Down) is primarily focused on addressing urban and suburban environments where pedestrian infrastructure is present (sidewalks, crosswalks, pedestrian signal heads). However, there are many rural communities throughout New Jersey, where pedestrian infrastructure does not exist and pedestrian safety is still a concern.

In Hunterdon County, for example, crash data from 2014-2016 (Numeric) indicates a total of 58 pedestrian crashes countywide. This includes four (4) fatalities; three of which were in rural communities (West

Amwell, Readington Township-2) The data also reveals a disparate pattern of pedestrian crashes across the county, including crashes in twelve (12) rural communities without pedestrian infrastructure (Readington, Union Township, East Amwell Township, Bethlehem Township, West Amwell Township, Franklin Township, Alexandria Township, Kingwood Township, Clinton Township, Delaware Township, Glen Gardner, Tewksbury Township). A lack of sidewalks or crosswalks does not dissuade pedestrians from walking in these communities. The development of messaging to address the unique needs of these communities and those like them around the state would expand the reach of the Street Smart NJ campaign throughout the state.

Past Performance

Successful completion of seven (7) Street Smart campaigns:

1. Frenchtown (2015)
2. Flemington (2016)
3. Flemington (2017)
4. Town of Clinton (2016)
5. Lambertville (2017)
6. High Bridge (2017)
7. Califon (pending Spring 2018)

Each of the campaigns were conducted over a period of eight weeks, with two weeks dedicated to pre-campaign data collection (community impact surveys, observation), four weeks of education, awareness and enforcement, and two weeks of post campaign data collection (community impact surveys).

Evaluation reports submitted for each following the guidelines of NJTPA's "How to Implement a Street Smart Campaign". In each campaign, improvement in both pedestrian and motorist behavior was observed.

Successful facilitation of stakeholders including the municipal governing body, police department, business community, schools, and non-profits.

Effective leveraging of other HART programs in support of Street Smart campaigns including Hunterdon County Safe Routes to School Program.

Existence of Partnerships

HART has existing relationships with municipal clerks, Mayors, local and State Police, and schools as a result of HART's work in support of Safe Routes to School, Sustainable Jersey, Environmental Education, and other current programs.

Preliminary discussions regarding interest in Street Smart have taken place with Holland Township and Delaware Township, both rural communities with a municipal police department. HART has existing relationships with these municipalities.

Products and Outcomes:

- ▶ Participate in an advisory and outreach capacity in the development of refreshed Street Smart campaign messaging.
- ▶ Pilot test the refreshed and "rural inclusive" messaging in one Hunterdon community.

PROGRAM MANAGEMENT

Description

HART Commuter Information Services will provide administrative and program information for the FY 2019 UPW 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

Program Promotion Plan FY19

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 2019 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 (<https://www.facebook.com/HART-Promoting-Sustainable-Transportation-106844302669893/>) 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 (@HARTTAS) 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. Twitter will also be used as appropriate for promoting other HART programs and services, such as Junior Solar Sprints programming.
- **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, nonprofit 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.

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART TMA
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 279,413		
	2. FRINGE BENEFITS 25.43% FT, 8.3% PT	\$ 63,877		
	SUBTOTAL	\$ 343,290	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 1,500		
	2. TRAVEL	\$ 754		
	3. PRINTING & REPRODUCTION	\$ 1,000		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 992		
	SUBTOTAL	\$ 4,246	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 40%	\$ 112,464		
	SUBTOTAL	\$ 112,464	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 460,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 410,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 50,000		

This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.

FUNDING SOURCES:					
	Federal Share:	\$ 460,000	Local Match:	\$ -	Total: \$ 460,000

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART TMA
FY 2019 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Social Media Advertising/Boosted Facebook Posts	\$ 992.01
Total "OTHER" Direct Expenses	\$ 992.01

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HART TMA
FY 2019 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	3,345	\$ 134,905	\$ 702	\$ 43,910	\$ -	\$ 179,518
Core Goal Area Activities - Economic Development	1,310	\$ 61,691	\$ 1,230	\$ 19,989	\$ -	\$ 82,910
Core Goal Area Activities - Reliability	1,220	\$ 26,006	\$ -	\$ 9,362	\$ -	\$ 35,368
Core Goal Area Activities - Environmental	1,675	\$ 44,435	\$ 94	\$ 14,355	\$ -	\$ 58,884
Core Goal Area Activities - Safety	265	\$ 9,228	\$ -	\$ 2,991	\$ -	\$ 12,219
Program Management	650	\$ 30,897	\$ -	\$ 10,203	\$ -	\$ 41,101
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	8,465	307,162	2,026	100,811	-	410,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	570	\$ 21,202	\$ 1,936	\$ 6,863	\$ -	\$ 30,000
Supplemental Goal Area Activities - CHSTP (optional)	340	\$ 14,926	\$ 284	\$ 4,790	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	910	36,128	2,220	11,652	-	50,000
TOTAL	9,375	\$ 343,290	\$ 4,246	\$ 112,464	\$ -	\$ 460,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Tara Shepherd, Executive Director	65%	1,345
Diana Davis, Business Administrator	60%	1,250
Cathy Taglienti, Community Mobility Coordinator	63%	1,300
Christina Edzenga, Commuter Services Manager	67%	1,400
Ryan Fisher, Bicycle & Pedestrian Programs Coordinator	32%	670
Nathan Charron, Environmental Education Coordinator	74%	1,540
Jeff Clayton, Technology Associate	63%	660
Caryl Harris, Bicycle Specialist	15%	160
Jenn Rispoli, Information Outreach Assistant	5%	50
Traffic Alert Associate	96%	1,000
TOTAL	54%	9,375

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

Hudson TMA
FY 2019 WORK PROGRAM

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Program Management

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Promotions Plan

Budget and Staffing Plan

TMA WORK PROGRAM OVERVIEW

Organizational Summary

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

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

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

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

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

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

Service Area Description

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

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

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

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

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

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

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

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

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

Goals and Objectives

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

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

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

Hudson TMA Program Report FY 2019

Goal Area Activity: Accessibility

Description: The Hudson TMA will work to enhance the availability and range of Transportation Demand Management support services available in Hudson County to increase traveler access to alternate modes of travel other than single occupancy vehicles.

Strategy: Public Awareness

Description: Hudson TMA will provide information and educate the public about travel alternatives and services available for commuting and other trips. This will be accomplished in the form of paid and free media, video production for presentations or for the public through outlets such as You Tube as well as participation in special events including, but not limited to, CarFree Day, Park(ing) Day, Earth Day and community fairs and festivals.

Products and Outcomes:

- ▶ Promotion of commuting alternatives through activities such as CarFree Day and participation in community fairs and festivals.

Strategy: Mass Transit Promotion

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

Products and Outcomes:

- ▶ "Transit First" public assistance and encouragement

Strategy: Ride Share Matching and Van Pool Promotion

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

Products and Outcomes:

- ▶ Provide rideshare services such as the Emergency Ride Home program and administer incentives as appropriate
- ▶ Participate in the statewide ridematching effort and promotion of ridesharing.

Strategy: Bicycling Promotion

Description: The TMA will provide information and programming to increase the use of bicycles in an effort

to reduce the use of single occupancy vehicles and vehicle miles traveled. Programs include Bike to Work Week; Bike Rehab, which provides financially challenged commuters with a rehabilitated used bike; and education programs including, but not limited to, Stride and Ride, a comprehensive hands-on skill and safety training for all ages; Child and Adult Learn to Ride; Bike School, a school physical education program; Savvy Cyclist: Urban Biking Traffic Skills 101; League of American Bicyclist's League Certified Instructor (LCI) training; Child Bicycle Skills & Safety Seminars; and Bike Driver's Ed - Sharing the Road.

Products and Outcomes:

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

Strategy: Walking Promotion

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

Products and Outcomes:

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

Strategy: Human Services Transportation Assistance

Description: The implementation of recommendations in the Regional Coordinated Human Services Transportation Plan and Hudson County Human Services Transportation Plans.

Products and Outcomes:

- ▶ Participation in Human Services Transportation efforts.

Goal Area Activity: Economic Development

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

Strategy: Employer Outreach

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

Products and Outcomes:

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

Strategy: Employer Services

Description: Hudson TMA's Transportation Demand Management (TDM) programs and services will be provided to employers and employees based in Hudson County. Annually, each Hudson TMA registered employer will receive a needs assessment so the TMA can provide assistance. Businesses may receive commute alternative information, assistance in forming employee sponsored shuttles or vanpools, group or

one-on-one employee commuter trip consultation, On-site Mass Transit Information Fairs, assistance in relocating their business to Hudson County, lunch and learn transportation related seminars, promotion of non-SOV mid-day work travel and recognition in the NJ Smart Workplaces program. Hudson will work with each NJ Smart Workplaces recipient to maintain or expand its level of participation. The TMA will also promote the Federal Pre-tax Transit Benefit Program, Preferential Parking, Flextime, Telecommuting and Comprehensive Work Week programs to both the employees and employers. Hudson TMA will also participate in strategic planning and implementation of the NJTPA Regional Comprehensive Economic Development Strategy (CEDS) and local CEDS.

Products and Outcomes:

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

Goal Area Activity: Reliability

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

Strategy: Traffic Mitigation

Description: The TMA will undertake efforts to relieve congestion on roads and highways in order to improve the flow of traffic and reduce carbon emissions. Efforts will include but are not limited to establishing temporary shuttles, providing outreach and coordination efforts for the NJDOT 495 Rehabilitation Project, 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. Coordinate with NJDOT and other agencies, as requested, on mitigation efforts for major road construction projects, such as Rt. 495 reconstruction.

Products and Outcomes:

- ▶ Participate in traffic mitigation coordination activities with NJDOT and other agencies, as requested
- ▶ Administer and promote Hudson TMA Traffic Alert System

Strategy: TMA Contingency Plan

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

Products and Outcomes:

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

Goal Area Activity: Environmental

Description: The Hudson TMA will promote activities to reduce pollution created by transportation activity by creating public awareness of the need to reduce pollution and conserve resources. Information will be presented alongside travel information at work site employer transit fairs and community festivals. The TMA will also participate in activities that encourage the adoption of alternate fuel vehicles and related infrastructure.

Strategy: Public Awareness and Air Quality Improvement Efforts

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

Products and Outcomes:

- ▶ Air Quality Improvement Efforts

Goal Area Activity: Safety

Description: The Hudson TMA will engage in activities to improve public safety related to traffic activity. Activities may include educational programs on issues such as drinking and driving, distracted traveling, seatbelt use and car snow removal.

Strategy: Public Awareness

Description: The Hudson TMA will educate the public on issues which impede public safety relating to transportation. Education opportunities will include website and social media postings, exchange of information at work site employer transit fairs and community festivals, and presentations at schools and local organization events. Safety issues presented 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, distracted walking and driving, and other topics related to traveler safety. It may also take the form of information gathering related to safety issues, or implementation of a safety related service. The TMA will also encourage implementation of best motorist and bicycle safety practices at large audience events such as Earth Day and the Jersey City Ward Tour.

Products and Outcomes:

- ▶ Promotion of Multi-modal Travel Safety

Goal Area Activity: Supplemental Street Smart

Description: Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety. Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users.

