

# FY2021 UPWP

## Unified Planning Work Program

### Chapter III

#### Transportation Management Association Program



**NJTPA FY 2021 UPWP**

**Chapter III**

**TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

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# NJTPA FY 2021 UPWP TMA PROGRAM

## PROGRAM BACKGROUND

Eight transportation management associations (TMAs) operate in the state of New Jersey, seven of which operate in the North Jersey Transportation Planning Authority (NJTPA) region: goHunterdon (formerly HART), Greater Mercer TMA, Hudson TMA, Keep Middlesex Moving, EZ Ride, RideWise, 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, New Jersey Department of Transportation (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, and Gloucester counties in the DVRPC region and Atlantic, Salem, Cumberland and Cape May Counties in the SJTPO region. The NJTPA Executive Director, or their designee, serves as a non-voting member on each TMA Board of Trustees.

Federal Highway Administration (FHWA) Surface Transportation Block Grant Program (STBGP-NY/NWK and STBGP-PHILA) 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, *Plan 2045 – Connecting North Jersey*, 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 the New Jersey Institute of Technology (NJIT) and the NJTPA (Prime Contract).

The NJTPA in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all interested parties that it will affirmatively ensure that any contract entered into pursuant to this solicitation, disadvantaged business enterprises will be afforded full and fair opportunity to submit proposals

in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

## **Program Goals and Guidance**

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 planning emphasis areas, which the TMA work programs support. The three broad emphasis areas established under MAP-21 are Performance-based Planning; Regional Models of 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, and may participate in the implementation of regional and local Coordinated Human Services Transportation Plans for their respective MPOs and counties.

### ***Regional Models of Cooperation:***

The TMAs support Regional Models of Cooperation through activities in their individual work programs. The TMAs are required to coordinate with NJDOT, 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 and other statewide safety initiatives, as well as activities related to the Regional Comprehensive Economic Development Strategy, and Together North Jersey.

***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, the number of commuters provided with transit and trip planning assistance, participation in mass transit incentives, and 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. TMA work programs should support regional MAP-21/FAST Act performance measures, under the guidance of NJTPA staff.

***State Policy Guidance:***

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.

***Metropolitan Planning Organizations:***

New Jersey is home to three federally-designated MPOs responsible for guiding transportation policy and federal transportation investments at a regional scale through a continuing, cooperative, and comprehensive process. Each MPO is made up of representatives from local government and governmental transportation authorities. MPOs are responsible for maintaining a long-range regional transportation plan, developing a short-term transportation improvement program, and ensuring that transportation plans, programs, and projects conform to an air quality plan, known as a “state implementation plan.”

**North Jersey Transportation Planning Authority** – 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.

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.

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

[Plan 2045: Connecting North Jersey](#) – Updated every four years, the regional transportation plan (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 most current RTP, was adopted by the Board of Trustees in November 2017.

[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 was 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 Chapter III of the UPWP.

[Title VI Implementation Plan](#) – The plan describes how the NJTPA, as a recipient of federal funding, will comply with various civil rights statutes, executive orders, and regulations that are intended to ensure that traditionally underserved populations are included in the planning process and have access to MPO activities. The NJTPA will make available to its subrecipients information and resources regarding its Title VI program to assist them in achieving and maintaining compliance, and will monitor subrecipients for compliance.

[Together North Jersey \(TNJ\) Regional 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.

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

**Delaware Valley Regional Planning Commission** – DVRPC serves as the regional planning agency for the nine-county, bi-state, Greater Philadelphia region, providing guidance and assistance to local governments and partner agencies building sustainable, livable, and healthy

communities. This includes the New Jersey counties of Mercer, Burlington, Camden, and Gloucester. DVRPC produces the following plans that can help guide TMA activities.

[Connections 2045](#) - The long-range plan for Greater Philadelphia, Connections 2045 was adopted in October 2017. The Plan identifies Greater Philadelphia's regional vision around five core principles: Sustain the Environment, Develop Livable Communities, Expand the Economy, Advance Equity and Foster Diversity, and Create an Integrated, Multimodal Transportation Network. The Plan identifies strategies to achieve the vision, and contains a fiscally-constrained list of regional transportation investments.

[Equity Through Access](#) - DVRPC's 2016 update of the region's Coordinated Human Services Transportation Plan (CHSTP), Equity Through Access 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.

**South Jersey Transportation Planning Organization** – SJTPO is the MPO serving Atlantic, Cape May, Cumberland, and Salem counties in south Jersey. They coordinate the planning activities of participating agencies and provide a forum for cooperative decision-making among state and local officials, transit operators, and the public. SJTPO serves as a technical resource, provides access to funding, and works to provide a regional approach to address transportation planning and engineering issues. They produce the following plans that can help guide TMA activities.

[Transportation Matters – A Plan for South Jersey](#) – Adopted by the Policy Board in July 2016, Transportation Matters is the official regional transportation plan for the SJTPO region. The plan will guide 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.

[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.

## **Eligible Applicants**

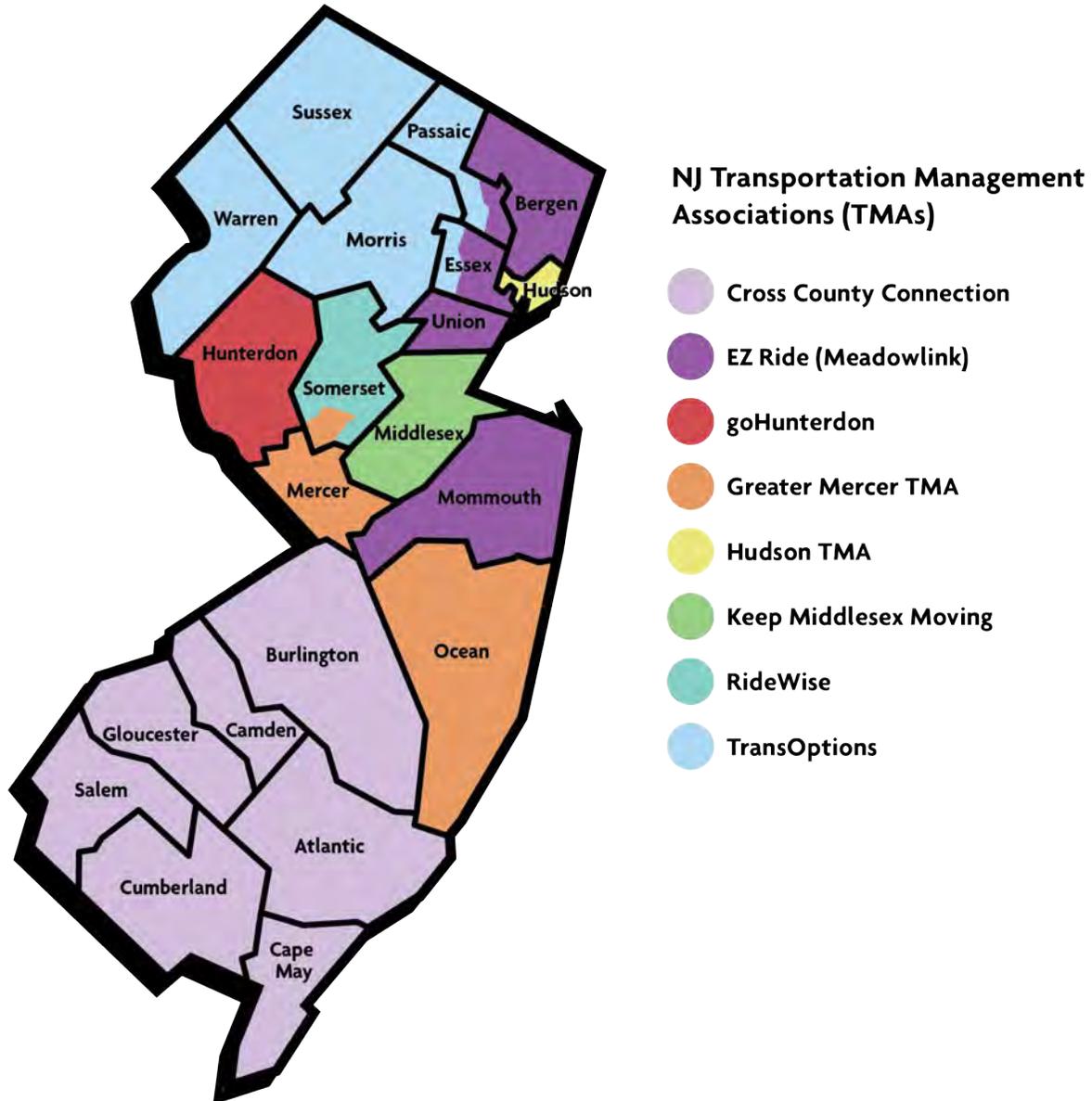
Work Program proposals may only be submitted by the following eight TMAs currently operating in the state of New Jersey.

- Cross County Connection TMA
- goHunterdon (formerly HART)
- Greater Mercer TMA (GMTMA)
- Hudson TMA
- Keep Middlesex Moving (KMM)
- EZ Ride
- RideWise
- TransOptions

## Service Areas

TMAAs are funded under this program to provide services in their respective service areas, as shown in the service area map in Figure 1.

*Figure 1: TMA Service Areas*



**NJTPA FY 2021 UPWP TMA PROGRAM**

**FINANCIAL SUMMARY**

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

<b>TMA</b>	<b>Proposed Budget</b>
Cross County Connection *	\$ 1,100,000
EZ Ride	\$ 1,386,000
Greater Mercer TMA *	\$ 854,940
goHunterdon	\$ 467,000
Hudson TMA	\$ 510,000
Keep Middlesex Moving (KMM)	\$ 627,000
RideWise	\$ 500,000
TransOptions	\$ 960,000
<b>TOTAL PROGRAM</b>	<b>\$ 6,404,940</b>

\* Please note that funding for Cross County Connection and Greater Mercer TMA will be furnished through the DVRPC sub-allocation.

## **FY 2021 TMA WORK PROGRAMS**



**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

**Cross County Connection TMA  
FY 2021 WORK PROGRAM**



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- STREET SMART NJ
- COORDINATED HUMAN SERVICES TRANSPORTATION

## **Program Management**

- Consultant Activities

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## **Budget and Staffing Plan**

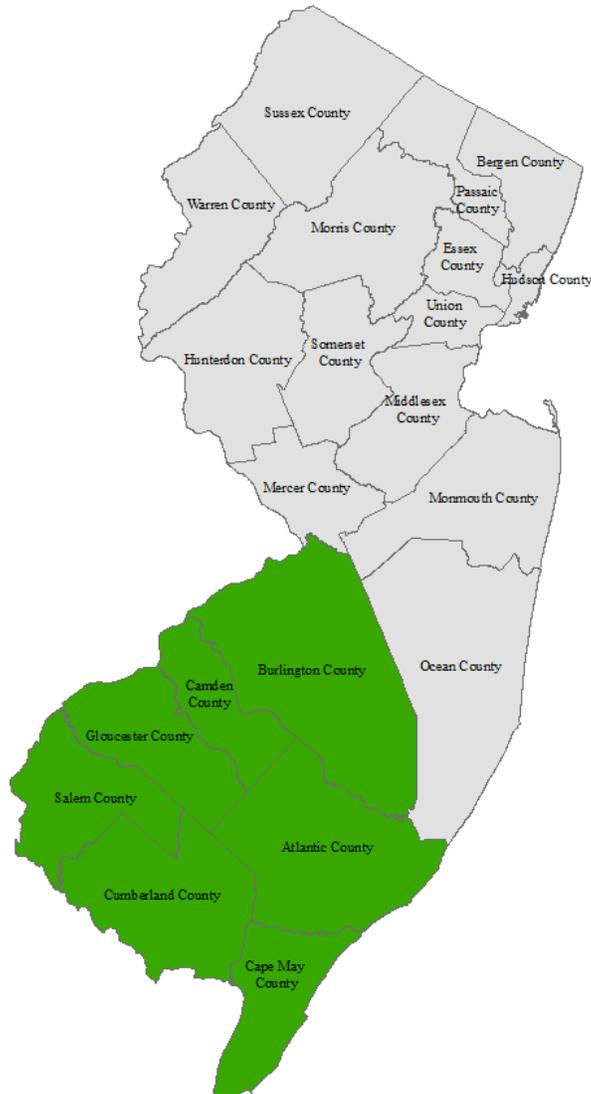
## TMA WORK PROGRAM OVERVIEW

### 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 = \$1,100,000 NJDOT/Safe Routes to School Work Program = \$180,277 NJ TRANSIT/TMA Work Program = \$80,000 NJDHTS (programmed) = \$ 90,000 Pascale Sykes Foundation (English Creek) Grant = \$73,000.00 Pascale Sykes Foundation (Pureland Shuttle) Grant = \$ 75,500.00 Pascale Sykes Foundation (Rt. 54 Shuttle) Grant = \$56,000.00
Office location	4A Eves Drive, Suite 114, Marlton, NJ 08053
Staff summary	12 Full Time Employees, 1 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 shown in green on the map below. As the map and table below show, 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 (2017)	Persons under 18 years	Persons over 65 years	Area (sq. mi.)	Population Density (per sq. mi.)	Housing Units	Private Jobs*
Burlington	449,192	21.4%	15.1%	820	548	178,178	165,029
Camden	510,996	23.1%	13.8%	228	2,241	205,883	162,752
Gloucester	291,372	22.7%	13.7%	336	867	112,516	81,253
DVRPC Region	1,251,560	22.4%	14.3%	1,384	904	496,577	409,034
Atlantic	272,926	21.9%	16.3%	610	447	127,809	113,919
Cape May	94,549	17.8%	24.5%	286	331	99,014	31,388
Cumberland	154,952	23.8%	14.2%	501	309	56,332	45,757
Salem	63,776	22.1%	17.2%	347	184	27,584	17,053
SJTPO Region	586,203	21.7%	17.2%	1,744	336	310,739	208,117
CCCTMA Region	1,837,763	22.25%	15.71%	3,128	588	807,316	617,151

Source: US Census Bureau, 2017 American Community Survey 5-Year Estimates

\*US Census Bureau, 2010 Census

#### Transportation Infrastructure

Service Area Roadways:

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

#### Cross County Connection Public Road Mileage by County

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

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

I-295 is the main north/south interstate highway in New Jersey which traverses the entire CCCTMA service area beginning at the Delaware Memorial Bridge in Pennsville, Salem County and continuing to Bordentown, Burlington County. This toll-free highway continues for 58 miles with multiple 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 the CCCTMA service area. Included in this stretch of turnpike are 10 exits and four service plazas, two for each direction of highway. The NJ Turnpike Connector Bridge to I-95 in Pennsylvania occurs at Exit 6 in Burlington County and provides for a connection to the PA Turnpike.

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

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

#### Bridges:

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

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

<b>Bridge</b>	<b>Connection</b>	<b>AADT</b>
Ben Franklin	Camden City - Center City Phila.	77,224
Betsy Ross	Pennsauken - NE Philadelphia	30,937
Burlington-Bristol	No. Burlington County - Bristol, PA	23,996
Commodore Barry	Gloucester County - Delaware County, PA	36,560
Delaware Memorial	Salem County - Wilmington, DE	62,884
Tacony-Palmyra	No. Burlington County - Phila.	33,302
Walt Whitman	Camden City - South Phila.	113,425

Sources: DVRPC, 2015

**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 approximately 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 145,395 in 2015 (DRPA 2015 Annual Report).

**Freight:**

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

**Public Transit:**

The Cross County Connection service area is served by NJ TRANSIT bus and rail and PATCO. NJ TRANSIT operates approximately 40 bus routes with service oriented primarily towards Camden City and Atlantic City. The Rand Transportation Center in Camden City serves as a regional hub for NJ TRANSIT; most southern NJ buses serve the Rand Center. NJ TRANSIT also operates two rail services in southern NJ: the Atlantic City Rail Line and the River LINE. The

Atlantic City Rail Line provides limited service between Philadelphia's 30<sup>th</sup> Street Station (Amtrak) and the Atlantic City Convention Center, with six stops in between; three in Camden County and 3 in Atlantic County. This service is designed primarily to accommodate visitors to the Atlantic City casinos. NJ TRANSIT's River LINE is a light-rail system providing service between Trenton and Camden City. The River LINE includes 20 stops; three in Mercer County, 11 in Burlington County and six in Camden County. The River LINE provides frequent service to accommodate commuters travelling to employment destinations and other locations.

The Delaware River Port Authority (DRPA) operates the PATCO High-Speed Line with frequent service between Center City Philadelphia and Lindenwold, Camden County. This 14 mile rail line serves four stops in Philadelphia and nine 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 travelling primarily to work sites. Burlington County is served by the BurLink bus system. This deviated route system serves all populations, and includes three routes that provide peak period service between River LINE rail stations, NJ TRANSIT bus stops and employment parks in Burlington County. The South Jersey Transportation Authority (SJTA) also operates employment shuttle services in Camden, Gloucester and Atlantic counties. These shuttles provide fixed route service to worksites thorough South Jersey with numerous connections to bus and rail facilities. An employment based shuttle service also operates in Cumberland County providing connections to major employment destinations in Vineland, Bridgeton and other county locations. All seven counties operate limited demand-based shuttle services for seniors and persons with disabilities.

#### 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 Complex; the largest in the state. Burlington County is also home to numerous employment centers located primarily along Routes 130, 73 and 38 in the north central section of the county. Camden County's employment centers are located in older business

parcs 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 8% carpool and 5% use public transit. As expected, the percentage of public transit users is highest in Atlantic (6.5%) and Camden (7.4%) 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.

MEANS OF TRANSPORTATION TO WORK								
Transportation Mode for Workers 16+ years of age	COUNTY							
	Atlantic	Burlington	Camden	Cape May	Cumberland	Gloucester	Salem	CCCTMA
	Total Estimate	Mean Estimate						
	125,165	222,712	242,617	41,958	61,398	143,008	28,920	865,778
Drove alone	77.11	83.12	76.76	79.34	81.74	85.58	83.79	80.62
Carpooled:	7.45	7.13	9.16	6.14	10.21	6.36	8.92	7.85
Public transportation	6.50	3.56	7.43	2.11	1.92	2.25	1.08	4.58
Bicycle	0.43	0.21	0.19	1.84	0.16	0.34	0.36	0.34
Walked	3.53	1.42	2.00	5.11	2.45	1.27	1.82	2.13
Taxicab, Motorcycle, or Other	2.48	0.79	1.10	1.00	1.83	0.86	1.50	1.24
Worked at home	2.50	3.77	3.36	4.46	1.68	3.34	2.52	3.24
<b>Total %</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

As the table below demonstrates a significant percentage of the area’s residents live and work in the same county, thereby reducing their commuting time. In NJ, the average statewide commuting time is 31.5 minutes. In Cross County Connection’s service area the average commuting time is 26.3 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, 80% of Atlantic County’s resident workers work in the County compared to only 45% and 46% 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 with a smaller employment base. Burlington and Camden counties have a substantial office, retail and light industrial employment base. Thus residents of these counties work in their home county or the neighboring county as well as commute into Center City Philadelphia.

<b>CCCTMA Service Area Worker Commute Flows</b>			
<b>County of Residence</b>	<b># of resident workers</b>	<b>% of resident workers commuting</b>	<b>Mean Travel Time (minutes)</b>
<b>Total Workers Residing in Atlantic County</b>	<b>125,165</b>		24.2
Employed in Atlantic County	100,075	79.95	
Employed in another New Jersey County	20,502	16.38	
Employed outside of New Jersey	4,588	3.67	
<b>Total Workers Residing in Burlington County</b>	<b>222,712</b>		29.3
Employed in Burlington County	121,613	54.61	
Employed in another New Jersey County	68,743	30.87	
Employed outside of New Jersey	32,356	14.53	
<b>Total Workers Residing in Camden County</b>	<b>242,617</b>		28.3
Employed in Camden County	124,616	51.36	
Employed in another New Jersey County	73,275	30.20	
Employed outside of New Jersey	44,726	18.43	
<b>Total Workers Residing in Cape May County</b>	<b>41,958</b>		22.9
Employed in Cape May County	32,090	76.48	
Employed in another New Jersey County	7,540	17.97	
Employed outside of New Jersey	2,328	5.55	
<b>Total Workers Residing in Cumberland County</b>	<b>61,398</b>		23.6
Employed in Cumberland County	43,970	71.61	
Employed in another New Jersey County	15,432	25.13	
Employed outside of New Jersey	1,996	3.25	
<b>Total Workers Residing in Gloucester County</b>	<b>143,008</b>		29.9
Employed in Gloucester County	64,261	44.94	
Employed in another New Jersey County	49,139	34.36	
Employed outside of New Jersey	29,608	20.70	
<b>Total Workers Residing in Salem County</b>	<b>28,920</b>		25.6
Employed in Salem County	13,274	45.90	
Employed in another New Jersey County	10,936	37.81	
Employed outside of New Jersey	4,710	16.29	

Percents and totals do not equal 100% due to rounding

Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

## **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 seniors, disabled, lower income 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 TMA**  
**PROGRAM REPORT FY 2021**

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**Goal Area Activity: ACCESSIBILITY**

*Description:* Description: Increase traveler awareness and access to travel modes other than single occupancy vehicles. Provide assistance to commuters, residents, tourists and other travelers interested in receiving information on carpooling, vanpooling, public transit, bicycling, walking, and other non-drive alone modes of travel. Assist local governments with the adoption of Complete Streets policies, planning, implementation and promotion of shuttle services, bicycle and pedestrian facilities and other commute alternative-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, 5310 and 5311 applications to fund transit services, which improve transit opportunities for low income individuals, seniors, veterans 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 rideshare database and other tools to assist commuters with transportation needs

**Strategy: Commute Alternatives Promotion**

*Description:* Educate travelers about commute alternatives and services available for commuting and other trips. Encourage travelers to use commute alternatives through educational and awareness campaigns and by providing incentives, when available. Promote the RideEco Commuter Benefits program to commuters and employers. Campaigns to reach travelers include literature distribution to hundreds

of sites in the seven-County service area, in-person appearances at community events, a robust website, social media outreach, print advertising, online promotions, email-blasts to a large commuter database, 4,800 newsletters subscribers and a newsmagazine with a circulation of 10,000.

