

FY2022UPWP

Unified Planning Work Program

Chapter III

Transportation Management Association Program

Draft

NJTPA FY 2022 UPWP

Chapter III

TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

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NJTPA FY 2022 UPWP TMA PROGRAM

PROGRAM BACKGROUND

Eight transportation management associations (TMAs) operate in 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 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 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 Long Range 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 federal transportation law that addresses many challenges facing the region's transportation system. The FAST Act has targeted investments to improve safety, encourage equity, foster public-private partnerships, reduce traffic congestion, improve efficiency in goods 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 (emphasizes coordination across Metropolitan Planning Organization, or MPO, borders); and Ladders of Opportunity (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 emphasis areas.

Ladders of Opportunity:

FHWA 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 area 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 toward Ladders of Opportunity through ongoing activities as well as new initiatives and partnerships. TMAs should continue to integrate this federal initiative into their work activities. This may be accomplished by programs that improve access to jobs, training, and transit services 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 help mitigate construction-related congestion through social media messaging and via other digital platforms and by participating 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 education 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, as guided by 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 New Jersey. This includes strategies to increase travel choices and reduce reliance on single occupant vehicles. Strategies may be implemented individually or through partnerships that include NJDOT, TMAs, 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 consists of representatives from local and state government as well as partner agencies. MPOs are responsible for maintaining a long range 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 (SIP).

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 long range transportation plans and programs through an integrated planning process.

The NJTPA Board of Trustees consists of 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 the cities of Newark and Jersey City. The Board also includes a Governor's Representative, NJDOT Commissioner, the Executive Director of NJ TRANSIT, Chairman of the Port Authority

of New York & New Jersey, and a Citizens' Representative appointed by the Governor.

The NJTPA develops products that spell out the investments and planning activities that will help improve regional transportation. They include:

[Plan 2045: Connecting North Jersey](#) – Updated every four years, the long range transportation plan (LRTP) sets out a strategic vision for the region's transportation system for 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 LRTP, was adopted by the NJTPA Board in November 2017.

[Transportation Improvement Program \(TIP\)](#) – Updated every two years, the TIP is a four- year agenda of improvement projects that implements the LRTP. 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 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](#) – This 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. It also will monitor subrecipients for Title VI compliance.

[Together North Jersey \(TNJ\) Regional Plan](#) – Together North Jersey was formed in 2013 to develop a comprehensive regional plan. The TNJ Plan, completed in 2015, encourages investment in the region's existing communities to make housing, jobs, and education, as well as cultural and recreational amenities 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 targeted populations: senior citizens, low-income residents, people with disabilities or special needs, and military veterans – and offers comprehensive recommendations for meeting these needs.

Delaware Valley Regional Planning Commission – DVRPC is the federally designated MPO 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. SJTPO coordinates the planning activities of participating agencies and provides a forum for cooperative decision-making by 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. The MPO produces 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 South Jersey 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

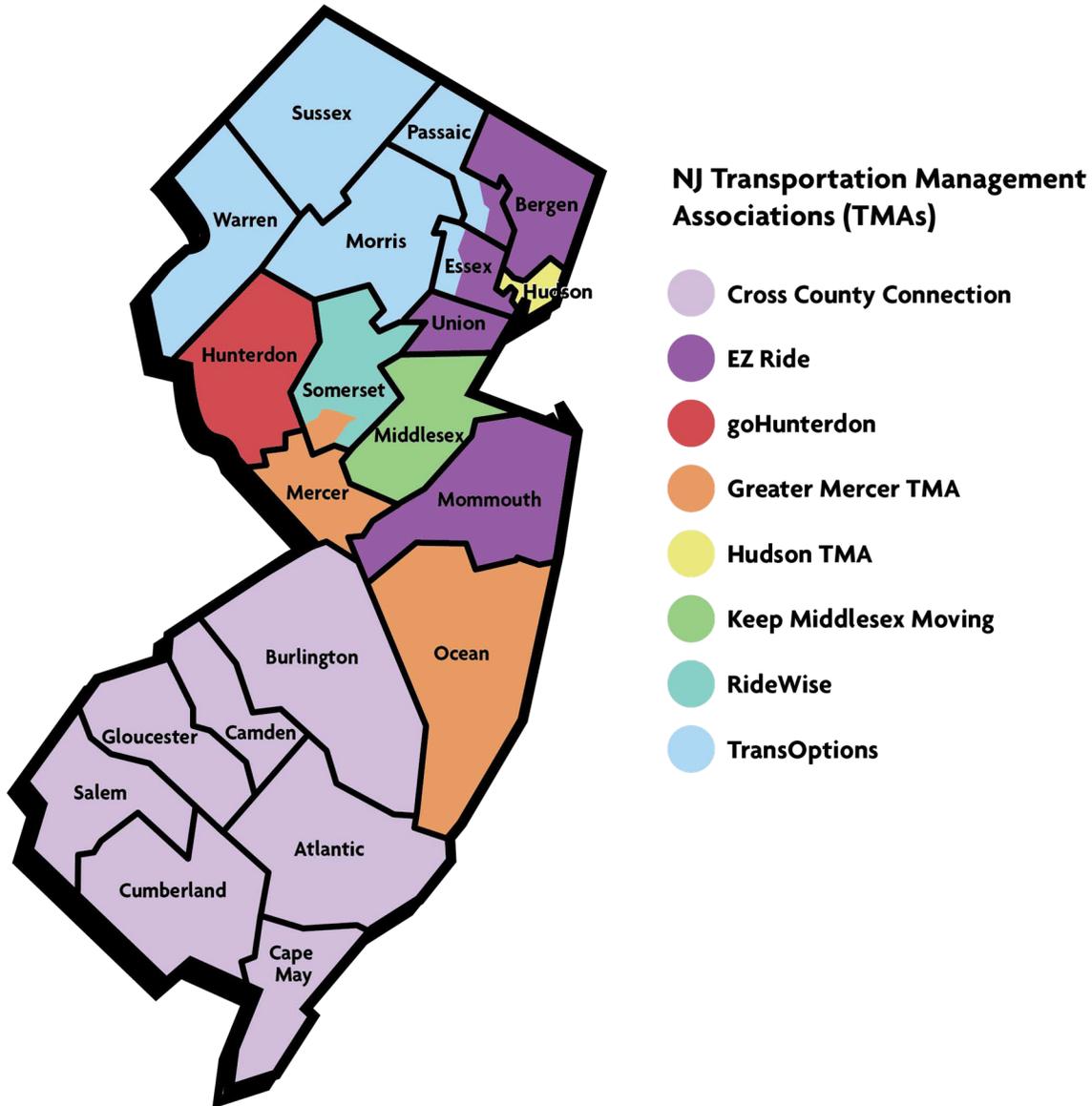
Work Program proposals may only be submitted by the following eight TMAs currently operating in New Jersey.

- Cross County Connection TMA
- EZ Ride
- goHunterdon
- Greater Mercer TMA
- Hudson TMA
- Keep Middlesex Moving
- RideWise
- TransOptions

Service Areas

TMA are funded by 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 2022 UPWP TMA PROGRAM

FINANCIAL SUMMARY

(Source: Federal Surface Transportation Program Funds)

TMA	Proposed Budget
Cross County Connection *	\$ 1,100,000
EZ Ride	\$ 1,405,000
Greater Mercer TMA *	\$ 859,940
goHunterdon	\$ 455,000
Hudson TMA	\$ 520,000
Keep Middlesex Moving	\$ 625,000
RideWise	\$ 485,000
TransOptions	\$ 960,000
TOTAL PROGRAM	\$ 6,409,940

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

FY 2022 TMA WORK PROGRAMS

**NJTPA FY 2022 UPWP
TRANSPORTATIONMANAGEMENT
ASSOCIATION PROGRAM**

Cross County Connection TMA
FY 2022 WORK PROGRAM

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Core Required Goal Area Activities

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- RELIABILITY
- ECONOMIC DEVELOPMENT
- ENVIRONMENTAL
- SAFETY

Supplemental Activities

- STREET SMART NJ
- COORDINATED HUMAN SERVICES TRANSPORTATION

Program Management

- Consultant Activities

Promotions Plan

Budget and Staffing Plan

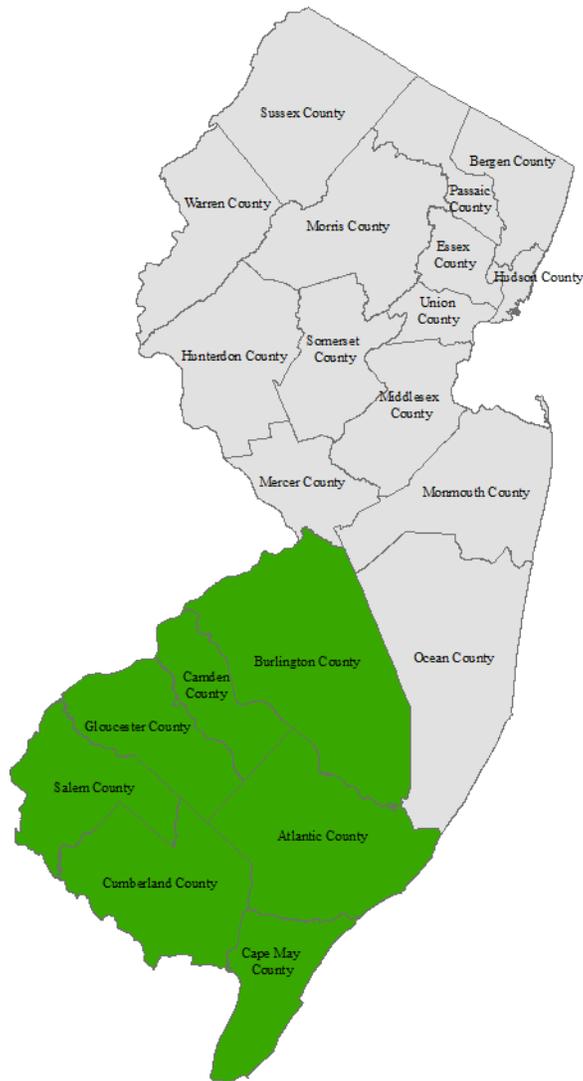
**TMA WORK PROGRAM
OVERVIEW**

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) = \$ 45,000 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

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	446,367	21.3%	16.3%	820	544	178,772	165,029
Camden	507,367	23.0%	15.0%	228	2,225	206,013	162,752
Gloucester	290,852	22.4%	14.9%	336	866	113,024	81,253
DVRPC Region	1,244,586	22.23%	15.4%	1,384	899	497,809	409,034
Atlantic	268,539	21.7%	16.9%	610	440	127,987	113,919
Cape May	93,705	17.7%	25.2%	286	328	99,157	31,388
Cumberland	153,400	23.8%	14.6%	501	306	56,429	45,757
Salem	63,336	21.8%	17.7%	347	183	27,644	17,053
SJTPO Region	578,980	21.25%	18.6%	1,744	332	311,217	208,117
CCCTMA Region	1,823,566	21.74%	17%	3,128	583	809,026	617,151

Source: US Census Bureau, 2018 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
	Miles					
Atlantic	144	53	373	1,337	19	1,926
Burlington	156	38	500	2,079	219	2,993
Camden	102	28	376	1,525	7	2,038
Cape May	75	32	199	722	21	1,050
Cumberland	89	0	539	643	0	1,270
Gloucester	152	20	400	1,042	0	1,613
Salem	86	9	359	421	5	880

TOTAL	804	180	2746	7,769	271	11,770
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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 New Jersey Turnpike Connector Bridge to I-95 in Pennsylvania occurs at Exit 6 in Burlington County and provides for a connection to the Pennsylvania Turnpike.

The Garden State Parkway is a toll road operated by the New Jersey Turnpike Authority. It begins in Cape May City, New Jersey 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 New Jersey (Salem County) to Wilmington, DE. The Tacony-Palmyra and Burlington-Bristol Bridges are both operated by the Burlington County Bridge Commission and provide access from Burlington and Camden counties into NE Philadelphia and Bristol, PA. The two most highly traveled bridges (Walt Whitman and Ben Franklin) connect Camden County, NJ with Center City and South Philadelphia. The table below shows the average annual daily traffic for each of the bridges.

New Jersey Bridge Crossing Average Annual Daily Traffic

Bridge	Connection	AADT
Ben Franklin	Camden City - Center City Phila.	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

Source: DVRPC, 2015

Ferries:

The Delaware River Waterfront Corporation (DWRC) 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 New Jersey, The New Jersey 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. The Delaware River Port Authority handed over ownership to DWRC in 2016. According to DRPA’s 2015 Annual Report, each ferry has a capacity of 600 passengers and the service had a total ridership of 145,395 in 2015. The RiverLink Ferry suspended its summer 2020 season due to the COVID-19 pandemic.

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 New Jersey, 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 Walter Rand Transportation Center in Camden City serves as a regional hub for NJ TRANSIT; most southern New Jersey buses serve Walter Rand Transportation Center. NJ TRANSIT also operates two rail services in southern New Jersey: the Atlantic City Rail Line and the River LINE. The Atlantic City Rail Line provides limited service between Philadelphia’s 30th Street Station (Amtrak) and the Atlantic City Convention Center, with six stops in between; three in Camden County and three 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 New Jersey's excellent transportation infrastructure and 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 south Jersey 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 in older business parks and highway commercial developments along major highways, such as Routes 38, 70 and 130.