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

Description: Hudson TMA will continue its efforts which began in the 2018 Program Year in which five municipalities along Kennedy Boulevard participated in the Street Smart campaign. The TMA will evaluate, using crash data, the need to address through the Street Smart program, a minimum of one and a maximum of three intersections which have been proven to be dangerous to pedestrians. In addition, the TMA will evaluate whether a municipality in West Hudson would partner in a Street Smart campaign. The TMA will use crash data analysis combined with other factors such as the level of municipal interest and available local resources for the effort. In coordination and with support from the municipality, Hudson TMA will identify areas of concern, conduct pre-campaign observations, enlist the help of volunteers, perform the educational campaign, and observe post-campaign results using methods developed by the NJTPA. The educational campaign will consist of signage, flyers, information cards, and other out of home promotions as well as other community outreach and education as needed. Campaigns will be coordinated with local law enforcement, educators, elected officials and the public. A final report will be developed detailing the process

and results of the campaign.

Products and Outcomes:

- ▶ Implement one Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques in coordination with municipal and law enforcement personnel and develop a final report on campaign activities and all observations.

Goal Area Activity: Work Funded By Other Sources

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

Strategy: NJ TRANSIT Information and Outreach

Description: The Hudson TMA will provide services to promote and enhance mass transportation usage through its work program via a contract with NJ TRANSIT.

Products and Outcomes:

- ◆ NJ TRANSIT Information and Outreach Activities

Strategy: NJDOT Safe Routes to School

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

Products and Outcomes:

- ▶ Development and presentation of Safe Routes to School Programs

Strategy: NJ Department of Highway Traffic Safety (HTS)

Description: NJ Dept. of Highway Traffic Safety Grant Activities

Products and Outcomes:

- ▶ NJ Dept. of Highway Traffic Safety Grant Activities

Goal Area Activity: Program Management

Description: Hudson TMA will provide administrative and program information for the FY 2019 UPWP TMA Program in accordance with the NJTPA planning process.

Strategy:

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

Products and Outcomes:

- ▶ List of Products and Outcomes

Strategy: Record preparation and Reporting

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

Products and Outcomes:

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

Goal Area Activity: Environmental

Description: The Hudson TMA will promote activities to reduce pollution created by transportation activity by creating public awareness of the need to reduce pollution and conserve resources. Information will be presented alongside travel information at work site employer transit fairs and community festivals. The TMA will also participate in activities that encourage the adoption of alternate fuel vehicles and related infrastructure.

Strategy: Alternate Fuel Vehicle Promotion

Description: The TMA will participate in activities to encourage the adoption of alternative fuel vehicles and related infrastructure, including assisting municipalities/entities interested in implementing guidance from the NJTPA guidebook on Alternative Fuel Vehicles.

Products and Outcomes:

- ▶ Alternate Fuel Vehicle assistance and promotion

PROGRAM MANAGEMENT

Description

Hudson TMA will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

Hudson TMA Promotions Plan

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

In the FY 2019, the Hudson TMA will use the following types of media to engage the public and support its work program.

BROCHURES

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

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

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

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

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

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

NEWSPAPER/MAGAZINES

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

Reporter, West New York Reporter, Hudson Current, Palisade Magazine and Jersey City Magazine. Effectiveness will be tracked by the number of attendees at events.

Flyers

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

SEASONS & KID SEASONS

The Hudson TMA, as a division of the HCIA, has the unique opportunity to highlight activities or provide a particular message regarding TDM news or programs, which affect residents and travelers in Hudson County. Seasons is a large sized (twelve inches by eighteen inches), multipage newsletter on glossy paper produced by the HCIA. Seasons is delivered to more than 150,000 homes and businesses in Hudson and is produced twice per year, once on the fall and once in the spring. Effectiveness will be tracked by number of pieces distributed.

SIGNAGE & POSTERS

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

WEBSITE

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

VIDEO

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

SOCIAL MEDIA

The TMA utilizes Facebook (<https://www.facebook.com/HudsonTMA/>), Twitter (@HudsonTMA), and Instagram (@hcia_online) to reach the public to promote its activities and encourage program participation.

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2019 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 119,677		
	2. FRINGE BENEFITS	134% FT, 0% PT	\$ 160,248		
		SUBTOTAL	\$ 279,925	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 154		
	3. PRINTING & REPRODUCTION		\$ 2,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 75		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 72,479		
		SUBTOTAL	\$ 74,708	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	134%	\$ 160,367		
		SUBTOTAL	\$ 160,367	100%	0%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
		SUBTOTAL	\$ -	100%	0%
		TOTAL PROGRAM BUDGET	\$ 515,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES		\$ 500,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES		\$ 15,000		

<p>This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.</p>
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FUNDING SOURCES:

Federal Share:	\$ 515,000	Local Match:	\$ -	Total:	\$ 515,000
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NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2019 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Anti-idle	\$ 7,500.00
Bike Rehab	\$ 1,000.00
Bike To Work Week	\$ 200.00
Calendar	\$ 3,700.00
CarFree Week	\$ 250.00
Chamber/EDC	\$ 100.00
Earth Day	\$ 100.00
ERH	\$ 100.00
Golden Sneaker	\$ 100.00
Hoboken Bike Camp	\$ 1,000.00
NJSW	\$ 1,700.00
Park(ing)Day	\$ 1,000.00
Savvy Cyclist	\$ 3,000.00
Seasons	\$ 13,000.00
Social Media	\$ 9,000.00
Street Smart	\$ 7,191.59
Stride & Ride	\$ 15,000.00
Switch To Mass Transit	\$ 700.00
Vanpool Seat Subsidy	\$ 500.00
Vanpool Start Subsidy	\$ 300.00
Video	\$ 437.09
Walk to School/Safety City	\$ 100.00
Ward Tour	\$ 2,500.00
Website	\$ 4,000.00
Total "OTHER" Direct Expenses	\$ 72,478.68

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Hudson TMA
FY 2019 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,794	\$ 118,291	\$ 60,016	\$ 67,774	\$ -	\$ 246,082
Core Goal Area Activities - Economic Development	1,559	\$ 99,734	\$ -	\$ 57,147	\$ -	\$ 156,881
Core Goal Area Activities - Reliability	30	\$ 3,321	\$ -	\$ 1,902	\$ -	\$ 5,223
Core Goal Area Activities - Environmental	124	\$ 9,423	\$ 5,000	\$ 5,396	\$ -	\$ 19,819
Core Goal Area Activities - Safety	113	\$ 8,594	\$ 2,500	\$ 4,921	\$ -	\$ 16,016
Program Management	461	\$ 35,595	\$ -	\$ 20,384	\$ -	\$ 55,979
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	4,081	274,960	67,516	157,524	-	500,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	70	\$ 4,965	\$ 7,192	\$ 2,843	\$ -	\$ 15,000
Supplemental Goal Area Activities - CHSTP (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	70	4,965	7,192	2,843	-	15,000
TOTAL	4,151	\$ 279,925	\$ 74,708	\$ 160,367	\$ -	\$ 515,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
James DiDomenico, Director	46%	829
Luis Delgado, Program Associate	48%	870
Emma Hualca, Field Coordinator	48%	865
Alejandro Guzman, Field Coordinator	47%	860
Anthony Vainieri, Project Associate	36%	655
Cory Aranguren, Program Assistant	1%	14
David Ruiz, Program Assistant	0%	5
Thomas Shehadi, Program Assistant	1%	17
Michael Holloway, Jr., Program Assistant	1%	17
Alexander Savage, Program Assistant	1%	15
Kathleen Czander, Program Associate	0%	4
[Insert list of PT TMA staff members, including Name & Title]	0%	0
TOTAL	19%	4151

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Keep Middlesex Moving
FY 2019 WORK PROGRAM

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KMM TMA WORK PROGRAM OVERVIEW

Organizational Summary

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

KMM's major funding sources are: the North Jersey Transportation Planning Authority, NJ TRANSIT, the NJ Department of Transportation (Safe Route to School), and the County of Middlesex which provides in-kind services in addition to funding. In recent years, KMM has received funding from the NJ Division of Highway Traffic Safety. Additionally, KMM is funded by the dues of members.

KMM is pleased to address the transportation demand management (TDM) needs of any commuter or traveler, employer, or governmental entity in Middlesex County. KMM's partners number in the hundreds. Examples of entities to which KMM provided service include: Johnson & Johnson World Headquarters, J&J Health Care Systems, Rutgers University, The Provident Bank, New Brunswick Ciclovía, Firmenich, St. Peter's Healthcare System, and numerous Middlesex County communities.

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

Service Area Description

Middlesex County is the crossroads of New Jersey. The second largest county in the state, Middlesex is 309 square miles in size and extends from the Rahway River south to Mercer and Monmouth counties and from the Raritan Bay on the Atlantic Ocean west to Somerset County. It has 25 municipalities, and extensive industrial, office, and residential areas. The NJ Turnpike, Garden State Parkway, Rte 287, 9, 130, 27, 22, 1, 18, and other major roadways as well as the Raritan Valley Northeast Corridor and NJ Coastline rail lines bring hundreds of thousands of people to and through Middlesex County each day. Major bridges serving Middlesex County include: Albany Street, John Lynch Sr. Memorial, Victory, Driscoll, Edison, Morris Goodkind, Douglas Goodkind, Ellis S. Viesner, Basilone, Route 1, and the Landing Lane.

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

Middlesex County's population is richly diverse. Twenty one percent (21%) of the population is Asian (statewide 8.3%). Eighteen percent of the residents identify themselves as Hispanic or Latino (17% statewide), and nearly 10% identify themselves as Black (statewide 13.7%). Forty

nine percent (49%) are white not Hispanic persons (statewide 59%). Per capita income in 2009 was \$33,022; the median household income is \$75,000.

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

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

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

Goals and Objectives

Safer road conditions, reliable transportation choices, and smarter land use decisions enhance the economic, physical, and human environments. They are the heart of KMM's mission as adopted by KMM's Board of Trustees nearly 30 years ago. The staff is dedicated to addressing the needs of commuters, employers, and local, county, and state governments as KMM works to implement a broad and ever expanding menu of transportation demand management programs and services that support and enhance improved mobility and safety, cleaner air, and sustainability in Middlesex County. KMM's portfolio contains activities that address NJTPA's goals and objectives including Accessibility, Economic Development, Reliability, Environment, Safety, and Street Smart.

Keep Middlesex Moving (KMM) Program Report FY 2019

Goal Area Activity: Accessibility

Description: KMM will educate commuters about transportation alternatives, encourage them to try a new commute mode, and support their choices through direct outreach, social media, or other messaging.

Strategy: Educate, encourage, and promote alternative commute choices

Description: KMM seeks to encourage commuters to consider and try alternative mobility modes such as car/vanpooling, mass transit, shuttles, bicycling, and walking. Educational and support activities may include but not be limited to direct contact (email, phone, or community events) social media, radio, or print media. KMM leads a working group of TMA Marketing personnel in creating and implementing coordinated social media campaigns.

Products and Outcomes:

- ▶ Activities to promote and implement commute options through email, phone, community events, Facebook, Twitter, Instagram, radio, or print media.

Strategy: Support accessibility implementation and planning efforts

Description: KMM will continue to support New Brunswick Ciclovía and the Perth Amboy Transit District, 2 projects contained within the Middlesex County Plan for Regional Development (RPSD). Additionally, KMM will provide support, as requested, for the Woodbridge/Rahway Arts Region and the Middlesex County Greenway. An example of the assistance requested of KMM has been letters of support for grant applications related to expanded ADA accessible parking and ramps. KMM will seek opportunities to support other Ladders of Opportunity and county or municipal human services transportation efforts.

Products and Outcomes:

- ▶ Support RPSD, and Ladders of Opportunity

Strategy: Comprehensive support for rideshare services

Description: KMM will support rideshare matching through the statewide ridematch system and provide trip planning and other commuter assistance. KMM will continue to participate in meetings of the Rideshare Coordinators and other meetings related to ridematching and provide maintenance as needed. KMM offers qualified commuters an Emergency Ride Home program and supports a "Transit First" policy.