**Products and Outcomes:**

- ♦ Promotion of commute alternatives through face-to-face interaction with the travelling public, advertising, social media 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 transit operators and providers. Promote services to the general public and employers/employees through print and electronic media outlets.

**Products and Outcomes:**

- ♦ Provide marketing and customer support for shuttle services
- ♦ Provide technical planning services for shuttle services

**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 pedestrian amenities, and provide information on bicycling and walking to the general public, community groups, non-profits, governments and employers.

Assist counties and municipalities with implementing the recommendations of Bicycle and Pedestrian 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 and pedestrian infrastructure, programs and policies.

**Products and Outcomes:**

- ♦ Provide technical assistance to implement bicycle and pedestrian policies and infrastructure
- ♦ Assist municipalities with implementation of Bike Share programs

**Strategy:** Complete Streets Assistance and Outreach

*Description:* Assist municipalities with the adoption of Complete Streets policies and ordinances. Develop training materials and programs highlighting best practices and outreach efforts. Coordinate with NJ Department of Transportation (NJDOT), Voorhees Transportation Center (VTC), North Jersey Transportation Authority (NJTPA), Delaware Valley Regional Planning Commission (DVRPC), South Jersey Transportation Planning Organization (SJTPO) and others.

**Products and Outcomes:**

- ♦ Provide technical assistance and educational materials to municipalities to encourage the adoption of Complete Streets policies and ordinances

**Strategy:** Human Services Transportation

*Description:* Assist counties and MPOs 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. Provide technical assistance with the writing of NJ Jobs Access and Reverse Commute (NJ-JARC), Federal Transit Administration (FTA) 5310-Mobility for Seniors and Persons with Disabilities and 5311-Rural Program grant applications. Participate in Metropolitan Planning Organization (MPO)-sponsored initiatives and activities that address the needs of seniors, veterans, low income individuals and persons with disabilities.

**Products and Outcomes:**

- ♦ Provide technical assistance to support Counties and MPOs with updates to their Coordinated Human Services Transportation Plans and grant applications.
- ♦ Provide technical assistance to those applying for NJ-JARC, 5310 and 5311 grants

**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, including encouraging participation in the League of American Bicyclists' Bicycle Friendly Business Program. Promote and encourage the use the RideEco Commuter Benefit

program to employers. Nominate eligible employers to the NJ Smart Workplaces for Commuters program.

**Strategy:** League of American Bicyclists Bicycle Friendly Business Program

*Description:* Provide technical assistance and guidance to employers interested in participating in the League of American Bicyclist (LAB) Bicycle Friendly America (BFA) program. The BFA program is a certification program with four levels of designation—bronze, silver, gold and platinum. For employers, the designation may be an effective recruitment tool, improve employee morale and health and reduce transportation costs. The business community’s involvement in commuter bicycling may also encourage the public sector to provide improved bicycle infrastructure.

**Products and Outcomes:**

- ♦ Create list of employers who may be eligible to participate in the BFA program
- ♦ Provide outreach and assistance to employers with the completion of the BFA application

**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, 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

**Strategy:** Employee Assistance

*Description:* Provide technical assistance and guidance to employers to encourage them to implement commute alternatives programs at their worksites. Conduct worksite assessments to determine commuting needs of employees' at individual worksites, including the use of surveys to assess employee needs. 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. Work with employers to schedule “Try Transit” days, where employees are encouraged to use public transit, if they currently drive alone to work.

**Products and Outcomes:**

- ♦ Assist employers with development of Commute Plans
- ♦ Identify and nominate eligible employers to the NJ Smart Work Places Program
- ♦ Assist employers with scheduling and conducting "Try Transit" days

**Goal Area Activity: RELIABILITY**

*Description:* 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 and on alternate routes or travel modes to avoid such congestion.

**Strategy:** Congestion Mitigation Program

*Description:* Work with counties, MPOs and state agencies to create congestion mitigation plans along congested roadways. Work with local and state governments on strategies to minimize the impacts of long-term roadway construction projects on traffic flow, including the promotion of commute alternatives to commuters and employers in the impacted area.

**Products and Outcomes:**

- ♦ Participate in county and MPO-led corridor planning studies related to traffic congestion mitigation

**Strategy:** Utilization of Technology to Communicate with Travelers

*Description:* Utilize technology to improve the dissemination of travel information. Utilize driveless.com and other domains owned by Cross County Connection and social media to host information. Host and maintain 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. Utilize text alert programs to communicate with shuttle passengers and general public. Work with county and other transportation agencies to upload General Transit Feed Specification (GTFS) data for shuttle service open to the public that can be used in mobile mapping applications such as Google Maps.

**Products and Outcomes:**

- ♦ Development and utilization of websites and social media to

communicate with traveling public

- ♦ Utilization of text alert program to communicate with traveling public regarding roadway and transit conditions
- ♦ Development and uploading of shuttle General Transit Feed Specification (GTFS) data for use in mobile mapping applications

**Strategy:** Emergency Response/Contingency Plan

*Description:* Design and implementation of procedures to provide for the continuation of CCCTMA office activities in the event of an emergency closure from a remote location. Submit a written plan summarizing these procedures to NJTPA by the second quarter of FY 21.

**Products and Outcomes:**

- ♦ Submit written plan to NJTPA

**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 & 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 and the promotion of DVRPC's Air Quality Partnership program. Provide information supporting and encouraging the use of electric vehicles including charging station infrastructure including utilization of NJTPA Alternative Fuel Vehicle Readiness Guidebook and support NJTPA Alternative Fuel Vehicles initiatives, as well as support Electric Vehicle initiatives sponsored by DVRPC and SJTPO.

**Strategy:** Sustainable Jersey Certification Assistance

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

**Products and Outcomes:**

- ♦ Technical assistance to local governments and Green Teams to achieve Sustainable Jersey Certification

**Strategy:** Air Quality Partnership

*Description:* Encourage employers, employees and general public to participate in DVRPC's Air Quality Partnership through the dissemination Air Quality Alerts and additional materials and information related to improving air quality. Encourage employers to sign up for Air Quality Alerts and provide information to their employees. Utilize social media and other platforms, including newsletters, to educate the public on how personal transportation choices impact air quality.

**Products and Outcomes:**

- ♦ Disseminate Air Quality Alerts and promotional materials to Air Quality Partners and General Public
- ♦ Disseminate information to the public to educate and increase awareness of transportation's impact on air quality

**Strategy:** Electric Vehicle Program 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. Utilize NJTPA Alternative Fuel Vehicle Readiness Guidebook and support NJTPA Alternative Fuel Vehicles initiatives, as well as support DVRPC and SJTPO initiatives.

**Products and Outcomes:**

- ♦ Provide educational and promotional materials and information supporting the use of EV programs.

**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 address the safety of pedestrians and bicyclists. Coordinate these efforts with NJTPA, DVRPC and SJTPO and local police departments and county safety groups.

**Strategy:** Safety Awareness and Promotion

*Description:* Disseminate materials and messaging to the travelling public addressing primarily two of the 10 Safety Emphasis Areas identified in the New Jersey Highway Safety Plan. The two areas which will receive the most emphasis are Pedestrians and Bicycles and Intersections. Provide safety awareness materials to the traveling public through transportation events, employer outreach and web based outreach. Provide technical research and analysis for local governments to raise awareness of safety issues and potential measures to address them.

**Products and Outcomes:**

- ♦ Provide electronic and print materials promoting and educating the general public regarding pedestrian, bicyclists and motorists' safety
- ♦ Attend DVRPC Regional Safety Task Force (RSTF) meeting as appropriate and when available

**Strategy:** Conduct Pedestrian and Bicyclists 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. When appropriate, recommendations will include pedestrian and bicycle safety example strategies found in the New Jersey Highway Safety Plan.

**Products and Outcomes:**

- ♦ Conduct pedestrian/bicyclist audits and provide recommendations

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

*Description:* Currently 44 municipalities and one county in CCCTMA's service area have adopted a Complete Streets policy but many have not implemented their policy. CCCTMA will conduct research on effective Complete Streets implementation strategies, and provide technical assistance to advance the goals and objectives set forth in the policies and make the road network safer for all users.

**Products and Outcomes:**

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

**Goal Area Activity:** SUPPLEMENTAL STREET SMART NJ

*Description:* Conduct two or more campaigns to educate public about pedestrian safety. In partnership with local police departments, municipalities, schools and other partners, Cross County Connection will utilize NJTPA's Street Smart NJ materials to

educate motorists, pedestrians, and bicyclists about pedestrian safety issues. Materials will be distributed along roadway corridors with high incidence of pedestrian issues. Materials will be delivered to local businesses, public locations and the general public.

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

*Description:* Identify roadway corridors with high incidence of pedestrian safety issues. Contact local police departments, municipal officials and others to determine their interest in participating in campaign. Conduct public outreach including outreach directed at pedestrian traffic generating businesses via the distribution of NJTPA program materials, via print and social media.

Prepare and submit a final report summarizing each Street Smart NJ Campaign conducted.

- a. Final reports will follow the guidance provided in the “Guidelines for Preparation of NJTPA Reports and Studies” and draft reports will be provided to NJTPA for review in Microsoft Word format.
- b. Cross County Connection TMA will participate in any training or support activities organized by NJTPA.
- c. Cross County Connection TMA will complete a brief monthly Street Smart NJ activity update on prospective, planned, and active campaigns in their service area, in a format provided by NJTPA. At this time the NJTPA will also update the TMA on any NJTPA Street Smart NJ activities and outreach in their service area.

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

- ♦ Implement at least two Street Smart NJ Pedestrian Safety Campaign supported by a variety of messaging techniques along designated roadway corridor
- ♦ Development of a final report for each individual campaign summarizing activities and pre-and-post campaign observations and surveys

#### **Goal Area Activity: SUPPLEMENTAL COORDINATED HUMAN SERVICES TRANSPORTATION**

*Description:* Work with the south Jersey health care community to improve hospital patient, visitor and employee transportation services outreach. Healthcare facilities are experiencing two primary issues related to a lack of transportation: high incidence of missed medical appointments and difficulty filling lower waged positions. Continue to

assist NJTPA to update the Visualization tool and provide training for potential users of the tool.

**Strategy:** Hospital Patient and Visitor Transportation Services Outreach

*Description:* Cross County Connection will form partnerships with health care providers, including hospitals and their foundations, the NJ Department of Labor and Workforce Development's (LWD) new Industry Partnerships, transportation providers including Transportation Network Companies (TNCs), nonprofit health care organizations and others in south Jersey to address mobility issues for patients and lower income healthcare employees. Most hospital Community Health Needs Assessments (CHNA) identify the lack of transportation as a barrier to health care for many disadvantaged patients, resulting in a high rate of "no show" medical appointments. Cross County Connection will provide input into the transportation section of the major hospitals' CHNAs, when they are updated (every three years). The major hospitals will be provided with information on transportation services available to their facilities including shuttle services.

Additionally, for those hospitals that work with online platforms and TNCs, Cross County Connection will add its shuttle services to their list of transportation options.

Cross County Connection has the opportunity to make non-profit hospitals aware of the resources provided by the organization such as public transit and shuttle programs, the regional interactive transportation map and the Coordinated Human Services Transportation Plan Visualization Tool (CHSTP). Cross County Connection will provide training on how to use both the interactive transportation map and CHSTP Visualization Tool to public health officials as a means to provide awareness and understanding of the transit options available for users of their facilities. Cross County Connection can also provide additional services such as public transit inventories, transportation gap analysis and research on ride-sharing services ability to provide last-mile connections to medical facilities from public transit.

Each hospital will receive a guide to available transportation services customized for their facilities for inclusion in their CHNAs and distribution to health care providers and patient advocates.

**Products and Outcomes:**

- ◆ Form a partnership with health care facilities, transportation

providers and others to identify and address transportation issues

- ♦ Provide input into to the transportation element of CHNAs by providing a customized guide to transportation services
- ♦ Provide awareness and understanding of existing transportation services in southern New Jersey
- ♦ Written memorandum summarizing work efforts and outcomes

**Strategy:** CHSTP VISUALIZATION TOOL (Supplemental)

*Description:* Assist NJTPA in conducting up to two outreach and training sessions for the online mapping tool developed by Cross County Connection and transferred to NJTPA in FY' 19. Refine the tool as requested and needed including updates to its interface and functionality as well as periodic data updates.

**Products and Outcomes:**

- ♦ Assist NJTPA in conducting training and information sessions
- ♦ Update data and refine tool as needed

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

*Description:* Cross County Connection receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, the Pascale Sykes Foundation, DVRPC, and others. Projects funded outside of the NJTPA TMA grant will be reported on. For FY21, 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 East-West Community Shuttle in Gloucester County. This assistance is above and beyond what is funded through the NJTPA grant program.

**Products and Outcomes:**

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

## PROGRAM MANAGEMENT

### Description

Cross County Connection TMA will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## PROMOTIONS 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 2021 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 daily with website data-management software to capture visitor data and analytical assessment. General, online, external web advertising is used in conjunction with targeted mobile-device campaigns.

*Social media:* CCCTMA's Facebook page currently has 450 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. Instagram is utilized frequently for targeted advertising reach, with thousands of impressions made per ad. Many collaborative-post efforts are undertaken with partners, members and friends of CCCTMA, i.e., DVRPC, DRPA, NJDHTS, NJ Brain Injury Alliance, municipalities, green teams, etc.

*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. A typical three-four week campaign can yield hundreds of thousands of online impressions to a geo-targeted, southern NJ demographic. Re-targeting and geo-fencing technology is employed with measurable success as we reach an audience based on their specific GPS location.

*E-mail blasts:* CCCTMA will use its 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, EasyRider. Typically 16-20 pages long, full color, and direct mailed to a subscriber list as well as distributed 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, and can be targeted geographically for a more effective message reach.

**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 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 480,061		
	2. FRINGE BENEFITS	70.23% FT, 9.33% PT	\$ 319,048		
		<b>SUBTOTAL</b>	<b>\$ 799,109</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 3,600		
	2. TRAVEL		\$ 4,494		
	3. PRINTING & REPRODUCTION		\$ 37,500		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 11,450		
	6. CONFERENCE/TRAINING		\$ 2,000		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 33,500		
		<b>SUBTOTAL</b>	<b>\$ 92,544</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	43.40%	\$ 208,347		
			<b>SUBTOTAL</b>	<b>\$ 208,347</b>	100%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	<b>\$ -</b>	100%
			<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,100,000</b>	100%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 1,030,000</b>	
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 70,000</b>	

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Service Transportation.

**FUNDING SOURCES:**

**Federal Share: \$ 1,100,000                      Local Match: \$ -                      Total: \$ 1,100,000**

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
ADS	\$ 26,500.00
DOMAINS	\$ 500.00
ROOM RENTAL MEETING	\$ 1,500.00
WEBSITE MAINTENANCE & UPDATES	\$ 5,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 33,500.00</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA**

**FY 2021 WORK PROGRAM**

**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	6,640	\$ 306,482	\$ 40,912	\$ 80,423	\$ -	\$ 427,817
Core Goal Area Activities - Economic Development	2,320	\$ 116,790	\$ 14,750	\$ 30,086	\$ -	\$ 161,627
Core Goal Area Activities - Reliability	1,450	\$ 57,962	\$ 6,600	\$ 16,097	\$ -	\$ 80,659
Core Goal Area Activities - Environmental	2,320	\$ 116,824	\$ 12,150	\$ 30,095	\$ -	\$ 159,069
Core Goal Area Activities - Safety	1,990	\$ 105,688	\$ 11,250	\$ 27,333	\$ -	\$ 144,271
Program Management	715	\$ 44,669	\$ 500	\$ 11,388	\$ -	\$ 56,557
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>15,435</b>	<b>748,415</b>	<b>86,162</b>	<b>195,422</b>	<b>-</b>	<b>1,030,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	488	\$ 25,848	\$ 2,562	\$ 6,590	\$ -	\$ 35,000
Supplemental Goal Area Activities - CHSTP (optional)	427	\$ 24,846	\$ 3,820	\$ 6,334	\$ -	\$ 35,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>915</b>	<b>50,694</b>	<b>6,382</b>	<b>12,924</b>	<b>-</b>	<b>70,000</b>
<b>TOTAL</b>	<b>16,350</b>	<b>\$ 799,109</b>	<b>\$ 92,544</b>	<b>\$ 208,347</b>	<b>\$ -</b>	<b>\$ 1,100,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Ronda R. Urkowitz, Executive Director	63%	1,300
Patrick C. Farley, Program Director	63%	1,300
Joseph M. Wilson, Marketing Director	64%	1,335
Marianne E. Sperry, Office Manager	67%	1,390
Jason Simmons, Transportation Specialist	57%	1,188
Eric Derer, Associate Transportation Specialist	64%	1,325
Brooke Iacone, GIS Analyst	62%	1,296
Latifah Sunkett, SRTS Coordinator	18%	375
Michele Geiger, Marketing Outreach Specialist	58%	1,205
Nashay Craig, Graphic Artist	68%	1,405
Jill N. Vandenburg, Executive Assistant	68%	1,405
Brianna Casal, Administrative Assistant	64%	1,340
Transportation Analyst (VACANT)	60%	750
Joseph Zupko, Web Development Associate/Intern	88%	736
<b>TOTAL</b>	<b>62%</b>	<b>16,350</b>



**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

**EZ Ride  
FY2021 WORK PROGRAM**



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## 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 founding 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: \$3,000,000

(NJTPA, NJDOT, NJ TRANSIT, NJHTS)

Public Sector fee for service: \$2,500,000

(Essex & Passaic Counties, Montclair, NJDHS)

Private sector: \$2,500,000

(Hartz Mountain, BNE Real Estate Group, Russo Development, Barnes & Noble, Rose Brand, ARRI, Greystar, Vermella, American Landmark, Frederick Goldman, H-Mart, NJPN, NJHI)

Total: **\$8,000,000**

### 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	61	33	94
Eatontown	12	20	32
<b>Total:</b>	<b>73</b>	<b>53</b>	<b>126</b>

### 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**

County	Total Population	Senior Population 65+	Number of people With Disabilities (18-64)	Number of people carpooling	Number of people driving alone	Number of people using transit	Number of people who work from home	Number of people who walk/other
<b>Bergen</b>	948,406	159,332	585,414	33,776	318,815	78,193	22,676	22,452
<b>Hudson</b>	691,643	80,231	468,769	25,604	128,780	162,608	10,284	36,435
<b>Essex</b>	808,285	107,502	501,650	26,852	231,025	82,492	15,991	22,017
<b>Union</b>	563,892	79,509	351,249	22,496	197,676	30,055	9,122	19,495
<b>Monmouth</b>	626,351	106,480	384,819	23,297	237,211	25,349	18,546	12,567
<b>Passaic</b>	512,607	72,790	315,761	29,861	173,288	17,711	8,510	12,810
<b>TOTAL :</b>	<b>4,151,184</b>	<b>605,844</b>	<b>2,607,662</b>	<b>161,886</b>	<b>1,286,795</b>	<b>396,408</b>	<b>85,129</b>	<b>125,776</b>

(Source: US Census data 2017)

- **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-model transportation system that includes major transit hubs like Secaucus Junction, Newark Penn Station, Newark Liberty International Airport, Teterboro Airport and Elizabeth/ Newark Seaport. Routes 3 & 17 which connect to the

Lincoln Tunnel with the most successful express bus lane in the country are traversed by more than 500 buses during peak hours. The New Jersey Turnpike and the Garden State Parkway are the two major highway corridors in the region. To the west is Route 4 the major highway that links to the George Washington Bridge. The region can be easily accessed by land, sea or air.

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

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

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

The much anticipated entertainment and retail complex, *American Dream Meadowlands* is scheduled to open on October 25, 2019 with more than two million square feet of retail space with more than 450 retailers like Saks Faith Avenue and Lord & Taylor, multiple indoor theme parks and an 800-room hotel anchoring the development.

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

## **Goals and Objectives**

In actively advancing its mission, 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 New Jersey Jobs Access Reverse Commute (NJ-JARC).