The warehouse/distribution and services businesses, as well as Atlantic City casinos, are 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 percent of resident commuters in CCCTMA’s service area drive alone to work; approximately 8 percent carpool and 5 percent use public transit. As expected, the percentage of public transit users is highest in Atlantic (6.2 percent) and Camden (7.3 percent) 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, resident commuters in the Cross County Connection 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						
	124,850	222,233	242,412	41,535	61,704	144,686	28,899	866,319
Drove alone	77.2	83.0	76.5	80.4	80.8	85.1	84.2	80.62
Carpooled:	7.9	7.2	9.1	6.3	10.9	6.5	8.7	7.85
Public transportation	6.2	3.5	7.3	1.7	1.9	2.2	0.9	4.58
Walked	3.4	1.2	2.0	5.0	2.1	1.1	1.7	0.34
Bicycle	0.4	0.2	0.2	1.7	0.2	0.2	0.3	2.13
Taxicab, Motorcycle, or Other	2.1	0.8	1.3	0.8	1.8	0.9	1.4	1.24
Worked at home	2.9	4.0	3.5	4.1	2.2	3.8	2.9	3.24
Total %	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Source: US Census Bureau, 2014-2018 American Community Survey 5-Year Estimates
Percentages and totals do not equal 100% due to rounding*

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 New Jersey, 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 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 percent of Atlantic County’s resident workers work in the county compared to only 45 percent in Gloucester and Salem counties. 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 neighboring county or commute into Center City Philadelphia.

CCCTMA Service Area Worker Commute Flows			
County of Residence	# of resident workers	% of resident workers commuting	Mean Travel Time (minutes)
Total Workers Residing in Atlantic County	124,850		24.3
Employed in Atlantic County	99,755	79.9	
Employed in another New Jersey County	20,850	16.7	
Employed outside of New Jersey	4,370	3.5	
Total Workers Residing in Burlington County	222,233		29.7
Employed in Burlington County	120,673	54.3	
Employed in another New Jersey County	68,892	31.0	
Employed outside of New Jersey	32,446	14.6	
Total Workers Residing in Camden County	242,412		28.3
Employed in Camden County	124,115	51.2	
Employed in another New Jersey County	72,724	30.0	
Employed outside of New Jersey	45,573	18.8	
Total Workers Residing in Cape May County	41,535		22.7
Employed in Cape May County	31,567	76.0	
Employed in another New Jersey County	7,642	18.4	
Employed outside of New Jersey	2,326	5.6	
Total Workers Residing in Cumberland County	61,704		24.0
Employed in Cumberland County	43,810	71.1	
Employed in another New Jersey County	16,043	26.0	
Employed outside of New Jersey	1,789	2.9	
Total Workers Residing in Gloucester County	144,686		30.5
Employed in Gloucester County	65,109	45.0	
Employed in another New Jersey County	50,495	34.9	
Employed outside of New Jersey	29,082	20.1	
Total Workers Residing in Salem County	28,899		26.0
Employed in Salem County	12,860	44.5	
Employed in another New Jersey County	11,473	39.7	
Employed outside of New Jersey	4,566	15.8	

Percentages and totals do not equal 100% due to rounding

Source: US Census Bureau, 2014-2018 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 MPOs.
- Improve transportation services to senior citizens, 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.

Title VI/Environmental Justice

Cross County Connection intends to prioritize outreach to designated Environmental Justice (EJ) communities within its service area. Transportation issues that the TMA seeks to address through its NJTPA Work Program often disproportionately impact these communities. These issues include poor air quality, lack of access to transportation options, lack of mobility and high rates of bicycle and pedestrian crashes.

EJ communities often have constrained resources and are unable able to dedicate the time and effort they would like to address the multitude of transportation planning issues they face. Cross County Connection prides itself on providing high quality transportation planning services and will seek input from these communities on the areas within the organization's work program where they are most in need of service.

While assistance can be offered across all the TMA's programming, Cross County Connection's safety programs will often be the focus of much of this outreach. Cross County Connection periodically conducts regional analyses of crash data to identify bicycle and pedestrian crash hotspots. Through identifying EJ communities with crash hotspots Cross County Connection will have a prioritized list of municipalities that would benefit from the Bicycle and Pedestrian Safety Audit Program and the Street Smart NJ Education Program. Audits will provide the information necessary to assist these towns with seeking grant funding to implement needed bicycle and pedestrian safety projects.

Cross County Connection also does a substantial amount of work helping transit dependent individuals secure transportation to work and essential services. The TMA is very involved with the operations of four Community Shuttle systems in the region. This work has led the organization to understand the needs of these populations. This knowledge has been incorporated into outreach to employers and other organizations. Cross County Connection will continue to prioritize its efforts to assist local governments, healthcare providers, employers and others with exploring the means to provide affordable and reliable transportation options to the population that needs them the most.

To identify EJ communities, Cross County Connection relied on data from its two Metropolitan Planning Organizations (MPPOs) that oversee its service area – the Delaware Valley Regional Planning Commission (DVRPC) and the South Jersey Transportation Planning Organization (SJTPO). DVRPC represents the counties of Burlington, Camden and Gloucester and SJTPO oversees the counties of Atlantic, Cape May, Cumberland and Salem. Under Title VI of the Civil Rights Act and the Executive Order on Environmental Justice (#12898), MPOs are directed to create a method for ensuring that equity issues are investigated and evaluated in transportation decision-making. The populations included in the MPO EJ analyses are as follows:

- Youth
- Older Adults
- Female
- Racial Minority
- Ethnic Minority
- Foreign-Born
- Limited English Proficiency
- Disabled
- Low-Income

Each MPO classifies the results of its EJ analysis differently, but the methodology is similar. Both DVRPC and SJTPO compare the proportion of the above-mentioned populations in each census tract to the regional average. DVRPC classifies census tracts with a higher than average presence of potentially disadvantaged EJ populations as “Above Average” or “Well Above Average.” SJTPO classifies a census tract’s relative presence of potentially disadvantaged EJ communities as Moderate or Significant when compared to the regional average.

The tables below identify the EJ municipalities within each MPO that have at least one census tract with an above average proportion of potentially disadvantaged populations relative to their regional average.

Cross County Connection will prioritize services to as many of these municipalities as funding and time permits.

DVRPC Region Environmental Justice Communities

Municipality	County	MPO EJ Classification-Level of Disadvantage
Bellmawr Borough	Camden	Well Above Average
Burlington City	Burlington	Well Above Average
Camden City	Camden	Well Above Average
Cherry Hill Township	Camden	Well Above Average
Lindenwold Borough	Camden	Well Above Average
Pennsauken Township	Camden	Well Above Average
Woodbury City	Gloucester	Well Above Average
Woodlynne Borough	Camden	Well Above Average
Berlin Township	Camden	Above Average
Beverly City	Burlington	Above Average
Chesilhurst Borough	Camden	Above Average
Clementon Borough	Camden	Above Average
Edgewater Park Township	Burlington	Above Average
Glassboro Borough	Gloucester	Above Average
Lawnside Borough	Camden	Above Average
Maple Shade Township	Burlington	Above Average
Palmyra Borough	Burlington	Above Average
Pemberton Borough	Burlington	Above Average
Pemberton Township	Burlington	Above Average
Pine Hill Borough	Camden	Above Average
Riverside Township	Burlington	Above Average
Voorhees Township	Camden	Above Average
Willingboro Township	Burlington	Above Average
Winslow Township	Camden	Above Average

Source: DVRPC Indicators of Potential Disadvantage Analysis, 2020

SJTPO Region Environmental Justice Communities

Municipality	County	MPO EJ Classification-Level of Disadvantage
Atlantic City	Atlantic	Significant
Bridgeton City	Cumberland	Significant
Buena Borough	Atlantic	Significant
Buena Vista Township	Atlantic	Significant
Commercial Township	Cumberland	Significant
Egg Harbor Township	Atlantic	Significant
Fairfield Township	Cumberland	Significant
Hammonton Town	Atlantic	Significant
Lawrence Township	Cumberland	Significant
Lower Township	Cape May	Significant
Margate City	Atlantic	Significant
Millville City	Cumberland	Significant
Mullica Township	Atlantic	Significant
Ocean City	Cape May	Significant
Penns Grove Brough	Salem	Significant
Pennsville Township	Salem	Significant
Pleasantville City	Atlantic	Significant
Salem City	Salem	Significant
Upper Deerfield	Cumberland	Significant
Ventnor City	Atlantic	Significant
Vineland City	Cumberland	Significant
Wildwood City	Cape May	Significant
Woodbine Borough	Cape May	Significant
Absecon City	Atlantic	Moderate
Brigantine City	Atlantic	Moderate
Carneys Point Township	Salem	Moderate
Deerfield Township	Cumberland	Moderate
Egg Harbor City	Atlantic	Moderate
Galloway Township	Atlantic	Moderate
Hamilton Township	Atlantic	Moderate
Middle Township	Cape May	Moderate
Northfield City	Atlantic	Moderate

Source: William Schiavi, SJTPO, 2020

CROSS COUNTY CONNECTION TMA
PROGRAM REPORT FY 2022

Goal Area Activity: ACCESSIBILITY

Description: Increase traveler awareness and access to travel modes other than single occupancy vehicles. Provide assistance to commuters, residents, tourists and other travelers interested in receiving information on carpooling, vanpooling, public transit, bicycling, walking, and other non-drive alone modes of travel. Assist local governments with 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 and Edenred Commuter Benefits programs 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: Utilize Technology to Increase Transportation Choices

Description: Host and maintain interactive map showing the locations of public transit routes, bikeways and other features on driveless.com. Develop website and social media content advising of alternative commute options including bike facilities, transit routes, EV charging station availability and other resources to meet changing informational needs and dissemination avenues available to general public.

Products and Outcomes:

- ♦ Promotion of commute alternatives through hosting and maintaining an interactive map on driveless.com

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. Participate in steering committees and other statewide group meetings dedicated to Complete Streets efforts including the New Jersey Bicycle and Pedestrian Advisory Council (BPAC), The New Jersey Complete Streets Working Group (CSWG), the New Jersey Vision Zero Alliance, the New Jersey Pedestrian and Bicycle Safety Coalition (NJPBS) 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 RideEco and Edenred Commuter Benefits™ commuter benefits 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 offer commuter benefits programs and 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
- ♦ Provide information to assist employers with setting up commuter benefits programs
- ♦ 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. 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: Continue to modify and implement Business Contingency Plan as needed to provide for the continuation of CCCTMA office activities in the event of an emergency closure resulting in the need to work from a remote location. Business Contingency Plan was activated and modified as result of COVID-19 pandemic. Submit a written plan summarizing these procedures to NJTPA by the second quarter of FY 22.

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, Anti-Idling Education & Enforcement 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 (EV) including charging station infrastructure. Promote the utilization of NJTPA Alternative Fuel Vehicle Readiness Guidebook and support NJTPA Alternative Fuel Vehicles initiatives as well as DVRPC and SJTPO sponsored EV initiatives. Promote NJDEP EV programs and resources including the DriveGreenNJ website and other NJDEP EV program resources.

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: Support and encourage local government 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 and local governments to sign up for Air Quality Alerts and provide information to their employees and residents. 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, members, local governments 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 in support of New Jersey's 2019 NJ Energy Master Plan and the NJ Global Warming Response Act. Utilize

NJTPA Alternative Fuel Vehicle Readiness Guidebook, the New Jersey Department of Environmental Protection's (NJDEP) DriveGreenNJ website and other national and state resources. Support NJTPA Alternative Fuel Vehicles initiatives, as well DVRPC and SJTPO electric vehicle initiatives.

Products and Outcomes:

- ♦ Provide educational and promotional materials and information supporting the use of EV programs including workshops, webinars, resource and planning guides, website and social media content and other platforms.

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. Use organizational capacity to carry out recommended strategies contained in the New Jersey 2020 Strategic Highway Safety Plan (SHSP). Participate in SHSP Task Teams as needed. Participate in steering committees and other statewide group meetings dedicated to bicycle and pedestrian safety efforts including the New Jersey Bicycle and Pedestrian Advisory Council (BPAC), the New Jersey Vision Zero Alliance, the New Jersey Pedestrian and Bicycle Safety Coalition (NJPBS) and others.

Strategy: Safety Awareness and Promotion

Description: Disseminate materials and messaging to the travelling public addressing primarily two of the 7 Safety Emphasis Areas identified in the New Jersey Highway Safety Plan (SHSP). The two areas which will receive the most emphasis are Pedestrians and Bicycles and Intersections. The work associated with addressing these primary emphasis areas, will incorporate recommendations addressing a third SHSP emphasis area – Equity. 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
- ♦ Participate in steering committees and other groups addressing pedestrian and bicycle safety 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. When appropriate, specific pedestrian and bike safety improvement recommendations will be provided in the form of a final report. Assist local governments with seeking out and securing grant funding to implement report recommendations. When applicable, recommendations will include pedestrian and bicycle safety example strategies found in the New Jersey 2020 Strategic Highway Safety Plan.

Products and Outcomes:

- ♦ Conduct pedestrian/bicyclist audits and provide recommendations
- ♦ Assist local governments with applying for grant funding to implement recommendations

Strategy: Assist Municipalities with the Implementation of 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. A focus of Complete Streets work going forward will be to promote the latest policy guidance found in NJDOT’s Complete & Green Streets for All: Model Complete Streets Policy & Guide.

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 at least three, but no more than six, campaigns to educate the 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, with emphasis on providing services in EJ municipalities. Target communities will be identified in a variety of ways. Cross County Connection frequently communicates with the NJTPA and the New Jersey Department of Highway Traffic Safety (NJDHTS) on potential candidates based on their outreach efforts. Cross County Connection also periodically conducts regional crash mapping analyzes that identify regional pedestrian crash hotspots that would be ideal candidates. Of these candidates, priority will be placed on the identified environmental justice communities in the region. And finally, municipalities interested in Cross County Connection's Bicycle and Pedestrian Safety Audit program undergo a bicycle and pedestrian crash analysis and those with identified pedestrian crash hotspots are recommended to participate in the Street Smart NJ Smart Program.

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.

Products and Outcomes:

- ♦ Implement at least three, but no more than six, Street Smart NJ Pedestrian Safety Campaigns supported by a variety of messaging techniques in local high school
- ♦ 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 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 act as a liaison between healthcare providers and relevant public and private partners including NJ TRANIST, community shuttles, county paratransit and other transportation providers including Transportation Network Companies (TNCs). The major hospitals will be provided with information on transportation services available to their facilities including shuttle services. 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. Cross County Connection will seek to partner with at least three regional healthcare providers. Outreach will begin by contacting the region’s largest healthcare networks with hospitals in Cross County Connection counties including, but not limited to, Cooper University Healthcare, Inspira Health, Virtua Health System and AtlantiCare.