Products and Outcomes:

- ▶ Comprehensive support for rideshare services through activities including but not limited to rideshare matching, trip planning, and emergency ride home.

Goal Area Activity: Economic Development

Description: KMM works closely with Middlesex County employers to encourage, provide, and implement transportation demand management strategies. Our relationships with the Middlesex County Department of Business Development and Education, the Middlesex County Regional Chamber of Commerce, the Middlesex County Convention and Visitors Bureau, and Einstein's Alley broaden our reach within our service area.

Strategy: Workplace outreach, implementation, recognition, and promotion

Description: Through on-site fairs, surveys, development of rideshare programs and incentives such as preferred parking or transit passes or alternative work hours, KMM is ready to assist employers and

employees with commute options. KMM recognizes employers who have made an effort to implement TDM programming with a NJ Smart Workplaces designation. NJ Smart Workplace Awards are presented annually.

Products and Outcomes:

- ▶ Workplace outreach, implementation, and recognition
- ▶ Market Economic Development through Facebook, Instagram, Twitter, other social media platforms, radio and Resource Guides and Directories

Strategy: Regional or Local Comprehensive Economic Development Plan

Description: As a member of the Middlesex County Regional Chamber of Commerce (MCRCC) and the Convention and Visitors Bureau (CVB), KMM is a major player in driving tourism in Middlesex County. Our partnership with the Middlesex County Department of Business Development and Education enables KMM to introduce and promote TDM measures to new and expanding corporate concerns. Examples of the activities and events in which KMM may participate are not limited to the Hispanic Business Expo, the Chamber's World's Largest Networking Party, the Women's Leadership Summit, Networking Breakfasts, Leaders of Distinction, Interactive Workforce and Economic Development Series, and Destination Middlesex, sponsored by the Middlesex County Department of Business Development and Education.

Products and Outcomes:

- ▶ Advance initiatives in partnership with the CVB, MCRCC, and Middlesex County Department of Economic Development and Education

Goal Area Activity: Reliability

Description: KMM contributes to a dependable and predictable transportation system in Middlesex County and the region through Construction Related Congestion Mitigation and a TMA Emergency/Contingency Response Plan.

Strategy: Emergency/Contingency Response Plan

Description: KMM will maintain, update, and test its Emergency Response Plan.

Products and Outcomes:

- ▶ Maintain a current Emergency Response Plan

Strategy: Improve regional mobility through information sharing

Description: KMM coordinates with agencies such Port Authority, TransCom, NJ TRANSIT, NJDOT, NJTPA, and others to disseminate information about special events, construction projects and related traffic mitigation efforts. Activities could include but not be limited to: assisting with shared car, van, and shuttle services, and coordinating workplace changes with employers within an impacted area. Other partners include the Middlesex County Coordinating Committee and the Central Jersey Transportation Forum.

Products and Outcomes:

- ▶ Ongoing communication, cooperation, and collaboration among partners

Strategy: Dissemination of emergency and non emergency roadway information through INN

Description: KMM pulls traffic information from NJ511, NJ TRANSIT, NJ State Police, Amber/Silver Alerts, Ozone Alerts, and local police, fire, and community Nixle alerts. These are transmitted via app or email to members of KMM's Information Notification Network (INN). Subscribers to this free service may register online or download the app. KMM also posts information on social media platforms.

Products and Outcomes:

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

Goal Area Activity: Environmental Education

Description: KMM will conduct Environmental education through promotion of Alternative Fuel Vehicles, support of the Sustainable Jersey certification program, a bookmark contest for 5th graders, and social media.

Strategy: Support adoption of alternative fuel vehicles and related infrastructure

Description: EV 101, a 2016 conference organized by KMM, focused on charging stations and the employer experience with charging stations. "Paving the Way for EVs" is planned for 2018. It will examine demand for EVs, how EVs will change infrastructure, the new NJTPA Readiness Guide, legislation, and the municipal experience. The conference proposed for 2019 will look broadly at benefits and challenges of EVs and driverless cars.

Products and Outcomes:

- ▶ Educate municipalities about adoption of EVs

Strategy: Support community efforts to implement Sustainable Jersey programs

Description: To achieve Sustainable designations, communities must complete activities in a number of categories, for example, "Health and Wellness" and "Land Use and Transportation." The former includes anti-idling and mobility programming for residents of all ages. The latter includes bike and pedestrian audits and Smart Workplaces. With a full menu of mobility management and safety programming, KMM can assist a municipality with implementing actions to acquire sustainable points.

Products and Outcomes:

- ▶ Implementation of sustainable actions

Strategy: Air Quality Education

Description: Middlesex County fifth graders are invited to submit bookmark designs illustrating themes related to air quality. Past themes have been "Green Your Commute," "Commute 2036," "Healthy Air, Healthy Planet," "You're the Solution to Air Pollution," and "Anti Idling." KMM announces the contest through social media, communication with the Middlesex County Superintendent of Schools (who passes it along to school districts), and direct contact with teachers whose classes have participated in the past. KMM's staff and a representative of the prize sponsor review each entry and select a first place winner and 4 runners, based upon interpretation of the theme, creativity, and design. The winning designs are printed on bookmarks which are distributed to 5th grades in Middlesex County.

Products and Outcomes:

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

Goal Area Activity: Safety Education

Description: KMM will provide safety education through programming directed to motorists, bicyclists, and pedestrians. KMM programming may include but not be limited to classes and assemblies, street audits, Paint the Pavement, and Flag It. The street audits include site examination of conditions relative to the safety of pedestrians, bicyclists, transit riders, and motorists. For example, recent audits have recommended repairs to pavement, improvements to bus shelters, and placement of Yield to Pedestrians signs in the road, not on the sidewalk. Previously, KMM introduced Paint the Pavement with a grant from the NJ Division of Highway Traffic Safety. As a result, 2 templates are available for loan to communities who wish to alert distracted pedestrians that conditions are about to change (approaching a signaled intersection or marked crosswalk.) Also through a prior grant from the NJ Division of Highway Traffic Safety, KMM introduced Flag It! and purchased brightly colored flags which are placed on either side of an intersections. Pedestrians carry a flag as they cross to increase their visibility to drivers. Additionally, KMM will participate in actions outlined in the Strategic Highway Safety Plan and address priority areas including but not limited to drowsy, distracted, aggressive, and impaired driving, infant/child safety seats, wildlife related motor vehicle incidents, seatbelt use, and vehicle maintenance.

Strategy: Safety Classes, Assemblies, Audits, and Other Programs

Description: KMM offers safe walking programs for seniors. Municipalities have benefitted from our street audits as well as Flag It! and Paint the Pavement. Assistance with all of these are available from KMM. Implementation of pedestrian safety audits begin with a conversation with stakeholders who perceive problems in the walking environment and include a discussion and survey about their walking habits. After a showing of "The Jay Walker Show," KMM's pedestrian safety video and a follow up discussion about pedestrian safety KMM conducts field observations in the study area and presents a report to local officials with recommendations for improvements. Previously, KMM introduced Paint the Pavement with a grant from the NJ Division of Highway Traffic Safety. KMM's Paint the Pavement templates are available for loan or KMM can help a community to organize a contest for its own unique design. Communities must provide their paint supplies. Also through a prior grant from the NJ Division of Highway Traffic Safety, KMM introduced Flag It! and purchased brightly colored flags which are placed on either side of an intersections. Pedestrians carry a flag as they cross increasing their visibility to drivers. Communities must provide their own containers for the flags. Additionally, KMM will participate in actions outlined in the Strategic Highway Safety Plan and address priority areas including but not limited to drowsy, distracted, aggressive, and impaired driving, infant/child safety seats, wildlife related motor vehicle incidents, seatbelt use, and vehicle maintenance.

Products and Outcomes:

- ▶ Implementation of classes, assemblies, audits, Flag It! or Paint the Pavement.

Strategy: Promotion of actions in the Strategic Highway Safety Plan

Description: KMM will address the priority areas of the SHSP through programming or social media.

Products and Outcomes:

- ▶ Address priority areas through programming or social media

Goal Area Activity: Supplemental Street Smart

Description: Using established methods and messages, KMM will implement a Street Smart campaign in one community.

Strategy: Improve pedestrian and motorist behaviors through one Street Smart campaign

Description: KMM has set the following criteria to identify a community in which Street Smart may be implementable. The criteria are: interest or participation in pedestrian safety programming (ex. Safe Routes to School, Flag It!, Paint the Pavement), previous studies, street audits, survey data, crash data, and

observation. KMM will also consider the municipality's ability to fully engage with the planning, development, and execution of the program including involvement of municipal stakeholders. Based upon these criteria, Cranbury, Dunellen, East Brunswick, Highland Park, New Brunswick, Milltown, Perth Amboy, Plainsboro, and South River are potential candidates for Street Smart and will be approached.

Upon identifying 1 community, KMM will follow the guidelines established in "How to Implement the Street Smart NJ Pedestrian Safety campaign in Your Community." KMM will work with the community to enlist the support and participation of local stakeholders, including law enforcement. Due to limited funding, KMM will rely upon NJTPA to provide necessary materials beyond those which KMM has in stock.

Products and Outcomes:

- ▶ Implementation of one Street Smart campaign

Goal Area Activity: Work Funded from Other Sources

Description: This goal outlines the strategies funded through NJ TRANSIT and NJDOT (Safe Routes to School).

Strategy: NJ TRANSIT

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

Products and Outcomes:

- ◆ Implementation of NJ TRANSIT work program activities

Strategy: NJDOT Safe Routes to School

Description: Safe Routes to School includes but is not limited to classroom activities, Walk to School Day, Dads Walk Your Children to School, walking school buses, safety plans, bike rodeos, a bookmark contest, and more.

Products and Outcomes:

- ▶ Implementation of Safe Routes to School programming

Strategy: Highway Traffic Safety

Description: KMM has received funding from the NJ Division of Highway Traffic Safety to provide Teen Distracted Driver programs in Middlesex County High Schools.

Products and Outcomes:

- ▶ Delivery of Teen Distracted Driving programming

PROGRAM MANAGEMENT

Description

Keep Middlesex Moving will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

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 FY19 for the promotion of the programs, goals, and objectives of the work program.

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

Newsletter: “Intersections,” targeted to 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 800 stakeholders. Additionally, “Intersections” is sent electronically to employers who re-distribute it to their employees. Effectiveness will be tracked by the number of returned newsletters and web traffic.