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; advocating the use of non-fossil fueled vehicles and advancing Congestion Mitigation and Air Quality (CMAQ) programs.

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.

**EZ RIDE**  
**PROGRAM REPORT FY 2021**

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**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 carpool/vanpool information and matching as a service provided to individuals as part of trip planning.

**Strategy:** Human Services Transportation Efforts

*Description:* EZ Ride’s goal is to eliminate the transportation barrier for the low income workers, seniors, people with disabilities and commuters requesting transportation for work and non-work related trips. This will include expansion of existing transportation services and working with Bergen, Essex, Monmouth, Passaic, Union counties 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 by launching programs like Ryde4Life and shuttle services to 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.

**Strategy:** Support of the implementation of Complete Streets initiative.

*Description:* EZ Ride will participate in stakeholders meetings sponsored by the NJTPA, NJDOT or another agency. We will assist with the adaption of the complete streets policy by participating in demonstration projects and supporting activities such as road safety, walking or bicycle audits. EZ Ride will educate municipal stakeholders about complete streets and assist them with the adoption of the policy by participating in road safety, walking or bicycling audits. Additionally, we will assist with the preparation of grant applications and/or demonstration projects.

**Products and Outcomes:**

- ♦ Participation in meetings and events supporting Complete Streets initiatives

- ♦ Number of Municipalities assisted

**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 carpools, vanpools and shuttle services. We will encourage relocating employers to join existing services, if feasible, or assist in creating new ones.

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. EZ Ride will participate in the Together North Jersey Competitive Task Force as requested by the NJTPA.

**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 (MRC). The local chambers of commerce are the primary point of contract 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, growing popularity of 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:**

- ♦ Promotion of NJ Smart Workplaces Program by hosting transportation events at corporate locations and encouraging businesses to support TDM initiatives such as reserved parking for carpools and/or vanpools, funding shuttle services, promoting flexible work hours, etc.

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

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

**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 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 by providing information of available subsidies 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 and coordinate with state and local officials.
- ♦ Perform outreach to employers to encourage workplace behavior that may relieve peak hour congestion, such as flex time and telework and coordinate with NJDOT, PANYNJ, TransCom, NJ TRANSIT, or other agencies to share information and implement congestion mitigation strategies.

**Goal Area Activity: ENVIRONMENTAL**

*Description:* 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. EZ Ride will disseminate the NJTPA AFV Readiness Guidebook and support NJTPA in other AFV outreach, as requested.

**Strategy:** Improvement of air quality programs

*Description:* EZ Ride will participate in disseminating information at outreach events 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.

EZ Ride will assist municipalities to achieve Sustainable Jersey Certification by encouraging them to participate in program that supports community efforts to reduce waste, cut greenhouse gas emissions, and improve environmental equity.

**Products and Outcomes:**

- ♦ EZ Ride will conduct events to disseminate anti-idling information and assist municipalities achieve Sustainable Jersey Certification.

**Strategy:** Participation in the adoption of Alternative Fuel Vehicles (AFV)

*Description:* EZ Ride will participate in the activities that encourage the adoption of alternative fuel vehicles, charging stations and related infrastructure. We will participate in activities including ride and drive events, distribute AFV materials, participate in presentations and support activities sponsored by the NJTPA or other community stakeholders.

**Products and Outcomes:**

- ♦ Participation in events to promote AFV

**Goal Area Activity: SAFETY**

*Description:* EZ Ride will promote and enhance travel safety throughout its service area for all modes based on strategies contained in New Jersey's Strategic Highway Safety Plan (SHSP). 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” and participate in activities supporting Vision Zero initiative.

**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 promoting a culture of safety. Presentations will focus on safe driving behavior and discouraging risky behaviors. EZ Ride will participate in educational campaigns in coordination with local communities, colleges, universities and senior centers.

**Products and Outcomes:**

- ♦ Conduct Information sessions and/or events about safety programs for students and seniors that focus on improving driving skills with emphasis on defensive driving

**Goal Area Activity:** SUPPLEMENTAL STREET SMART NJ

*Description:* EZ Ride works with more than 200 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. We intend to conduct two Street Smart campaigns and also participate in other campaigns in partnership with NJTPA. 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 and assist with Street Smart NJ Campaigns

**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 partner’s 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.

**Strategy:** Outreach to 55+ communities

*Description:* EZ Ride will conduct coordination meetings at 55+ facilities and provide information about available transportation options for older adults. We will reach out to communities that provide, coordinate or fund healthcare services, social service agencies like the Area Agencies on Aging and county para transit providers who serve the 55+ communities. EZ Ride staff will conduct coordination meetings at these facilities and provide information about all available transportation options for older adults such as NJ TRANSIT bus/train options, county Para-Transit service, township senior bus as well as the Ryde4Life Program. The information provided is not limited to the Ryde4Life program.

**Products and Outcomes:**

- ♦ The number of communities reached and the number of individuals participating in the events.
- ♦ Copy of summary memorandum describing the outreach
  
- ♦ List of outreach events

**Strategy:** Expansion of Ryde4Life Program

*Description:* The escalating demand for transportation from older adults resulted in EZ Ride partnering with Lyft to launch a new program: Ryde4Life. The program was launched in April 2017 and serves more than 1,000 members and provides about 1,500 rides per month. The program attempt is 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 Lyft or Uber. The system can add any other transportation provider who can provide their service information online. Rides are provided in real time and no advance reservation is required. The statewide transportation program currently offers rides to individuals age 18 and over on all working days from 8 a.m. to 8 p.m. and weekends and holidays from 8 a.m. to 5 p.m.

NJTPA funding will partially cover the administrative costs of the program that cannot be recovered from the administrative fees charge.

**Products and Outcomes:**

- ♦ An affordable and scalable state wide transportation program with providers like Lyft and Uber

**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

## PROGRAM MANAGEMENT

### Description

EZ Ride will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### 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 will be used as a delivery system for shuttles related information regarding traffic congestion and incidents. The Facebook platform 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.
- Annual Report: EZ Ride's Annual Report will provide a succinct summary of all the activities undertaken by the organization over the year. It will be distributed to all our funding agencies as well as at our Annual Recognition Luncheon to increase awareness about our programs and services.
- Email Newsletter: EZ Ride's Email Newsletter will be targeted to our riders who use

our transportation services. It is a low-cost option to keep our growing number of riders informed about our programs.

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM  
MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 635,869		
	2. FRINGE BENEFITS 42.35% FT	\$ 269,290		
	<b>SUBTOTAL</b>	<b>\$ 905,159</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 3,298		
	3. PRINTING & REPRODUCTION	\$ 10,000		
	4. TELEPHONE	\$ 1,500		
	5. POSTAGE	\$ 2,593		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 13,700		
	<b>SUBTOTAL</b>	<b>\$ 31,091</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 70.73%	\$ 449,750		
	<b>SUBTOTAL</b>	<b>\$ 449,750</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,386,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 1,310,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 76,000</b>		

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$</b>	<b>1,386,000</b>	<b>Local Match:</b>	<b>\$</b>	<b>-</b>	<b>Total:</b>	<b>\$</b>	<b>1,386,000</b>
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**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE**  
**FY 2021 WORK PROGRAM**  
**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 200.00
Internet Marketing - Constant Contact	\$ 1,500.00
NRBP Annual Transportation Conference	\$ 3,250.00
NRBP Transportation Symposium	\$ 2,750.00
MRCC Business Directory & Magazine	\$ 6,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 13,700.00</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE**  
**FY 2021 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	14,195	\$ 495,579	\$ 14,293	\$ 246,240	\$ -	\$ 756,112
Core Goal Area Activities - Economic Development	2,660	\$ 167,811	\$ 13,700	\$ 83,381	\$ -	\$ 264,892
Core Goal Area Activities - Reliability	700	\$ 62,379	\$ 200	\$ 30,995	\$ -	\$ 93,574
Core Goal Area Activities - Environmental	400	\$ 21,130	\$ 200	\$ 10,499	\$ -	\$ 31,829
Core Goal Area Activities - Safety	400	\$ 22,710	\$ 100	\$ 11,284	\$ -	\$ 34,094
Core - Program Management	2,540	\$ 86,512	\$ -	\$ 42,986	\$ -	\$ 129,498
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>20,895</b>	<b>856,122</b>	<b>28,493</b>	<b>425,385</b>	<b>-</b>	<b>1,310,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	615	\$ 23,233	\$ 2,223	\$ 11,544	\$ -	\$ 37,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	989	\$ 25,804	\$ 375	\$ 12,821	\$ -	\$ 39,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,604</b>	<b>49,037</b>	<b>2,598</b>	<b>24,365</b>	<b>-</b>	<b>76,000</b>
<b>TOTAL</b>	<b>22,499</b>	<b>\$ 905,159</b>	<b>\$ 31,091</b>	<b>\$ 449,750</b>	<b>\$ -</b>	<b>\$ 1,386,000</b>

**TMA Work Program Assigned Staff**

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Krishna Murthy, President & CEO	65%	1,362
Avnish Gupta, COO	65%	1,362
Carole Swanstrom, Manager - Accounts Payable	57%	1,180
Nicole Neri, Manager - Accounts Receivable	67%	1,400
Veronica Almonte, Accounting Coordinator	38%	800
Jose Garzon - Accounting Coordinator	48%	1,000
Prerana Mehta, Accounting Coordinator	48%	1,000
Kinga Skora, Regional Manager - Bergen/Hudson County	68%	1,420
Barbara A. Friedman - Assistant Manager - Monmouth County	68%	1,420
Lisa Lee - Manager, Bike/Ped Programs	20%	425
Latoya Howard - Asst. Coord. - Bike/Ped Programs	9%	190
Michael Jensen, Tpt. Coordinator - Bergen County	5%	100
Constance Shelley, Tpt. Coordinator	74%	1,545
Erinel Pagan, Supervisor Shuttle Operations	5%	110
Carla Gonzalez-Rios - HR Assistant	18%	380
Elizabeth Garcia - HR Assistant	18%	380
Michael Hazlett - Transportation Coordinator - Monmouth County	58%	1,200
TBD - Tpt. Associate - Customer Service	96%	1,200
Ismelda Medrano - Tpt. Associate - Customer Service	98%	1,225
Frank Menken, Tpt. Associate - Monmouth County	96%	1,200
Catalina Velasquez - Tpt. Associate - Monmouth County	96%	1,200
Janine Ashmont - Tpt. Associate - Monmouth County	96%	1,200
Sandra Dansky - Tpt. Associate - Monmouth County	96%	1,200
<b>TOTAL</b>	<b>57%</b>	<b>22,499</b>

**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

goHunterdon  
FY 2021 WORK PROGRAM



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## TMA WORK PROGRAM OVERVIEW

### **Organizational Summary**

**Official Business Entity Name:** “Hunterdon Area Rural Transit, Inc.” doing business as (dba) goHunterdon.

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

**Incorporation Status:** Hunterdon Area Rural Transit, Inc. is recognized as a 501c3 nonprofit corporation by the Internal Revenue Service. The organization is governed by an independent Board of Directors and Advisory Board.

**Federal Identification Number:** 22-3330663

**Mission:** goHunterdon is dedicated to promoting sustainable transportation\* in Hunterdon County, NJ by working with commuters, employers, schools 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.*)

Hunterdon Area Rural Transit, Inc. (goHunterdon) 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:** goHunterdon 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).

goHunterdon solicits funds from private funding sources, including grants from foundations and philanthropic organizations for program specific support. Sponsorship is accepted in support of specific events/activities including “Hunterdon County Junior Solar Sprints” and the organization’s Annual Meeting & Awards Breakfast.

The organization does not accept membership. The organization does not charge any fees for service. All programs and services are offered free of charge.

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

**Staff Summary:** The organization employs a total of ten (10) employees; five (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 has a population of Census-estimated population of 128, 866 (2017).

Hunterdon County's population is predominantly Caucasian/White (90%); 6.9% Hispanic Origin; 3.1% Black; 4.1% Asian. (ERSI, US Census)

There are 26 municipalities and 31 school districts.

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

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

Hunterdon County's population trends older, with residents ages 45-54 comprising 17.9% of the population, followed by residents ages 55-64 making up 16.8% of the population and 16.5% of the population 65 years old or more.

Hunterdon County has historically been a wealthy county, with a median household income of approximately \$110, 531. However, income is unevenly distributed throughout the county. Flemington, the county seat, for example, has a median household income of \$58,000, a little higher than half of the median income countywide.

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.

Hunterdon County's has a low unemployment rate at 3.3% (2018) The Hunterdon workforce is generally very well educated (Bachelor's degree or higher). Job generation is projected to be limited to the healthcare industry, as well as service and retail jobs (*US Census, NJLWD, 4ward 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 Exxon Mobil Research & Engineering and Hunterdon Healthcare. Hunterdon Healthcare, with approximately 2,300 employees at 36 locations throughout the county, is the largest single employer. goHunterdon has ongoing relationships with approximately 40 Hunterdon worksites, including the following private sector employers:

3M Flemington  
AM Best  
Company Atlantic  
Spring  
Chubb Commercial  
Insurance Chubb Personal  
Insurance Custom Alloy  
Corporation Energy  
Kinetics, Inc.  
ExxonMobil Research &  
Engineering Hunterdon Healthcare  
Ingersoll Rand  
Magna-Power Electronics, Inc.  
New York Life Insurance  
Company Readington Farms, Inc.  
ShopRite of Hunterdon

## **Transportation Infrastructure**

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

## **Public Transportation**

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

### **TMA Goals and Objectives**

goHunterdon'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.

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

Specifically, the organization will:

- Promote efficient transportation through the use of public transportation, carpools, vanpools, bicycling, walking and alternative work hour arrangements.
- 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.
- Identify and address transportation service gaps, especially among transportation dependent populations.
- 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 economic development efforts and Together North Jersey's Competitive and Livable Task Force initiatives.
- Increase dependable and predictable transportation service through congestion mitigation strategies, provision of traffic alerts and emergency management information. Ensure continued operation of 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, including education of mature drivers and promotion of the Street Smart NJ Pedestrian Safety campaign as developed by NJTPA.

**GOHUNTERDON**  
**PROGRAM REPORT FY 2021**

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**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:** Increase access to transportation options, Trip planning assistance, facilitation of rideshare matching

*Description:* Distribute travel information materials to residents, commuters, tourists, and other travelers through a variety of direct and online outlets including printed materials, the goHunterdon 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.

Maintain Information Outreach Partner Network (info racks/kiosks) to facilitate the distribution of schedules and other accessible transportation service information. Maintenance of content on goHunterdon website.

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 to reduce transportation as a barrier to employment, including offering direct assistance through travel training and “commute consultation” to individuals and organizations.

Facilitate the use of travel options such as Lyft, local taxis and other services as may be identified to address human services transportation needs within Hunterdon County, NJ.

Facilitate ridematching for travelers who desire to travel via carpool, vanpool. Promote the availability of njrideshare.com and provide rideshare matching assistance to commuters traveling to and within Hunterdon County, NJ. Support enhancements and maintenance of the statewide ridematching system.

Maintain relationships and strengthen interagency cooperation with state, regional, county and municipal social service agencies, non-profits, and other organizations

servicing “targeted populations” to identify and stay informed of transportation needs.

**Products and Outcomes:**

- ♦ Track outreach and assistance provided to commuters, individuals, and organizations; track distribution of transportation information.

**Strategy:** Participate as a stakeholder and support County and Regional Coordinated Human Services transportation planning processes and Plan implementation efforts

*Description:* Serve as the United We Ride “County Lead” for Hunterdon and facilitate human services transportation for both county and regional plan implementation. Facilitate discussions of transportation coordination and Plan implementation, including identification of opportunities to increase service options for intra- inter- county travel.

**Products and Outcomes:**

- ♦ Participate as a stakeholder and provide technical assistance to Hunterdon County and NJTPA for Coordinated Human Services Transportation Plan (CHSTP) implementation

**Strategy:** Complete Streets Promotion; Advancement of bicycle and pedestrian facilities

*Description:* Support and assist in municipal efforts to improve the pedestrian/bicycling environment. Promote and facilitate bicycle and pedestrian programs and events in Hunterdon County, as well as providing assistance to municipalities, schools and other interested entities to create 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 support for adoption/implementation of Complete Streets policies.

Promote and facilitate bicycling and walking as transportation modes; 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 efforts, special events, and presentations.

## **Products and Outcomes:**

- ♦ Provide technical assistance to Hunterdon municipalities and schools
- ♦ Promote bicycling through information sharing on bicycling opportunities, public awareness efforts, safety education, events, and/or presentations

## **Goal Area Activity: ECONOMIC DEVELOPMENT**

*Description:* Serve as the primary contact for Employer TDM services in Hunterdon County, NJ, be a resource and facilitator for employers to encourage, educate, and assist in the implementation of Travel Demand Management (TDM) services at employer sites, transportation facilities, recreation facilities and other venues within Hunterdon County, NJ. Assist current and relocating employers to address commute issues that may impact employee attraction and retention. Facilitate 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:** Worksite TDM- Assessment, Assistance, and Recognition

*Description:* Assist and educate employers on opportunities to promote TDM at the worksite, including distribution of information on commute alternatives and other TDM strategies to employer worksites for distribution to employees. Conduct worksite assessments, develop, promote, and implement worksite-based TDM programs (carpool/vanpool programs, employee orientations, bike/walk promotions, telecommute, compressed work week, and flextime programs. Provide commute information for distribution to employees, including information for applicants/new hires, placement of information kiosks/tabletop racks at the worksite, provision of online content for employer intranet, onsite events and presentations.

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 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. Act as a liaison between employers and NJTPA. Publicly recognize Hunterdon County employers with outstanding worksite TDM achievements and support a statewide employer recognition program (NJ Smart Workplaces).

**Products and Outcomes:**

- ♦ Provide commute information (via kiosks, tabletop racks, online content for employer intranet), conduct onsite events/presentations to Hunterdon employers. Maintain records of worksite TDM activity. Publicly recognize Hunterdon employers for specific TDM achievement and support a statewide employer recognition program (NJ Smart Workplaces)

**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 implementation of strategies from the Hunterdon County Economic Development Strategy, NJTPA's Regional Comprehensive Economic Development Strategy, Together North Jersey Competitive Task Force, and Greater Raritan Workforce Development Board (WDB) Local Area Plan.

Serve as a stakeholder and a named project manager on the implementation of Hunterdon County Economic Development initiatives and serve as the primary local resource on transportation issues as related to economic development efforts.

Facilitate public outreach, and provide assistance to advance the recommendations of the County and Regional CEDS efforts, Together North Jersey Plan, and WDB. Coordinate with the Together North Jersey Competitive Task Force, as requested.

Work efforts may include, but are not limited to, serving on advisory committees, providing input on or reports of available transportation, conducting surveys, or facilitating interaction between employers and the NJTPA.

**Products and Outcomes:**

- ♦ Serve as a stakeholder and a named project manager on the implementation of Hunterdon County Economic Development strategies; serve as the primary local resource on transportation issues. Participate in strategic planning and implementation of the NJTPA Regional CEDS, Together North Jersey Plan (Competitive Task Force), and Greater Raritan Workforce Development Board (WDB) Local Area Plan

**Goal Area Activity: RELIABILITY**

*Description:* 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 on traffic/road conditions to commuters, employers, employees and other interested parties through a free weekday morning and afternoon Traffic Alerts via email, Twitter, website and Facebook postings. Provide information on travel options to mitigate impacts of construction, maintenance, special events, or public safety incident. Conduct an annual “subscriber” survey to evaluate impact of alerts on travel behavior.

**Products and Outcomes:**

- ◆ Provision of weekday 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 with local emergency management officials and transportation partners (NJDOT, PANYNJ, TransCom, NJ TRANSIT, DRJTBC) to ensure effective communication between partners and to the public in emergency scenarios that would impact travel, including but not limited to weather related impacts, power outages, transit service disruptions, or long term road closures. Serve as a primary source of information to employers and the public on travel alternatives (carpool/vanpool, detours, telework, flextime) through the provision of traffic/emergency alerts, updating of webpage, and use of social media. Provide assistance to employers who wish to integrate telework, flextime, compressed workweek, ridesharing into their business continuity plans.

Maintain, refine, test, and update, as necessary, an “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. Assist in the implementation of TDM strategies are impacted by and emergency.

**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, update and implement a TMA Emergency

Contingency Plan that includes strategies for continued operation of critical TMA activities, as well as communication with stakeholders and the public in the event of local or regional emergency events.

**Goal Area Activity: ENVIRONMENTAL**

*Description:* Undertake activities that contribute to the reduction of air pollution as well as contribute to reducing pollution generally that is created by transportation activity; support and encourage local and regional efforts to promote the use of Alternative Fuel Vehicles and related infrastructure; conduct environmental education and awareness programming; support and facilitate municipal and school participation in Sustainable Jersey program.

**Strategy:** Encourage the adoption and use of Alternative Fuel Vehicles and Related Infrastructure

*Description:* Participate in activities that encourage the adoption of alternative fuel vehicles and related infrastructure including promotion of the availability of NJTPA's Alternative Fuel Readiness Guidebook (2017), dissemination of AFV materials, presentations to municipal and community partners, and participation and support for activities sponsored by the NJTPA and other agencies.