Products and Outcomes:

- ♦ Form a partnership with health care facilities, transportation providers and others to identify and address transportation issues
- ♦ Provide awareness and understanding of existing transportation services in southern New by providing a customized guide to transportation services
- ♦ Submit to the NJTPA a written memorandum summarizing work efforts and outcomes

Strategy: CHSTP VISUALIZATION TOOL

Description: The Viz Tool has been completed and transferred to NJTPA. If needed, CCTMA will assist NJTPA in conducting virtual training sessions for the online mapping tool. Periodic updates to the database will also be performed, if requested.

Products and Outcomes:

- ♦ Assist NJTPA in virtual conducting training and information sessions
- ♦ Update data and refine tool if requested

Goal Area Activity: PROGRAM MANAGEMENT

Description: Cross County Connection TMA will provide administrative support for the FY 2022 UPWP TMA Program in accordance with the NJTPA planning process.

Strategy: Program Management

Description: Activities include the following:

- preparation of the following year’s work program – filed electronically
- maintenance of all TMA work program grant-related records and products
- utilization 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– filed electronically
- preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change
- preparation of the final progress reports and invoice, due 15 business days after the end of the grant term
– filed electronically

Products and Outcomes:

- ♦ Quarterly Progress Reports, invoices and supporting documentation
- ♦ Modifications to budget and staffing plans, as needed
- ♦ Preparation of FY23 Work Program

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 FY22, 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 and virtual 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.

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

Strategy: New Jersey Division of Highway Traffic Safety (NJDHTS) Bicycle and Pedestrian Crash Analysis Project

Description: The Cross County Connection Bicycle and Pedestrian Crash Analysis Project is an interactive mapping tool that will be designed for the use of non-GIS and planning professionals. The aim of the tool is to create a central resource for

regional statistics and metrics of bicycle and pedestrian crash locations and severity in South Jersey's seven-county region that is easy to understand and demonstrate where bicycle and pedestrian safety issues are in the region.

Products and Outcomes:

- ♦ Create educational materials that present the results of the pedestrian and bicycle analyses to increase awareness of pedestrian and bicycle safety issues in the region
- ♦ Use analysis findings to identify and contact priority bicycle and/or pedestrian safety communities
- ♦ Share the project findings through webinars and virtual meetings with individual municipalities and police departments

PROGRAM MANAGEMENT

Description

Cross County Connection TMA will provide administrative and program information for the FY 2022 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 2022 Work Program and Staffing Plan
Due: October 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

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 2022 for the promotion of the programs, goals, and objectives of the work program:

Electronic: Web-based, social media (Facebook, Instagram, 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 31,000 unique visitors a month who download over 18,000 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.

CCCTMA maintains and updates its website on a frequent basis to ensure up-to-date content. Additional webpages are added in conjunction with new programs and services. Typically, effectiveness is tracked daily with website data-management software to capture visitor data and analytical assessment. A new web site is currently in development and is expected to launch in early 2021.

Social media: CCCTMA's Facebook page currently has 545 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., MPOs, DRPA, NJDHTS, NJ Brain Injury Alliance, municipalities, Green Teams, etc. Sponsored social media promotions, which include video and interactive content can reach tens of thousands of specifically-targeted viewers, and convert thousands more to visit driveless.com. Viewer engagement, through "likes" and "shares," can see our audience reach 20,000+ people per week.

Online promotions: Many media outlets, analog or digital, now also have accompanying web promotional offerings. Cross County Connection 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 or four week campaign can yield

hundreds of thousands of online impressions to a geo-targeted, southern New Jersey 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 more than 10,000 regional subscribers with monthly e-newsletters 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 over 300 public sites in the seven-county southern New Jersey service area.

Newsletter: CCCTMA designs an in-house, award-winning quarterly magazine publication, EasyRider which is 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. These campaigns will encourage the public to explore commute alternatives outside of the single occupancy vehicle. 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 awareness of CCCTMA's services and offerings to the public with occasional TV campaigns 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. Through large, regional media agencies, promotional sponsorships are occasionally developed to attach to major, Philadelphia area professional sports teams, and broadcasts of their games, reaching many hundreds of thousands of people in the CCCTMA service area.

Outdoor appearances/events: CCCTMA attends several outdoor festivals, commuter

fairs, and employer benefits expos throughout the calendar year. The purpose of these appearances is to prove outreach to the general community, answer transportation questions, further disseminate CCCTMA literature, and direct attention to online offerings at driveless.com. The effectiveness of these events and appearances is measured by the event hosts' report on anticipated turnout and audience attendance. Typical past events have attracted as many as 1,000 people with hundreds of pieces of transportation literature distributed. However, in the current COVID-19 situation, such large gatherings are currently not being held. Smaller, safer, and CDC-compliant events are now being proposed. In the interim, CCCTMA is utilizing virtual engagement and video-content delivery, as well as curbside drop offs of literature and safety materials.

Goal Area Activity Promotion Plans

CCCTMA plans to use the following media types in support of each Goal Area Activity.

Accessibility

CCCTMA will employ a wide range of media for supporting and promoting commute alternatives, shuttle use, bicycle and pedestrian encouragement and safety, support and public communication regarding Complete Streets advocacy, and carpool/vanpool promotion.

- Social media: regular and routine postings throughout the year in support of the above activities and topics.
- Print publications: Our EasyRider news magazine, published twice a year, contains feature articles, news blurbs, and topical coverage of events of interest to the general South Jersey commuting public. Print brochures, palmcards, and collateral flyers are produced on a regular basis to replenish CCCTMA's distribution literature inventory for dissemination to over 300 locations in the seven-county service area.
- Electronic content and video: Videos will continue to be used as resource guides to demonstrate how to use public transit and provide details about community shuttle systems. An overview presentation on all regional public transit options and accessibility, and "how to" use regional services, is being prepared for release. Future communications to promote Accessibility topics are being planned for video presentations, webinars, and web platforms.

Economic Development

CCCTMA will employ a wide range of media to provide outreach and assistance to employers to encourage the implementation of commute alternative programs.

- Social media: CCCTMA will engage area employers and business leaders with targeted social media engagements, geofencing content delivery, and LinkedIn advertising with an outreach campaign in late 2021 and in early 2022.
- Electronic content: Ongoing outreach plans will continue to be used for connecting area employers through e-newsletters, and web presentations.
- Print publications: An outreach campaign to promote NJ Smart Workplaces initiated in

FY 2021 will be continued with email and telephonic follow-up.

- Events and engagements: CCCTMA will conduct commuter fair sessions and informational presentations, either in person, or via webinar, or shared electronic content with employers beginning in mid-2021.

Reliability

CCCTMA will utilize a wide range of media for communicating with the general commuting public about transportation system disruptions so that travelers can make informed choices about mode, route, and time of travel.

- Social media: Regular posts will be made to Twitter and Facebook to inform the public of important construction projects affecting roads and travel conditions.
- Online content: With a new website under development, CCCTMA looks forward to the opportunity to promote online travel and transit resources, interactive electronic map tools, and a running blog to update the commuting public on travel news.

Environmental

CCCTMA will utilize numerous communications tools to contribute information and policy support towards reducing air pollution, as well as contribute towards reducing pollution generally.

- Webinars and video: New Electric Vehicle resource information presentations for municipal and employer audiences.
- Social media: Ongoing posts to Facebook about a wide range of ecology-themed topics are expected and both air quality and climate change continue to be areas of concern for the public.
- Print collateral: CCCTMA expects to support the above-mentioned environmental topics with flyers and palmcards on air quality and anti-idling campaigns. Sustainable Jersey brochures are expected to be redesigned and printed in 2022.

Safety

Multiple ongoing multimedia communications efforts for the promotion of Safety-themed messages are at the heart of many of CCCTMA's overall promotional efforts.

- Social media: Numerous campaigns utilizing Facebook, Twitter and Instagram will be used in the promotion of safety topics daily by CCCTMA.
- Video: Creation of at least three different safety topics, bicycle, pedestrian, and driver education videos to be posted on our website and shared electronically with our partners and constituents.
- Webinars: Bicycle and pedestrian safety presentations for both public audiences and

partner organizations.

- Print: A redesigned bicycle safety brochure and poster will be produced, as well as at least two EasyRider news magazine features.

Supplemental StreetSmart NJ

CCTMA anticipates utilizing new media to promote StreetSmart NJ campaigns, including video, social media content, and new website presentations to conduct 2022 public outreach engagement in support of the program.

- When/if possible, new print content will be procured for public outreach campaigns

Supplemental Coordinated Human Services Transportation

CCCTMA will employ a wide range of media to provide outreach and assistance to hospitals and health care providers to support efforts to form partnerships with health care providers, including hospitals and their foundations nonprofit health care organizations and others in South Jersey to address mobility issues for patients and lower income healthcare employees.

- Social media: CCCTMA will engage area healthcare providers with targeted social media engagements, geo fencing content delivery, and LinkedIn advertising with an outreach campaign.
- Electronic content: Ongoing outreach plans will continue to be used for connecting area health care providers through e-newsletters, and web presentations.
- Online content: With a new website under development, CCCTMA looks forward to the opportunity to promote its services available to health care providers and highlight the organization's work with transportation agencies that addresses patient and employee related transportation issues.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**CROSS COUNTY CONNECTION TMA
FY 2022 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 465,545		
	2. FRINGE BENEFITS	71.47% FT, 8.45% PT	\$ 318,231		
		SUBTOTAL	\$ 783,776	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ 5,000		
	2. TRAVEL		\$ 4,068		
	3. PRINTING & REPRODUCTION		\$ 20,000		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 10,250		
	6. CONFERENCE/TRAINING		\$ 2,000		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 48,000		
		SUBTOTAL	\$ 89,318	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	48.74%	\$ 226,907		
			SUBTOTAL	\$ 226,907	100%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
			SUBTOTAL	\$ -	100%
			TOTAL PROGRAM BUDGET	\$ 1,100,000	100%
			SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 1,030,000	
			SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 70,000	

This estimated budget is based upon projected costs to perform the FY 2022 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 2022 include Street Smart NJ and Coordinated Human Services Transportation.

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

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**CROSS COUNTY CONNECTION TMA
FY 2022 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Marketing (digital, social media)	\$ 40,750.00
Domains	\$ 250.00
Website Maintenance and Updates	\$ 5,000.00
Room Rental	\$ 1,500.00
Teleconferencing Software	\$ 500.00
Total "OTHER" Direct Expenses	\$ 48,000.00

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

CROSS COUNTY CONNECTION TMA

FY 2022 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	6,256	\$ 303,734	\$ 40,960	\$ 88,396	\$ -	\$ 433,090
Core Goal Area Activities - Economic Development	2,030	\$ 110,453	\$ 14,450	\$ 31,575	\$ -	\$ 156,478
Core Goal Area Activities - Reliability	1,180	\$ 50,691	\$ 4,950	\$ 15,573	\$ -	\$ 71,214
Core Goal Area Activities - Environmental	2,030	\$ 105,805	\$ 11,700	\$ 30,254	\$ -	\$ 147,759
Core Goal Area Activities - Safety	2,055	\$ 106,480	\$ 11,200	\$ 30,804	\$ -	\$ 148,484
Program Management	875	\$ 56,628	\$ 250	\$ 16,096	\$ -	\$ 72,974
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	14,426	733,791	83,510	212,699	-	1,030,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	489	\$ 29,586	\$ 2,005	\$ 8,410	\$ -	\$ 40,000
Supplemental Goal Area Activities - CHSTP (optional)	350	\$ 20,399	\$ 3,802	\$ 5,798	\$ -	\$ 30,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	839	49,985	5,807	14,208	-	70,000
TOTAL	15,265	\$ 783,776	\$ 89,318	\$ 226,907	\$ -	\$ 1,100,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Ronda R. Urkowitz, Executive Director	59%	1,221
Patrick C. Farley, Program Director	70%	1,453
Joseph M. Wilson, Marketing Director	59%	1,234
Marianne E. Sperry, Office Manager	65%	1,351
Nate Dorfmann, Senior Transportation Planner	50%	1,050
Eric Derer, Associate Transportation Specialist	60%	1,255
GIS Analyst	61%	1,270
Latifah Sunkett, SRTS Coordinator	13%	280
Michele Geiger, Marketing Outreach Specialist	49%	1,025
Nashay Craig, Graphic Artist	63%	1,305
Jill N. Vandenburg, Executive Assistant	65%	1,356
Brianna Casal, Administrative Assistant	63%	1,315
Transportation Analyst (VACANT)	48%	600
Web Development Associate/Intern (VACANT)	66%	550
TOTAL*	57%	15,265

* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.

**NJTPA FY 2022 UPWP
TRANSPORTATION
MANAGEMENT
ASSOCIATION PROGRAM**

EZ Ride
FY 2022 WORK
PROGRAM

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- ECONOMIC DEVELOPMENT
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Program Management

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Budget and Staffing Plan

TMA WORK PROGRAM OVERVIEW

Organizational Summary

The Meadowlands Transportation Brokerage Corporation (d/b/a EZ Ride) was incorporated on October 24, 1983 as a non-profit 501(c)3. It is the first Transportation Management Association (TMA) in New Jersey and was created as a result of the gas crisis in the 1970s, which resulted in companies like Hoffmann La Roche offering more than 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: \$2,478,000

(NJTPA, NJDOT, NJ TRANSIT, NJHTS)

Public Sector fee for service: \$1,906,945

(Essex County)

Private sector: \$927,967

(Hartz Mountain, BNE Real Estate Group, Russo Development, Vermella Lyndhurst, H-Mart)

Total: **\$5,312,912**

3. Office Locations

EZ Ride operates from two offices.