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

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

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

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 187,543		
	2. FRINGE BENEFITS 60% FT, 0% PT	\$ 112,526		
	SUBTOTAL	\$ 300,068	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 606		
	3. PRINTING & REPRODUCTION	\$ 4,789		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 27,600		
	SUBTOTAL	\$ 32,995	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 145%	\$ 271,937		
	SUBTOTAL	\$ 271,937	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 605,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 590,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ -		

<p>This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.</p>
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FUNDING SOURCES:

Federal Share:	\$ 605,000	Local Match:	\$ -	Total:	\$ 605,000
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NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2019 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 500.00
Newsletter	\$ 3,100.00
Radio, Print, Electronic Advertising	\$ 24,000.00
Total "OTHER" Direct Expenses	\$ 27,600.00

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**Keep Middlesex Moving, Inc.
FY 2019 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,310	\$ 84,806	\$ 28,800	\$ 76,855	\$ -	\$ 190,461
Core Goal Area Activities - Economic Development	840	\$ 54,821	\$ 971	\$ 49,681	\$ -	\$ 105,473
Core Goal Area Activities - Reliability	850	\$ 55,817	\$ 425	\$ 50,584	\$ -	\$ 106,826
Core Goal Area Activities - Environmental	563	\$ 33,853	\$ 1,225	\$ 30,679	\$ -	\$ 65,757
Core Goal Area Activities - Safety	846	\$ 49,986	\$ 1,225	\$ 45,300	\$ -	\$ 96,511
Program Management	185	\$ 13,100	\$ -	\$ 11,872	\$ -	\$ 24,972
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	4,594	292,383	32,646	264,972	-	590,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	134	\$ 7,686	\$ 349	\$ 6,965	\$ -	\$ 14,999
Supplemental Goal Area Activities - CHSTP (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	-	-	-	-	-	-
TOTAL	4,728	\$ 300,068	\$ 32,995	\$ 271,937	\$ -	\$ 605,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
William Neary, Executive Director	47%	848
Roberta Karpinecz, Director of Operations	42%	760
Morteza Ansair, Program Manager	42%	770
Cristina Fowler, Program Manager	51%	927
Arlene Holt, Program Coordinator	51%	928
Lynne Cuevas, Program Coordinator	22%	406
Christopher Gonda, Program Coordinator	5%	89
TOTAL	37%	4,728

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

RideWise of Raritan Valley
FY 2019 WORK PROGRAM

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- Coordinated Human Services Transportation

Program Management

- Consultant Activities

Promotions Plan

Budget and Staffing Plan

RIDEWISE WORK PROGRAM OVERVIEW

Organizational Summary

RideWise, whose legal name is the Somerset Alliance for the Future, is Somerset County's designated Transportation Management Association (TMA). The agency was created in 1990 by a coalition of business leaders, public officials and non-profit executives. RideWise is an independent, 501(c)3 organization that is governed by a 15 member Board of Directors made up of representatives from the public and private sector. The agency's mission is to advocate for and provide safe and sustainable travel solutions that improve mobility, reduce traffic congestion and decrease carbon emissions. RideWise serves Somerset County, except for Montgomery Township, and maintains an office in Bridgewater, sharing space with the Somerset County Business Partnership. The agency's major sources of revenue are NJTPA, NJ TRANSIT, NJDOT.

Service Area Description

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. In 2017, NJ Family ranked 17 Somerset County municipalities as "Best Towns for Families". The Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute ranked Somerset County 3rd in New Jersey across a multitude of health factors. Downtown Somerville was named one of the 2016 Great Places in New Jersey by the state chapter of the American Planning Association.

Population

Somerset County is the 13th most populated county in the state of New Jersey out of 21 counties. The population in 2015 was 334,511, an increase of 3.4 percent from 2010. All 21 municipalities experienced an overall increase in population from 2010 to 2015. More than half of Somerset County's population resides in its four municipalities - Franklin Township, Bridgewater Township, Hillsborough Township, and Bernards Township. The median age in 2015 was 41 years of age. 66.3 percent of residents are white. Asians make up 16.4 percent of the population. Residents between the ages of 55 and 74 saw the highest increase from 2010 to 2015. There are 22,856 persons with disabilities and 13,757 veterans living in Somerset County. 4.8 percent of households live below the poverty line.

Housing

The number of households in Somerset County increased 7.45 percent from 2000 to 2010. This represents a significant decrease in the rate of household growth as compared to the previous decade, during which the number of households increased by 18.93 percent. Approximately three-fourths of all homes are owner-occupied as opposed to renter-occupied. The median cost of rental units in the countywide was \$1,379 in 2010. Approximately half of all renters pay in excess of 30 percent of their household income in rent. The median house value in Somerset County in 2015 was \$474,657, which is higher than most counties in New Jersey.

Workforce

Somerset County has more than 17,000 business establishments, 330 of which employ 100 or more people. Five municipalities – Somerville, Warren, Bridgewater, Branchburg and Montgomery – are in the Top 50 in NerdWallet’s recent study on the best places to start a business in New Jersey. 75 percent of employment in Somerset County is in “white collar” jobs. More than 52% of residents have either a bachelor’s degree or a graduate/professional degree. Compared with New Jersey and the United States as a whole, Somerset County has experienced a slightly better employment situation. The County’s unemployment rate as of September 2015 was 3.4 percent.

25 Largest Employers

Sanofi US	4,000	Bridgewater
Verizon Business	3,500	Basking Ridge
Executive Risk Indemnity Inc	2,000	Warren
Janssen Research & Devmnt LLC	2,000	Raritan
Northwestern Pacific Indemnity	2,000	Warren
Pfizer	2,000	Bridgewater
Chubb Group of Insurance Co	1,800	Warren
Federal Insurance Co	1,800	Warren
Ortho Mcneil Pharmaceutical	1,800	Raritan
Somerset Medical Ctr	1,500	Somerville
Bloomberg LP	1,381	Skillman
Ethicon	1,200	Somerville
Johnson & Johnson	1,200	Skillman
Met Life	1,200	Bridgewater
Memorial Sloan-Kettering	1,000	Basking Ridge
Ortho-Clinical Diagnostics Inc	1,000	Raritan
Cellco Partnership	800	Basking Ridge
Lab Corp	800	Raritan
Medicis	800	Bridgewater
PVH Distribution Ctr	800	Bridgewater
Adt Security Svc LLC	700	Somerset
VA Medical Ctr-Lyons	675	Lyons
Carrier Clinic	650	Belle Mead

Braun Research Inc	600	Princeton
SHI International Corp	600	Somerset

Income

The median household income in 2015 was \$103,971, an increase of 7 percent from 2010. The median income is projected to increase another 4 percent by 2020. 20 percent of households earn \$200,000 or more. The number of persons living at or below the poverty level is 5 percent.

Transportation Network

Transportation assets in Somerset County include an extensive network of state and federal highways and local and county roads, passenger and freight railroads, bus services, and pedestrian and bicycling amenities. Interstate 287 (I-287, N/S) and Interstate 78 (I-78, E/W) intersect in the heart of Somerset County. I-287 serves as the outer beltway west of New York City through the north-central section of Somerset County. Meanwhile, I-78 spans east to west in the northern third of Somerset County, and connects to New York City, as well as Pennsylvania’s Lehigh Valley (Allentown, Bethlehem, and Easton) and beyond. US Highways 22, 202, and 206 also provide critical connections.

Somerset County is served with regional bus service to/from New York City by NJ TRANSIT, TransBridge Bus, Lakeland Bus Lines and Suburban Transit. Express bus service to New York City from Hillsborough began operating on October 17, 2016. Express bus service to New York City from Bridgewater began operating as a trial in July 2017. Somerset County’s Office of Transportation offers eight local shuttle bus routes – SCOOT, DASH and CAT. Passenger rail service in Somerset County connects to New York (NY), Philadelphia (PA), and Trenton (NJ), through Penn Station in Newark, New Jersey. Somerset County’s passenger rail service is provided through NJ TRANSIT via two lines that connect passengers to Newark, New Jersey, and New York City. NJ TRANSIT runs two passenger lines through Somerset County that further connects to New York City through the Port Authority of New York and the New Jersey Trans-Hudson (PATH) connection.

The Raritan Valley Rail line runs through five Somerset County municipalities with rail stations in Branchburg Township, Raritan and Somerville Boroughs, Bridgewater Township, and Bound Brook Borough. In 2014, off-peak, mid-day “one seat ride” service was launched. Evening “one seat ride” service began January 2015. The Gladstone Branch - Morris & Essex Line - runs through four Somerset County municipalities with rail stations in Peapack-Gladstone Borough, Far Hills Borough, Bernardsville Borough, and Bernards Township.

Commute Patterns

Most households in Somerset County, NJ have 2 cars, followed by 3 cars. Using averages, employees in Somerset County, NJ have a longer commute time (30.8 minutes) than the normal US worker (25.2 minutes). Additionally, 6.24% of the workforce have "super commutes" in

excess of 90 minutes. In 2015, the most common method of travel for workers in Somerset County, NJ was driving alone, followed by those who carpooled and those who work at home.

TMA Goals and Objectives

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

- Promote efficient transportation through carpools, vanpools, shuttle services, bicycling and walking (relates to NJTPA goals 2 and 3)
- Implement employer-based programs directed at increasing employee mobility (relates to NJTPA goal 3)
- Educate the public on efficient transportation alternatives to the single occupant vehicle (relates to NJTPA goals 2, 3, 4)
- Expand and enhance mobility and transportation options for transit dependent populations (relates to NJTPA goals 2 and 3)
- Partner with municipalities and schools on initiatives that address environmental sustainability and pedestrian safety (relates to NJTPA goals 1 and 6)
- Support state, county and municipal government in the development of walking paths, bike paths, park and ride facilities, and transit services and enhancements (relates to NJTPA goals 1,2,3,4,5 & 6)

NJTPA Goals:

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

Ridewise of Raritan Valley Program Report FY 2019

Goal Area Activity: Accessibility

Description: Provide information, services and assistance to increase traveler access to alternate modes of travel other than single occupant vehicles and which help traditionally underserved populations access jobs, training, healthcare and transit services. All activities will include public outreach and education, inter-agency coordination and qualitative and quantitative performance measures.

Strategy: Encourage rideshare matching and trip planning

Description: Provide rideshare matching assistance to individuals using the statewide ride-match system. Other activities include participating in the ongoing enhancement and maintenance of the public facing portal njrideshare.com, facilitating carpool and vanpool initiatives, and publicizing the TMA as a source for information on ridematching and non-motorized transportation options. When ridesharing is not an option, customized trip planning assistance, bus and train schedules, park and ride locations and safe bicycling routes will be provided. RideWise supports a “transit first” policy. This strategy also includes assisting Somerset County by providing marketing support for its bus network.

Products and Outcomes:

- ▶ Rideshare matching requests
- ▶ Trip planning requests

Strategy: Provide community education on travel alternatives

Description: Provide information and education on commute alternatives and non-motorized transportation options through advertisements, print collateral, social media, mass mailings, electronic media, and community events (Drive Less Somerset, Bike Month, Parking Day). Individualized marketing will be used to make residents aware of transit, biking and walking options, and encourage them to try these options and use them more often. This strategy also includes educating travelers on any incentives provided by RideWise that encourage the use of alternate travel modes, such as an emergency ride home and empty seat subsidies.

Products and Outcomes:

- ▶ Events/promotions
- ▶ Incentives
- ▶ Communication (digital, print)

Strategy: Provide community based bicycle and pedestrian education

Description: Provide information and services that encourage and support safe biking and walking. This includes making informational/educational bicycle and pedestrian safety events available to community-based locations e.g. summer camps, YMCAs, senior centers, libraries, etc. This strategy also includes the provision of bicycle and pedestrian safety education in non SRTS schools, as well as partnering with municipalities on projects that promote and support safety biking and walking. The TMA is in the early stages of discussing a bike share pilot with one or more municipalities in Somerset County.