**Products and Outcomes:**

- Conduct outreach and presentations to raise public awareness of Alternative Fuel Vehicles (AFV) and related infrastructure, provide technical assistance to municipalities, schools or private sector partners interested in AFV adoption/infrastructure, maintain information on goHunterdon website on available EV charging stations within Hunterdon County, participate in NJTPA and other agency activities in support of AFV promotion within Hunterdon County and the region.

**Strategy:** Sustainable Jersey Technical Assistance

*Description:* Provide assistance/encouragement to municipalities and schools pursuing certification through the Sustainable Jersey Program to pursue actions that reduce greenhouse gas emissions, improve environmental equity, support the adoption of complete streets policies, encourage anti-idling campaigns, support for bicycling and walking, health and wellness initiatives, and land use and transportation programs and policies.

Assistance will include but may not be limited to participation in meetings, identification of actions, assistance with documentation of efforts, review of

applications, and facilitating networking of Hunterdon green teams through a “Hunterdon Hub”, as encouraged by Sustainable Jersey.

**Products and Outcomes:**

- ♦ Provide technical support and facilitation services; documentation of assistance, public recognition of municipalities and schools for certification and implementation efforts

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

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

Conduct public outreach and awareness campaigns on air quality, anti-idling, alternative fuel vehicles and emission reduction through transportation choice and behavior in coordination with local stakeholders (municipalities, schools, private sector businesses)

Provide comprehensive classroom based educational programming for local K-12 schools on air quality, anti-idling, alternative fuel vehicles, and emission reduction through transportation choice and behavior. Encourage awareness campaigns to advance these topics.

Facilitate a comprehensive Hunterdon County Junior Solar Sprints Program, a competition based environmental education program in which students in grades 6-8 design, build and race solar powered model cars to promote awareness of alternative fuels/energy. Educational lessons meet NJ Core Curriculum Standards and are STEAM aligned (Science, Technology, Engineering, Arts, and Mathematics). The Hunterdon County Junior Solar Sprints Program is also supported by funding provided through private sponsorship.

**Products and Outcomes:**

- ♦ Conduct environmental education programs, including facilitation of a Junior Solar Sprints Program, and public awareness efforts to raise awareness of the impacts of transportation choice on the environment and alternative fuel vehicles.

## **Goal Area Activity: SAFETY**

*Description:* Promote a culture of safety to commuters, travelers, employers, municipalities, schools and other audiences as may be identified and appropriate and support New Jersey's participation in the Toward Zero Deaths initiative.

**Strategy:** Assist with Implementation of Strategic Highway Safety Plan, as well as county and regional plans through Public Outreach and Education

*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 support the New Jersey's Strategic Highway Safety Plan (SHSP) emphasis areas including: Lane Departure, Drowsy and Distracted Driving Aggressive Driving, Intersections, Pedestrians and Bicyclists, Impaired Driving, Mature Drivers, Unbelted Vehicle Occupants, Teen Drivers, and Motorcycles. Participate as a partner with transportation operating agencies, safety and planning agencies, community and private stakeholders and the public to successfully implement these activities, including providing input into the development of local safety plans and supporting implementation as requested.

### **Products and Outcomes:**

- ♦ Promotion and provision of information and messaging to improve driving, pedestrian, bicycle, passenger and vehicle operation safety; participation in statewide, regional or county safety plan development, updating or implementation.

**Strategy:** Provide education and assistance to mature drivers, seniors with limited mobility, and travelers with disabilities

*Description:* Provide education and assistance to mature drivers, seniors with limited mobility and travelers with disabilities through a Community and Senior Mobility Program to ensure that these populations can travel safely and independently. Assistance may include individual and small group assistance and presentations to identify safer and appropriate means of travel, guidance on how to use these services, and may include accompanying an individual on a ride on transit, mapping an appropriate walking route and sharing safety information to ensure maximum safety during a trip.

Assistance include provision of Car Fit sessions, an educational program created by the American Society on Aging and developed in collaboration with AAA, AARP and the American Occupational Therapy Association to promote continued safe driving and mobility among older drivers by focusing attention on safety and comfort behind the wheel. goHunterdon staff has received formal CarFit training

and certification.

**Products and Outcomes:**

- ◆ Provision of education and assistance to mature drivers, seniors with limited mobility and travelers with disabilities.

**Goal Area Activity: SUPPLEMENTAL STREET SMART NJ**

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

**Strategy:** Facilitate Street Smart NJ Pedestrian Safety Education Campaigns in two Hunterdon County communities and support NJTPA’s statewide Street Smart NJ pedestrian safety efforts.

*Description:* Work with local stakeholders (municipal officials, law enforcement, business community, residents, schools) to conduct Street Smart NJ pedestrian safety campaigns, using NJTPA approved messaging and materials and following the NJTPA’s “How to Implement a Street Smart Campaign” guidance. Coordinate and support NJTPA efforts to enhance or expand statewide awareness and effectiveness.

Final reports will follow the guidance provided in the “Guidelines for Preparation of NJTPA Reports and Studies” and draft reports will be provided to NJTPA for review in Microsoft Word format.

goHunterdon will participate in any training or support activities organized by NJTPA.

goHunterdon will complete a brief monthly Street Smart NJ activity update on prospective, planned, and active campaigns in their service area, in a format provided by NJTPA. At this time the NJTPA will also update the TMA on any NJTPA Street Smart NJ activities and outreach in their service area.

Demonstrated Need

Crash data from the Numetric database for the three year period, 2016-2018, indicates a total of 39 reported pedestrian crashes within Hunterdon County. The City of Lambertville had the highest number of incidents with nine (9) crashes, followed by Flemington Borough (6 crashes) and Raritan Township (4 crashes).

Four

(4) fatalities were reported during the 2016-2018 reporting period: Raritan Township (2), Tewksbury Township (1), Union Township (1), and West Amwell Township (1). Thirty (30) of the 39 collisions occurred on either a Municipal or State Road. Thirty six percent (36%) of the pedestrian/vehicle collisions involved a distracted driver. Forty eight percent (48%) of the pedestrian/vehicle crashes

occurred on a road posted between 20-30 mph. Both of these data points indicate that the Street Smart NJ messaging related to distracted driving and obeying speed limits would be beneficial toward reducing pedestrian crashes within Hunterdon County, NJ.

#### Past Performance

goHunterdon has successfully facilitated and completed nine (9) Street Smart NJ campaigns in Hunterdon County, NJ:

1. Frenchtown (2015)
2. Flemington (2016)
3. Flemington (2017)
4. Town of Clinton (2016)
5. Lambertville (2017)
6. High Bridge (2017)
7. Califon (2018)
8. Flemington (2019)
9. Lambertville (2019)

Each of the campaigns included pre-campaign data collection (community impact surveys, observation), education, awareness and enforcement, and post campaign data collection (community impact surveys). Evaluation reports were submitted for each campaign following the guidelines of NJTPA's "How to Implement a Street Smart Campaign".

Each campaign included successful facilitation and collaboration with local stakeholders including the municipal governing body, police department, business community, schools, and non-profits.

#### Existence of Partnerships

goHunterdon has long standing relationships with all Hunterdon municipal clerks, Mayors, local and State Police, and schools as a result of the organization's work in support of Safe Routes to School, Sustainable Jersey, Environmental Education, and other current programs. goHunterdon regularly receives inquiries from municipalities and schools to assist with pedestrian or bicycle safety concerns as is now identified as a primary local resource on these issues.

The City of Lambertville, Borough of Flemington, Borough of Frenchtown, Town of Clinton, and Raritan Township have all expressed interest in conducting campaigns in 2020 and 2021.

## **Products and Outcomes:**

- ♦ Facilitate and promote two (2) Street Smart NJ campaigns in Hunterdon County, NJ, following the guidelines described in the guide, “How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community”. Work with law enforcement and other stakeholders to coordinate campaigns. Develop final reports detailing the campaigns and findings. Public recognition of municipalities for successful completion campaigns.

## **Goal Area Activity: SUPPLEMENTAL COORDINATED HUMAN SERVICES TRANSPORTATION**

*Description:* Address the needs and strategies of Go Farther, the regional CHSTP, or other county and metropolitan planning association Coordinated Human Services Transportation Plans with a particular emphasis on increasing the number of transportation options available to human service populations in Hunterdon County, NJ.

**Strategy:** Hospital Patient and Visitor Transportation Services Outreach

*Description:* Support and facilitate ongoing discussions with Hunterdon Healthcare administration to expand service options for non-emergency medical transportation within Hunterdon County.

Build upon the existing successful Lyft service at Hunterdon Medical Center, facilitated by goHunterdon in 2018, to expand to other Hunterdon Healthcare facilities. Identify additional service options and funding sources, as appropriate. Track data on rides provided, average cost per ride, average distance, and origins/destinations of rides to inform future expansion of services.

Participate as a resource in the updating of the Hunterdon County Community Health Needs Assessment, which has identified transportation as a barrier to medical care for targeted populations including low income, veterans, seniors and persons with a disability. Identify opportunities for new services, including funding sources.

### **Demonstrated Need**

Hunterdon County’s rural nature, lack of public transportation, limited county para-transit service, dispersed population, and demographics make transportation a challenge and a need. Lack of available transportation has been regularly identified in resident surveys, the Hunterdon County Coordinated Human Services Transportation Plan (CHSTP), the Hunterdon County Community Health Needs Assessment, and Hunterdon Community Health Improvement Plan, and Hunterdon

County Human Services Transportation Plan. Greater Raritan Workforce Development Board Strategic Plan, and other local surveys and plans. The need to address transportation barriers is identified in Go Farther, the regional CHSTP, notably in the “Enhancing Communication”, Enhancing and Expanding Services”, and “Promoting Mobility on Demand” recommendations.

Data from the current Lyft initiative illustrates the need in “real time”. Since its introduction in March 2018, requests for Lyft rides to and from Hunterdon Medical Center have steadily increased. Data available through Hunterdon Medical Center has been able to identify the specific days, times, and origins/destination communities where Lyft rides were used. In all cases, the Lyft rides were taken outside of the operation hours of the Hunterdon County LINK Transportation System or provided rides to municipalities where LINK service is particularly limited.

The current need for non-emergency medical transportation will only be exacerbated in the coming years in Hunterdon County. Census data currently shows that while Hunterdon’s overall population is declining (down approximately 20% from 2010 to 2017), the senior population has been steadily increasing from 2005, when 16% of the population was 60 year or older to 2017, with 24% of the population in that same cohort.

All indications are that this trend of increasing senior population will continue. Hunterdon seniors regularly report that they plan to/wish to “age in place”.

#### Existence of partnerships

goHunterdon enjoys strong existing partnerships with the following:

- Hunterdon Healthcare
- Hunterdon County Partnership for Health (including all partners)
- Hunterdon County Department of Human Services
- Hunterdon County Division of Senior, Disabilities and Veterans' Services
- Lyft
- Horizon Foundation

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

- ♦ Facilitate discussions with Hunterdon Healthcare to identify, fund, and expand transportation options for non-emergency transportation; track usage of transportation services, participate in ongoing discussions of emerging needs as a member of the Hunterdon County Partnership for Health and participation in the updating of the County Community Health Needs Assessment;

identification of new services and funding to support additional non-emergency medical transportation in Hunterdon County.

- ♦ Memorandum of findings; recommendations/next steps

**Strategy:** County Service Planning

*Description:* Provide assistance to Hunterdon County regarding effective and efficient provision of human services transportation, including, but not limited to, Hunterdon County LINK Transportation System operations, levels of service, ride times, cost effectiveness, and overall rider experience. Support public outreach and information distribution.

Identify additional providers and facilitate the introduction of new transportation options as a complement the Hunterdon County LINK Transportation System to expand transportation options for human services populations. Facilitate discussions between stakeholders, including older adults, persons with a disability, low income individuals, veterans, and their advocates, county, municipal, regional and state entities, transportation network companies, taxis, and other ridesharing services.

Monitor services and obtain feedback on effectiveness of services to meet customer needs. Ongoing identification of needs and opportunities; documentation of best practices.

**Demonstrated Need**

Hunterdon County’s rural nature, lack of public transportation, limited county para-transit service, dispersed population and demographics make transportation a challenge and a need.

Lack of available transportation has been regularly identified in resident surveys, the Hunterdon County Coordinated Human Services Transportation Plan (CHSTP), the Hunterdon County Community Health Needs Assessment, and Hunterdon Community Health Improvement Plan, Hunterdon County Human Services Transportation Plan, Greater Raritan Workforce Development Board Strategic Plan, and other local surveys and plans. The need to address transportation barriers is identified in Go Farther, the regional CHSTP, notably in the “Enhancing Communication”, Enhancing and Expanding Services”, and “Promoting Mobility on Demand” recommendations.

The current need for human services transportation will only be exacerbated in the coming years in Hunterdon County. Census data currently shows that while Hunterdon’s overall population is declining (down approximately 20% from 2010

to 2017), the senior population has been steadily increasing from 2005, when 16% of the population was 60 year or older to 2017, with 24% of the population in that same cohort.

All indications are that this trend of increasing senior population will continue. Hunterdon seniors regularly report that they plan to/wish to “age in place”.

#### Existence of partnerships

goHunterdon has strong existing partnerships and serves in several roles relative to human service transportation, including:

- 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- Advisory Council to the Hunterdon County Division of Senior, Disabilities and Veterans' Services
- Member- Hunterdon County Partnership for Health and “Access” subcommittee
- Coordination with Hunterdon Helpline, United Way of Hunterdon County
- Member - NJ Council on Special Transportation (NJCOST)
- Member - NJ Council on Access & Mobility (NJCAM)
- Member - Senior Health Coalition

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

- ♦ Explore opportunities to engage TNCs, taxis or other private providers to complement LINK service and increase transportation options. Support LINK to improve customer experience. Ensure coordination of all transportations to maximize resources. Ongoing identification of needs and opportunities.
- ♦ Memorandum of findings; recommendations/next steps

#### **Goal Area Activity: WORK 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: PROGRAM MANAGEMENT**

*Description:* goHunterdon will provide administrative and program information for the FY 2021 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* Activities preparation and/or maintenance of the following:

- Following year's work program – filed electronically
- TMA-related records, preparation of work programs
- Cost Tracking System (developed by NJTPA)
- Quarterly progress reports – filed electronically
- Financial documentation using the Cost Tracking System
- Annual Report – filed electronically

**Products and Outcomes:**

- ♦ Quarterly Progress Reports, invoices and supporting documentation Due: 10 business days after close of each quarter  
- To be filed electronically
- ♦ FY 2022 Work Program and Staffing Plan – To be filed electronically
- ♦ Annual Report and Annual Audit

**Strategy:** Consultant Activity - Not Applicable

*Description:* No consultant activity anticipated.

**Products and Outcomes:**

- ♦

## PROGRAM MANAGEMENT

### Description

goHunterdon will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## PROMOTIONS PLAN

goHunterdon 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 regularly and updates will be submitted quarterly for the review and approval of the TMA Project Manager.

goHunterdon will use the following types of media in FY 2020 for the promotion of the programs, goals, and objectives of the work program:

- **Website:** Regular updating of the goHunterdon website will be conducted regularly to provide for continual interaction with the public. Analytics will be collected to determine reach, identify areas of interest to visitors and evaluate site content
- **Facebook:** Facebook page will be used to maintain contact with the public, to provide updates on goHunterdon programs and services, provide messaging, and offer an opportunity for public feedback into goHunterdon efforts. Effectiveness will be tracked by the number of followers, “ shares”, and links clicked in tweets
- **Twitter:** The Twitter platform will be used as one delivery system for short messages and alerts relative to traffic congestion, incidents and construction using the effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets.
- **Email, Event Email Marketing, E-newsletter:** 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 placements.
- **In Person Presentations/Information Sessions:** Conducted at employer sites, schools, non- profit and community organizations
- **Events:** Participation in business and community fairs, festivals, public events.
- **Intranet and Display Monitors:** Develop and provide promotional slides for use by employers to integrate messaging into CATV and monitors at worksite locations
- **New Hire Packets:** Development and distribution of printed “new hire” packets

to employers for new and/or potential employees on transportation options

- **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 self-funded brochures and printed materials, as needed to promote goHunterdon programs and services, conduct surveys, or other outreach.

#### Promotion Expenses

goHunterdon has not included direct costs for marketing of 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. Any promotional expenditures will be self-funded.



**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**goHUNTERDON TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 267,719		
	2. FRINGE BENEFITS	37.27% FT, 10.8% PT	\$ 85,751		
		<b>SUBTOTAL</b>	<b>\$ 353,471</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 500		
	2. TRAVEL		\$ 4,620		
	3. PRINTING & REPRODUCTION		\$ 2,589		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 500		
		<b>SUBTOTAL</b>	<b>\$ 8,209</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	39.34%	\$ 105,321		
			<b>SUBTOTAL</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	100%	0%
		<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 467,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 410,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 57,000</b>		

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 467,000</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 467,000</b>
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**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**goHUNTERDON TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Social Media	\$ 500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 500.00</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**goHUNTERDON TMA  
FY 2021 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,220	\$ 103,085	\$ 1,450	\$ 30,611	\$ -	\$ 135,145
Core Goal Area Activities - Economic Development	1,090	\$ 68,085	\$ 1,623	\$ 19,971	\$ -	\$ 89,679
Core Goal Area Activities - Reliability	1,315	\$ 35,786	\$ -	\$ 12,124	\$ -	\$ 47,909
Core Goal Area Activities - Environmental	1,520	\$ 56,924	\$ 1,200	\$ 16,538	\$ -	\$ 74,662
Core Goal Area Activities - Safety	430	\$ 16,418	\$ 450	\$ 4,877	\$ -	\$ 21,745
Core - Program Management	530	\$ 31,644	\$ -	\$ 9,215	\$ -	\$ 40,859
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>7,105</b>	<b>311,941</b>	<b>4,723</b>	<b>93,336</b>	<b>-</b>	<b>410,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	340	\$ 14,634	\$ 3,089	\$ 4,277	\$ -	\$ 22,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	481	\$ 26,895	\$ 397	\$ 7,708	\$ -	\$ 35,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>821</b>	<b>41,529</b>	<b>3,485</b>	<b>11,985</b>	<b>-</b>	<b>57,000</b>
<b>TOTAL</b>	<b>7,926</b>	<b>\$ 353,471</b>	<b>\$ 8,209</b>	<b>\$ 105,321</b>	<b>\$ -</b>	<b>\$ 467,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Tara Shepherd, Executive Director	60%	1,255
Diana Davis, Associate Director	54%	1,130
Cathy Taglienti, Community Mobility Coordinator	51%	1,071
Ryan Fisher, Pedestrian & Bicycle Programs Coordinator	38%	790
Nathan Charron, Environmental Education Coordinator	97%	1,210
Christina Edzenga, Commuter Services Manager	53%	660
Heather Carman, Traffic Alert Associate	100%	1,000
Jeff Clayton, IT Associate	62%	620
Caryl Harris, Bicycle Specialist	38%	190
<b>TOTAL</b>	<b>62%</b>	<b>7,926</b>



**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

**Greater Mercer TMA  
FY 2021 WORK PROGRAM**



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## **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, 5310 Mobility Management grant and Highway Traffic Safety.

GMTMA also has member companies that we work with. Our members include A-1 Limousine, Enterprise, West Windsor Township, Robbinsville Township, West Windsor Parking Authority, Hopewell Township, Princeton Forrestal Center, Starr Tours, Stout's Transportation, Bank of America, McMahon Assoc., Montgomery Twp., Municipality of Princeton, Steven & Lee, ETS, Princeton University, Penn Medicine Princeton Health, Hyatt, Dewberry, Kimley-Horn, ACT Engineers, RWJ Hamilton, Munich Reinsurance and Amazon.

### **Staff:**

The GMTMA staff for the NJTPA work program is comprised of nine full time staff and one 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 section 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 12 municipalities are home to 371,101 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 figures from the 2016 American Community Survey - 5 year estimates, 25.3% of the Mercer County population was under the age of 20 and 19.7% were 60 years or older. The median age is 38.5 years. The racial makeup of the county was 63.4% White, 20.5% Black or African American, 0.1% Native American, 10.4% Asian, 0.03% Pacific Islander, and 5.6% from other races or two or more races. Hispanic or Latino of any race was 16.4%.

The median household income is \$73,966. Approximately 17.3% of households have income levels under \$25,000/year.

Mercer County has a robust transportation network that includes Interstate 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 NJ JARC 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 as well as the FreeB bus, a local community bus serving Princeton.

According to the 2016 American Community Survey – 5 year estimates, Mercer County residents commuted to work by the following means: 71.8% drive alone to work, 10.3% carpool, 7.9% use public transportation, 3.1% walk, 2% use other means, and 4.9% work from 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 586,000 people reside in Ocean County. The town of Lakewood is one of the fastest growing towns in the state and saw an increase of over 32,000 residents from 2000 to 2010. The largest rate of population growth in the state has made Lakewood the seventh most populous town in New Jersey.