Main Office:

144 Park Place East, Wood-Ridge, NJ 07075

Satellite Offices:

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

4. Staff Summary

- Total Number of Employees: 55
- Full-Time Employees 41
 - Part-Time Employees 14

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
Bergen	932,202	164,611	69,659	31,748	323,728	82,254	25,494	17,797
Essex	798,875	111,075	94,480	26,200	227,826	77,460	18,226	29,997
Union	556,341	81,763	46,609	20,103	193,496	31,551	12,006	22,057
Monmouth	618,795	112,384	65,004	23,119	245,321	25,366	17,981	9,311
Passaic	501,826	75,179	36,603	24,877	179,618	22,639	9,702	11,941
TOTAL :	3,408,039	545,012	312,355	126,047	1,169,989	239,270	83,409	91,103

(Source: U.S. Census 2019)

- **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.)**

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

The area is home to major sports franchises including the NFL's New York Giants at the Metlife Stadium in the Meadowlands, and the NHL's New Jersey 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.

Additionally, *American Dream Meadowlands*, a major entertainment and retail complex, has opened with more than two million square feet of retail space and more than 450 retailers like Saks Fifth Avenue and Lord & Taylor, multiple indoor theme parks and plans for 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 the 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 the 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 the 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 the 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 the 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 the NJTPA’s goal to provide affordable accessible and dynamic transportation systems responsive to current and future customers.

Title VI/ Environmental Justice

As a recipient of federal funds, EZ Ride is required to 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 EZ Ride services.

- According to the 2017 ACS Survey, the demographic composition of the EZ Ride service area population includes a highly diverse population of 3.4 million of which 1.7 million (or 50 percent) are minorities. Hispanic, black and Asian people comprise the largest group of minorities in the area.

Approximately 831,133 people (or 24 percent) of the population live below the poverty level threshold with Essex and Passaic Counties having even higher concentrations of about 34 percent.

County	Total Population	Minority Population	Percent Minority	Low Income Population	Percent Low Income
Bergen	929,999	397,573	43	156,214	17
Essex	793,555	548,865	69	261,755	34
Monmouth	623,387	153,679	25	105,500	17
Passaic	504,041	293,301	58	166,949	34
Union	553,066	330,314	60	140,715	26
Total	3,404,048	1,723,732	50	831,133	24

- Approximately 474,207 people (or 13.9 percent) of the population have limited English proficiency. Passaic and Union counties have higher percentages of 20 percent.

County	Total Population	Limited English Proficiency Population	Percent Limited English Proficiency
Bergen	929,999	128,910	14.6
Essex	793,555	110,351	14.9
Monmouth	623,387	36,842	6.2
Passaic	504,041	94,314	20.1
Union	553,066	103,790	20.0
Total	3,404,048	474,207	13.9

- Approximately 322,624 people (or 9.48 percent) of the population have one or more disabilities, and 452,633 people (or 13.29 percent) are 65 or older.

County	Total Population	Population with a Disability	Percent Disabled	Population 65 and Older	Percent Population 65 and Over
Bergen	929,999	74389	8.1	131,798	16.7
Essex	793,555	90493	11.6	18,236	13.1
Monmouth	623,387	62755	10.1	80,497	16.6
Passaic	504,041	44421	8.9	117,814	13.9
Union	553,066	50566	9.2	104,288	13.9
Total	3,404,048	322,624	9.48	452,633	13.29

EZ Ride’s transportation programs and services are geared to serving this disadvantaged population.

- Shuttles – EZ Ride’s shuttle programs that account for about 70 percent of all operations are centered in the Greater Newark area and the Meadowlands region of Hudson and Bergen County which is home to predominantly Black, Hispanic, and Asian communities. It serves the transit-dependent entry-level workforce.
- Ryde4Life Program - This unique program provides transportation in partnership with TNCs like Lyft and Uber throughout New Jersey and primarily serves older adults. The average age of our individual members is 78 years. Additionally, we partner with county agencies to supplement their paratransit service for seniors and disabled populations. We also partner with many nonprofits who serve seniors as well as low-income population who are part of households that do not own a car.
- Bike & Pedestrian Programs – EZ Ride’s bike and pedestrian team works with about 200 different communities and the focus is on the disadvantaged communities in our area. Safety presentations are made available not only in English but also in Spanish, Arabic, and Hindi.
- Carpools & Vanpools – EZ Ride’s largest vanpool program clients include PSEG in Newark and Merck in Rahway. United Airlines, OTG Management, and Rutgers’ – all based in Newark, have the most number of carpool participants.

The EZ Ride service area has 182 municipalities and the percent of minorities in these communities range from less than two percent in the Borough of Sea Girt in Monmouth County to 97.9 percent in East Orange in Essex County, and an average of 34 percent. A total of 71 municipalities have more than the average percent of minorities are listed on the following page and will be the primary focus of our programs and services.

No	MCD	County	Total Population	Minority Population	Percent Minority
1	East Orange City	Essex	64,400	63,018	97.9
2	Irvington Township	Essex	54,035	52,781	97.7
3	City of Orange Township	Essex	30,466	29,454	96.7
4	Plainfield City	Union	50,508	46,188	91.4
5	Paterson City	Passaic	145,800	132,447	90.8
6	Newark City	Essex	280,463	250,649	89.4
7	Roselle Borough	Union	21,582	18,839	87.3
8	Elizabeth City	Union	128,153	111,161	86.7
9	Passaic City	Passaic	70,131	58,777	83.8
10	Palisades Park Borough	Bergen	20,554	16,843	81.9
11	Hillside Township	Union	21,895	17,649	80.6
12	Prospect Park Borough	Passaic	5,861	4,682	79.9
13	Hackensack City	Bergen	44,381	32,514	73.3
14	Asbury Park City	Monmouth	15,674	11,368	72.5
15	Fairview Borough	Bergen	14,269	10,283	72.1
16	Belleville Township	Essex	36,069	25,251	70.0
17	Linden City	Union	42,033	28,009	66.6
18	Rahway City	Union	29,370	19,561	66.6
19	Englewood City	Bergen	28,332	18,806	66.4
20	Bergenfield Borough	Bergen	27,372	17,399	63.6
21	Ridgefield Borough	Bergen	11,248	7,145	63.5
22	Haledon Borough	Passaic	8,338	5,226	62.7
23	Leonora Borough	Bergen	9,111	5,709	62.7
24	Bogota Borough	Bergen	8,362	5,199	62.2
25	Union Township	Union	58,158	36,116	62.1
26	Freehold Borough	Monmouth	11,855	7,234	61.0
27	Ridgefield Park village	Bergen	12,934	7,860	60.8
28	Fort Lee Borough	Bergen	36,990	22,333	60.4
29	Little Ferry Borough	Bergen	10,827	6,440	59.5
30	Bloomfield Township	Essex	48,810	28,409	58.2
31	Shrewsbury Township	Monmouth	1,054	598	56.7
32	West Orange Township	Essex	47,210	26,767	56.7
33	Edgewater Borough	Bergen	12,184	6,821	56.0
34	Clifton City	Passaic	85,169	46,549	54.7
35	Cliffside Park Borough	Bergen	24,883	13,562	54.5

36	Teaneck Township	Bergen	40,543	22,068	54.4
37	South Hackensack Township	Bergen	2,699	1,467	54.4
38	Englewood Cliffs Borough	Bergen	5,356	2,850	53.2
39	Lodi Borough	Bergen	24,498	13,006	53.1
40	Roselle Park Borough	Union	13,568	6,969	51.4
41	Maplewood Township	Essex	24,596	12,533	51.0
42	Neptune Township	Monmouth	27,591	13,825	50.1
43	Long Branch City	Monmouth	30,611	14,877	48.6
44	East Rutherford Borough	Bergen	9,466	4,549	48.1
45	Alpine Borough	Bergen	1,513	726	48.0
46	Red Bank Borough	Monmouth	12,120	5,563	45.9
47	Elmwood Park Borough	Bergen	20,112	9,163	45.6
48	Closter Borough	Bergen	8,585	3,870	45.1
49	Garfield City	Bergen	31,578	14,089	44.6
50	Moonachie Borough	Bergen	2,739	1,220	44.5
51	Maywood Borough	Bergen	9,654	4,208	43.6
52	New Milford Borough	Bergen	16,578	7,077	42.7
53	Tenafly Borough	Bergen	14,687	6,186	42.1
54	South Orange Village	Essex	16,434	6,859	41.7
55	Demarest Borough	Bergen	4,959	2,043	41.2
56	Paramus Borough	Bergen	26,613	10,853	40.8
57	Woodland Park Borough	Passaic	12,489	5,082	40.7
58	Northvale Borough	Bergen	4,854	1,975	40.7
59	Montclair Township	Essex	38,296	15,539	40.6
60	Rochelle Park Township	Bergen	5,613	2,221	39.6
61	Cresskill Borough	Bergen	8,730	3,450	39.5
62	Dumont Borough	Bergen	17,694	6,974	39.4
63	River Edge Borough	Bergen	11,530	4,488	38.9
64	North Arlington Borough	Bergen	15,724	6,104	38.8
65	Rutherford Borough	Bergen	18,427	7,066	38.3
66	Saddle River Borough	Bergen	3,212	1,174	36.6
67	Eatontown Borough	Monmouth	12,237	4,418	36.1
68	Hasbrouck Heights Borough	Bergen	12,091	4,343	35.9
69	Norwood Borough	Bergen	5,819	2,037	35.0
70	Carlstadt Borough	Bergen	6,191	2,155	34.8
71	Westwood Borough	Bergen	11,145	3,794	34.0

EZ Ride is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended

EZ RIDE PROGRAM REPORT FY 2022

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). An added area of emphasis will be the 43 communities with a population of 1.5 million in our service area that meet Title VI and Environmental Justice criteria, as well as parts of an additional 56 communities with a population of one million that meet only Title VI criteria.

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, and bike riding
- ♦ Provide carpool/vanpool information and

matching as a service provided to individuals as part of trip panning.

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 stakeholder meetings sponsored by the NJTPA, NJDOT or other agencies. 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 of Commerce (MRCC). The local chambers of commerce are the primary point of contact for businesses and it is critical for EZ Ride to have a seat at the table and be represented in all transportation related events that are hosted by these organizations. Our services will be presented in the Relocation Guide published by the MRCC as well as in all other membership directories.

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

EZ Ride has partnered with Destination Marketing Organizations (DMOs) to promote tourism in our service area. We anticipate a significant increase in tourism traffic with the launch of American Dream in the Meadowlands, 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 Comprehensive Economic Development Strategy

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 Plan, regional and local CEDS 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) defined by the state's Energy Master Plan and NJDEP's DriveGreenNJ initiatives

Description: EZ Ride will participate in activities led by NJDEP's DriveGreenNJ initiatives 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, NJDEP, or other community stakeholders.

Products and Outcomes:

- Participation in events to promote AFV
- EZ Ride will host three or more events to promote adoption of 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). The 99 communities in the EZ Ride service area that meet Title VI and/or Environmental Justice criteria will be the primary area of focus.

This could include educational programs focused on issues such as drinking and driving, distracted traveling, wildlife, daylight, or weather-related motor vehicle incidents, seatbelt use, vehicle maintenance, infant/child carseat education,

bicycle/pedestrian safety or other 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 place” and participate in activities supporting the 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 citizens 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
- ♦ Press release about SHSP for media outreach and flyers/ posters about SHSP

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 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: We will analyze pedestrian-motor crashes, evaluate the physical conditions and human behavior at crash locations and utilize a suite of Street Smart NJ methods and messages developed by NJTPA. We will work with local city officials and law

enforcement to coordinate an education and visible enforcement campaign with sensitivity to the fact that higher rates of police enforcement have disproportionately impacted minority communities. The TMA will utilize printed material, educational programs at schools, community locations and events, volunteer outreach, social media, as well as Street Smart NJ developed media. EZ Ride will participate in any training or support activities for Street Smart that is offered by NJTPA and follow NJTPA program guidelines for reports, surveys and observations.

Products and Outcomes:

- ♦ Print Street Smart signs and materials in multiple languages and distribute in 20-25 communities with high pedestrian crash rates.
- ♦ Facilitate and promote four (4) Street Smart NJ campaigns in EZ Ride’s service area
- ♦ Work with law enforcement and other stakeholders to coordinate campaigns at high crash intersections.
- ♦ Develop final reports detailing the campaigns and findings.
- ♦ Recognize participating municipalities for conducting successful 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 inform seniors about their transportation options and also introduce our *Ryde4Life* transportation program to help them overcome 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 country paratransit 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 paratransit service, township senior bus as well as the Ryde4Life Program. The information provided is not limited to the Ryde4Life

program.

Products and Outcomes:

- ♦ Record of outreach events including date, venue, and attendance
- ♦ Database of senior sites

Goal Area Activity: WORK FUNDED BY OTHER SOURCES

Description:

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

Description: Today, fewer than 15 percent of all children walk to school. The SRTS program is designed to encourage more children to walk and bike to and from school to improve their health, reduce traffic, and improve air quality.

SRTS incorporates the Five E's, education, encouragement, engineering, enforcement and evaluation. It aims to improve the built environment and increase opportunities for healthy physical activity for everyone.

Products and Outcomes:

- ♦ SRTS Activities

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

Description: "Safe Walking and Bicycling" is the primary goal of the Highway and Traffic Safety program with a focus on disadvantaged communities that experience higher rates of pedestrian and cyclist injuries and fatalities. We participate in events with local community groups, schools, and municipalities to encourage safe walking and bicycling habits.