Products and Outcomes:

- ▶ Community education
- ▶ School education
- ▶ Discussion of a possible bike share pilot in Somerset County

Strategy: Human services transportation support

Description: Participate as a stakeholder in activities related to the implementation of the regional Coordinated Human Services Transportation Plan. Partner with local agencies, including but not limited to the United Way of Northern New Jersey, the Somerset County One Stop Career Center, the Board of Social Services, and the Workforce Development Board, to identify and implement mobility solutions for economically disadvantaged clients. Identify gaps in transportation system connectivity that prevent access to essential services (housing, employment, health care, schools/education and recreation) and develop possible solutions to address those gaps. Develop partnerships with nonprofit organizations, schools, senior housing and assisted living sites to identify client mobility issues and provide travel training to clients and staff. Provide bus passes to agencies for client transportation needs. Provide transportation for senior citizens through Community Cars Somerset, a volunteer driver program that is offered in partnership with EZ Ride. Participate as a stakeholder in the update of Somerset County's Coordinated Human Services Plan. This update is expected to take place in 2018-2019 with Somerset County Transportation serving as the lead agency for the effort. Identify one to two locations for Let's Go travel training for seniors to help them gain the confidence to use alternate travel options. This initiative is a partnership between RideWise and Claire Mulry, a professor at Kean University. Claire and her students conduct the program with assistance from RideWise.

Products and Outcomes:

- ▶ Travel training/education
- ▶ Community Cars Somerset
- ▶ Somerset County plan update
- ▶ Let's Go training

Goal Area Activity: Economic Development

Description: Encourage the provision of TDM strategies and services employers, transportation facilities, recreational facilities, entertainment venues, shopping centers and other high travel locations. Provide information and services to help existing and relocating employers with employee commutation choices. Provide strategies, tactics and incentives that help reduce mid-day travel activities from work sites. Keep records of outreach related activities including contacts made, the type and amount of services resulting from interaction with the TMA, or services provided directly by the TMA. Serve as the liaison between employers and the NJTPA in order to facilitate outreach to the business community.

Strategy: Outreach to employers

Description: Conduct ongoing and proactive outreach to inform employers, business associations, municipalities, builders and developers of the available programs and strategies designed to encourage the use commute alternatives.

Products and Outcomes:

- ▶ Networking/prospecting
- ▶ Introductory meetings

Strategy: Provide employer assistance

Description: Provide technical assistance and guidance to employers to encourage them to implement commute alternative programs at the worksites. Potential activities include: shuttle service development and administration, ridesharing/shared ride assistance, employer recognition, onsite commuter information fairs, relocation assistance, employee surveys, traffic alerts, transit service advocacy, information on commuter tax benefits, lunch n learn workshops, and assistance that helps limit mid-day work travel.

Products and Outcomes:

- ▶ TDM initiatives and services

Strategy: Encourage employer participation in New Jersey Smart Workplaces

Description: Encourage the adoption of strategies and tactics that help employers earn the New Jersey Smart Workplace designation and coordinate a recognition breakfast for employers who make the list.

Products and Outcomes:

- ▶ Recognition breakfast
- ▶ Employer case studies

Strategy: Support regional and local economic development

Description: Participate in activities related to the implementation of the Somerset County Comprehensive Economic Development report, the NJTPA Regional Comprehensive Economic Development report, the Together North Jersey plan, and Plan 2045. Work activity may include, but is not limited to, serving on advisory committees, participating on task forces, providing reports of available transportation, conducting surveys, or facilitating interaction between employers and the NJTPA.

Tourism initiatives are an integral part of Somerset County workforce and economic development activities. Somerset County’s Division of Tourism is managed by the Somerset County Business Partnership. The Business Partnership is working to create stronger connections between business attraction and retention efforts and the efforts of Somerset County Tourism to promote Somerset County as a destination and also to attract and retain talent. RideWise is part of the Somerset County Business Resource Team, which brings together partners from a variety of disciplines to deliver programs and services to new and existing employers and employees.

Products and Outcomes:

- ▶ Advisory committee/task force minutes
- ▶ Business Resource Team activities

Goal Area Activity: Reliability

Description: Provide services that increase the dependability and predictability of transportation services. All activities will include public outreach and education, inter-agency coordination and performance measures where appropriate.

Strategy: Provide information on construction, incident and transit delays

Description: Notify travelers of unexpected construction, maintenance, special event, weather or emergency related delays via newsletter, e-mail and social media. Provide information on alternate travel options to mitigate impacts related to construction, incidents, maintenance and special events. Coordinate with NJDOT, PANYNJ, TransCom, NJ TRANSIT and county/municipal agencies to share information and strategies.

Products and Outcomes:

- ▶ Traffic/transit alerts issued

Strategy: Participate in NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning efforts

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

Products and Outcomes:

- ▶ Somerset County Bicycle & Pedestrian Facilities & Trail Plan study
- ▶ Participation on steering advisory committees
- ▶ Encourage community participation

Strategy: Business continuity plan update

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

Products and Outcomes:

- ▶ Plan updates as needed

Goal Area Activity: Environmental

Description: Provide information and educational activities in the community that help reduce air pollution created by transportation.

Strategy: Air quality and anti-idling education

Description: Promote activities that educate travelers on air quality to help reduce vehicle-related pollution and address climate change. Partner with local schools and community groups to deliver anti-idling information through age-appropriate presentations that explore the connection between transportation and the environment. Encourage the adoption of municipal anti-idling campaigns by identifying and mapping priority anti-idling locations throughout the community. This information will be used to justify community-specific needs, and propose further steps for these communities to implement themselves, such as passing Anti-Idling Resolutions by acts of the governing bodies; posting "No Idling" signs at priority anti-idling locations; developing enforcement plans for priority locations; producing and distributing educational materials to the community; and reporting on the results of monitoring and evaluation efforts.

Products and Outcomes:

- ▶ Anti-idling education
- ▶ Municipal campaigns
- ▶ Campaigns conducted
- ▶ List/map of priority locations

Strategy: Support municipalities and schools with Sustainable Jersey certification

Description: Provide support to municipalities and green teams to help them implement “health and wellness” and “land use and transportation” activities that earn points towards Sustainable Jersey certification.

Products and Outcomes:

- ▶ Municipal assistance
- ▶ School assistance

Strategy: Support municipalities with the adoption and implementation of Complete Streets

Description: Educate municipalities on the benefits of adopting a Complete Streets policy. Communities that will be encouraged to adopt policies include, but are not limited to, Warren, Watchung, Branchburg, GreenBrook, and S. Bound Brook. Having these municipalities adopt Complete Streets policies is a recommendation within the Phase 3 Priority Investment Report. Help municipalities that have adopted Complete Streets policies with implementation by providing technical assistance, creating an implementation plan, identifying potential funding, and documenting activity.

Products and Outcomes:

- ▶ Municipal assistance

Strategy: Participate in activities that encourage the adoption of alternative fuel vehicles and related infrastructure

Description: Distribute the alternate fuel readiness guidebook developed by NJTPA to municipalities. Disseminate information to municipalities on available grants that fund projects using alternative fuel vehicles. Explore the possibility of getting a grant to fund the installation of a charging station at the Somerset County Business Partnership or other potential locations.

Products and Outcomes:

- ▶ Distribute guidebook to municipalities, identify additional locations for charging stations, and provide information on possible grant opportunities
- ▶ Apply for grant funding for charging stations, should opportunities arise.

Goal Area Activity: Safety

Description: Promote and enhance safe and efficient travel throughout the TMA service area by providing information on travel safety. This information will include, but not be limited to, driving under the influence, distracted driving, seat belt safety, winter driving safety, vehicle maintenance etc. Provide education on safety related areas as identified in the Strategic Highway Safety Plan such as bicycle/pedestrian safety and mature drivers.

Strategy: Conduct pedestrian and bicycle safety audits

Description: Conduct pedestrian and bike safety audits in areas where pedestrian and/or bicycle safety concerns have been identified. Audits will be conducted upon request by a local government, the MPO or NJDOT and will be supported by existing crash and safety data. Specific pedestrian and bike safety improvement recommendations will be provided.

Products and Outcomes:

- ▶ Safety audits completed and recommendations

Strategy: Partner with the Somerset County Traffic Safety Alliance

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

Products and Outcomes:

- ▶ Lunch n learn presentations

Strategy: Provide senior pedestrian safety presentations

Description: Older adults are often at greater risk of injury or death than other age groups when it comes to pedestrian accidents. The TMA will partner community groups and organizations to offer, "Watching Out for Us!" This 30-minute presentation, created by North Carolina Highway Safety Research Center for NHTSA, reviews the kinds of traffic situations where older pedestrians have the greatest risk of injury and engages audience members in how to stay safe when walking.

Products and Outcomes:

- ▶ Presentations conducted and participant feedback

Strategy: Bicycle and pedestrian safety outreach

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

Products and Outcomes:

- ▶ Work with employer partners to provide bicycle safety information

Strategy: Host "Car Fit for Older Drivers" events

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

Products and Outcomes:

- ▶ Events hosted

Goal Area Activity: Street Smart

Description: Promote and enhance safe travel for pedestrians by conducting a public education, awareness and behavior change campaign developed by NJTPA.

Strategy: Coordinate Street Smart campaigns for a minimum of two Somerset County communities

Description: The communities will be selected based on the existence of Complete Streets policies, active Safe Routes to School programs, previous road safety efforts, and crash data. RideWise will enlist support and participation from local stakeholders including law enforcement, the business community, and municipal government, and provide resources and support for an effective pedestrian safety education campaign. To accomplish this, the TMA will utilize a suite of Street Smart NJ methods and messages and will work with local law enforcement to coordinate the educational campaign. All campaigns will follow the guidelines described in the “How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community” guide. The campaigns will meet the following Street Smart requirements, including, but not limited to:

- a. Campaigns will run for four to six weeks, or longer, depending on the scheduled activities
- b. Formation of a committee composed of key stakeholders
- c. Development of a comprehensive campaign budget
- d. Problem Identification (Pre-Campaign)
- e. Coordination with law enforcement for High Visibility Enforcement Planning, Implementation & Evaluation
- f. Public Outreach Planning, Implementation & Evaluation
- g. Problem Identification (Post-Campaign)
- h. Development of a final report detailing the campaign and its findings

The TMA will encourage a minimum of two of the following identified municipalities to conduct campaigns: Far Hills Borough, Hillsborough Township, Franklin Township, Bound Brook Borough, South Bound Brook.

Products and Outcomes:

- ▶ Campaigns conducted

Strategy: Participant in any training or support activities organized by NJTPA

Description: The TMA will participate in any training or support activities organized by NJTPA. To determine the effectiveness of the effort, TMAs will utilize region-wide evaluation tools to observe, measure, and analyze pedestrian and motorist behavioral change, and will submit their findings to the NJTPA.

Products and Outcomes:

- ▶ Behavioral change findings

Goal Area Activity: Coordinated Human Services

Description: Enhance mobility for persons age 65+, low-income persons, persons with disabilities and veterans by implementing the recommendations within Go Farther, the regional Coordinated Human Services Transportation Plan.

Strategy: Create and distribute a comprehensive mobility guide to educate residents on available transportation options

Description: A consistent need that was identified in Go Farther was improving awareness of existing

services among the targeted populations and the public as well as nonprofit human services providers and other stakeholders. This strategy will create a comprehensive mobility guide that will be available electronically and in print. The guide will be distributed to senior housing sites (there are 77 in Somerset County), affordable housing sites, the VA Hospital at Lyons and to agencies that assist persons with disabilities (ARC, Alternatives). In coordination with the distribution of the guide, travel training will be offered to clients and staff at these locations. Guides will be restocked at these locations on a quarterly basis. It is estimated that a supply of 10,000 to 15,000 guides will be needed.

Products and Outcomes:

- ▶ Creation and distribution of guide

Goal Area Activity: Program management

Description: TMAs 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

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

Description:

Products and Outcomes:

- ▶ Monthly invoicing and quarterly reports

Goal Area Activity: Accessibility

Description: Provide information, services and assistance to increase traveler access to alternate modes of travel other than single occupant vehicles and which help traditionally underserved populations access jobs, training, healthcare and transit services. All activities will include public outreach and education, inter-agency coordination and qualitative and quantitative performance measures.