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

According to the 2016 American Community Survey – 5 year estimates, 25.6% of Ocean County's population were under the age of 20, and 28.2% were 60 or older. The racial makeup

of the county was 91.7% White, 3.1% Black or African American, 0.1% Native American, 1.9% Asian, 0.04% Pacific Islander, and 3.2% from other races or two or more races. Hispanic or Latino of any race comprises 8.9% of the population. The median household income is \$63,108. About 18.4% 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 2016 American Community Survey – 5 year estimates, Ocean County residents commute to work by the following means: 82.5% drive alone to work, 7.3% carpool, 2.0% use public transportation, 1.7% walk, 1.7% use other means, and 4.8% 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 TMA PROGRAM REPORT FY 2021**

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### **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, 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 outreach**

*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 in May and Bike to Work week in the third week of May are opportunities to showcase the many benefits of cycling and to encourage people to try bicycling as a mode of transportation. Activities also include participation in

bike rodeos, provision of bike and pedestrian safety information at community events and schools, bike locker management, and promoting bicycle and pedestrian friendly infrastructure.

**Products and Outcomes:**

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

**Strategy:** Incentives

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

Emergency Ride Home: Our program provides up to four emergency rides home per year to eligible participants. To be eligible the person must be enrolled in GMTMA’s rideshare database and have commuted by means other than a single occupant vehicle on the day the ride is needed. Emergency rides cannot be provided for weather related closings, planned appointments or planned overtime. VanBuck\$ is an ongoing program and provides empty seat subsidies for three months to new and existing vanpools that need riders. Vans must be at least 75% full to qualify. Staff will identify vanpools that are in jeopardy of ending due to 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.

**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 services) 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 develop and implement shuttle bus service to connect their worksites to transit, park and rides or between facilities

**Strategy:** Human Service Transportation Efforts

*Description:* Greater Mercer TMA will participate in activities that work to provide, support and improve transportation services to the elderly, people with disabilities, 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 RideProvide 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 and professionals who work with this population. 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 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 efforts to update and implement the County and Regional Coordinated Human Services Transportation plans.

**Strategy:** Complete Streets

*Description:* GMTMA will support the implementation of complete streets. Included in the strategy is educating municipalities on complete streets and assisting the municipality with the adoption of a complete streets policy, participating in the Complete Streets working group at VTC, participating in local complete streets projects sponsored by NJTPA, NJDOT or another agency, assisting with grant applications and conducting demonstration or tactical urbanism projects.

**Products and Outcomes:**

- ♦ Provide technical assistance and educational materials to municipalities to encourage and support the adoption and implementation of complete streets.

**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. In addition GMTMA will coordinate with the Together North Jersey Competitive Task force, as requested by the NJTPA.

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

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

## **Products and Outcomes:**

- ♦ GMTMA will use communication tools such as flyers, brochures, videos, customized letters, newsletters, and web postings to advise employers and municipalities of the availability and benefits of TDM and to encourage its use and to promote employer TDM activities and successes.
- ♦ GMTMA will hold onsite fairs, participate in events such as expos/conventions and human resources conferences oriented to New Jersey employers, give presentations to business groups, and participate in Coordinated Economic Development Strategy activities.
- ♦ 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 Workplaces, a program that recognizes employers for providing quality commuter benefit that encourage sustainable transportation options.

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 such as RideECO, setting up alternate work arrangements and parking management techniques or assisting in the development on an internal “green commute” page.

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

Shuttle service development and assistance will be promoted and offered.

**Products and Outcomes:**

- ♦ Provide employer TDM assistance

**Goal Area Activity: RELIABILITY**

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

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

*Description:* GMTMA will perform congestion mitigation activities for the purpose of reducing the impact of construction and traffic related congestion along major corridors in Mercer and Ocean Counties. This will include using social media and the GMTMA website to inform, printing and distributing printed materials as needed, providing information on impacts of construction and alternate routes, maximizing usage of existing park and ride lots, publicizing temporary park and ride carpool lots and shuttle services, 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 outreach 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 a better quality of 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 meeting.

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

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

**Products and Outcomes:**

- ♦ GMTMA will update its contingency plan as needed.

**Goal Area Activity:** ENVIRONMENTAL

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

**Strategy:** Air Quality Education Programs

*Description:* The purpose of this strategy is to inform and educate the public, using our Clean Air Out There and anti-idling programs and ozone action alerts, on how air quality

can affect their health and on how their choices related to transportation can directly impact the environment.

**Products and Outcomes:**

- ♦ Ozone Action Alerts
- ♦ GMTMA will educate on the environmental impacts of transportation through our Clean Air Out There educational program and anti-idling Idle Free Zone information. GMTMA will continue to reach out to schools and municipalities/green teams to promote anti-idling/air quality awareness and to use GMTMA as an information resource. At the school level we will look to coordinate efforts with SRTS. Anti-idling information will be included in our transportation fairs.

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

*Description:* GMTMA will assist municipalities and Sustainable Jersey Green Teams in reducing the environmental impact of transportation and work with the MPOs in environmental working groups such as DVRPC's Air Quality Partnership. Assistance will include encouraging the adoption of alternative fuel vehicles and may include but may not be limited to assisting with bicycle and pedestrian audits and plans, anti- idling campaigns, safe routes to school programming, and green streets planning. Activities that encourage adoption of alternative fuel vehicles will include distribution of the NJTPA AFV Readiness Planning Guidebook, dissemination of available grant opportunities that fund the purchase of EVs, AFVs and related infrastructure, and participation in AFV municipal outreach meetings, as requested by the NJTPA.

**Products and Outcomes:**

- ♦ This will include outreach meetings and events and dissemination of resource materials and grant opportunities related to the adoption of alternative fuel vehicles, assisting with Sustainable Jersey Certification related to transportation, and being a resource for TDM for LEED credits.

**Strategy:** Alternative Fuel Vehicles

*Description:* GMTMA will participate in activities that encourage the adoption of alternative fuel vehicles and related infrastructure. Potential activities include ride and drive events, dissemination of AFV materials, presentations to municipal and community stakeholders, readiness planning and charging station siting, and

participation in support activities sponsored by the NJTPA or other agencies.

**Products and Outcomes:**

- ♦ Promotion of Alternative Fuel Vehicles

**Goal Area Activity: SAFETY**

*Description:* GMTMA will promote safe and efficient travel via educational programs, work to advance Vision Zero, 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, animal-vehicle collisions, drowsy driving (and other priorities identified in the NJ Strategic Highway Safety Plan).

**Strategy:** Safety education programming

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

**Products and Outcomes:**

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

**Goal Area Activity: SUPPLEMENTAL 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 2021 Greater Mercer TMA will implement Street Smart NJ campaigns in select communities.

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

*Description:* GMTMA will coordinate, conduct and assist with Street Smart NJ campaigns within our service area. Building on past successful campaigns, GMTMA plans to implement Street Smart NJ campaigns in a minimum of two municipalities, and if the interest is there, continue or expand campaigns in

communities that have already implemented the campaign. The TMA will complete a brief monthly Street Smart NJ activity update on prospective, planned, and active campaigns in our service area, in a format provided by NJTPA. New communities will be selected based on crash data, as well as interest expressed by the community and expected levels of participation. As part of this task, GMTMA will analyze pedestrian-motor crashes, evaluate physical conditions and human behavior at crash locations, and discuss the issue with the community. The TMA will work with local government and law enforcement to gain support for a high visibility campaign in the selected locations that utilizes printed material, educational programs at community locations and events, local access television, volunteer outreach, social media, as well as Street Smart NJ developed media. Campaign evaluation will include pre- and post-campaign analysis using the NJTPA developed evaluation tool, and development of a final report detailing the process and results of the Campaign. GMTMA will also participate in any training or support activities for Street Smart that is offered by NJTPA

**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. Final reports will follow the guidance provided in the “Guidelines for Preparation of NJTPA Reports and Studies” and draft reports will be provided to NJTPA for review in Microsoft Word format.

**Goal Area Activity: SUPPLEMENTAL 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:** Enhancing Communication

*Description:* NJTPA’s Go Farther CHSTP and our local CHSTP plans identified enhanced communication as a priority need. For FY 2021 GMTMA plans to address this with the development of an Ocean County Mobility Guide. The guide will be set up as information resource for transportation that acts as “travel training” in guide form. We will provide information on all transportation available

in the county, including NJ Transit, County, Municipal, TNCs, bikeshare, and any private carrier options. The guide will also instruct on how to ride/use each transportation option, fares and other relevant information, and apps to use. The guide will be available for viewing and download on our website. Through outreach to non-profits in Ocean, Ocean Ride, the Ocean County Senior Citizen and Persons with Disability Advisory Board, Human Services Advisory Council, Senior Centers and Senior living facilities, the Board of Social Services and the One Stop, the guide will be widely promoted to professionals working with the transportation disadvantage population as well as directly to consumers. The primary form of distribution will be with a link to download the document, rather than through a printed document, however a limited number of copies will be printed. In Mercer County, where a Mobility Guide was developed several years ago, we would refresh the guide and add any necessary updates.

**Products and Outcomes:**

- ♦ Creation of an Ocean County Mobility Guide
- ♦ Promotion of Mobility Guide
- ♦ Update and refresh of Mercer County Guide

**Strategy:** Senior Living Communities

*Description:* FY 2019 and FY20 GMTMA will have identified transportation needs and potential solutions for filling in gaps and addressing the needs at Senior Living Communities. In FY21 we would look to continue this work by working on or continuing to work on a selected project solution. Possible solutions or activities will depend on the gaps identified but could include the development of a volunteer driver program and the evaluation and potential implementation of appropriate software, working with Ocean County hospitals on developing a senior transportation program/partnership with TNCs or taxi and working with Ocean Ride to enhance customer experience or revise routing. A written deliverable that documents task activities will be included in this strategy.

**Products and Outcomes:**

- ♦ Move options from ideas to implementation
- ♦ Memorandum documenting outreach and planning activities conducted and outcomes

**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 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 5310 Mobility Management 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

**Strategy:** NJ Transit

*Description:*

**Products and Outcomes:**

- ◆ Information, Advocacy, Marketing and Outreach activities

**Goal Area Activity:** PROJECT MANAGEMENT

*Description:*

Program Management

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 grant related project management tasks

*Description:*

**Products and Outcomes:**

- ♦ Project Management Tasks

## PROGRAM MANAGEMENT

### Description

Greater Mercer TMA will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## PROMOTIONS 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 FY21 for the promotion of the programs, goals, and objectives of the work program:

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

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

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

**Pinterest and Instagram:** Pinterest and Instagram 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 update the news and events section on our homepage. 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 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 325,366		
	2. FRINGE BENEFITS	50.18% FT, 13.8% PT	\$ 152,267		
		<b>SUBTOTAL</b>	<b>\$ 477,632</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 1,326		
	2. TRAVEL		\$ 3,202		
	3. PRINTING & REPRODUCTION		\$ 6,572		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 1,156		
	6. CONFERENCE/TRAINING		\$ 1,200		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 5,950		
		<b>SUBTOTAL</b>	<b>\$ 19,405</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	110%	\$ 357,902		
			<b>SUBTOTAL</b>	<b>\$ 357,902</b>	100%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL</b>	<b>\$ -</b>	100%
			<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 854,940</b>	100%
			<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 779,940</b>	
			<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 75,000</b>	

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

<b>Federal Share:</b>	<b>\$ 854,940</b>	<b>Local Match:</b>	<b>\$ -</b>	<b>Total:</b>	<b>\$ 854,940</b>
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**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 3,000.00
VanBuck\$	\$ 1,700.00
Website updates	\$ 1,000.00
Other Misc. Public Outreach	\$ 250.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 5,950.00</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2021 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	6,467	\$ 357,916	\$ 9,677	\$ 263,703	\$ -	\$ 631,296
Core Goal Area Activities - Economic Development	478	\$ 27,573	\$ 1,451	\$ 20,289	\$ -	\$ 49,312
Core Goal Area Activities - Reliability	86	\$ 4,530	\$ 300	\$ 3,318	\$ -	\$ 8,148
Core Goal Area Activities - Environmental	97	\$ 4,840	\$ 775	\$ 3,545	\$ -	\$ 9,161
Core Goal Area Activities - Safety	341	\$ 13,352	\$ 857	\$ 9,988	\$ -	\$ 24,197
Core - Program Management	658	\$ 30,001	\$ 150	\$ 27,675	\$ -	\$ 57,825
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>8,127</b>	<b>438,212</b>	<b>13,210</b>	<b>328,518</b>	<b>-</b>	<b>779,940</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	502	\$ 17,510	\$ 4,238	\$ 13,252	\$ -	\$ 35,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	440	\$ 21,910	\$ 1,958	\$ 16,132	\$ -	\$ 40,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>942</b>	<b>39,420</b>	<b>6,196</b>	<b>29,384</b>	<b>-</b>	<b>75,000</b>
<b>TOTAL</b>	<b>9,069</b>	<b>\$ 477,632</b>	<b>\$ 19,405</b>	<b>\$ 357,902</b>	<b>\$ -</b>	<b>\$ 854,940</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Cheryl Kastrenakes, Executive Director	52%	1,013
Joan Lockwood-Reck, Marketing and Service Manager	41%	802
Carol Staats, RideProvide Program Manager	88%	1,725
Adele Clark, Commuter Services Manager	76%	1,483
Steven daCosta, Transportation Planning Specialist	35%	689
Portia Edwards-Gyampo, Office Manager	2%	40
Jerry Foster, Bike and Pedestrian Educator	30%	590
Lisa Serieyssol, Program Coordinator	23%	444
Julia Ibara, Marketing and Outreach Coordinator	65%	1,258
Program Assistant	27%	355
Debra Christie, Business Administrator	37%	670
<b>TOTAL</b>	<b>43%</b>	<b>9,069</b>

**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Hudson TMA  
FY 2021 WORK PROGRAM



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## HUDSON TMA WORK PROGRAM OVERVIEW

### Organizational Summary

The Hudson Transportation Management Association (Hudson TMA) is a division of the Hudson County Improvement Authority (HCIA). The TMA became a division of the HCIA on April 11, 1992. The HCIA is an autonomous agency which was created in September, 1974 by the Hudson County Board of Chosen Freeholders under, and by virtue of, the County Improvement Authorities Law.

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

The Hudson TMA is located at the HCIA offices at 830 Bergen Avenue, 9<sup>th</sup> floor, in Jersey City, New Jersey and is comprised of six full-time staff members and one part time staff member. The TMA also utilizes at least eight HCIA employees from the Recycling and Enforcement Divisions.

### **Geographic and Demographic Information**

The Hudson TMA service area is 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 676,061 residents. At approximately 15,000 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.

### **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 2021**

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**Goal Area Activity: ACCESSIBILITY**

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

**Strategy: Public Awareness**

*Description:* Hudson TMA will provide education and encouragement on the use of travel alternatives and services available for commuting and other trips to the public. This will be accomplished in the form of paid and free media, video production for presentations, the Seasons newsletter, HCIA publications and social media outlets such as Facebook, Twitter, Instagram and You Tube. Hudson TMA will also provide information through 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 social and print media, videos and 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 and 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:**

- ♦ Public assistance and encouragement to use mass transit

**Strategy:** Rideshare Matching and Vanpool 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. Hudson TMA will provide, as needed, Emergency Ride Home, Vanpool Start Up, Vanpool Empty Seat 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:**

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

**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.

**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, educational programs and other programs to encourage greater walking including, but not limited to, Walk to School; Golden Sneaker, a walking competition; and the Senior Pedestrian Education program.

**Products and Outcomes:**

- ♦ Walking encouragement and promotional activities.

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

**Products and Outcomes:**

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

**Strategy: Employer Services**

*Description:* Hudson TMA's Transportation Demand Management (TDM) programs and services will be provided to employers and employees based in Hudson County. Annually, each Hudson TMA registered employer will receive a needs assessment so the TMA can provide assistance. Businesses may receive commute alternative information, assistance in forming employee sponsored shuttles or vanpools, group or one-on-one employee commuter trip consultation, On-site Mass Transit Information Fairs, assistance in relocating their business to Hudson County, lunch and learn transportation related seminars and promotion of non-SOV mid-day work travel. Hudson TMA will also provide activities to support the state-wide NJ Smart Workplaces program, increase the use of non SOV modes, 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 Compressed 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 the Hudson County CEDS. The Hudson TMA will support North Partners strategies and the Together North Jersey Competitive Task Force by coordinating with the Together North

Jersey Competitive Task force, as requested by the NJTPA.

**Products and Outcomes:**

- ♦ Employer Services Activities such as providing support and on-site 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 community outreach, implementing congestion mitigation strategies, as well as providing coordination and mitigation efforts for the NJ DOT and other related agencies, as requested, for major road construction projects such as the Rt. 495 Rehabilitation Project. Hudson TMA will also maintain the web-based Hudson TMA Traffic Alert System and promote its' use on the TMA website and at all employer and community events. The service will provide public notice of traffic due to high volume, planned or unexpected construction, maintenance, emergencies and other related information.

**Products and Outcomes:**

- ♦ Participate in traffic mitigation coordination activities with NJDOT and other agencies, as requested.
- ♦ Administer and promote the Hudson TMA Traffic Alert System.
- ♦ Maintain, refine and test Emergency Response/Contingency Plans

**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 as well as conduct anti-idling campaigns and air quality education programs.

**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:**

- ♦ Provide air quality and anti-idling campaigns to the public through media, presentations, programs, fairs and the website

**Strategy:** Encouragement of Use of Alternate Fuel Vehicles

*Description:* Activities will support the encouragement of the adoption of alternative fuel vehicles and related infrastructure by building on the work described in the NJTPA's Alternative Fuel Readiness Guidebook.

**Products and Outcomes:**

- ♦ Providing ride and drive events, disseminating AFV materials, providing presentations to municipal and community stakeholders, readiness planning and charging station siting, and participation in support activities sponsored by the NJTPA or other agencies.

**Goal Area Activity:** SAFETY

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

**Strategy:** Public Awareness

*Description:* Hudson TMA will provide programs and strategies addressing New Jersey's Strategic Highway Safety Plan (SHSP), as well as other related issues that impede public safety such as: drinking and driving, neglect or improper seatbelt use, poor vehicle maintenance, lack of infant/child seat education, lack of understanding of bicycle/pedestrian rules, poor cycling skills, distracted driving, distracted walking, improper lane departure and aggressive driving. 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. Hudson TMA will support New Jersey's participation in the Towards Zero Deaths initiative, a national vision for zero traffic deaths.

**Products and Outcomes:**

- ♦ Education and promotion of multi-modal travel safety by disseminating information at events and in newsletters, as well as presenting programs which teaches best safety practices to organizations and community groups.

**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 support a Street Smart campaign, in coordination with the NJTPA and local partners. Activities may include identifying areas of concern, conducting municipal outreach, pre-campaign observations, volunteer recruitment, performance of education campaign, and post-campaign observations 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 enforcement educators, elected officials and the public. Hudson TMA will assist with preparation of a final report detailing the process and results of the campaign.

**Products and Outcomes:**

- ♦ Outreach to and assist municipalities and law enforcement in Street Smart activities and campaigns.

**Goal Area Activity: PROGRAM MANAGEMENT**

*Description:* Hudson TMA will provide administrative and program information for the FY 2021 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Record Keeping 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:**

- ♦ Preparation of Quarterly Reports, invoices, FY 2021 Work Program modifications, FY 2022 Work Program

**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:** New Jersey Transit

*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:** New Jersey Department of Highway Traffic Safety

*Description:* Provide safety programs for motorists, pedestrians and bicyclists.

**Products and Outcomes:**

- ♦ Presentation of NJHTS approved safety programs.

## PROGRAM MANAGEMENT

### Description

Hudson TMA will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## **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**

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

## **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 2021, 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.

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 130,314		
	2. FRINGE BENEFITS	111% FT, 0% PT	\$ 144,544		
			<b>SUBTOTAL \$ 274,858</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 20		
	3. PRINTING & REPRODUCTION		\$ 2,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 40		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 59,764		
			<b>SUBTOTAL \$ 61,824</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	133%	\$ 173,318		
			<b>SUBTOTAL \$ 173,318</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 510,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 500,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 10,000</b>		

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Services Transportation.