Products and Outcomes:

- ♦ Highway Traffic Safety Activities

PROGRAM MANAGEMENT

Description

EZ Ride will provide administrative and program information for the FY 2022 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 2022 Work Program and Staffing Plan
Due: October 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

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:

- **Newsletter:** EZ Ride will publish a quarterly newsletter titled "The Transporter." It will be printed on glossy paper and sent through the mail, and a Constant Contact managed email. The newsletter will discuss local and regional importance issues and promote EZ Ride's work program efforts, especially for those interested in employer and community-based transportation services. 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.
- **Website:** The EZ Ride website "ezride.org" will provide comprehensive and current information about the organization and its programs and services. It will be the primary media for participants to sign up for various programs and events. EZ Ride will update the information weekly and measure the search engine ranking, the number of unique visitors, conversion rates, bounce rate, session length, and page views to gauge its effectiveness.
- **Annual Report:** EZ Ride will publish a yearly report. It will be printed on glossy paper and also sent through the mail as a Constant Contact managed email and presented on the website. In addition to providing a snapshot of the company's performance for the past year, it offers the opportunity to highlight our key achievements, expectations for the coming year, and overall goals and objectives in a format that is easily accessible by a wide range of audiences. Effectiveness will be tracked by web traffic generated by the email distribution, and Constant Contact measured open and forward rates.
- **Facebook:** EZ Ride will use Facebook to provide information primarily about our walking and biking programs to our municipal and school community members. The effectiveness will be tracked by measuring people reached, post engagements, and page likes.
- **Twitter:** The Twitter platform will provide service updates on EZ Ride shuttles and marketing the program using the handle @myezride. We will measure the total number of followers, tweet impressions, profile visits, re-tweets, and links clicked in tweets to gauge its effectiveness.

- YouTube: The platform will provide bike and pedestrian program videos for our younger audience – school children. Its effectiveness will be tracked by measuring engagement by tracking watch time insights and likes, audience retention, and sharing.
- Program Brochures: EZ Ride will print transportation program brochures on glossy paper for distribution at our transportation events. Its effectiveness will be measured by the number of people who receive our brochures and sign up for services on the website or call our office.

Goal Area Activity Promotion Plans

EZ Ride plans to use the following media types in support of each Goal Area Activity.

Accessibility

- Media Formats: Facebook, YouTube, Online newsletter, Program brochures, Press Release, Website, and Annual Report.
- EZ Ride will post a variety of media messages for the following events using Facebook, YouTube, online newsletter, website, and press release:
 - Earth Day in April
 - Bike Month in May
 - Car Free day in September
 - Bike to Work Day in September
 - Rideshare Month in October
 - Walk to School Month in October
- EZ Ride will post case studies on their website of successful transportation programs – shuttles, senior transportation, walking and biking, carpooling, and vanpooling.

Economic Development

- Media Formats: Online newsletter, Press Release, Twitter, Program brochures, Website, and Annual Report.
- EZ Ride will post articles in their online newsletter and press releases for the following events:
 - New shuttle and rideshare services
 - Updates on existing services
 - NJ Smart Workplaces Event
- EZ Ride will use Twitter to provide shuttle riders real-time information about the on-time performance of shuttle services
- EZ Ride will distribute program brochures at events/fairs such as TransAction and CTAA's Annual Conference, NRBP's Annual Recognition Event, as well as other employer and community transportation events to increase awareness of our services
- EZ Ride will print and distribute an Annual Report for our public and private sector partners to increase their understanding of our programs and services.

Reliability

- Media Formats: Constant Contact, Emails, Online newsletter.
- EZ Ride will post messages using constant contact/ emails to provide information about:

- Route closures
- Pending road construction
- Bridge & Tunnel related travel information
- NJ Transit & PANYNJ Advisories
- EZ Ride will use the online newsletter to share information about regional infrastructure projects.

Environmental

- Media Formats: Facebook, Newsletter, Website
- EZ Ride will post media messages on Facebook, Newsletter, and Website for the following:
 - Anti-Idling Initiatives
 - Alternative Fuel Vehicles (AFV) Adoption
 - Reduction of greenhouses gas emissions

Safety

- Media Formats: Facebook, Newsletter, Website, YouTube
- EZ Ride will create six videos on bike and pedestrian safety. The videos will be play on the ezride.org website and posted on Facebook and YouTube.
- EZ Ride will post media messages for the following events on Facebook, Newsletter, and the website:
 - Distracted Driving Awareness Month in April
 - Safe driving behaviors
 - Seatbelt use
 - Proper vehicle maintenance in winter months
 - Bicycle and pedestrian safety

Supplemental Street Smart NJ

- Media Formats: Facebook, Newsletter, Website, Program Brochures
- EZ Ride will post media messages to promote the Street Smart NJ campaign on Facebook, Newsletter, and the Website, and distribute program brochures at campaigns/events.

Supplemental Coordinated Human Services

- Media Formats: Facebook, Newsletter, Website, Program Brochures
- EZ Ride will post media messages to promote the transportation options available for older adults on Facebook, Newsletter, and the Website and distribute program brochures at events hosted by senior centers, county area agencies on aging, and municipalities.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE
FY 2022 WORK PROGRAM
BUDGET PLAN

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 659,352		
	2. FRINGE BENEFITS	50.41% FT, 50.41% PT	\$ 332,379		
		SUBTOTAL	\$ 991,731	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ -		
	2. TRAVEL		\$ 2,881		
	3. PRINTING & REPRODUCTION		\$ 15,800		
	4. TELEPHONE		\$ 1,600		
	5. POSTAGE		\$ 2,000		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 14,300		
		SUBTOTAL	\$ 36,581	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	57.13%	\$ 376,688		
		SUBTOTAL	\$ 376,688	100%	0%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
		SUBTOTAL	\$ -	100%	0%
		TOTAL PROGRAM BUDGET	\$ 1,405,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES		\$ 1,310,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES		\$ 95,000		

This estimated budget is based upon projected costs to perform the FY 2022 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 2022 include Street Smart NJ and Coordinated Human Services Transportation.

FUNDING SOURCES:

Federal Share:	\$ 1,405,000	Local Match:	\$ -	Total:	\$ 1,405,000
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NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE
FY 2022 WORK PROGRAM
BUDGET PLAN - ATTACHMENT

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 200.00
Internet Marketing - Constant Contact	\$ 1,000.00
Internet Marketing - Google AdWords	\$ 100.00
NRBP Annual Transportation Conference	\$ 3,500.00
NRBP Transportation Symposium	\$ 3,500.00
MRCC Business Directory & Magazine	\$ 6,000.00
Total "OTHER" Direct Expenses	\$ 14,300.00

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM
MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION D/B/A EZ RIDE
FY 2022 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	10,753	\$ 424,180	\$ 9,514	\$ 161,116	\$ -	\$ 594,810
Core Goal Area Activities - Economic Development	3,196	\$ 177,950	\$ 14,250	\$ 67,590	\$ -	\$ 259,790
Core Goal Area Activities - Reliability	1,075	\$ 88,965	\$ 150	\$ 33,792	\$ -	\$ 122,907
Core Goal Area Activities - Environmental	1,050	\$ 56,889	\$ 150	\$ 21,608	\$ -	\$ 78,647
Core Goal Area Activities - Safety	1,882	\$ 88,918	\$ 100	\$ 33,774	\$ -	\$ 122,792
Core - Program Management	3,172	\$ 94,979	\$ -	\$ 36,076	\$ -	\$ 131,055
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	21,128	931,881	24,164	353,955	-	1,310,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	614	\$ 28,093	\$ 11,236	\$ 10,671	\$ -	\$ 50,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	840	\$ 31,757	\$ 1,180	\$ 12,062	\$ -	\$ 45,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	1,454	59,850	12,417	22,733	-	95,000
TOTAL	22,582	\$ 991,731	\$ 36,581	\$ 376,688	\$ -	\$ 1,405,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Krishna Murthy, President & CEO	65.00%	1,352
Avnish Gupta, COO & General Counsel	65.00%	1,352
Nicole Neri, Manager - Assistant Controller	79.33%	1,650
Veronica Almonte, Payroll Associate	79.33%	1,650
Jose Garzon - Accounting Coordinator	69.66%	1,449
Prerana Mehta, Accounting Coordinator	57.16%	1,189
Kinga Skora, Deputy Director (Marketing & Sales)	84.13%	1,750
Jillian Duke - Transportation Associate (Carpools/Vanpools)	28.85%	600
Lisa Lee - Deputy Director (Bike & Ped Programs)	4.81%	100
Latoya Howard - Asst. Coord. - Bike/Ped Programs	0.48%	10
Zachery Calle - Asst. Coord. - Bike/Ped Programs	0.48%	10
Constance Shelley, Transportation Associate	38.46%	800
Erinel Pagan, Operations Supervisor	76.92%	1,600
Veronica Gallegos - Customer Service Supervisor	48.08%	1,000
Elizabeth Garcia - HR Assistant	64.86%	1,349
Catalina Velasquez - Tpt. Associate - Monmouth County	28.85%	600
TBD: Communications Coordinator	67.31%	1,400
TBD: Coordinator - SSNJ	66.78%	1,389
Claudia Aghahwa - Asst. Coord. - Bike/Ped Programs	0.48%	6
Precious Smith - Asst. Coord. - Bike/Ped Programs	0.48%	6
Lisa Cooper - Tpt. Associate- Ryde 4 Life	66.51%	830
Carolyn Speed - Tpt. Associate - Ryde 4 Life	66.51%	830
Janine Ashmont - Tpt. Associate - Ryde 4 Life	66.51%	830
Sandra Dansky - Tpt. Associate - Ryde 4 Life	66.51%	830
TOTAL*	50%	22,582

*Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.

**NJTPA FY 2022 UPWP
TRANSPORTATION
MANAGEMENT ASSOCIATION
PROGRAM**

goHunterdon
FY 2022 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 safe and 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. goHunterdon secured a grant from the Horizon Foundation for New Jersey in 2020 in support of a Lyft initiative for patients of the Hunterdon Wound Healing Center.

Sponsorship is accepted in support of specific events/activities such as the organization’s Annual Meeting & Awards Breakfast and Electric Vehicle Challenge. 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, New Jersey at 146 Route 31 North, Suite 400, (mailing address) Flemington, NJ 08822

Staff Summary: The organization employs a total of eight (8) employees; four (4) full time staff members and four (4) part time/per diem employees at its offices in Raritan Township,

NJ.

Geographic and Demographic Information

Location/Area Population

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 total population of 128,834 (*ESRI 2020*)

There are 26 municipalities and 31 school districts.

Hunterdon is considered primarily rural, with generally low population densities. In certain areas of the county, a more suburban environment is present. Raritan Township is Hunterdon's largest municipality, both in land size and population (22,063- US Census), followed by Readington Township (15,880 US Census) and Clinton Township (12,597- US Census). These municipalities have become activity centers with big box retail and higher density housing.

Hunterdon is home several small "town centers" including tiny Stockton Borough (Population 655- US Census); Bloomsbury (Population 721- US Census) and small "river towns" such as Frenchtown and Milford with less the 1,500 people each. Approximately half of Hunterdon's municipalities are compact "walkable" communities: Bloomsbury Borough, Califon Borough, Town of Clinton, Frenchtown Borough, Flemington Borough, Hampton Borough, High Bridge Borough, City of Lambertville, Lebanon Borough, Milford Borough, Stockton Borough. Other municipalities have "walkable activity centers", including East Amwell (Ringo's Village), Tewksbury Township (Oldwick Village), and Raritan Township (Rt. 202/31 Corridor).

Race

Hunterdon County's population is predominantly Caucasian/White (90 percent), 7.0 percent Hispanic (up from 6.2 percent in 2017), 2.7 percent Black, 4.3 percent of Hunterdon's population is Asian. (US Census- American Community Survey)

Age

Hunterdon County's population trends older, with residents ages 45-54 comprising 17.3percent of the population, followed by residents ages 55-64 making up 17.1 percent of the population and 17.2 percent of the population 65 years old or more with 6.9 percent of those seniors 75 years old or more. The median age in Hunterdon County is 46.2 compared to New Jersey 40.2 and the United States 38.5. (US Census, American Community Survey)

Hunterdon Population- Seniors, Senior Disabled, Senior Veteran (U.S. Census ACS 2017)

Municipality	Pop (est.)	Senior Pop. % (est.)	Senior Below Poverty Level % (est.)	65+ Disability %	Under 65 Disability %	Veterans 65 +%	Sq. Miles	Pop. Per Square Mile
Alexandria Township	4,819	15%	2%	58%	42%	16%	27.5	175
Bethlehem Township	3,915	13%	2%	41%	59%	26%	20.7	189
Bloomsbury	752	11%	6%	51%	49%	19%	0.9	808
Califon	1259	11%	1%	38%	62%	24%	1	1213
Clinton Town	2,690	11%	6%	33%	67%	18%	1.3	1998
Clinton Township	13,067	11%	6%	49%	51%	20%	29.9	437
Delaware Township	4,496	20%	0%	64%	36%	28%	36.7	122.7
East Amwell	3,933	20%	4%	51%	49%	21%	28.5	138.2
Flemington	4,650	12%	5%	35%	65%	15%	1.1	4315.6
Franklin Township	3,234	21%	4%	55%	45%	21%	23.4	132.6
Frenchtown	1,421	16%	11%	36%	64%	33%	1.1	1259.4
Glen Gardner	1,587	14%	11%	39%	61%	13%	1.5	1025.2
Hampton	1,286	19%	15%	56%	44%	17%	1.5	854.5
High Bridge	3,565	13%	0%	45%	55%	13%	2.4	1490.9
Holland Township	5,201	19%	2%	52%	48%	20%	23.5	221.6
Kingwood Township	3,777	21%	2%	74%	26%	14%	35	107.9
Lambertville	3,840	21%	7%	37%	63%	21%	1.1	3541.5
Lebanon Borough	1,693	18%	2%	52%	48%	26%	0.9	1879
Lebanon Township	6,152	16%	0%	36%	64%	20%	31.4	195.8
Milford	1,284	24%	1%	47%	53%	19%	1.2	1086
Raritan Township	22,103	16%	3%	56%	44%	20%	37.5	589.7
Readington Township	15,962	19%	5%	71%	29%	20%	47.6	335.6
Stockton	700	20%	1%	57%	43%	26%	0.5	1281.5
Tewksbury	5,881	22%	0%	76%	24%	21%	31.6	185.9
Union Township	5,669	13%	3%	37%	63%	16%	18.8	302.1
West Amwell	2,781	19%	4%	55%	45%	11%	21.6	128.5

Income

Hunterdon County has historically been a wealthy county, with a median household income of approximately \$113,984 (ESRI 2020). However, income is unevenly distributed throughout the county. Flemington, the county seat, for example, has a median household income of \$60,533

(2018 U.S. Census ACS), a little higher than half of the median income countywide. Approximately 4.8 percent (2018 U.S. Census ACS) of Hunterdon residents lived below the poverty level with 3.5 percent of Hunterdon seniors 65 and over living below the poverty level.