Strategy: Park and ride and bus signage support

Description: Promote existing park and ride sites and partner with municipalities on the development of new park and ride sites. Encourage municipalities to consider installing bus stop signs.

Products and Outcomes:

- ▶ New park and ride lots
- ▶ Outreach and discussions on bus stop signage

Strategy: Facilitate non-motorized transportation (bicycling and walking)

Description: Partner with Somerset County Planning and municipalities to advance the bicycle/pedestrian recommendations in the Phase 3 Supporting Priority Investments Study that support improved pedestrian and bicycle choices.

Products and Outcomes:

- ▶ Planning for potential bike depots in Bernardsville, Bound Brook and Somerville
- ▶ Other recommendations as needed

PROGRAM MANAGEMENT

Description

RideWise of Raritan Valley will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

RIDEWISE TMA FY2019 Work Program Promotion Plan

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

RideWise will use the following types of media in FY2017 for the promotion of the programs, goals and objectives of the work program:

Social Media (Twitter, Facebook, Instagram)

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

Newsletters

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

Direct mail

The TMA will distribute printed postcards that promote work program related projects and services to Somerset County residents via regular mail. Effectiveness will be measured by the number of hits to program specific webpages (tracked using QR codes) and increases in program registrations, phone calls or clients served.

Printed materials

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

Radio

RideWise will promote events and programs that may include but not be limited to Earth Day, Bike to Work Week, Distracted Driving, ridesharing, bike/ped, back to school safety, and transit. Radio spots will have a call to action and urge listeners to visit the website or download the mobile app. Effectiveness will be tracked by hits on the landing page.

Advertising

Any and all advertising will promote work program related projects and services. Effectiveness will be measured by the number of website hits, ad click-thrus, phone calls, RBus Somerset downloads, and program registrations or participation. The TMA will explore the possibility of utilizing the following advertising venues in FY18:

- Theatre slides at Clearview, AMC, Hillsborough and Manville 12 theatres
- Diner placemats at local diners (Bridgewater, Time to Eat)
- Seat drops on Somerset County buses (free)
- “Diamond Vision” big screen during Somerset Patriots games
- Print advertising in daily and weekly newspapers – *Courier News*, *Star Ledger*
- Online advertising through My Central Jersey and NJ.com
- Community access channels – Ville TV in Somerville
- Radio advertising on WCTC, WMGQ
- Paid Twitter and Facebook advertising

Press Releases

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

New Hire Packets

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

□

Event Campaigns

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

Website

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

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 244,768		
	2. FRINGE BENEFITS 35.04% FT, 0% PT	\$ 85,767		
	SUBTOTAL	\$ 330,535	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 1,273		
	2. TRAVEL	\$ 1,488		
	3. PRINTING & REPRODUCTION	\$ 6,200		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 1,407		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 1,880		
	SUBTOTAL	\$ 12,248	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 56%	\$ 137,217		
	SUBTOTAL	\$ 137,217	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 480,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 430,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 50,000		

This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.

FUNDING SOURCES:

Federal Share:	\$ 480,000	Local Match:	\$ -	Total:	\$ 480,000
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NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2019 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Ticket Home	\$ 750.00
Vanpool subsidies	\$ 750.00
Website	\$ 380.12
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
Total "OTHER" Direct Expenses	\$ 1,880.12

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE TMA
FY 2019 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	2,606	\$ 105,571	\$ 3,149	\$ 43,826	\$ -	\$ 152,546
Core Goal Area Activities - Economic Development	2,100	\$ 110,886	\$ 600	\$ 46,033	\$ -	\$ 157,519
Core Goal Area Activities - Reliability	550	\$ 23,120	\$ 600	\$ 9,598	\$ -	\$ 33,318
Core Goal Area Activities - Environmental	376	\$ 14,124	\$ 611	\$ 5,863	\$ -	\$ 20,599
Core Goal Area Activities - Safety	375	\$ 14,092	\$ 600	\$ 5,850	\$ -	\$ 20,542
Program Management	725	\$ 32,135	\$ -	\$ 13,341	\$ -	\$ 45,476
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	6,732	299,929	5,560	124,511	-	430,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	560	\$ 19,645	\$ 2,200	\$ 8,155	\$ -	\$ 30,000
Supplemental Goal Area Activities - CHSTP (optional)	310	\$ 10,962	\$ 4,488	\$ 4,551	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	870	30,606	6,688	12,706	-	50,000
TOTAL	7,602	\$ 330,535	\$ 12,248	\$ 137,217	\$ -	\$ 480,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Donna Allison, Executive Director	69%	1445
Asha Bailey, Community Outreach Manager/SRTS	61%	1276
Gerry Montague, Project Manager/SRTS	29%	600
Susan Harkins, Business Liaison	80%	1665
Alix Allen, Business Manager/Bookkeeper	73%	1514
Linda Rapacki, Marketing Manager	53%	1102
TOTAL	61%	7602

**NJTPA FY 2019 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

TransOptions
FY 2019 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 thirty-one years, TransOptions' mission has been to deliver programs that improve mobility, the environment and quality of life in Northwest New Jersey. As a 501(c)(3) non-profit organization, the Transportation Management Association (TMA) works with employers, communities, travelers, schools and school districts and human service organizations in Morris, Sussex, and Warren counties, as well as suburban Essex, Passaic and Union Counties. The office of TransOptions is located at 2 Ridgedale Avenue, Suite 200 Cedar Knolls, NJ 07927.

TransOptions does not maintain any other office locations. An organization chart of the TMA is attached as Appendix A.

TransOptions receives funding from a Federal Highway Administration (FHWA) grant administered by the North Jersey Transportation Planning Authority (NJTPA), NJ TRANSIT, NJDOT, NJ Division of Highway Traffic Safety, Morris County Freeholders and some private foundation and corporate support.

Service Area Description

TransOptions' service area covers Morris, Sussex and Warren Counties in their entirety, plus the Essex County towns of Fairfield, Livingston, Millburn, Roseland, Short Hills, and West Caldwell; the Union County towns of Berkeley Heights, New Providence, Murray Hill, and Summit; and, the Passaic County towns of Bloomingdale, Little Falls, Pompton Lakes, Ringwood, Totowa, Wanaque, Wayne Township, West Milford and Woodland Park. At the request of NJDOT, the Board of Directors of TransOptions, by resolution dated September 19, 2002, consolidated the above named geographic areas into one "Service Area".

Over one million people of different age groups and cultural backgrounds reside within the service area; a detailed list with the demographic census breakdown is attached as Appendix B and a summary of journey to work data in Appendix C. Northwest New Jersey offers a large network of transportation infrastructure that consists of:

- Roadways:
 - Interstate Routes: 80, 287, 78
 - State Routes: 24, 22, 124, 206, 202, 15, 23, 94, 46, 10, 57
- Railways:
 - NJ TRANSIT Montclair-Boonton Line

- NJ TRANSIT Morris & Essex Line
- Portions of the NJ TRANSIT Gladstone Branch
- Bus Routes and Services can be found in Appendix C

Northwest New Jersey offers many attractions, healthcare facilities, college/universities and corporations that are the major trip generators for the region. These include but are not limited to:

- Vernon Ski and Water Park Resort Area
- County and State Parks and the Delaware National Recreation Area
- Major Employers/Places of Employment (not exhaustive):
 - County of Morris
 - County of Sussex
 - ADP
 - BASF
 - Bayer
 - Coldwell Banker
 - Crum & Forster
 - GSK (Warren Township)
 - Honeywell International Inc.
 - Johnson & Johnson
 - Mack-Cali – Florham Park
 - Mack-Cali Corporate Center - Parsippany
 - Maersk
 - Mondelez
 - Nestle
 - Novartis Pharmaceuticals Corp.
 - Pfizer
 - Picatinny Arsenal
 - Realogy
 - Selective Insurance
 - SJP Properties
 - Tiffany and Co.
 - Toys R Us
- Hospitals/Healthcare:
 - Saint Clare’s Health System
 - Saint Clare’s Health Center (Sussex)
 - Saint Clare’s Hospital (Dover)
 - Saint Clare’s Hospital (Denville)
 - Saint Clare’s Hospital (Boonton)
 - Atlantic Health Systems
 - Morristown Medical Center
 - Newton Medical Center
 - Hackettstown Medical Center
 - Overlook Medical Center
 - Chilton Medical Center
 - Atlantic Rehabilitation Institute
 - Atlantic Health Corporate Headquarters
 - St. Luke’s Warren Hospital

- Saint Barnabas Medical Center
- Colleges and Universities:
 - Centenary University
 - College of St. Elizabeth
 - County College of Morris
 - Drew University
 - Fairleigh Dickinson University
 - Sussex County Community College
 - Warren County Community College
 - William Paterson University

Goals and Objectives

TransOptions is dedicated to delivering services that improve mobility, the environment, and the quality of life of the residents of Northwest New Jersey and those who travel to and/or through it by:

- Generating programs that increase the efficiency, accessibility, safety and reliability of transportation networks, ultimately contributing to a reduction in traffic congestion and improving air quality thereby aiding economic development by the resultant improvement in mobility of people, goods and services;
- Identifying and addressing transportation connectivity gaps especially accessibility to work sites;
- Actively supporting and encouraging the implementation of Transportation Demand Management (TDM) strategies that increase travel choices and reduce reliance on single occupancy vehicles (SOVs), while promoting programs and strategies that contribute to regional performance goals, in furtherance of NJTPA's UPWP, TIP and Plan 2045;
- Offering programs that reduce number of trips and vehicle miles traveled (VMTs), 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 all alternative means of transportation;
- Delivering programs, such as Street Smart NJ, that aim to reduce the instances of pedestrian injuries and fatalities within the service area through grassroots and community-driven campaigns;
- Educating all persons, ranging from Youth to Senior, on environmental issues to inform them of transportation's impact and encourage them to act to reduce those impacts.
- Acting as a conduit for up-to-date travel related information to all travelers in, to and through the service area;
- Support Models of Regional Planning Cooperation through participation and assistance in the implementation of regional and local Comprehensive Economic Development Strategy activities as well as any Ladders of Opportunity efforts to increase job access in the region;

- Acting as a resource for providing important travel information during natural disasters (e.g., hurricanes and major snowstorms) and large scale construction projects, maintenance projects and special events to help mitigate related congestion;
- Assist Counties and Municipalities in the implementation of Complete Streets and Sustainable Jersey strategies in accordance with policies and goals of the NJTPA, NJDOT and New Jersey TRANSIT.

TransOptions Program Report FY 2019

Goal Area Activity: SUPPLEMENTAL: STREET SMART NJ

Description: TransOptions will build on, expand and improve its Street Smart NJ efforts to deliver a minimum of two programs, either in new communities, or as “refresher” campaigns in towns previously involved. As outlined in the Core Safety Goal Area, campaigns will be implemented for an approximately 8-week time period, following the guidelines in How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community. Locations will be selected through an analysis of available crash data, local input and population data from the US Census. The most dangerous locations will receive priority consideration for the Street Smart NJ program.

Campaigns will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high-visibility enforcement including a pedestrian decoy program such as cops in the crosswalk and Speed Sentry device for traffic calming, educational efforts through local businesses and schools including Traffic Safety Town for young students, high-visibility signage throughout the participating towns, and general marketing and outreach efforts.

Evaluation methods include pre/post campaign analysis through surveys, intersection observation studies focusing on compliant vs. noncompliant behavior for pedestrians and motorists, and ticket/warning data from the participating police department.