**FUNDING SOURCES:**  
**Federal Share: \$ 510,000      Local Match: \$ -      Total: \$ 510,000**

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2021 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Anti-idle	\$ 5,000.00
Bike Rehab	\$ 2,500.00
Bike to Work Week	\$ 650.00
Calendar	\$ 3,700.00
CarFree Week	\$ 100.00
Chamber/EDC Network	\$ 500.00
Earth Day	\$ 500.00
ERH	\$ 100.00
Golden Sneraker	\$ 100.00
Hoboken Bike Camp	\$ 200.00
NJSW	\$ 1,780.00
Park(ing) Day	\$ 1,100.00
Safety	\$ 100.00
Savvy Cyclist TS 101 Smart Cycling	\$ 2,200.00
Seasons	\$ 14,700.00
Social Media	\$ 285.94
Street Smart	\$ 3,861.25
Stride & Ride	\$ 14,700.00
Switch to Mass Transit	\$ 486.92
Vanpool Seat & Start Subsidies	\$ 400.00
Video	\$ 300.00
Walk to School	\$ 100.00
Ward Tour	\$ 2,000.00
Website	\$ 4,400.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 59,764.11</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA  
FY 2021 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,026	\$ 127,511	\$ 50,583	\$ 80,440	\$ -	\$ 258,534
Core Goal Area Activities - Economic Development	1,447	\$ 91,504	\$ 2,280	\$ 57,678	\$ -	\$ 151,462
Core Goal Area Activities - Reliability	41	\$ 3,529	\$ -	\$ 2,224	\$ -	\$ 5,753
Core Goal Area Activities - Environmental	123	\$ 7,786	\$ 5,000	\$ 4,908	\$ -	\$ 17,694
Core Goal Area Activities - Safety	151	\$ 9,816	\$ 100	\$ 6,187	\$ -	\$ 16,103
Core - Program Management	360	\$ 30,947	\$ -	\$ 19,507	\$ -	\$ 50,453
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,148</b>	<b>271,093</b>	<b>57,963</b>	<b>170,944</b>	<b>-</b>	<b>500,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	57	\$ 3,765	\$ 3,861	\$ 2,373	\$ -	\$ 10,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	-	\$ -	\$ -	\$ -	\$ -	\$ -
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>57</b>	<b>3,765</b>	<b>3,861</b>	<b>2,373</b>	<b>-</b>	<b>10,000</b>
<b>TOTAL</b>	<b>4,205</b>	<b>\$ 274,858</b>	<b>\$ 61,824</b>	<b>\$ 173,318</b>	<b>\$ -</b>	<b>\$ 510,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
James DiDomenico, Director	44%	809
Luis Delgado, Program Associate	41%	739
Josefina Palacios, Marketing Associate	43%	778
Alejandro Guzman, Field Coordinator	29%	532
Anthony Vainieri, Project Associate	34%	619
Emma Hualca, Field Coordinator	38%	697
Cory Aranguren, Program Assistant	0%	6
Thomas Shehadi, Program Assistant	0%	6
Wade Frazee, Program Assistant	0%	6
Alexander Savage, Program Assistant	0%	9
Kathleen Czander, Program Associate	0%	4
<b>TOTAL</b>	<b>21%</b>	<b>4,205</b>

**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

Keep Middlesex Moving  
FY 2021 WORK PROGRAM



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SAFETY

### **Supplemental Activities**

STREET SMART NJ  
COORDINATED HUMAN SERVICES TRANSPORTATION

### **Program Management**

Consultant Activities

### **Promotions Plan**

### **Budget and Staffing Plan**



## **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 is provided by the North Jersey Transportation Planning Authority, NJ TRANSIT, and the County of Middlesex which provides in-kind services in addition to funding. In recent years, KMM has received funding from the NJ Division of Highway Traffic Safety and from the New Jersey Department of Transportation for a Safe Routes to School Non Infrastructure program. Additionally, KMM is funded by the dues of members. The membership roster has been provided.

KMM is pleased to address the transportation demand management (TDM) needs of any commuter or traveler, employer, or governmental entity in Middlesex County. KMM's partners number in the hundreds. Examples of entities to which KMM provided service include: Johnson & Johnson World Headquarters, J&J HCS, Colgate-Palmolive Company, Rutgers University, Bristol Myers Squibb, the townships of East Brunswick, Edison, and Piscataway, the boroughs of Highland Park, Milltown, Middlesex, Metuchen, and Woodbridge, the cities of New Brunswick and Perth Amboy, Robert Wood Johnson Medical Center, J&JHCS, UMDNJ Piscataway and New Brunswick, St. Peter's University Hospital, and many others.

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

### **Service Area Description**

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

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

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

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

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

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

### **Goals and Objectives**

Safer road conditions, reliable transportation choices, and smarter land use decisions enhance the economic, physical, and human environments. They are the heart of KMM's mission as adopted by KMM's Board of Trustees over 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, Environmental Sustainability, Safety, Street Smart, and Coordinated Human Services Transportation.

## KEEP MIDDLESEX MOVING (KMM)

### PROGRAM REPORT FY 2021

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

*Description:* KMM will use direct outreach, social media, and other messaging to educate commuters about transportation options and encourage them to try new commute modes.

**Strategy:** Trip planning and information

*Description:* KMM will provides trip planning and mobility information to the public via phone, email, in person events, publications, or kmm.org. Activities in this category may include but not be limited to car/vanpool matching, and publicizing the TMA as a source for ridematching services. KMM will participate in the continued enhancement and maintenance of the rideshare matching system, NJRideshare.com, and its data. KMM will continue to offer an Emergency Ride Home to qualified commuters and will reimburse up to \$50 per ride for a maximum of 3 rides per year. KMM supports a "Transit First" policy.

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

- Trip planning, information, and emergency ride home

**Strategy:** Support regional and local planning activities

*Description:* KMM will continue to promote and encourage bicycle and pedestrian safety by participating in New Brunswick Ciclovía and Rutgers Knight Bike. As Middlesex County updates its Comprehensive Master Plan, KMM will assist with developing the Bicycling Pedestrian Plan through identification and assessment of needs and data collection as requested. If requested by the Transportation Department, KMM will participate in a collaborative effort to develop a regional Vision Zero Plan. KMM welcomes the opportunity to participate in activities related to TNJ2.0.

KMM's participation in Healthier Middlesex addresses Action Focus Area 12 "Improve health outcomes for our region's residents." Our support of the East Coast Greenway addresses Focus Area 13.2 "Expand programs to preserve parks, open spaces, natural lands, and agricultural lands permanently." KMM is ready to assist Middlesex County in the implementation of the Regional Coordinated Human Services Plan.

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

- Activities which Support TNJ 2.0, Plan 2045, and Coordinated Human Services

**Strategy:** Encourage bicycle and pedestrian safety with Traffic Gardens

*Description:* KMM will encourage communities to create Traffic Gardens. Though the concept of a traffic garden is not new, it has found a 21st century champion in Finnuala Quinn. Traffic garden "streets" are painted on asphalt in municipal parks on basketball courts, parking lots, or school grounds becoming year round safe spaces for children to learn to navigate streets and practice walking, bicycling, and even "scootering" safely. While professionals are available for guidance, it children who are the designers of mock neighborhood streets which can include lines, signs, roundabouts, left turns, one way and rail crossings. The exercise of designing a Traffic Garden teaches children, and adults the relationship between roads and mobility and illustrates how a transportation network works. A design kit, containing templates and creative elements is available from Traffic Gardens for approximately \$50. More information about Traffic Gardens may be found at [www.trafficgardens.com](http://www.trafficgardens.com). KMM's goal is to work with a maximum of 5 municipalities to design traffic gardens and to identify at least 1 community which will construct a traffic garden.

**Products and Outcomes:**

- ♦ Design of maximum of 5 traffic gardens and installation of 1

**Strategy:** Walking Challenge

*Description:* The American Heart Association has designated April 1 as National Walking Day. KMM proposes to piggyback on the attention generated by the AHA and implement a Walking Challenge in Middlesex County. The activity would be open to adults through employers, municipalities, senior centers, gyms, and walking groups. KMM will emphasize walking safety. The challenge may include a kick-off event in which KMM will partner with a medical center, the NJ Chapter of AHA, or other such organization to provide heart healthy advice and screenings.

**Products and Outcomes:**

- ♦ Implement a Walking Challenge

**Goal Area Activity:** ECONOMIC DEVELOPMENT

*Description:* KMM's relationships with Middlesex County employers is enhanced by our partnerships 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. These associations enable KMM to encourage, provide, and implement transportation

demand management strategies with our service area.

**Strategy:** Workplace outreach, Smart Workplace recognition, and promotion

*Description:* Through on-site activities such as fair, surveys, rideshare programs, and incentives, KMM is ready to assist employers and employees with commute options. Incentives include Emergency Ride Home offered to qualified applicants by KMM or other incentives as offered by an employer. Through the annual Smart Workplace awards, KMM recognizes employers which have made an effort to bring commute options to their work sites. KMM will market and promote Economic Development programming through Facebook, Twitter, Instagram, and other social media platforms.

**Products and Outcomes:**

- ♦ Workplace outreach and implementation and marketing through Facebook, Instagram, Twitter, and other social media and Smart Workplace Recognition

**Strategy:** Regional or Local Comprehensive Economic Development Plan

*Description:* KMM actively supports preservation and promotion of history, arts, and culture (TNJ Focus areas 13 and 15) within the service area through participation in the Middlesex County Regional Chamber of Commerce (MCRCC) and the Convention and Visitors Bureau (CVB). As a member of Einstein's Alley, KMM enhances "NJ's innovation and entrepreneurship ecosystem (Focus Area 2). Examples of events in which KMM may participate include but 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. Activities at these events may include but not be limited to attendance, tabling, and presentations. Additionally, KMM will coordinate with the Together North Jersey Competitive Task Force as requested by NJTPA. This coordination could include but not be limited to outreach to municipalities to promote events, surveys, or other initiatives, or participation in meetings, etc.

Since 1910, the Middlesex County Regional Chamber of Commerce has sought to drive economic growth throughout the region. It is a business support group which provides an opportunity for businesses to interact face to face.

**Products and Outcomes:**

- ♦ Advance initiatives in partnership with the CBV, MCRCC,

**Goal Area Activity: RELIABILITY**

*Description:* KMM supports a dependable and predictable transportation system through interagency coordination and communication of disruptions throughout Middlesex County and the region.

**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 the various agencies to obtain information regarding emergencies, special events, construction activities, 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 and commuters within an impacted area. Our partners include but are not limited to Port Authority, NJ TRANSIT, NJDOT, NJTPA, the Middlesex County Coordinating Committee, and the Central Jersey Transportation Forum.

**Products and Outcomes:**

- ♦ Ongoing communication, cooperation, and collaboration with our partners.

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

*Description:* KMM disseminates traffic and emergency information through the Information Notification Network (INN), a free service which allows subscribers to customize the alerts they wish to receive.

Subscribers may register for INN online or by downloading an app. KMM also disseminates information via social media.

**Products and Outcomes:**

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

**Goal Area Activity: ENVIRONMENTAL**

*Description:* KMM proposes to implement activities that contribute to reductions in air pollution.

**Strategy:** Support of adoption of alternative fuel vehicles and related infrastructure

*Description:* KMM will alert municipalities to the availability of Alternative Fuels Readiness Guide to assist municipalities in implementing EV plans and work with communities to prepare for an EV infrastructure.

Additionally, KMM will participate in NJTPA-related EV and AFV outreach meetings with municipalities, participate in Drive Electric Week events, provide a link to the NJTPA AFV Readiness Guidebook, disseminate information about available grant opportunities that fund the purchase of EVs, AFVs, and related infrastructure, and other technical outreach assistance as requested.

In September, 2018, North Brunswick became the first community to amend its Master Plan to facilitate utilization of plug in electric vehicles. KMM intends to engage the 25 communities in Middlesex County in discussions regarding the adoption of similar amendments to their Master Plans.

**Products and Outcomes:**

- ♦ Facilitate use of electric vehicles through education

**Strategy:** Air Quality Education

*Description:* Middlesex County fifth graders are invited to submit bookmarks designs illustrating themes related to air quality. Past themes have been "Pollution Solution," "Travel Green, Travel Clean," "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 the entries and select a first place winner and 4 runners up, 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:**

- ♦ Educate 5th graders about air quality through a bookmark contest

**Strategy:** Micromobility Support

*Description:* The State of New Jersey has adopted legislation permitting low speed

e-bikes and e-scooters. How are towns coping with this new state law? Have municipalities developed policies related to microbility? KMM proposes to provide support to municipalities as they address micromobility and understand how this technology is taking shape on our streets and sidewalks. The activities KMM proposes could include but not be limited to educating the public and communities through outreach, assisting in drafting municipal policies and ordinances, or hosting a workshop for local officials.

**Products and Outcomes:**

- ♦ Micromobility Support

**Goal Area Activity: SAFETY**

*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.

Paint the Pavement, Flag It!, a Teen Distracted Driving program, a Senior Distracted Driving program, and "The Jay Walker Show," created through grants from the NJ Division of Highway Traffic Safety make up KMM's pedestrian and driver safety programming and are made available to communities, schools, and senior groups. 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. Other areas that KMM will continue to address are infant/child safety seats, wildlife related motor vehicle incidents, seat belt use, and vehicle maintenance.

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

*Description:* Municipalities have benefited from KMM's street audits as well as Flag It! and Paint the Pavement. 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 showing "The Jay Walker Show," KMM's pedestrian safety video, and a follow up discussion about pedestrian safety, KMM conducts field observations and presents a report and recommendations to local officials. KMM's Paint the Pavement templates are available for loan or KMM will help a community to organize a contest for its own unique design. Communities must provide their paint supplies.

Flag It! communities place brightly colored flags (supplied by KMM) on either side of an intersection. Pedestrians carry the flag as they cross the street, increasing their visibility to drivers.

Communities must provide KMM with a resolution from the governing body and 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, seat belt use, and vehicle maintenance.

**Products and Outcomes:**

- ◆ Classes, assemblies, audits and other safety programming

**Goal Area Activity: OPTIONAL SUPPLEMENTAL STREET SMART NJ ACTIVITIES**

*Description:* Using established methods and messages, KMM will support NJTPA's Street Smart outreach and campaigns in Middlesex County

**Strategy:** Improve pedestrian and motorist behaviors through Street Smart campaigns

*Description:* KMM will support NJTPA's Street Smart outreach and coordination efforts in Middlesex County. Activities may include but not be limited to assisting NJTPA with outreach to municipalities, campaign planning, community outreach, messaging, and pre/post observations.

**Products and Outcomes:**

- ◆ Assist NJTPA with implementation of Street Smart

**Goal Area Activity: OPTIONAL SUPPLEMENTAL COORDINATED HUMAN SERVICES TRANSPORTATION ACTIVITIES**

*Description:* In FY20, KMM created an inventory of transportation available to residents of 55+ communities in Middlesex County. In FY21, KMM proposes to coordinate discussions among representatives of the 55+ communities, transportation providers, relevant social service agencies, and others to discuss opportunities and barriers to coordinating transportation services.

**Strategy:** Coordinated meetings to discuss transportation issues

*Description:* Organize and lead discussions among representatives of the 55+ communities, transportation providers, relevant social service agencies, and others to discuss opportunities and barriers to coordinating transportation services.

**Products and Outcomes:**

- ◆ Report and recommendations based upon discussions

**Strategy:** Coordinate with Middlesex County Transportation Department

*Description:* Middlesex County is creating a new Transportation Department and hiring a Director of Transportation. KMM proposes to support the new Director as he or she develops and refines county human services transportation plans. KMM's specific activities will depend upon the needs as outlined by the Director. Our activities could include but not be limited to a review of existing or proposed plans, development of inventories, meetings with human services transportation providers, and outreach to relevant stakeholder groups.

**Products and Outcomes:**

- ◆ Provide assistance to Middlesex County Department of Transportation

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

*Description:* This goal area outlines the activities funded by other sources including but not limited to NJ TRANSIT, NJDOT Safe Routes to School, and NJ Division of Highway Traffic Safety.

**Strategy:** NJ TRANSIT

*Description:* KMM supports a "Transit First" policy. The NJ TRANSIT work program specifies four categories -- Information, Advocacy, Outreach, and Feedback. KMM's activities include but are not limited to Car Free Week, Ticket to Work, vanpool sponsorship, empty seat subsidy, bike locker rentals, dissemination of information and schedules, marketing and promotion, and transit fairs.

**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 exercises, Walk to School Day, Dads Walk to School Day, walking school buses, safety plans, bike rodeos, and a bookmark contest.

**Products and Outcomes:**

- ◆ Implementation of Safe Routes to School programming

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

*Description:* KMM has obtained funding to create and deliver a safety program for older drivers.

**Products and Outcomes:**

- ◆ Production and delivery of a safety program for older drivers

## PROGRAM MANAGEMENT

### Description

Keep Middlesex Moving will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## PROMOTIONS 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 FY21 for the promotion of the programs, goals, and objectives of the work program:

### **Social Media**

Social media includes but is not limited to Facebook (“keepmiddlesexmovinginc”), Twitter (“@MiddlesexComuter”), and Instagram (“@keepmiddlesexmoving”). These will be used on a monthly basis to communicate brief messages about INN app, carpooling, distracted driving/walking, bike/pedestrian safety, bike to work week, back to school, and NJ Smart Workplaces. Other topics could be those contained in the Strategic Highway Safety Plan as well as provide links to traffic incidents and congestion reports, blog posts, KMM-related news, and other related information of interest. Social media may also be used to support Street Smart, Coordinated Human Services Transportation, Walking Challenge, Traffic Gardens and Micro-mobility Workshop programming. Effectiveness will be tracked by the number of hits, unique visitors, followers, posts/tweets, reach, impressions, mentions, visits, and Instagram pictures.

### **Printed Material**

As needed, KMM will produce or re-print materials including but not limited to brochures, flyers, and other documents as may be needed to support our work program. Materials may include but are not limited to educational brochures about walking, bicycling, distracted driving, air quality, or other topics. KMM also prints bookmarks in support of the 5<sup>th</sup> grade bookmark contest. KMM may print materials related to Coordinated Human Services Transportation program implementation, Walking Challenge, Traffic Gardens, or in support of the Micro-mobility Workshop.

### **Radio**

KMM will promote events and programs that may include but not be limited to INN, carpooling, Bike to Work Week, Distracted Driving, Walking Challenge, bike/pedestrian, back to school safety, and more. Ads usually run on AM and FM during September, October, February, and May. Typically, radio spots have a trackable call to action that sends the listener to a landing page. Effectiveness will be tracked by hits on the landing page.

### **Online ad (ex. Nj.com)**

KMM will promote events and programs that may include but not be limited to Earth Day, Bike to Work Week, Distracted Driving, Walking Challenge, ridesharing,

bike/pedestrian, back to school safety, and more. Online ads may also be used in support of the EV Conference. 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.

**Constant Contact**

KMM may promote Earth Day, Bike to Work Week, Distracted Driving, Walking Challenge, Micro-mobility Workshop, ridesharing, bike/pedestrian, back to school safety, Street Smart, and Coordinated Human Services Transportation, Effectiveness will be tracked by responses.

**Bus Shelter/Train Station/Bus Ads**

KMM may promote INN, Carpooling, Street Smart and other topics on buses and at train stations and bus shelter in February, April, and September. Each message runs for 5 weeks and will have a trackable call to action that sends users to a landing page allowing KMM to track the effectiveness of the ad.

**Digital Media**

KMM may promote INN, Carpooling, Street Smart and other topics on news 12 media platforms such as Altice. Each message will run independently and will have a trackable call to action that sends users to a landing page allowing KMM to track the effectiveness of the ad. The ads will run from September to May.

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 213,906		
	2. FRINGE BENEFITS	60% FT, 0% PT	\$ 128,344		
			<b>SUBTOTAL \$ 342,250</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 175		
	2. TRAVEL		\$ 302		
	3. PRINTING & REPRODUCTION		\$ 3,725		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ -		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 26,000		
			<b>SUBTOTAL \$ 30,201</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	119%	\$ 254,549		
			<b>SUBTOTAL \$ 254,549</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 627,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 590,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 37,000</b>		

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Services Transportation.

**FUNDING SOURCES:**  
**Federal Share: \$ 627,000      Local Match: \$ -      Total: \$ 627,000**

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.  
FY 2021 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 500.00
Electronic/Print/Radio/TV	\$ 25,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 26,000.00</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**KEEP MIDDLESEX MOVING, INC.**

**FY 2021 WORK PROGRAM**

**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	1,545	\$ 101,167	\$ 25,922	\$ 75,243	\$ -	\$ 202,332
Core Goal Area Activities - Economic Development	846	\$ 58,639	\$ 279	\$ 43,613	\$ -	\$ 102,531
Core Goal Area Activities - Reliability	683	\$ 48,414	\$ 78	\$ 36,008	\$ -	\$ 84,501
Core Goal Area Activities - Environmental	536	\$ 34,670	\$ 735	\$ 25,786	\$ -	\$ 61,191
Core Goal Area Activities - Safety	963	\$ 58,144	\$ 910	\$ 43,244	\$ -	\$ 102,298
Core - Program Management	280	\$ 21,303	\$ -	\$ 15,844	\$ -	\$ 37,147
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,853</b>	<b>322,337</b>	<b>27,924</b>	<b>239,739</b>	<b>-</b>	<b>590,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	95	\$ 5,656	\$ 2,137	\$ 4,207	\$ -	\$ 12,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	196	\$ 14,257	\$ 140	\$ 10,603	\$ -	\$ 25,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>291</b>	<b>19,913</b>	<b>2,277</b>	<b>14,810</b>	<b>-</b>	<b>37,000</b>
<b>TOTAL</b>	<b>5,144</b>	<b>\$ 342,250</b>	<b>\$ 30,201</b>	<b>\$ 254,549</b>	<b>\$ -</b>	<b>\$ 627,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William Neary, Executive Director	40%	719
Roberta Karpinecz, Director of Operations	50%	909
Morteza Ansari, Program Manager	39%	714
Cristina Fowler, Program Manager	56%	1,015
Arlene Holt, Program Coordinator	63%	1,143
Lynne Cuevas, Program Coordinator	30%	551
Christopher Gonda, Program Coordinator	5%	93
<b>TOTAL</b>	<b>40%</b>	<b>5,144</b>



**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

**RideWise  
FY 2021 WORK PROGRAM**



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SAFETY

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## **WORK PROGRAM OVERVIEW**

### **Organizational Summary**

RideWise Inc. serves all of Somerset County except for Montgomery Township. The agency was created in 1990 by 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 was updated in 2018 to better reflect the agency's programming. The mission of RideWise is to "connect people and businesses to safe and sustainable travel options that enhance quality of life and create a vibrant economy." The agency's vision is, "Somerset County will have a seamless network of efficient transportation choices that are available to everyone." RideWise maintains an office in Bridgewater, sharing office space with the Somerset County Business Partnership. The agency's major sources of revenue are NJTPA, NJ TRANSIT, NJDOT and the Greater Raritan Workforce Investment Board (WIB). The agency employs 6 individuals.