Hunterdon County Population in Poverty (U.S. Census ACS 2018)						
Municipality	Pop. (est.)	18-64 Pop.	18-64 Percent (est.)	18-64 Below Poverty Level Percent (est.)	18-64 Disability Percent	Veterans 18-64 Percent
Alexandria Township	4,819	3026	63%	1%	4%	3%
Bethlehem Township	3,915	2539	65%	2%	5%	3%
Bloomsbury	752	482	64%	7%	4%	0.4%
Califon	1259	791	63%	5%	5%	4%
Clinton Town	2,690	1760	65%	9%	6%	0.8%
Clinton Township	13,067	6,592	50%	2%	6%	2%
Delaware Township	4,496	2839	63%	5%	6%	2%
East Amwell	3,933	2513	64%	5%	8%	3%
Flemington	4,650	2893	62%	20%	11%	2%
Franklin Township	3,234	1886	58%	4%	6%	2%
Frenchtown	1,421	922	65%	9%	9%	4%
Glen Gardner	1,587	1078	68%	7%	10%	3%
Hampton	1,286	804	63%	6%	8%	6%
High Bridge	3,565	2234	63%	6%	8%	3%
Holland Township	5,201	3097	60%	4%	7%	1%
Kingwood Township	3,777	2298	61%	0%	6%	2%
Lambertville	3,840	2448	64%	13%	10%	1%
Lebanon Borough	1,693	1125	66%	4%	7%	4%
Lebanon Township	6,086	4031	66%	3%	1%	1%
Milford	1,284	1125	88%	4%	2%	2%
Raritan Township	21,863	13,586	62%	5%	5%	1%
Readington Township	15,962	9,807	61%	2%	0.3%	2%
Stockton	700	420	60%	7%	0.5%	1%
Tewksbury	5,881	3,242	55%	2%	0.9%	3%
Union Township	4,749	3062	65%	3%	8%	1%
West Amwell	2,781	1661	60%	3%	2%	3%

Employment/Labor Force

Hunterdon County has a labor force of approximately 61,000 workers. The Civilian

Population in Labor Force is as follows (ESRI 2020):

Age	Percent in Labor Force
16-24	12.9 %
25-54	57.6 %
55-64	25.1 %
65+	8.3 %

Approximately 44.7 percent employed Hunterdon residents both live and work within the County. The mean commute time in Hunterdon County is 34.1 minutes (*U.S. Census*). Forty four percent of employed residents commute out of county, primarily to Somerset, Morris, or Warren counties.

Hunterdon County’s 2019 unemployment rate was 2.8 percent (*NJDOL*). Due to COVID19, Hunterdon’s unemployment rate is currently 7.9 percent. The Hunterdon workforce is generally very well educated (Bachelor’s degree or higher). Job generation is projected to be limited to the healthcare industry, social assistance, finance, and insurance as well as service and retail jobs (*US Census, NJLWD Local Area Plan*)

Business and Industry

There are approximately 5,800 businesses in Hunterdon County (*ESRI 2020*). Major employers/sectors include (*Hunterdon County Office of Economic Development*):

- UNICOM Global- Technology
- ExxonMobil Research & Development- Technology
- Chubb Group of Insurance- Financial/Insurance
- Johanna Foods Inc.- Food Manufacturing
- AM Best Inc.- Financial/Insurance
- 3M- Advanced Manufacturing
- Magna-Power- Advanced Manufacturing
- Hunterdon Healthcare- Healthcare
- Georgia Pacific- Manufacturing
- Regent Chemical- Advanced Manufacturing

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
Magna-Power Electronics, Inc.
New York Life Insurance
Company
Readington Farms, Inc.
ShopRite of Hunterdon

Hunterdon is also home to several public sector employers, including:

County of Hunterdon
Edna Mahan Correctional Facility for Women
Mountainview Youth Correctional Facility
Hunterdon Developmental Center
Raritan Township
Hunterdon Central Regional School District
Reading-Fleming School District

Transportation Infrastructure

There are 242 miles of County Roadways; 44 miles of Interstate Roadways; 98 miles of State Roadways; 1,103 miles of Municipal Roadways; and 113 miles of privately owned roads in the county. Major highway corridors include Interstate 78 and State 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 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 and Lyft are available. 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 Lines, a private bus carrier, provides limited commuter service from three (3) park and ride facilities to Newark and New York.

Note: TransBridge Lines discontinued service from Flemington during COVID-19. It is unknown if this service will resume. TransBridge Lines service in Clinton Township has been scaled down significantly during COVID-19.

TMA Goals and Objectives

goHunterdon's mission to promote safe and 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.

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, promote, and provide mobility options for transit dependent populations, including seniors, low income individuals, persons with a disability, and veterans by increasing awareness and facilitating use of transportation services in support of NJTPA's Coordinated Human Services Transportation Plan and the Hunterdon County Coordinated Human Services Transportation Plan Update 2020.
- Identify and address transportation service gaps, especially among transportation dependent populations and Title VI and Environmental Justice communities.
- Coordinate 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 and support New Jersey's goal to transition the transportation sector to nearly clean energy by 2050, with an emphasis on electric vehicles.
- 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.

Title VI/Environmental Justice

goHunterdon conducts its programs, services and activities in compliance with Title VI of the 1964 Civil Rights Act and other federal non-discrimination policies and statutes, as required as a recipient of federal funds. goHunterdon is committed to accessible engagement, including for traditionally underserved residents and those with disabilities or limited English proficiency. goHunterdon engages in broad public outreach, leveraging and cultivating relationships with community, non-profit, church, and public sector agencies to ensure that underserved communities are aware of and can access goHunterdon programs and services.

goHunterdon considers equity and environmental justice when developing and delivering programs and services. Communities and underserved populations have been identified through demographic and other data. Emphasis is on meeting the needs of minority and low income residents, those with limited English proficiency or disabilities, zero-vehicle households, and older residents.

goHunterdon will refer to the guidance found in NJTPA’s Title VI and Environmental Justice Assessment Guide in carrying out all work program efforts.

Race by Municipality (U.S. Census ACS 2018)		
Municipality	Black	Hispanic
Alexandria	0.2%	0.0%
Bethlehem	0.0%	3.1%
Bloomsbury	2.5%	1.8%
Califon	0.0%	1.3%
Clinton Town	0.5%	7.6%
Clinton Twp	12.8%	8.9%
Delaware Twp	0.0%	7.0%
East Amwell Twp.	1.8%	7.3%
Flemington	2.1%	32.7%
Franklin Twp	0.2%	4.1%
Frenchtown	1.7%	4.2%
Glen Gardner	3.6%	12.4%
Hampton	1.6%	8.8%
High Bridge	3.4%	12.6%
Holland Twp	1.0%	2.9%
Kingwood Twp	1.8%	1.4%
Lambertville	0.7%	4.7%
Lebanon Borough	1.0%	8.4%
Lebanon Twp	0.6%	4.7%
Milford	0.0%	3.7%
Raritan Twp	2.9%	5.2%

Readington Twp	0.4%	5.2%
Stockton	0.0%	7.6%
Tewksbury	0.0%	1.8%
Union Twp	6.7%	5.1%
W. Amwell	0.0%	3.1%

Hunterdon County Municipal Poverty (U.S. Census ACS 2018)		
Municipality	Population (est.)	Percent Age 18 -64 Below Poverty Level (est.)
Alexandria Township	4,819	1%
Bethlehem Township	3,915	2%
Bloomsbury	752	7%
Califon	1259	5%
Clinton Town	2,690	9%
Clinton Township	13,067	2%
Delaware Township	4,496	5%
East Amwell	3,933	5%
Flemington	4,650	20%
Franklin Township	3,234	4%
Frenchtown	1,421	9%
Glen Gardner	1,587	7%
Hampton	1,286	6%
High Bridge	3,565	6%
Holland Township	5,201	4%
Kingwood Township	3,777	0%
Lambertville	3,840	13%
Lebanon Borough	1,693	4%
Lebanon Township	6,086	3%
Milford	1,284	4%
Raritan Township	21,863	5%
Readington Township	15,962	2%
Stockton	700	7%
Tewksbury	5,881	2%
Union Township	4,749	3%
West Amwell	2,781	3%

Limited English Speaking Households in Hunterdon County - Estimated (U.S. Census ACS 2015, 2016, 2018)			
	2018	2017	2016
Total Number of Households	47,180	46,822	46,955
Number of Limited English Speaking Households	868	912	1,144
Percent of Limited English Speaking Households	1.8%	1.9%	2.4%

Limited English Speaking Households by Language, 2018 (U.S. Census ACS 2018)		
	HH	Percent
Spanish	485	21.7%
Other Indo-European languages	278	9.9%
Asian and Pacific Island Languages	96	11.7%
Other languages	9	2.9%

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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 underserved communities, including 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, coordination with employer worksites, and networking with municipalities, county, state and regional officials, business organizations and community organizations.

Maintain Information Outreach Partner Network (info racks/kiosks/communication outreach) to facilitate the distribution of schedules and other accessible transportation service information. Maintain and update 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. Emphasis will be on addressing the needs of Title VI and Environmental Justice populations.

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 or 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.

Assist with implementation of the NJTPA TDM and Mobility Plan recommendations.

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

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 infrastructure/facilities

Description: Support and assist in municipal and county 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. Educate municipal stakeholders on Complete Streets and support adoption/implementation of Complete Streets policies. Additional support may include conducting bicycle and pedestrian infrastructure assessments and inventories, providing a bicycle rack loan program (racks funded through other sources), conducting speed studies, and providing documentation and technical assistance in the preparation of grant applications.

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 such as Safe Routes to School) through information distribution, public awareness, and presentations (in person or remote).

Products and Outcomes:

- ♦ Provide technical assistance to Hunterdon municipalities and schools

- ♦ Promote bicycling through information sharing on bicycling opportunities, public awareness efforts, safety education, in person or remote events/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) as requested. 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/remote events and presentations, as appropriate.

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. Collaborate with the Hunterdon County Office of Economic Development, Greater Raritan Workforce Development Board, and NJ Department of Labor Business Service Representatives to ensure that employers and employees are familiar with the availability of transportation options and goHunterdon assistance.

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).

Coordinate with the Together North Jersey Competitive Task Force as requested by NJTPA.

Products and Outcomes:

- ♦ Provide commute information (electronic/online content), conduct remote or onsite events/presentations to Hunterdon employers/employees. 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 Comprehensive 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, including the efforts of the Hunterdon County Tourism Partnership to promote (bicycle) tourism opportunities, such as the *Hunterdon 579 Trail* and related initiatives. Support the *Hunterdon Main Streets* initiative by facilitating “Bicycle Friendly Community/Business” training for businesses. Serve as the primary local resource on transportation issues as related to economic development efforts, including but not limited to the I-78 Mayor’s Coalition, Milford Riverfront Park project, and employer/workforce development.

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 and 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; Emphasis on Electric Vehicles

Description: Participate in activities that encourage the adoption of alternative fuel vehicles, with an emphasis on electric vehicles and related infrastructure. This will include promotion of the recommendations of the 2019 New Jersey Energy Master Plan, NJ Global Warming Response Act, availability of NJTPA’s Alternative Fuel Readiness Guidebook (2017), dissemination of AFV materials, the NJDEP “Drive it Green” website, including environmental incentives. Information sharing will be directed to municipal and community partners, as well as individual residents and the business community: participation and support for activities sponsored by the NJTPA and other agencies.

Products and Outcomes:

- ♦ Conduct outreach to raise public awareness of Alternative Fuel Vehicles (AFV)/Electric Vehicles and related infrastructure, including the availability of grants and other incentives, provide technical assistance to municipalities, schools or private sector partners interested in AFV/EV adoption and infrastructure; maintain relevant information on goHunterdon website for public reference including available EV charging stations within Hunterdon County, participate in NJTPA and other agency activities in support of AFV/EV 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, promote electric vehicle adoption and infrastructure, 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. Participation in events and

trainings coordinated 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 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 a classroom based educational programming for Hunterdon intermediate and high schools on air quality, anti-idling, alternative fuel vehicles, electric vehicles and emission reduction through transportation choice and behavior. Encourage school and community based public awareness campaigns to advance these topics.

Facilitate a Hunterdon County Electric Vehicle Challenge “hands on” environmental education program in which students in grades 6-8 design, build and race *electricity powered* model cars to promote awareness of electric and hybrid vehicles. Supplies for the program will be funded through private sponsorship.

Products and Outcomes:

- ♦ Conduct school based environmental education programs, including facilitation of an Electric Vehicle Challenge 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 NJ 2020 Strategic Highway Safety Plan; Public Outreach and Education

Description: Share driving, pedestrian, bicycle, passenger and vehicle operation safety messaging on drinking and driving, distracted driving, walking and bicycling, wildlife related motor vehicle accidents, seatbelt use, vehicle maintenance, child seat education, mature drivers, and transit user to educate the public. Information will be shared through newsletters, social media, press releases and safety alerts. Messaging will support the New Jersey's Strategic Highway Safety Plan (SHSP) emphasis areas: Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, and Other Vulnerable Users. Promote Street Smart NJ Pedestrian Safety messaging and facilitate public awareness campaigns in Hunterdon County.

Participate on the Bike/Ped Emphasis Area Team and other Emphasis Area Teams, as appropriate to advance recommendations of 2020 NJSHSP. 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 local or regional implementation as requested.