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

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

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

Products and Outcomes:

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

Goal Area Activity: SUPPLEMENTAL: COORDINATED HUMAN SERVICES TRANSPORTATION

Description: TransOptions will conduct activities to address the transportation needs of four target populations: seniors, low income persons, persons with disabilities, and veterans. Using the recommendations outlined in Go Farther, the updated regional Coordinated Human Services Transportation Plan (CHSTP), and partnerships already in place, TransOptions will focus efforts on helping meet employment, education, medical, and social support needs while providing independence.

With attention on locations with already well-documented transportation deficiencies, and using the data collected for the updated CHSTP, TransOptions' activities will include additional data collection and planning efforts, as well as coordination and leveraging of other entities and funding streams to develop pilot projects. New pilot projects will seek to replicate the successful model implemented in Madison and the Chatham by the TriTown 55+ Coalition's "Rides For Seniors" program. This program effectively uses private foundation dollars to offset the costs of individual rides for seniors, using a service called GoGoGrandparent. TransOptions will leverage its existing partnership with Sussex County's Department of Health and Human Services to replicate this program, and has already made progress in initial planning, identifying non-federal dollars to use for transportation subsidies. Pilot projects will be reviewed at regular intervals to determine effectiveness and in the case of inadequate service, other models or adjustments to the model will be explored.

Strategy: Sussex County Service Planning

Description: Review existing county transportation master plans, human services plans, and other relevant documents. Develop maps of local transit service. Conduct meetings with human services transportation providers and human services officials to plan for and implement pilot projects. Build upon the public engagement conducted for the CHSTP through outreach and education to human services populations.

Products and Outcomes:

- ▶ Research and develop a comprehensive map that highlights local transit service and other human services transportation options
- ▶ Conduct outreach to seniors, people with disabilities, veterans and people with low incomes to educate them about available services, to collect additional data to inform potential pilot projects, and to promote the launch of new pilot projects aimed at these populations

Strategy: Interagency Coordination and Pilot Project Implementation

Description: In conjunction with Sussex County human services staff, plan for, launch, and evaluate new transportation projects that increase availability of rides for target populations based on the concepts in the CHSTP. Leverage non-Federal dollars at the county or private sector level to enhance the affordability of these rides.

Products and Outcomes:

- ▶ Continue coordinating pilot program with appropriate county human services staff
- ▶ Evaluate pilot program through survey analysis and ridership data

Goal Area Activity: PROGRAM MANAGEMENT

Description: Maintain all information and data related to program development and delivery, reporting, data collection, and related information in support of the FY 2019 UPWP TMA Program in accordance with the NJTPA planning process.

Strategy: Program Management

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

NJTPA planning process, as follows:

- Preparation of the following year's work program – filed electronically
- Maintenance of all TMA-related records, preparation of work programs
- Maintenance of Cost Tracking System
- Preparation of quarterly progress reports – filed electronically
- Preparation of financial documentation using the Cost Tracking System
- Preparation of the Annual Report – filed electronically

Products and Outcomes:

- ▶ FY 2019 Work Program and Staffing Plan
- ▶ Quarterly progress reports, invoices and supporting documentation
- ▶ Fourth Quarter/Final Report
- ▶ Annual Report

Goal Area Activity: ACTIVITIES FUNDED BY OTHER SOURCES

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

Strategy: Safe Routes to Schools

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

Products and Outcomes:

◆ **Safe Routes to School Activities**

Strategy: NJ Division of Highway Traffic Safety

Description: Bike (all ages) and pedestrian (seniors) safety programs and distracted driving programs for teens and adults.

Products and Outcomes:

◆ **NJ Division of Highway Traffic Safety Activities**

Strategy: NJ TRANSIT

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

Products and Outcomes:

◆ **NJ TRANSIT Activities**

Strategy: County of Morris

Description: General support for TDM activities.

Products and Outcomes:

◆ **Morris County Activities**

Goal Area Activity: SAFETY

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

Campaigns will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high-visibility enforcement including a pedestrian decoy program such as cops in the crosswalk and Speed Sentry device for traffic calming, educational efforts through local businesses and schools including Traffic Safety Town for young students, high-visibility signage throughout the participating towns, and general marketing and outreach efforts.

Evaluation methods include pre/post campaign analysis through surveys, intersection observation studies focusing on compliant vs. noncompliant behavior for pedestrians and motorists, and ticket/warning data from the participating police department.

TransOptions will provide education and outreach regarding Driving, Pedestrian, and Passenger Safety for the purpose of reducing roadway incidents and fatalities and injuries by raising awareness of all travelers. The staff will disseminate information related to the Strategic Highway Safety Plan (SHSP) and on all areas concerning vehicle operation safety including: Drowsy and Distracted Driving, Lane Departure, Aggressive Driving, Pedestrian and Bicycle Safety, Impaired Driving, Teen Driving (Graduated Driver’s License program), Mature Drivers, Seatbelts, Snow/Ice Removal, Railway Safety, dangerous intersections, Wildlife-related motor vehicle incidents, Vehicle Maintenance, and Stop and Stay Stopped.

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

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

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

Products and Outcomes:

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

Strategy: Public Outreach and Education

Description: Educate the public and conduct outreach programs focused on topics related to traveler safety. Provide education through community, school or employer events and programs as well as electronic communications to increase awareness of specific safety tips, actions and behaviors with the objective of reducing crashes and fatalities.

Products and Outcomes:

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

Strategy: Interagency Coordination and Development on Issues of Safety

Description: TransOptions will continue to work and partner with the New Jersey Teen Safe Driving Coalition, AARP, AAA, and other organizations that focus on safety initiatives.

Products and Outcomes:

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

Goal Area Activity: CORE: ENVIRONMENTAL

Description: TransOptions will deliver an environmental education program throughout the year to educate students about and foster behavioral change in travel mode choice and the relationships between traffic congestion, fossil fuels, alternative fuels, air quality and health. The primary emphasis will be on programs for youth, especially middle-school aged children, such as the Junior Solar Sprints program, which will emphasize the environmental damage caused by dependence on the internal combustion engine. Participants are provided with specific actions they can take that will affect the long-term future of air quality and the environment. This will include Next Generation Science Standards programs and presentations as well as hands-on activities that introduce and promote the benefits of alternative energy sources and the emergence of alternative fuel vehicles.

By reaching out through classroom presentations and reinforcing projects such as the Junior Solar Sprints and the Hydrogen 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 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 Car Challenge (H2) Programs. Present in-class activities for students and teacher workshops to promote STEM competitions. Provide classroom environmental education programs, initiatives and activities with the focus on energy and air pollution. Use data collected from teachers surveyed to enhance in-class environmental education programs, JSS, and H2 Programs.

Strategy: Assistance and Support for sustainability efforts, including Sustainable Jersey Certification and Community Environmental Groups

Description: Expand sustainability programs beyond the traditional involvement in the Sustainable Jersey program. The focus will be on improving the livability of Northwest New Jersey. Efforts will be both “place-based” and “issue based” and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework.

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

Provide guidance through participation in Transportation and Land Use functions and/or task forces of the Sustainable Jersey program and other sustainability-focused groups such as the Morris County Chamber of Commerce’s Sustainability Committee.

Products and Outcomes:

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

Goal Area Activity: RELIABILITY

Description: TransOptions will explore strategies within its service area to mitigate traffic impacts and construction related congestion through increased promotion of commute alternatives and alternative routes. TransOptions will assist NJTPA with implementation of traffic mitigation efforts.

At a minimum, TransOptions will propose efforts using Traf-Alerts to make travelers aware of construction or traffic impacts, coordinate with NJTPA staff to plan traffic mitigation efforts for significant construction projects in its service area, provide timely information to employers/employees on construction activity and incidents that might affect traffic conditions, and coordinate its efforts with NJDOT’s Traffic Operations, the Division of Capital Programming, Regional Construction Offices, the Office of Communications and the Traffic Mitigation Advocate, as well as local and state police. We will also make travelers aware of any unplanned or unexpected construction projects that may arise due to unforeseen emergency construction or maintenance.

TransOptions will also coordinate with other relevant agencies on emergency preparedness and in the event of an emergency, implement the emergency contingency plan to ensure continued operations and communications.

Strategy: Transportation Network Reliability Related Public Outreach and Education

Description: In areas that will be affected by major construction, maintenance, emergencies or large-scale regional events, distribute congestion related information for NJDOT and or the County, and, as requested, create marketing materials, press releases and make media contacts, which will promote public awareness of these situations and will explain available commute and/or alternative travel route options. Also provide

information to commuters on tele-working and alternative work hours as well as the distribution of Traf-Alert notifications.

Review and analyze effectiveness of public outreach and public awareness of travelers impacted by construction or large scale events.

Products and Outcomes:

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

Strategy: Emergency Contingency Plan and Interagency Coordination

Description: Continue to coordinate and share information with municipalities, agencies, local organizations and county Offices of Emergency Management (OEM) within our service area to ensure communications between all parties to provide key stakeholders transportation system information. Continue to work very closely with Morris County OEM and maintain a “seat” in their command center when activated. Continue to build relationships and lines of communication with the other OEM’s (Warren and Sussex) in our service area.

Work directly with towns needing assistance during strong storms that cause flooding, power outages, transit interruptions and dangerous travel conditions. In working with County OEMs and towns, TransOptions will provide critical information to commuters about road closures, transit disruptions and provide information about ridesharing options, park and rides, and shuttle services and encourage flextime and teleworking. The information provided to travelers will help to mitigate the effects of severe weather, emergencies and emergency road construction.

Update and refine our Emergency Response Plan. Coordinate communication with other TMA’s not impacted by the storm/emergency and those TMA’s that were impacted but are not able to assist with the dissemination of information to help ensure state-wide availability of TMA services in the event of emergency or catastrophic event. TransOptions will assist other TMAs in the event their operations are adversely impacted by the emergency to ensure the continued operation of critical activities in the case of an interruption of business.

Utilize relationships with local and regional news agencies, especially radio and television stations, to enable the dissemination of valuable transportation information in a timely fashion, and ensure dissemination during mass power outages.

Products and Outcomes:

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

Goal Area Activity: ECONOMIC DEVELOPMENT

Description: TransOptions will serve as the primary resource for employers and economic development organizations in our service area, and conduct community outreach activities to inform and educate commuters of alternative transportation methods. TransOptions will utilize the statewide ride-matching software, administered by NJTPA, as well as the Go-For-Good tracking tool developed by TransOptions as a means to identify industry trends and potential targets for TDM strategy implementation. The TMA will provide outreach and education aimed at promoting economic development, fostering ridesharing, reducing mid-day travel, assisting entities looking to expand or relocate within our service area, supporting tourism and regional event planning as well as parks and recreational groups. Participate in Together North Jersey activities, including activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS), the Regional Transportation Plan, Plan 2045, The North Jersey Partners Local Demonstration Project implementation, Ladders of Opportunity and other MPO products that may benefit from outreach to the business and community and other county CEDS efforts.

TransOptions will focus on the encouragement, provision and implementation of TDM services at employer locations, transportation facilities, recreational facilities, entertainment venues, shopping centers and community events, among others. These activities include working closely with employers and municipalities to promote New Jersey Smart Workplaces and the use of travel alternatives and TDM strategies through outreach efforts such as “on-site” transportation fairs and/or Lunch and Learn presentations for public and private entities and at community fairs.

Strategy: Public Outreach and Education to Employers

Description: Provide information to organizations on mass transit, relocation services, flexible schedules, teleworking and commute options.