### **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. Somerset County is the third healthiest county in New Jersey, according to the 2019 report of county health rankings.

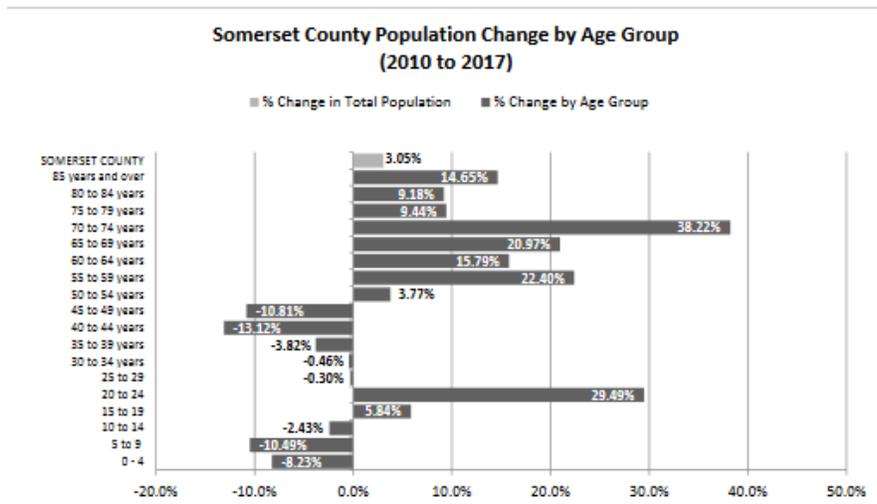
#### ***Population***

According to most-recent ACS Census data, Somerset County's population was 333,316 in 2017, representing an increase of 3.05% since 2010 and 12.04% since 2000. The highest rates of growth during recent years are occurring among senior citizens, Asians and people of Hispanic or Latino decent countywide. Citing the most-recent 2017 population estimates available through the US Census Bureau, Somerset is the 5th fastest growing county in New Jersey since 2010. Within Somerset County municipalities with the largest growth rates are generally found in the townships. Municipalities with the largest increases between 2010 and 2016 included Franklin, Warren, Hillsborough, Montgomery Townships and Raritan Borough.

**Table 1.5**  
**Total Population by Municipality: 2000, 2010 and 2017**

Municipality	2000	2010	2017	Pct. Change 2000-2016
Bedminster Township	8,302	8,165	8,244	-0.7%
Bernards Township	24,575	26,652	27,032	10.0%
Bernardsville Borough	7,345	7,707	7,792	6.1%
Bound Brook Borough	10,155	10,402	10,510	3.5%
Branchburg Township	14,566	14,459	14,683	0.8%
Bridgewater Township	42,940	44,464	45,335	5.6%
Far Hills Borough	859	919	887	3.3%
Franklin Township	50,903	62,300	65,999	29.7%
Green Brook Township	5,654	7,203	7,210	27.5%
Hillsborough Township	36,634	38,303	39,712	8.4%
Manville Borough	10,343	10,344	10,436	0.9%
Millstone Borough	410	418	550	34.1%
Montgomery Township	17,481	22,254	23,059	31.9%
North Plainfield Borough	21,103	21,936	22,092	4.7%
Peapack/Gladstone Borough	2,433	2,582	2,595	6.7%
Raritan Borough	6,338	6,881	7,758	22.4%
Rocky Hill Borough	662	682	622	-6.0%
Somerville Borough	12,423	12,098	12,234	-1.5%
South Bound Brook Borough	4,492	4,563	4,606	2.5%
Warren Township	14,259	15,311	15,998	12.2%
Watchung Borough	5,613	5,801	5,961	6.2%
<b>SOMERSET COUNTY</b>	<b>297,490</b>	<b>323,444</b>	<b>333,316</b>	<b>12.0%</b>

The percent of the county’s residents 18 years of age and younger has decreased and comprised 22.8% of the population in 2017 as compared to 26.1% in 2010. The 62 years and over age group has grown over the past four decades, reaching 17.8% of the population in 2017. The fastest growing segment of the senior population has been persons 70 to 74 years of age.



Somerset County is becoming more racially and ethnically diverse. The County’s Black, Native and Asian-American populations all grew in both absolute terms and as a percentage of the total

population between 2009 and 2017. The County’s Hispanic or Latino population also continued to grow by 24.8 percent while its White population continued to decrease by 9.4 percent mirroring statewide and national trends. Somerset County also enjoys a notably large population of foreign-born residents, higher than the state and national average. 24.6 percent of the County’s population was foreign-born in 2016, which is 2.8 percent higher than the state and 11.4 percent greater than the nation.

**Housing & Income**

In 2017, Somerset County had a median household income of \$112,153. The median property was \$424,900 which is 1.95 times larger than the national average of \$217,600. The rate of homeownership is 77 percent, which is higher than the national average of 63.9 percent. The largest share of households have a property value in the \$500k - \$750k range. 4.77 percent of the population, for whom poverty status is determined in Somerset County live below the poverty line. This number is lower than the national average of 13.4%. However, higher rates of poverty are present in portions of Franklin, Bridgewater, Somerville, Raritan, Bound Brook, South Bound Brook, and North Plainfield. The largest demographic living in poverty are females age 55 - 64, followed by females age 18 - 24 and then males age 55 - 64.

**Workforce**

Somerset County employs 175k people. The largest industries in Somerset County are Health Care & Social Assistance (22,577 people), Retail Trade (19,535 people), and Professional, Scientific, & Technical Services (19,405 people). The highest paying industries are Utilities (\$125,522), Management of Companies & Enterprises (\$121,460), and Information (\$101,805).

The most common job groups are Management Occupations (26,961 people), Office & Administrative Support Occupations (19,020 people), and Sales & Related Occupations (18,298 people). Compared to other counties, Somerset County has an unusually high number of residents working as Computer & Mathematical Occupations (2.69 times higher than expected), Life, Physical, & Social Science Occupations (2.02 times), and Business & Financial Operations Occupations (1.56 times). The highest paid jobs held by residents of Somerset County by median earnings, are Legal Occupations (\$121,907), Management Occupations (\$120,914), and Computer &

**Largest Employers in Somerset County**

Company Name	Estimated Number of Employees
Bausch & Lomb Inc	300
Bloomberg LP	1,381
Brother International Corp	318
Conva Tec Inc	300
Daiichi Sankyo Inc	-
Ethicon Us LLC	1,200
Everest Re Group LTD	401
Federal Insurance Co	1,800
Ferreira Construction Co	200
iconectiv	-
Janssen Research & Devmnt LLC	2,000
Johnson & Johnson	1,200
Mallinckrodt Pharmaceuticals	-
Meda Pharmaceuticals Inc	150
Medical Transcription Billing	110
Memorial Sloan Kettering	1,000
Met Life	1,200
Ortho Mcneil Pharmaceutical	1,800
Ortho-Clinical Diagnostics Inc	1,000
Pfizer	-
Philips Lighting	500
Robert Wood Johnson Univ Hosp	1,500
Sanofi US	2,150
SHI International Corp.	500
Valeant Pharmaceuticals Intl	400
Verizon Business	3,500
Verizon Wireless	800

Note: Number of employees is unavailable for some businesses

Mathematical Occupations (\$102,183). According to data from the New Jersey Bureau of Labor Statistics, Somerset County's unemployment rate was 3.5 percent in 2017.

### **Transportation Network**

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

Somerset County is served by 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 Warren Township began operating in September 2018. Somerset County's Office of Transportation offers ten local bus routes. Somerset County's passenger rail service is provided through NJ Transit via two lines that connect passengers to Newark, Jersey City, and New York City. 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. 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. However, large geographic portions of Somerset County, primarily in the north and south, lack adequate service.

### **Commute Patterns**

Driving alone is the primary means of getting to work at 78 percent. Forty-six percent of drive-alone residents commute more than 30 minutes. Seven percent of residents carpool, 6 percent use transit, 6 percent work from home and 3 percent walk. The statistics generally show similar trends to the statewide averages, although Somerset County residents have much lower rates of commuting via public transportation and walking. These findings, however, varied widely, according to Somerset County's recently released *WalkBikeHike Somerset* study. Densely populated communities and those with good access to public transportation had higher rates of travel by public transit, walking and biking. Residents from communities such as Rocky Hill and Somerville, for example, walk to work at a rate three times higher than the statewide average. Areas with higher rates of walking and biking in Somerset County include Rocky Hill, Franklin, North Plainfield, Bound Brook and Somerville. The average car ownership in Somerset County is 2 cars per household. Employees in Somerset County have a longer commute time (29.9 minutes) than the normal US worker (25.5 minutes). Additionally, 5.43% of the workforce in Somerset County have "super commutes" in excess of 90 minutes.

*Sources:*

Somerset County Trends and Indicators Population Report, March 2019

The Census Bureau ACS 1-year Estimates

Somerset County, NJ Community Economic and Demographic Profile, November 2017

*WalkBikeHike Somerset*, June 2019

### **TMA Goals and Objectives**

RideWise's mission to connect people and businesses to safe and sustainable travel options 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. The TMA is guided by four core principals, which are in alignment with the goals of NJTPA:

- **Educate** the public on safe and efficient ways to travel for work or recreation
- **Advocate** for transportation options and transit enhancements that improve mobility and help the environment
- **Collaborate** with the business community to help employee mobility and to connect people to jobs.
- **Engage** with local government and the community to increase opportunities for biking, walking and transit usage.

**RIDEWISE**  
**PROGRAM REPORT FY 2021**

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**Goal Area Activity: ACCESSIBILITY**

*Description:* Provide information, services and assistance to increase traveler access to alternate modes of travel and 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:** Provide trip planning and information

*Description:* Provide information on travel options by phone, e-mail, at tabling events, the TMA website and special events/promotions. This includes carpool and vanpool matching and publicizing the TMA as a source for ridematching services and non-motorized transportation options. Participate in the ongoing enhancement and maintenance of the public facing portal njrideshare.com. When ridesharing is not an option, provide customized trip planning assistance, bus and train schedules, park and ride locations, and safe bicycling and walking routes. RideWise supports a “transit first” policy. This strategy also includes assisting Somerset County by providing marketing support and fielding customer inquiries for its bus network. Provide information on travel options through advertisements, print collateral, social media, mass mailings, electronic media, and community events, including but not limited to, Drive Less Somerset, Bike Month, Parking Day, Earth Day, Try Transit, Paint the Pavement. Develop new incentive strategies and promote existing strategies (emergency ride home and empty seat subsidies) that encourage the use of alternate travel modes.

**Products and Outcomes:**

- ♦ Rideshare matching/trip planning requests
- ♦ Events/promotions
- ♦ Communications (digital and print)
- ♦ Ridesharing incentives

**Strategy:** Provide bicycle and pedestrian information and safety education

*Description:* Provide information and services that encourage and support safe biking and walking for all age groups through the TMA’s cycling class, BikeSmart. This includes making bicycle and pedestrian safety events available

to community 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. Partner with Somerset County Tourism on the development of Somerset County bicycle tour maps that link local historic sites and attractions with cycling routes.

**Products and Outcomes:**

- ♦ BikeSmart classes offered
- ♦ Bicycle tour maps/cycling routes

**Strategy:** Provide support for human services transportation

*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 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 provide travel training to clients and staff. Provide bus passes to agencies for client transportation needs. Explore opportunities with TNCs for the provision of transportation to under-served populations. Make provisions for transportation services that includes promoting and/or planning (but not operating) services for human service populations.

**Products and Outcomes:**

- ♦ Nonprofit partner meetings
- ♦ Travel training/education

**Strategy:** Support the implementation of Complete Streets

*Description:* Educate municipal stakeholders about complete streets. Assist municipalities with the adoption of a policy, checklist or ordinance. Conduct or participate in road safety, walking or bicycling audits. Participate as a stakeholder in local complete streets projects sponsored by NJTPA, NJDOT or other agencies. Providing municipalities with data for a grant application or assisting a municipality with a demonstration project. Work with municipalities and

community organizations such as Middle Earth to create temporary or pop-up complete streets options such as parklets, temporary bike lanes or other tactical urbanism concepts.

**Products and Outcomes:**

- ♦ Municipal assistance and education (policies adopted)
- ♦ Complete Streets measures implemented with TMA assistance

**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 and/or other amenities.

**Products and Outcomes:**

- ♦ Municipal assistance (surveys, reports, new 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. Partner with Somerset County Planning to advance some of the recommendations in the Bike, Hike, Walk report.

**Products and Outcomes:**

- ♦ Recommendations to be determined by Somerset County Planning

**Strategy:** Strategy: Provide support and assistance to the Healthier Somerset coalition

*Description:* Healthier Somerset is a coalition created to improve the health and well-being of everyone who lives and works in Somerset County. The coalition promotes healthy lifestyles through collaborations with community partners. Complete Streets and Safe Routes to School are two of the strategies Healthier Somerset is partnering with RideWise on to prevent and reduce obesity, which is one of the goals within the Community Health Assessment Plan.

**Products and Outcomes:**

- ♦ Bilingual travel training
- ♦ Bilingual bicycle education

**Goal Area Activity: ECONOMIC DEVELOPMENT**

*Description:* Description

Encourage the provision and implementation of TDM services at employer sites, transportation facilities, recreational facilities, entertainment venues, shopping centers and other high travel locations. Potential activities include: ridesharing/shared ride assistance, employer recognition, onsite commuter information fairs, relocation assistance, employee surveys, transit service advocacy, information on pre-tax commuter tax benefits, lunch n learn workshops, and facilitating electric vehicle adoption.

**Strategy:** Provide worksite-based transportation demand management

*Description:* Description: Actively pursue opportunities for encouraging, providing, and/or implementing TDM strategies that help existing and relocating employees' commutation and travel choices. The TMA will 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.

**Products and Outcomes:**

- ♦ Records of outreach activities and employer programming

**Strategy:** Encourage employer participation in NJ 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. Evaluate and update the New Jersey Smart Workplaces program, in collaboration with the NJTPA and the other TMAs.

**Products and Outcomes:**

- ♦ Employer nominations
- ♦ Recognition breakfast

**Strategy:** Support regional and local economic development

*Description:* 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. Coordinate with the Together North

Jersey Competitive Taskforce, as requested by NJTPA. Serve as the liaison between employers and the NJTPA in order to facilitate outreach to the business community.

**Products and Outcomes:**

- ♦ Advisory committee/task force meetings

**Goal Area Activity: RELIABILITY**

*Description:*

Support dependable and predictable transportation services through interagency coordination and communication with the public about transportation system disruptions so that travelers can make an informed choice about their mode, route and time of travel.

**Strategy:** Provide information on construction, incident and transit delays

*Description:* Description: Notify travelers of unexpected construction, maintenance, special event, weather or emergency related delays via e-mail, social media and the website. Provide information on alternate travel options to mitigate traffic impacts. Coordinate with NJDOT, PANYNJ, TransCom, NJ TRANSIT and county/municipal agencies to share information and strategies. Assist operating agencies with the provision of shared ride and shuttle services and with advertising the availability of park and ride facilities related to construction, maintenance and special events.

**Products and Outcomes:**

- ♦ Traffic/transit alerts issued

**Strategy:** Business continuity plan update

*Description:* Description: Maintain, refine and test the agency's business continuity 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. The updated plan will be submitted to the NJTPA in the second quarter of FY 2021.

**Products and Outcomes:**

- ♦ Submission of plan

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

*Description:* 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:**

- ♦ Participation on steering advisory committees

**Goal Area Activity: ENVIRONMENTAL**

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

**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. Other activities include coordinating or participating in ride and drive events, making presentations to municipal and community stakeholders, and promoting the installation of new charging stations.

**Products and Outcomes:**

- ♦ Municipal assistance

**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 and activities (e.g. poster or bookmark contests) 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 (school or community based)

- ♦ Municipal campaigns

**Strategy:** Support municipalities 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 and Sustainable Jersey for Schools certification.

**Products and Outcomes:**

- ♦ Municipal and school assistance

**Goal Area Activity: SAFETY**

*Description:*

Promote and enhance safe and efficient travel throughout the TMA service area by providing information and activities that support safety. Activities 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 distracted driving, winter driving. These activities will support New Jersey's participation in the Towards Zero Deaths initiatives.

**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:**

- ♦ Safety presentations coordinated with TMA assistance

**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 for safety equipment to be provided. Potential locations include Bound Brook, South Bound Brook, North Plainfield, Somerville and Franklin.

**Products and Outcomes:**

- ♦ Bicycle safety checks/education

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

*Description:* Partner with municipalities to conduct bicycle and pedestrian safety audits. Survey the existing infrastructure, compile the data into ArcGIS, and provide the information to the municipality to assist with local decision making.

**Products and Outcomes:**

- ♦ Municipal audits conducted/reports prepared

**Strategy:** Participate in road safety audits coordinated by Somerset County

*Description:* At the invitation of Somerset County Planning, RideWise will assist with road safety audits on five selected corridors. Specific sites will be determined by Somerset County.

**Products and Outcomes:**

- ♦ Recommendations provided

**Strategy:** Strategy: Conduct speed studies for schools and municipalities

*Description:* Description: Municipalities and schools can request free speed studies of local roads from RideWise. A “speed sentry” sign will collect data on traffic volumes and motorist speed. The TMA will evaluate the data and provide a written report of findings. Speed studies can complement existing Street Smart NJ and Safe Routes to School initiatives or can be utilized to encourage communities/schools to undertake this programming.

**Products and Outcomes:**

- ♦ Speed reports

**Goal Area Activity: STREET SMART**

*Description:*

Promote and enhance safe travel for pedestrians by conducting NJTPA’s Street Smart NJ pedestrian safety campaign.

**Strategy:** Conduct Street Smart campaigns for 3 Somerset County communities.

*Description:* There were 275 pedestrian crashes in Somerset County between 2014-2016, according to the WalkBikeHike Somerset study recently completed. The rate of pedestrian crashes in Somerset County is significantly lower than the Statewide average. The fatality rate of pedestrian crashes, however, was higher in Somerset County than the statewide average and resulted in 20 pedestrian deaths. 36.1 percent of pedestrian crashes resulted in at least moderate injury. Nearly one-third of all pedestrian and bike crashes occurred on municipal roads. Densely populated areas such as Franklin Township near New Brunswick, and North Plainfield had more crashes. Corridors with high numbers of pedestrian and cyclist crashes include:

- County Route 636 in North Plainfield
- County Route 531 in North Plainfield
- US 202 in Bernardsville
- NJ 27 in Franklin
- County Route 514 in Franklin
- County Route 527 in Franklin
- County Route 533 in Manville and Bound Brook
- NJ 28 in Bound Brook and Somerville

Based on this data, the TMA will look to conduct Street Smart campaigns in any of the following communities: North Plainfield, Bound Brook, South Bound Brook and Franklin.

As with the past campaigns conducted for North Plainfield, Somerville, Manville, Raritan and Bernardsville, 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. The TMA will utilize a suite of Street Smart NJ methods and messages and will work with local law enforcement to coordinate a highly visible educational and enforcement campaign. All campaigns will follow the guidelines described in the “How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community” guide. Additionally, the TMA will participate in any training or support activities organized by NJTPA. To determine the effectiveness of the effort, RideWise will utilize region-wide evaluation tools to observe, measure and analyze pedestrian and motorist behavioral change, and submit these findings to NJTPA. Final reports will follow the guidance provided in the “Guidelines for Preparation of NJTPA Reports and Studies” and draft reports will be provided to NJTPA for review in Microsoft Word format. The TMA will complete a brief monthly Street Smart NJ activity

update on prospective, planned, and active campaigns in their service area, in a format provided by NJTPA. At this time the NJTPA will also update the TMA on any NJTPA Street Smart NJ activities and outreach in their service area.