Products and Outcomes:

- ♦ Promotion and provision of information and messaging to improve driving, pedestrian, bicycle, passenger and vehicle operation safety including Street Smart NJ; 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/Senior Mobility Program to ensure that these populations can travel safely and independently. Assistance may include remote or in person 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 will 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 are CarFit certified technicians.

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 NJ Pedestrian Safety campaigns.

Strategy: Facilitate Street Smart NJ Pedestrian Safety Education Campaigns in two (2) 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.

Evaluation will be based on pre and post campaign surveys and speed studies. Observations may or may not be included in the campaign evaluation due to location. A *report brief* will be provided for each campaign, following the guidance provided in the “Guidelines for Preparation of NJTPA Reports and Studies”. Draft briefs 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 or as part of a TMA report to RTAC.

Demonstrated Need

Crash data from the Numetric database for the period 2017-2019, indicates 41 reported pedestrian crashes within Hunterdon County, up from 39 crashes in 2016-2018. The City of Lambertville had the highest number of pedestrian crashes with nine (9), followed by Flemington Borough (8), and Raritan Township (3).

Other relevant crash profile that will shape efforts:

33 of the 41 collisions occurred on either a Municipal or State Road.

December had the highest rate of pedestrian/vehicle collisions by month; totaling (11) or roughly 26 percent of all crashes.

The highest percentage of occurred between 4 P.M- 8 P.M.

Tuesday (10) and Wednesday (9) were the most frequent days of the week for crashes, representing 46 percent of all pedestrian/vehicle crashes.

44 percent (18) of all pedestrian/vehicle collisions involved a distracted driver.

49 percent (20) of all pedestrian/vehicle crashes occurred on a road posted

between 20-30 mph.

51 percent (21) of all pedestrian/vehicle collisions reported the vehicle's pre-crash action as going straight ahead.

Past Performance

goHunterdon has successfully facilitated and completed eleven (11) Street Smart NJ campaigns in Hunterdon County, NJ to date:

Frenchtown (2015)

Flemington (2016)

Town of Clinton (2016)

Flemington (2017)

Lambertville (2017)

High Bridge (2018)

Califon (2018)

Flemington (2019)

Lambertville (2019)

Flemington (2020)

Town of Clinton (2020)

The majority of the campaigns included comprehensive pre-campaign and post-campaign data collection (community impact surveys, observation, speed studies), education, awareness and enforcement. 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 for a "whole community" approach.

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.

Products and Outcomes:

Facilitate and promote two (2) Street Smart NJ campaigns in Hunterdon County, NJ. Work with law enforcement and other stakeholders to coordinate campaigns. Develop report briefs detailing the campaigns. 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, and the Hunterdon County Coordinated Human Services Transportation Plan with a particular emphasis on increasing transportation options available to human service populations (seniors, low income individuals, persons with a disability, and veterans) in Hunterdon County, NJ.

Strategy: Senior Transportation Program Pilot

Description: Facilitate transportation services to address the travel needs of older adults within Hunterdon County for whom existing transportation options are not available or appropriate. Transportation will be provided via Lyft or local taxi services. Ride fares will be self-funded by goHunterdon. Additional public and private funding sources will be explored. This initiative will complement, not duplicate existing transportation services, including the Hunterdon County LINK Transportation System.

Eligible participants will be Hunterdon County residents 60 years and older and able to access vehicles independently. Participants must be referred from an approved referring organization, including the Hunterdon County LINK, local non-profits, County social services, medical practices, or goHunterdon and it has been determined that other transportation options are not appropriate due to day or time of day travel is needed, duration of travel, or physical consideration of using other services. Eligible trips will include in county medical appointments, grocery shopping, food pantry, and activities that reduce social isolation.

goHunterdon staff will serve in a “concierge” role to identify appropriate transportation services for individuals referred by designated “referring organization”, including the Hunterdon County LINK, local non-profits, County social services, medical practices, or goHunterdon. Staff will schedule rides via Lyft or local taxis, weekdays, during regular business hours. Fares will be 100 percent subsidized by goHunterdon (self-funded). Data, including trip purpose, origin/destination, time length, duration, cost, and eligibility criteria for all trips will be tracked and analyzed to inform future service and transportation needs.

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, includes “Enhancing and Expanding Services” and “Promoting

Mobility on Demand” recommendations.

Data from the current Lyft initiatives underway in Hunterdon County illustrates the ongoing need. Data available through Hunterdon Medical Center has been able to identify the specific days, times, and origins/destination communities where Lyft rides have been used. In most 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 county’s senior population continues to increase as noted in the demographics provided. All indications are that this trend of increasing/aging senior population will continue. Several county-wide plans, including the Hunterdon County Human Services Need Assessment, Hunterdon County Health Needs Assessment, Hunterdon County Health Improvement Plan, Hunterdon County Senior Needs Assessment, and survey data all indicate transportation as a need. Hunterdon seniors regularly report that they plan to/wish to “age in place”. The recent Hunterdon County Human Services Needs Assessment (2020) survey found that 63 percent of respondents rely on family or friends to provide their transportation, but that it is not always “reliable”.

Existence of Partnerships

goHunterdon enjoys strong existing partnerships with the following:

Hunterdon Healthcare

Hunterdon County Partnership for Health (including 50 all partners)

Hunterdon County Department of Human Services

Hunterdon County Division of Senior, Disabilities and Veterans' Services

Lyft

Local Taxi Services

Horizon Foundation for New Jersey

AARP of New Jersey

Products and Outcomes:

- ♦ Acceptance of referrals and scheduling of rides, serving in a “concierge role” to provide transportation via Lyft and local taxi services. Track data on trip purpose, origin/destination, time length, duration, cost, and eligibility criteria for all trips will be tracked and analyzed to inform future service.
- ♦ Memorandum of findings; recommendations/next steps. The memorandum will follow the guidance provided in “Guidelines for Preparation of NJTPA Reports and Studies”. Draft memorandum will be provided to the NJTPA for review in Microsoft Word format.

Strategy: Hospital Patient and Visitor Transportation Services Outreach

Description: Facilitate ongoing discussions with Hunterdon Healthcare to expand service options for non-emergency medical transportation within Hunterdon County.

Build upon the existing successful Lyft initiative at Hunterdon Medical Center, facilitated by goHunterdon in 2018 as well as a current project at the Hunterdon Wound Healing Center. The Wound Healing Center project, funded by a grant to goHunterdon from the Horizon Foundation for New Jersey, provides patient transportation via Lyft/local taxis to increase access to healthcare.

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 member of the Hunterdon Partnership for Health, a county-wide coalition of over 50 community agencies sharing a common interest in promoting the health of county residents. A key product of the Partnership is 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. 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 ongoing need for non-emergency medical transportation. Data available through Hunterdon Medical Center has been able to identify the specific days, times, and origins/destination communities where Lyft rides provided to transportation dependent patients. 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. The county's senior population continues to increase as noted in the demographics provided. All indications are that this trend of increasing/aging senior population will continue. Several county-wide plans, including the Hunterdon County Human Services Need Assessment, Hunterdon County Health Needs Assessment, Hunterdon County Health Improvement Plan, Hunterdon County Senior Needs Assessment, and survey data all indicate non-

emergency medical transportation as a need. Hunterdon seniors also 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 50 all partners)

Hunterdon County Department of Human Services

Hunterdon County Division of Senior, Disabilities and Veterans' Services

Lyft

Local Taxi Services

Horizon Foundation for New Jersey

AARP of New Jersey

Products and Outcomes:

- ♦ Facilitate ongoing discussions with Hunterdon Healthcare to identify, fund, and expand transportation solutions 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;
- ♦ Memorandum of findings; recommendations/next steps. The memorandum will follow the guidance provided in “Guidelines for Preparation of NJTPA Reports and Studies”. Draft memorandum will be provided to the NJTPA for review in Microsoft Word format.

Strategy: County Service Planning

Description: Provide ongoing 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.

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.

Identify 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.

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

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.

Hunterdon County’s rural nature, lack of NJ TRANSIT bus service (Hunterdon County is one of two New Jersey counties not serviced by NJ TRANSIT bus; the other is Sussex County), dispersed population and demographics all contribute to the challenges faced by the Hunterdon County LINK Transportation System to meet demand in an efficient, cost effective, and convenient way.

The need to provide human services transportation is expected to increase in the coming years as the county population ages, the need for employment transportation continues, and access to social services increases.

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 Senior Health Coalition
- 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)

Products and Outcomes:

- ♦ 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. The memorandum will follow the guidance provided in “Guidelines for Preparation of NJTPA Reports and Studies”. Draft memorandum will be provided to the NJTPA for review in Microsoft Word format.

Goal Area Activity: WORK FUNDED BY OTHER SOURCES

Description: goHunterdon receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, NJ Division of Highway Traffic Safety, Greater Raritan Workforce Development Board, private sector foundations, and others. Projects funded outside of the NJTPA TMA grant will be reported to NJTPA in quarterly reports. For FY22, the following projects are anticipated.

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

Strategy: Horizon Foundation for New Jersey

Description: goHunterdon will facilitate Lyft/taxi rides to non-emergency healthcare appointments to providers within the Hunterdon Healthcare System, tracking usage to inform future needs.

Products and Outcomes:

- ♦ Quarterly Activity

PROGRAM MANAGEMENT

Description

goHunterdon will provide administrative and program information for the FY 2022 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**

FY22 Work Program and Staffing Plan
Due: October 12, 2020

Fourth Quarter/Final Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report
Due: July 22, 2022 - Required format above – **To be files electronically**

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.

With the exception of paid/boosted Facebook posts and limited advertising, and noted with asterisk (*) below, goHunterdon is not requesting direct non-labor funding or reimbursement for any other promotional activity.

Media Formats*

goHunterdon will use the following types of paid media in FY 2022 for the promotion of the programs, goals, and objectives of the work program:

- **Facebook “Boosted” Posts:** Boosted posts or paid “sponsored” posts will be used to engage with particular audiences. Effectiveness will be tracked by “Facebook Reach”- the number of people who saw any content from your Page or about your Page and “Facebook engagement”- any action someone takes on your Facebook Page or one of your posts.
- **Paid Advertising (Print/Electronic):** Paid advertising may be used to a very limited degree to promote the Bike Hunterdon website/initiative in collaboration with the Hunterdon County Office of Economic Development.

Other Media/Mediums (*not to be funded by NJTPA*)

- **Websites:** Regular updating of the www.gohunterdon.org and www.bikehunterdon.org website will be conducted regularly to provide for continual interaction with the public. Effectiveness will be measured through analytics 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 “Facebook Reach”- the number of people who saw any content from your Page or about your Page and “Facebook engagement”- any action someone takes on your Facebook Page or one of your posts.
- **Facebook Groups:** Facebook groups may be used as appropriate to engage with particular audiences, such as the bicyclists that belong to the current Bike Hunterdon Facebook Group. Facebook groups facilitate online information sharing and create a “community” of like-minded individuals who wish to communicate regarding particular topics. goHunterdon staff moderate membership and member posts. Effectiveness will be measured by the following Facebook analytics: “Growth”- Tracks membership growth and group membership requests, “Engagement”- Measures posts, comments, and reactions over time; reveals the most popular days and times for member engagement; and lists the top posts, and “Membership”- Identifies the top contributors

- and reveals demographic data about group members
- **Twitter:** The Twitter platform will be used as one delivery system for short messages and alerts relative to traffic congestion, incidents and construction using @HARTTAS. The effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets. Additionally, Twitter @HunterdonEVChallenge will be used to communicate with teachers as part of the Environmental Education. The use of Twitter will continue to be evaluated and additional uses may be identified. Effectiveness will be measured by “impressions”, the total tally of all the times the Tweet has been seen, and “engagement”, the total number of times a user interacted with a Tweet.
 - **Instagram:** goHunterdon’s “Bike Hunterdon” Instagram account will be used in support of goHunterdon’s work in collaboration with the Hunterdon County Office of Economic Development to promote Hunterdon’s bicycling assets. Additional use of Instagram will be explored as appropriate.
 - **Email/Email Marketing-** Traditional email and Constant Contact will be used to provide direct email marketing to various audiences to promote goHunterdon programs, events, grant opportunities, etc. Effectiveness will be measured by “opens” and “clicks” analytics available through Constant Contact.
 - **E-newsletter:** Constant Contact will be used to publish a seasonal e-newsletter.
 - **Press Releases:** Submission of traditional press releases to local media outlets/online 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. The Information Outreach Partner Network will also be used for electronic information outreach, as may be necessary due to ongoing social distancing guidance.
 - **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 and/or Remote/Virtual Presentations/Information Sessions:** Conducted at or for employer sites, schools, nonprofit and community organizations
 - **Events:** Participation in business and community fairs, festivals, public events, including any events that may be held virtually.
 - **Intranet and Display Monitors:** Develop and provide promotional slides for use by employers to integrate messaging into CATV and monitors at worksite locations and/or via employer intranet or other electronic communication mediums.
 - **New Hire Packets/New Hire Orientations:** Development and distribution of printed or electronic “new hire” packets to employers for new and/or potential employees on transportation options; participate in “new hire” orientations in person or virtually as appropriate

- **Joint marketing:** Work collaboratively with other community resources, including, but not limited, to: Hunterdon Medical Center, Hunterdon County YMCA, Raritan Valley Community College, Hunterdon County Chamber of Commerce, Hunterdon County Library System, Hunterdon Helpline, local retail establishments (bike shops, etc.) to identify opportunities for joint no-cost promotion
- **Statewide cooperative marketing:** Participate in efforts put forth by NJTPA, its consultants and/or other TMA's.
- **Printed materials/electronic content:** Development and distribution of *self-funded* brochures, printed materials, or electronic content, as needed to promote goHunterdon programs and services, conduct surveys, or other outreach.
- **Street Smart NJ materials:** Distribution of printed street signs, posters, coffee sleeves, tip cards, and table tents with NJTPA approved Street Smart NJ messaging.

Goal Area Activity Promotion Plans

goHunterdon plans to use the following media types in support of each Goal Area Activity. Direct non-labor expenses are anticipated only in the Economic Development Goal Area Activity*.