Provide relocation assistance and information on transportation infrastructure, customized mapping showing major highways and public transit routes, customized surveys and commute alternatives, including telework plans and subsidies, to businesses considering moving to or expanding within Northwest New Jersey.

Provide assistance, education and hands-on training to all employers and municipalities who are interested in flexible schedules, teleworking, public transit, bicycling, bike safety programs, walking, and other non-SOV modes of travel.

Work with developers, brokers and building and property managers to promote TDM strategies that increase access to the site by expanding commute options.

Products and Outcomes:

- ▶ Increase availability of transportation info. Promote employer shuttles, NJSW, & assist with implementation of NJSW activities. Engage in Ladders of Opportunity activities to improve job, training and transit access for the underserved. Promote, implement, & support TDM with employers including relocation assistance to companies moving to or expanding within our service area. Promote bike, ped & other options to employees via Lunch & Learn programs, on-site events & distribution of materials.

Strategy: Interagency Coordination and Development

Description: Partner with local and regional stakeholders, as well as economic development groups to assist companies that are relocating into or expanding in the TransOptions service area in accordance with the Comprehensive Economic Development Strategy. This will include, but not be limited to, working with employers to create and support customized programs that encourage economic and transit oriented development where available.

Products and Outcomes:

- ▶ Provide transportation info to Chambers of Commerce, Economic Development Councils (EDC) and other economic groups to support their efforts to initiate economic and business growth. Partner with employers, local and regional stakeholders, education institutions, and municipalities on relocations or general commute strategies. Participate in economic development studies, joint projects, and the implementation of strategies developed for the Together North Jersey Regional Plan/CEDS.

Goal Area Activity: ACCESSIBILITY

Description: Within its defined geographic service area, TransOptions will provide assistance to all travelers to increase mobility and accessibility of travel through various and diverse strategies such as carpooling, vanpooling, shuttle service, public transit, bicycling, walking, and other non-SOV modes of travel. This assistance shall include, but not be limited to, outreach to commuters and other travelers to acquaint them with alternative modes of travel, delivery of rideshare matching assistance, trip planning for commuters, tourists, and other travelers, provision of up-to-date information about park and rides, provision of Emergency Ride Home services to commuters using alternative modes for their commute, vanpool empty seat management, mapping services as needed, assisting schools that need help implementing walking and biking programs, and delivery of other travel assistance services, making sure to include the needs of the disabled, elderly and low income residents in our programs.

TransOptions will educate travelers about available travel alternatives and transportation services and will support NJDOT and NJTPA traveler promotional and outreach efforts including NJTPA's Unified Planning Work Program (UPWP) and the Strategic Business Plan. These activities will utilize outreach strategies including maintaining a website that is both comprehensive and current in content, publishing newsletters and press releases, promotion on social media, conducting "on-site" transportation fairs and/or delivering "Lunch and Learn" presentations for public and private entities and at community fairs. TransOptions will disseminate information related to TDM strategies at these events and on the website, and undertake market research activities and/or participate in market research conducted by the NJTPA to establish baseline data and track progress towards achieving goals in matching effectiveness, public awareness of TDM, public awareness of the TMA's services, market penetration and customer satisfaction.

TransOptions will promote bicycle and pedestrian activities as viable TDM strategies for all travelers and support improvements to the infrastructure that will promote bicycle and pedestrian activity. TransOptions will also be proactive in promoting bicycle and pedestrian safety, providing relevant information on appropriate cycling behavior and general rules of the road, especially in communities and municipalities where biking and walking are prevalent, and support municipal bike ways and regional bicycle and pedestrian efforts such as the Morris Canal Greenway, Complete Streets initiatives and Transit Oriented Development.

Strategy: Transportation Accessibility Outreach and Education

Description: Provide information on mass transit, teleworking, flexible work schedules as well as other TDM strategies to all travelers, employers and county and local government officials within TransOptions' service area.

Provide assistance, education and hands-on training to all travelers who are interested in carpooling, vanpooling, public transit, bicycling, walking, shuttle services and other non-SOV modes of travel.

Products and Outcomes:

- ▶ Promote availability of bicycle, pedestrian, other commute alternatives and encourage behavioral changes by providing commuter challenges such as TripSwitch and the Bike To Work Challenge.
- ▶ Maintain a website that is both comprehensive and current in content, publishing newsletters and press releases, promotion on social media, conducting "on-site" transportation fairs and/or delivering "Lunch and Learn" presentations for public and private entities and at community fairs.
- ▶ Undertake market research activities and/or participate in market research conducted by the NJTPA to establish baseline data and track.

Strategy: Interagency Coordination and Development for Transportation Accessibility

Description: Assist, actively participate with, support and provide information to the MPO, NJDOT, NJ TRANSIT, Counties and other stakeholder groups with planned studies of the transportation systems' accessibility and reliability. Promote and assist in implementing transportation demand management strategies in support of NJTPA efforts, including activities outlined in the new Regional Transportation Plan for Northern New Jersey (RTP), Plan 2045: Connecting North Jersey. Assist the counties by identifying and addressing transportation connectivity gaps particularly in low income areas as related to the development of Ladders of Opportunity.

Provide assistance to Counties and Municipalities for transportation for people who are transportation disadvantaged through the Workforce Investment Board (WIB) of Morris, Sussex and Warren Counties and the Human Resources offices in those counties, as well as the United We Ride Committee in Passaic County.

Products and Outcomes:

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

Strategy: Rideshare Coordination

Description: Procure, manage and process rideshare applications for carpools and vanpools submitted for trips within or into the defined borders of TransOptions' service area, as well as those traveling from our service area to locations outside of New Jersey. This includes all phases of performing the ridematching effort, including data management and maintenance, and performance analysis. Evaluate internal and external program performance using various indicators as it relates to achieving goals in matching effectiveness.

Conduct outreach efforts to acquaint travelers with the availability of alternative modes of travel, deliver rideshare matching assistance and provide up-to-date park and ride information, Emergency Ride Home services to commuters using alternative modes for their commute, vanpool empty seat management, customized mapping services as needed and other travel assistance services.

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

Products and Outcomes:

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

PROGRAM MANAGEMENT

Description

TransOptions will provide administrative and program information for the FY 2019 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 2019 Work Program and Staffing Plan

Due: October 10, 2017 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2019 - Required format above – **To be filed electronically**

Annual Report

Required format above – To be filed electronically

Due: July 22, 2019

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

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 2019 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 (<https://www.facebook.com/TransOptions/>) to promote work program efforts, build relationships with the public and other organizations, and drive traffic to other TransOptions outlets such as the website and monthly newsletter. Effectiveness will be tracked by the number of impressions, page consumptions, and increases in Page “likes”. These performance measures are subject to change based on how Facebook collects and presents data on Pages.
- Twitter: TransOptions will maintain two Twitter accounts. The first, @TrafAlerts, will be used to disseminate timely traffic alerts, construction alerts, and similar messaging to alert commuters of delays or hazards. The second, @TransOptions, will be used to disseminate short messages about local or regional transportation events and issues as well as TransOptions’ work program efforts. Effectiveness will be tracked by tweets, followers, impressions and engagements. These performance measures are subject to change based on development of new analytics tools from Twitter.
- Instagram: TransOptions will use Instagram to create and share more visually appealing content that may be unique to the Instagram account (@TransOptions), or shared across other social platforms. Effectiveness will be tracked by the number of likes on photos.
- Snapchat: TransOptions will utilize Snapchat filters, particularly during Street Smart NJ Campaigns to reach a broader audience with safety messaging. Effectiveness will be tracked by number of impressions and filter uses.
- Website: TransOptions will promote its services and programs through its website at www.TransOptions.org. It will house up-to-date information that helps promote or implement TDM measures. Additionally it will serve as a promotional tool for TransOptions’ work program efforts. Effectiveness will be tracked by web traffic through Google Analytics.

- Press and Editorials: TransOptions will promote various programs throughout each quarter through press releases seeking media coverage from both print and online outlets in an effort to increase TransOptions' audience. TransOptions will also seek to have several Op-Ed letters published in local press outlets on transportation issues of local importance in an effort to increase awareness of those issues, especially safety and the availability of ridesharing options. Effectiveness will be tracked by stories and letters published and estimated circulation rates.

All of these promotional avenues will be used to bolster TransOptions efforts as well as support community events hosted by or promoted by NJTPA, Together North Jersey or NJDOT.

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions
FY 2019 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 465,844		
	2. FRINGE BENEFITS 42.5% FT, 0% PT	\$ 197,984		
	SUBTOTAL	\$ 663,828	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 4,477		
	3. PRINTING & REPRODUCTION	\$ -		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 200		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 11,250		
	SUBTOTAL	\$ 15,927	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 56.9387%	\$ 265,245		
	SUBTOTAL	\$ 265,245	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 945,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 895,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 50,000		

<p>This estimated budget is based upon projected costs to perform the FY 2019 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. The subtotal for Core Program Goal Activities includes \$30,000 in supplemental funding for Environmental and Safety Task Activities. The optional supplemental program goal activities for the FY 2019 include Street Smart NJ and Coordinated Human Service Transportation.</p>
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FUNDING SOURCES:								
Federal Share:	\$	945,000	Local Match:	\$	-	Total:	\$	945,000

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions
 FY 2019 WORK PROGRAM
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Empty Seat & Emergency Ride Home	\$ 7,500.00
Radio/Promotion Carpooling and Vanpooling	\$ 3,750.00
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
0	\$ -
Total "OTHER" Direct Expenses	\$ 11,250.00

NJTPA FY 2019 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TransOptions
FY 2019 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	4,280	\$ 150,831	\$ 12,170	\$ 60,268	\$ -	\$ 223,269
Core Goal Area Activities - Economic Development	3,285	\$ 118,744	\$ 920	\$ 47,447	\$ -	\$ 167,111
Core Goal Area Activities - Reliability	2,685	\$ 99,013	\$ 316	\$ 39,563	\$ -	\$ 138,893
Core Goal Area Activities - Environmental	3,340	\$ 115,401	\$ 1,500	\$ 46,111	\$ -	\$ 163,012
Core Goal Area Activities - Safety	3,420	\$ 127,454	\$ 940	\$ 50,927	\$ -	\$ 179,320
Program Management	280	\$ 16,716	\$ -	\$ 6,679	\$ -	\$ 23,396
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	17,290	628,160	15,846	250,994	-	895,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	591	\$ 21,401	\$ 48	\$ 8,551	\$ -	\$ 30,000
Supplemental Goal Area Activities - CHSTP (optional)	433	\$ 14,267	\$ 32	\$ 5,701	\$ -	\$ 20,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	1,024	35,668	81	14,252	-	50,000
TOTAL	18,314	\$ 663,828	\$ 15,927	\$ 265,245	\$ -	\$ 945,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Judith Bortman, Marketing Specialist	38%	400
Daniel Callas, Managing Director	75%	1550
Emily Casey, Program Specialist	50%	1050
Laura Cerutti, Project Manager	77%	1601
Melissa Estock, Communications Coordinator	84%	1750
Justin Jenkins, Program Specialist	79%	1640
Jackeline Leon, Community Outreach Coordinator	81%	1683
Lisa Leone, Program Specialist	7%	140
Judith Maltese, Data Management Specialist	76%	1580
Danielle Scassera, Business Manager	10%	200
Kristen Tomasicchio, Environmental Education Manager	90%	1870
Anne Vivino, Business Services Coordinator	79%	1650
TBD	79%	1640
TBD	75%	1560
TOTAL	64%	18314