**Products and Outcomes:**

- ◆ Campaign documentation & reports

**Goal Area Activity: COORDINATED HUMAN SERVICES TRANSPORTATION ACTIVITY**

*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:** Expand the agency’s existing group and one-on-one travel training program

*Description:* Using the supplemental funding in FY21, the TMA proposes expanding its travel training program by hiring a part-time person to assist with the provision of training. Travel training is offered to persons with disabilities, senior citizens, veterans and low-income persons who need assistance in learning how to travel independently. The training is done using a two-tiered approach – classroom based and hands-on. The classroom training is comprehensive and includes transit, biking, walking, ride-hailing services and using trip planning apps. The hands-on training is done with individuals or small groups. The hands-on portion takes approximately 5 hours from start to finish. The training incorporates real-life scenarios such as multiple connections, trainings done in all weather, missing the bus, etc. Some clients only require one hands-on session before they have a good understanding of the services available and how to use them. However, most clients require 2-3 sessions before they have the confidence to travel by themselves. Since starting the travel training in 2015, RideWise has trained 2,000 individuals (roughly 400 individuals per year).

**Products and Outcomes:**

- ◆ List of travel sessions conducted provided quarterly

**Strategy:** Update the resource guide of transportation services

*Description:* Description: Review the data compiled for the transportation guide of transportation services created in FY19 and update/revise as needed.

**Products and Outcomes:**

- ◆ Resource guide updates/reprint

**Goal Area Activity: PROGRAM MANAGEMENT**

*Description:*

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.

**Strategy:** Prepare the FY21 work program and provide all work program related records and products.

*Description:* Provide program management and reporting information to support the TMA work program grant in accordance with the comprehensive, coordinated and continuing planning process followed by the NJTPA for its UPWP.

**Products and Outcomes:**

- ◆ Monthly invoicing and quarterly reports

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

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

**Strategy:** Safe Routes to Schools

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

**Products and Outcomes:**

□

**Strategy:** NJ TRANSIT

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

**Products and Outcomes:**

□

**Strategy:** Greater Raritan Workforce Development Board

*Description:* Description: Help Work First clients eliminate transportation as a barrier to finding and retaining sustainable employment.

**Products and Outcomes:**

□

## PROGRAM MANAGEMENT

### Description

RideWise will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## PROMOTIONS 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 FY2021 for the promotion of the programs, goals and objectives of the work program:

### **Facebook**

RideWise will regularly post information on agency programming on Facebook. Messaging will be related to biking, pedestrian safety, sustainability, ridesharing and transit. Effectiveness will be tracked by the number of likes, shares, followers, and mentions.

### **Twitter**

Twitter will be used to deliver information on traffic incidents, construction and congestion, in addition to messaging related to sustainable transportation. Effectiveness will be measured by the number of followers, re-tweets and shares.

### **Newsletters**

The TMA will produce a monthly e-mail newsletter using Benchmark, an online e-mail marketing tool to promote the agency's work and safety messaging. Effectiveness will be measured by open/forward rates, and links clicked within the newsletter.

### **Direct mail**

The TMA will distribute printed postcards to new residents to introduce them to the TMAs programs and services. Effectiveness will be measured by the number of hits to program specific webpages and requests to [staff@ridewise.org](mailto:staff@ridewise.org).

### **Printed materials**

Printed materials in FY21 may include, but not be limited to, brochures on programs and services e.g. emergency ride home, employer services, ridesharing, travel training, and new resident postcards. These materials are primarily distributed at employer and community fairs, or through libraries and other public sites. Effectiveness will be measured by the number of materials distributed.

### **Advertising**

Advertising is primarily limited to no-cost print publications or free sponsorships.

### **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 website promotes all of the work in the agency’s work program. The homepage is updated with news regularly. Additional pages are added to promote new programs and content is edited to keep the site fresh and interesting. Effectiveness is determined with Clicky analytics which provides information on reach, areas of interest, and visitor statistics.

**Employer Messaging**

Develop and provide promotional slides with sustainability or safety themes for use by employers to post on internal screens and monitors.



**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2021 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Ticket Home	\$ 500.00
Vanpool Subsidies	\$ 500.00
Website	\$ 1,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 2,000.00</b>

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**RIDEWISE INC.  
FY 2021 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,775	\$ 122,080	\$ 3,597	\$ 48,540	\$ -	\$ 174,217
Core Goal Area Activities - Economic Development	2,165	\$ 104,126	\$ 1,900	\$ 41,401	\$ -	\$ 147,427
Core Goal Area Activities - Reliability	318	\$ 12,242	\$ 1,400	\$ 4,868	\$ -	\$ 18,510
Core Goal Area Activities - Environmental	373	\$ 15,397	\$ 1,400	\$ 6,122	\$ -	\$ 22,919
Core Goal Area Activities - Safety	373	\$ 15,397	\$ 1,138	\$ 6,122	\$ -	\$ 22,657
Core - Program Management	665	\$ 31,677	\$ -	\$ 12,595	\$ -	\$ 44,272
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>6,669</b>	<b>300,917</b>	<b>9,435</b>	<b>119,648</b>	<b>-</b>	<b>430,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	556	\$ 19,328	\$ 2,987	\$ 7,685	\$ -	\$ 30,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	1,040	\$ 23,573	\$ 4,796	\$ 11,631	\$ -	\$ 40,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,596</b>	<b>42,901</b>	<b>7,783</b>	<b>19,316</b>	<b>-</b>	<b>70,000</b>
<b>TOTAL</b>	<b>8,265</b>	<b>\$ 343,818</b>	<b>\$ 17,218</b>	<b>\$ 138,964</b>	<b>\$ -</b>	<b>\$ 500,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Donna Allison, Executive Director	73%	1,515
Jon Dugan, Bicycle & Pedestrian Safety Manager	14%	286
Sara Catherine Lichon, Community Outreach	76%	1,584
Tina Lochmann, Bookkeeper	50%	1,040
Leanne McGowan, Business Liaison	77%	1,600
Linda Rapacki, Marketing & Travel Training	58%	1,200
New Hire (part time travel trainer)	50%	1,040
<b>TOTAL</b>	<b>57%</b>	<b>8,265</b>

**NJTPA FY 2021 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

TransOptions  
FY 2021 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 over thirty years, TransOptions' mission has been to deliver programs that improve mobility, the environment and quality of life in Northwest New Jersey. As a 501(c)(3) non-profit organization, the Transportation Management Association (TMA) works with employers, communities, travelers, schools and school districts and human service organizations in Morris, Sussex, and Warren counties, as well as suburban Essex, Passaic and Union Counties. The office of TransOptions is located at 2 Ridgedale Avenue, Suite 200 Cedar Knolls, NJ 07927.

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

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

### **Service Area Description**

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

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

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

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

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
  - Atlantic Health System
  - Barclays
  - BASF
  - Bayer
  - Coldwell Banker
  - Crum & Forster
  - GAF
  - GSK (Warren Township)
  - Honeywell International Inc.
  - Mack-Cali – Florham Park
  - Mack-Cali Corporate Center - Parsippany
  - Maersk
  - MetLife
  - Novartis Pharmaceuticals Corp.
  - Pfizer
  - Picatinny Arsenal
  - Realogy
  - Selective Insurance
  - SJP Properties
  - Teva Pharmaceuticals
  - Thorlabs
  - Tiffany and Co.
  - Wyndham Worldwide
  - Zoetis
- 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 tele-working/hoteling and alternative work scheduling, and promotes ridesharing so as to reduce emissions in the region;
- Improving access to job opportunities and improving choices for transportation disadvantaged populations including the elderly, disabled and low income populations.
- Encouraging the use of all alternative means of transportation;
- Delivering programs, such as Street Smart NJ, that aim to reduce the instances of pedestrian injuries and fatalities within the service area through grassroots and community-driven campaigns;
- Educating all persons, ranging from Youth to Senior, on environmental issues to inform them of transportation's impact and encourage them to act to reduce those impacts.

- Acting as a conduit for up-to-date travel related information to all travelers in, to and through the service area;
- 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 NJ TRANSIT.

**TRANSOPTIONS**  
**PROGRAM REPORT FY 2021**

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**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

**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 and Go Farther, the regional Coordinated Human Services Transportation Plan (CHSTP). 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 Development Board (WDB) 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 Development 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 underserved residents

**Strategy: Rideshare Coordination**

*Description:* Procure, manage and process rideshare applications for carpools and vanpools submitted for trips within or into the defined borders of TransOptions' service area, as well as those traveling from our service area to locations outside of New Jersey. This includes all phases of performing the ridematching effort, including data management and maintenance, and performance analysis. Evaluate internal and external program performance using various indicators as it relates to achieving goals in matching effectiveness.

Conduct outreach efforts to acquaint travelers with the availability of alternative modes of travel, deliver rideshare matching assistance and provide up-to-date park and ride information, Emergency Ride Home services to commuters using alternative modes for their commute, vanpool empty seat management, customized mapping services as needed and other travel assistance services.

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

**Products and Outcomes:**

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

**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, 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 activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS), the Regional Transportation Plan, Plan 2045, The North Jersey Partners Local Demonstration Project, Ladders of Opportunity and other MPO products that may benefit from outreach to the business and community and other county CEDS efforts. Coordinate with the Together North Jersey Competitive Task Force, as requested by NJTPA.

TransOptions will focus on the encouragement, provision and implementation of TDM services at employer locations, transportation facilities, recreational facilities, entertainment venues, shopping centers and community events, among others. These activities include working closely with employers and municipalities to promote the use of travel alternatives and TDM strategies through outreach efforts such as “on-site” transportation fairs and/or Lunch and Learn presentations for public and private entities and at community fairs. TransOptions will facilitate and administer the New Jersey Smart Workplaces (NJSW) program throughout its service area, recognizing employers who support these TDM efforts.

**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.

Administer, evaluate and update (as necessary) the New Jersey Smart Workplaces program for businesses in the TransOptions service area.

**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:** 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.

**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: 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 continue to implement air quality education programming and anti-idling campaigns for students and the general public, as well as participate in climate change mitigation efforts. Additionally, the TMA will advance efforts to support and encourage the adoption of alternative fuel vehicles and related infrastructure, using NJTPA’s Alternative Fuel Readiness Guidebook as a resource.

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 air quality education programming for TransOptions’ service area, targeted to residents, commuters and students.

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

- ♦ Development and delivery of air quality and anti-idling programs for students, including STEM classroom presentations and hands on activities mapped to Next Generation Science Standards (NGSS). Provide programming that will encourage changes in behavior with the ultimate goal of mitigating air pollution and PM2.5

**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

**Strategy:** Encourage the Adoption of Alternative Fuel Vehicles and Related Infrastructure

*Description:* Advance efforts to support and encourage the adoption of alternative fuel vehicles and related infrastructure, using NJTPA’s Alternative Fuel Readiness Guidebook as a resource. Work with various audiences, including businesses, developers, schools, colleges and universities, medical centers, and municipal and county governments, to educate on AFV resources and availability of funds to advance the adoption of AFV infrastructure throughout the service area. Work with businesses to develop incentives to educate and encourage their employees to purchase AFVs.

**Products and Outcomes:**

- ♦ Assist municipalities, counties, developers, businesses and/or other entities to use alternative fuel vehicles and create or improve infrastructure related to those vehicles. Work with various groups to encourage the installation of charging stations and adoption of AFVs in fleet operations, and assist businesses in incentive-development to encourage AFV adoption among their employees

**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. Where appropriate, TransOptions will leverage existing safety campaigns and efforts, such as Towards Zero Deaths and Vision Zero, to promote a culture of safety.

**Strategy:** Improve Pedestrian and Motorist Behavior Through the Street Smart NJ 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. Promote a culture of safety, including outreach and education related to Towards Zero Deaths or Vision Zero.

**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. Conduct Towards Zero Deaths and/or Vision Zero outreach and education where appropriate

**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. Work with communities to conduct bicycle and pedestrian safety audits and other transportation safety and data collection 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, including bicycle and pedestrian safety audits

**Goal Area Activity:** SUPPLEMENTAL: STREET SMART NJ

*Description:* TransOptions will build on, expand and improve its Street Smart NJ efforts to deliver programs in new communities, or implement “refresher” campaigns in towns previously involved. As outlined in the Core Safety Goal Area, a minimum of two 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, use of temporary infrastructure materials at crossings and other key pedestrian-driver conflict points, 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.

Final reports will follow the guidance provided in the Guidelines for Preparation of NJTPA Reports and Studies and draft reports will be provided to NJTPA for review in Microsoft Word format. TransOptions will participate in any training or support activities organized by NJTPA, and will complete a brief monthly Street Smart NJ activity update on prospective, planned, and active campaigns in the service area. NJTPA will update TransOptions on any NJTPA Street Smart NJ activities in their service area.

**Strategy:** Improve Pedestrian and Motorist Behavior Through the Street Smart NJ 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. Where appropriate, implement low-cost, temporary infrastructure interventions to encourage safe behaviors.

Measure behaviors and campaign effectiveness through pre- and post-campaign surveys, on-site observations of pedestrian and driver interactions, and evaluation of temporary interventions' effect on behavior. Develop a final report detailing the process and results of the campaign.

**Products and Outcomes:**

- ♦ Implement Street Smart NJ Pedestrian Safety Campaigns in municipalities in the TransOptions service area, supported by a variety of messaging techniques in coordination with municipal officials, law enforcement, schools, and businesses

- ♦ Deliver a final report highlighting the site selection process, campaign activities, and pre and post campaign observations

**Goal Area Activity: 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's 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 continue to leverage its existing partnership with Sussex County's Department of Health and Human Services to implement and evaluate efforts started in fiscal year 2019. TransOptions will also identify and meet with appropriate hospital administration and staff to advance programs that meet patient transportation needs and opportunities. Other agencies and organizations may be identified and included in this process, including healthcare foundations, nonprofit organizations and patient advocates. TransOptions will facilitate discussion between the health system and transit, paratransit, shuttle, taxi and/or TNCs.

TransOptions will provide a written deliverable that documents this task's activities.

**Strategy: County and Community Service Planning**

*Description:* Continue work with Sussex County as it relates to objectives identified in Go Farther, the regional CHSTP. Conduct meetings with human services transportation providers and human services officials to evaluate and improve existing projects. Build upon the public engagement conducted for the CHSTP through outreach and education to human services populations.

Work with other community and county partners to pursue similar on-demand or scheduled ride services that expand access to care and other important destinations.

**Products and Outcomes:**

- ♦ Assist human services officials in planning efforts and 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 existing or new projects aimed at these populations
- ♦ Memorandum documenting outreach and planning activities conducted and outcomes

**Strategy:** Interagency Coordination and Pilot Project Implementation

*Description:* In conjunction with Sussex County human services staff, continue to assist in the coordination of on-demand ride programs that increase availability of rides for target populations based on the concepts in the CHSTP. As appropriate, serve as dispatch for these on-demand rides that will improve access to care and other key destinations. Leverage non-Federal dollars at the county or private sector level to enhance the affordability of these rides. Pursue transportation projects in conjunction with local hospital and health providers to address patient needs and opportunities. Explore opportunities to expand Sussex County’s model to new communities and counties. Provide support and training for medical center staff on transportation programs and resources.

**Products and Outcomes:**

- ♦ Continue coordinating and evaluating pilot program with appropriate county human services staff. Serve as dispatch for the county’s On-Demand human services transportation pilot project
- ♦ Identify and meet with hospital staff. Coordinate and plan patient transportation programs and advance pilot projects involving local hospitals and TNCs or other providers
- ♦ Memorandum documenting outreach and planning activities conducted and outcomes

**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 2021 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 2021 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 2021 Work Program and Staffing Plan
  
- ◆ Quarterly Progress Reports, invoices and supporting documentation
  
- ◆ Fourth Quarter/Final Report
  
- ◆ Annual Report

## PROGRAM MANAGEMENT

### Description

TransOptions will provide administrative and program information for the FY 2021 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 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 2020 Work Program and Staffing Plan

**Due:** October 9, 2019 – **To be filed electronically**

Fourth Quarter/Final Report

**Due:** July 22, 2021 - Required format above – **To be filed electronically**

Annual Report

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

**Due:** July 22, 2021

### CONSULTANT ACTIVITY

### Description

No consultant activity anticipated.

## PROMOTIONS 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 FY21 for the promotion of the programs, goals, and objectives of the work program:

- Newsletters: TransOptions will publish a monthly email newsletter titled “Go Smart! with TransOptions.” The newsletter will 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 traffic generated by the email distribution and email open rates.
- Facebook: TransOptions will maintain an active presence on Facebook to promote work program efforts, build relationships with the public and other organizations, and drive traffic to other TransOptions outlets such as the website and monthly newsletter. Effectiveness will be tracked by the number of impressions, page consumptions, and increases in Page “likes”. These performance measures are subject to change based on how Facebook collects and presents data on Pages.
- Twitter: TransOptions will maintain two Twitter accounts. The first, @TrafAlerts, will be used to disseminate timely traffic alerts, construction alerts, and similar messaging to alert commuters of delays or hazards. The second, @TransOptions, will be used to disseminate short messages about local or regional transportation events and issues as well as TransOptions’ work program efforts. Effectiveness will be tracked by tweets, followers, impressions and engagements. These performance measures are subject to change based on changes to Twitter’s analytics tools.
- 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 share 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](http://www.TransOptions.org). It will house up-to-date information that helps promote or implement TDM measures. Additionally it will serve as a promotional tool for

TransOptions' work program efforts. Effectiveness will be tracked by web traffic through Google Analytics.

- Press and Editorials: TransOptions will promote various programs throughout each quarter through press releases seeking media coverage from both print and online outlets in an effort to increase TransOptions' audience. TransOptions will also seek to have several Op-Ed letters published in local press outlets on transportation issues of local importance in an effort to increase awareness of those issues, especially safety and the availability of ridesharing options. Effectiveness will be tracked by stories and letters published and estimated circulation rates.

All of these promotional avenues will be used to bolster TransOptions efforts as well as support community events hosted by or promoted by NJTPA, Together North Jersey or NJDOT.

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS, INC.  
FY 2021 WORK PROGRAM  
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 458,780		
	2. FRINGE BENEFITS 47.8% FT, 0% PT	\$ 219,297		
	<b>SUBTOTAL</b>	<b>\$ 678,077</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 4,717		
	3. PRINTING & REPRODUCTION	\$ 2,000		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 200		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 11,250		
	<b>SUBTOTAL</b>	<b>\$ 18,167</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 57.4909%	\$ 263,757		
	<b>SUBTOTAL</b>	<b>\$ 263,757</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 960,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 895,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 65,000</b>		

This estimated budget is based upon projected costs to perform the FY 2021 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 optional supplemental program goal activities for the FY 2021 include Street Smart NJ and Coordinated Human Services Transportation.

**FUNDING SOURCES:**  
 Federal Share: \$ 960,000      Local Match: \$ -      Total: \$ 960,000

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS, INC.  
 FY 2021 WORK PROGRAM  
 BUDGET PLAN - ATTACHMENT**

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

**NJTPA FY 2021 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**TRANSOPTIONS, INC.  
FY 2021 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	3,605	\$ 149,374	\$ 12,170	\$ 58,103	\$ -	\$ 219,647
Core Goal Area Activities - Economic Development	2,000	\$ 89,493	\$ 920	\$ 34,811	\$ -	\$ 125,224
Core Goal Area Activities - Reliability	1,650	\$ 71,574	\$ 339	\$ 27,841	\$ -	\$ 99,753
Core Goal Area Activities - Environmental	3,540	\$ 140,473	\$ 1,500	\$ 54,641	\$ -	\$ 196,614
Core Goal Area Activities - Safety	4,250	\$ 165,660	\$ 940	\$ 64,438	\$ -	\$ 231,038
Core - Program Management	240	\$ 16,360	\$ -	\$ 6,364	\$ -	\$ 22,723
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>15,285</b>	<b>632,934</b>	<b>15,869</b>	<b>246,197</b>	<b>-</b>	<b>895,000</b>
Supplemental Goal Area Activities - Street Smart NJ (optional)	558	\$ 23,649	\$ 2,152	\$ 9,199	\$ -	\$ 35,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	573	\$ 21,494	\$ 146	\$ 8,361	\$ -	\$ 30,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,131</b>	<b>45,143</b>	<b>2,298</b>	<b>17,560</b>	<b>-</b>	<b>65,000</b>
<b>TOTAL</b>	<b>16,416</b>	<b>\$ 678,077</b>	<b>\$ 18,167</b>	<b>\$ 263,757</b>	<b>\$ -</b>	<b>\$ 960,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Daniel Callas, President	67%	1,395
Emily Casey, Bicycle Programs Coordinator	38%	800
Laura Cerutti, Project Manager	70%	1,465
Melissa Estock, Communications Coordinator	78%	1,620
Justin Jenkins, Program Specialist	67%	1,400
Denis Kelleher, Program Specialist	69%	1,440
Jackeline Leon, Community Outreach Coordinator	83%	1,726
Lisa Leone, Safe Routes to School Coordinator	5%	100
Judith Maltese, Data Management Specialist	70%	1,450
Melissa McCutcheon, Program Specialist	72%	1,490
Danielle Scassera, Business Manager	8%	160
Jeremy Szeluga, Program Specialist	5%	100
Kristen Tomasicchio, Environmental Education Manager	83%	1,720
Anne Vivino, Business Services Coordinator	75%	1,550
<b>TOTAL</b>	<b>56%</b>	<b>16,416</b>