Accessibility

goHunterdon will utilize a variety of media formats to provide information and promote access to transportation options and provide trip planning assistance to the public, as well as to promote Complete Streets and bicycle and pedestrian activity/infrastructure. This will include Facebook, Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (remote), intranet messaging, joint marketing. Constant Contact will be used to promote goHunterdon's Complete Streets/bike-ped technical assistance, funding opportunities, or updates/events from NJDOT or NJTPA.

Economic Development

goHunterdon will utilize a variety of media formats to provide information to employers and facilitate worksite TDM. This will include Facebook, Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (remote), intranet messaging, and joint marketing. The Bike Hunterdon initiative will be promoted via Facebook, Facebook Group, Instagram, e-newsletter, and press releases. *Paid Facebook posts and print advertising may be utilized seasonally to promote Hunterdon as a bicycling destination, in collaboration with the Office of Economic Development/Hunterdon Tourism Partnership.

Reliability

goHunterdon will utilize Facebook and Twitter to communicate the availability of the free traffic alert service and to share alert information with significant impact. Constant Contact email marketing, e-newsletter, press releases, information kiosks, events (remote), intranet messaging, joint marketing will be used to promote the availability of the traffic alert service. Facebook and Twitter posts will be used to communicate emergency information to the public.

Environmental

goHunterdon will utilize a Constant Contact direct email marketing, e-newsletter, Facebook, and Twitter to promote the environmental education program. Online catalogs of lesson offerings

will be posted to the goHunterdon website. Twitter will be used as a tool to communicate with participating teachers. Constant Contact and Facebook will be utilized for outreach to schools and municipalities to promote goHunterdon's Sustainable Hunterdon assistance, Sustainable Jersey updates, deadlines, and funding opportunities. Constant Contact, e-newsletter, Facebook, press releases will be used to promote the adoption of electric vehicles/EV infrastructure, including funding opportunities and any relevant events, webinars, or updates from NJDEP, NJDOT, or NJTPA.

Safety

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, paid (SSNJ) and free Facebook, and Twitter to promote the NHTSA safety messaging calendar as well as any messaging being promoted by NJDOT, NJTPA or NJ Division of Highway Traffic Safety. Press releases, e-newsletters, and Facebook will be used to promote the availability of CarFit sessions.

Street Smart NJ

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, paid (SSNJ) and free Facebook posts, and NJTPA Street Smart NJ approved materials during local campaigns and will share posts by NJTPA.

Coordinated Human Services Transportation Initiatives

goHunterdon will utilize Constant Contact direct email marketing, e-newsletter, Facebook, press releases, and networking to promote the availability of programming.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**GOHUNTERDON TMA
FY 2022 WORK PROGRAM
BUDGET PLAN**

			PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES				
	1. SALARIES		\$ 267,276		
	2. FRINGE BENEFITS	37.57% FT, 9.88% PT	\$ 76,718		
		SUBTOTAL	\$ 343,994	100%	0%
PART II	DIRECT NON-LABOR COSTS				
	1. SUPPLIES		\$ 500		
	2. TRAVEL		\$ 2,110		
	3. PRINTING & REPRODUCTION		\$ -		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 700		
	6. CONFERENCE/TRAINING		\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 3,913		
		SUBTOTAL	\$ 7,223	100%	0%
PART III:	INDIRECT COSTS				
	INDIRECT COST ALLOCATION	38.83%	\$ 103,783		
			SUBTOTAL	\$ 103,783	100%
PART IV:	CONSULTANT COSTS				
	CONSULTANT		\$ -		
			SUBTOTAL	\$ -	100%
			TOTAL PROGRAM BUDGET	\$ 455,000	100%
			SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 410,000	
			SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 45,000	

This estimated budget is based upon projected costs to perform the FY 2022 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 2022 include Street Smart NJ and Coordinated Human Services Transportation.

FUNDING SOURCES:

Federal Share:	\$ 455,000	Local Match:	\$ -	Total:	\$ 455,000
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NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**GOHUNTERDON TMA
 FY 2022 WORK PROGRAM
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Social Media/Advertising	\$ 3,912.65
Total "OTHER" Direct Expenses	\$ 3,912.65

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**GOHUNTERDON TMA
FY 2022 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,975	\$ 102,165	\$ 1,500	\$ 29,872	\$ -	\$ 133,537
Core Goal Area Activities - Economic Development	1,025	\$ 66,688	\$ 3,900	\$ 19,769	\$ -	\$ 90,357
Core Goal Area Activities - Reliability	1,575	\$ 51,668	\$ -	\$ 16,690	\$ -	\$ 68,358
Core Goal Area Activities - Environmental	1,195	\$ 47,230	\$ 400	\$ 15,506	\$ -	\$ 63,136
Core Goal Area Activities - Safety	230	\$ 10,410	\$ 676	\$ 2,992	\$ -	\$ 14,078
Core - Program Management	510	\$ 31,389	\$ -	\$ 9,144	\$ -	\$ 40,533
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	6,510	309,550	6,476	93,974	-	410,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	315	\$ 14,955	\$ 737	\$ 4,309	\$ -	\$ 20,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	340	\$ 19,489	\$ 10	\$ 5,501	\$ -	\$ 25,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	655	34,443	747	9,809	-	45,000
TOTAL	7,165	\$ 343,994	\$ 7,223	\$ 103,783	\$ -	\$ 455,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Tara Shepherd, Executive Director	65%	1,348
Diana Davis, Associate Director	61%	1,270
Cathy Taglienti, Community Mobility Coordinator	46%	967
Ryan Fisher, Safety Programs Coordinator	36%	755
Jodi Bettenmann, Environmental Education Coordinator (PT)	100%	800
Heather Caman, Traffic Alert/IOP Associate (PT)	100%	1,000
Jeff Clayton, IT Associate (PT)	74%	735
Caryl Harris, Bicycle Specialist (PT)	58%	290
TOTAL	68%	7,165

**Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*

**NJTPA FY 2022 UPWP
TRANSPORTATIONMANAGEMENT
ASSOCIATION PROGRAM**

Greater Mercer TMA
FY 2022 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, and Amazon.

Staff:

The GMTMA staff for the NJTPA work program is comprised of nine full time staff and 1 part time staff positions and one open short-term intern position.

Geographic and Demographic Information

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 percent 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 U.S. Census American Community Survey 5-Year Estimate, 25.3 percent of the Mercer County population was under the age of 20 and 19.7 percent were 60 years or older. The median age is 38.5 years. The racial makeup of the county was 63.4 percent White, 20.5 percent Black or African American, 0.1 percent Native American, 10.4 percent Asian, 0.03 percent Pacific Islander, and 5.6 percent from other races or two or more races. Hispanic or Latino of any race was 16.4 percent.

The median household income is \$73,966. Approximately 17.3 percent of households have income levels less than \$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 U.S. Census American Community Survey 5-Year Estimate, Mercer County residents commuted to work by the following means: 71.8 percent drive alone to work, 10.3 percent carpool, 7.9 percent use public transportation, 3.1 percent walk, 2 percent use other means, and 4.9 percent 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 percent of Ocean County’s population were under the age of 20, and 28.2 percent were 60 or older. The racial makeup of the county was 91.7 percent White, 3.1 percent Black or African American, 0.1 percent Native American, 1.9 percent Asian, 0.04 percent Pacific Islander, and 3.2 percent from other races or two or more races. Hispanic or Latino of any race comprises 8.9 percent of the population. The median household income is \$63,108. About 18.4 percent 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 U.S. Census American Community Survey 5-Year Estimate, Ocean County residents commute to work by the following means: 82.5 percent drive alone to work, 7.3 percent carpool, 2.0 percent use public transportation, 1.7 percent walk, 1.7 percent use other means, and 4.8 percent 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.

Title VI/Environmental Justice

Mercer County

Environmental Justice (EJ) communities were identified using the 2018 5-Year American Community Survey data distributed by DVRPC through their Indicators of Potential Disadvantage dataset. The following tables use two data points, Percent Minority Population and Percent Low Income Population (Note: Minority population is calculated using race data and does not include ethnicity). The tables also include Mercer County’s concentration of these populations for comparative purposes. The third column indicates if a municipality has a higher relative concentration compared to Mercer County.

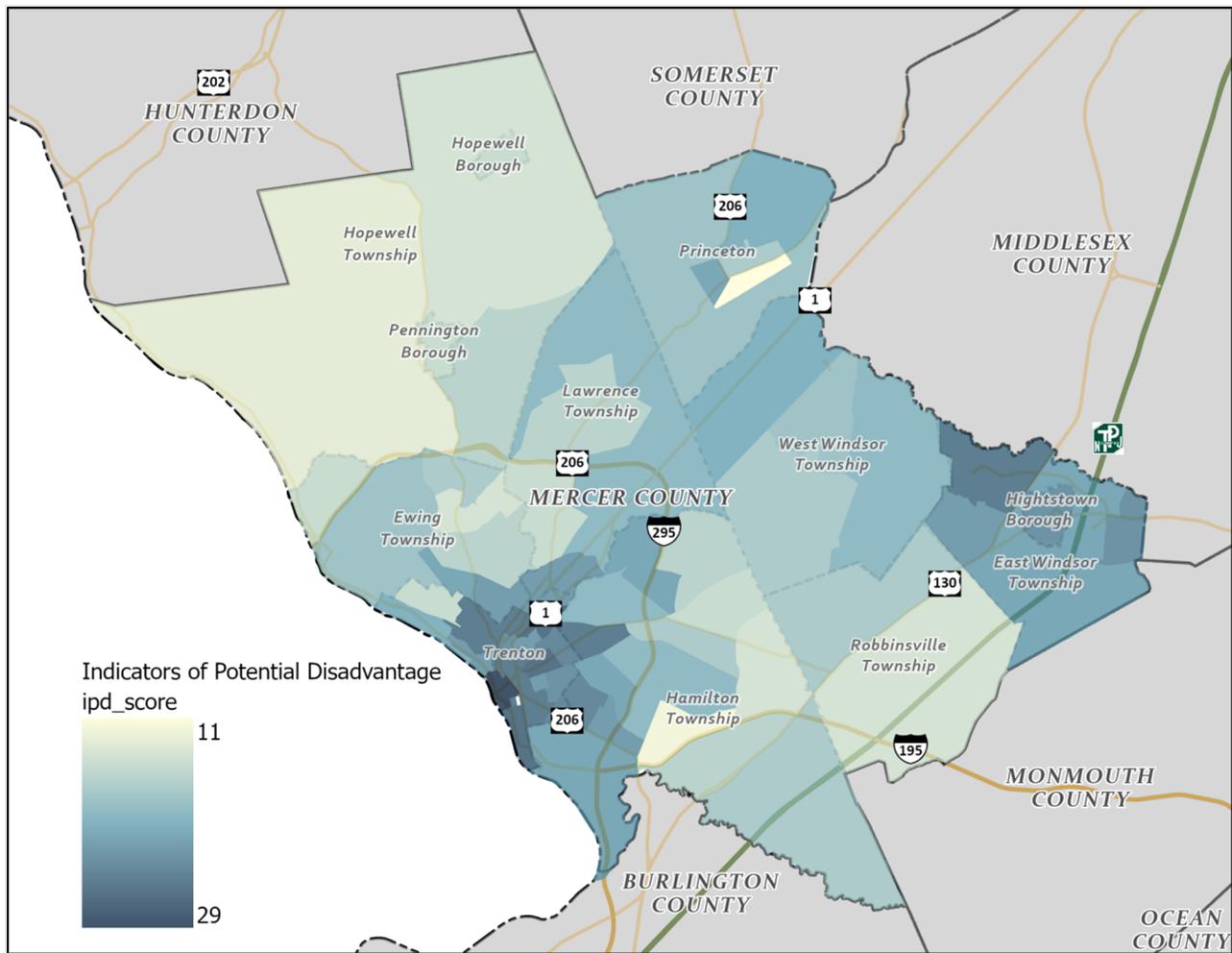
The following tables show that Trenton City, West Windsor Township, and Ewing Township have the highest concentration of minority populations in Mercer County. Additionally, Trenton City and Hightstown Borough have the highest concentration of low income populations in Mercer County. Additionally, East Windsor and Hightstown, which do not have high concentrations of minority populations, do have high concentrations of Hispanic populations.

Minority Population Concentration of Mercer County Municipalities		
Municipality	Percent of Population that is Low Income	Higher than County Concentration
Trenton City	59%	Yes
West Windsor Township	52%	Yes
Ewing Township	38%	Yes
East Windsor Township	33%	No
Lawrence Township	30%	No
Princeton	27%	No
Robbinsville Township	26%	No
Hamilton Township	24%	No
Hightstown Borough	23%	No
Hopewell Township	17%	No
Pennington Borough	11%	No
Hopewell Borough	5%	No
<i>Mercer County</i>	36%	

Low Income Population Concentration of Mercer County Municipalities		
Municipality	Percent of Population that is Low Income	Higher than County Concentration
Trenton City	54%	Yes
Hightstown Borough	30%	Yes
East Windsor Township	23%	No
Hamilton Township	21%	No
Ewing Township	18%	No
Lawrence Township	13%	No
Hopewell Borough	11%	No
Princeton	11%	No
Pennington Borough	9%	No
Robbinsville Township	8%	No
Hopewell Township	5%	No
West Windsor Township	5%	No
<i>Mercer County</i>	24%	

To ensure that smaller EJ concentrations within larger townships were not overlooked, a similar analysis was performed at the census tract level using the DVRPC Indicators of Potential Disadvantage. The table below shows the number of census tracts within Mercer County municipalities that were rated as “Above Average” or “Well Above Average” compared to the DVRPC region. In addition to Low Income and Racial Minority, the Composite Score, which contains 7 other indicators, was also included. In addition, a map was also created using the composite score.

Number of Census Tracts Rated as Above or Well Above Average in Indicators of Potential Disadvantage Score			
	Low Income	Racial Minority	Composite
East Windsor Township	0	0	4
Ewing Township	0	2	2
Hamilton Township	1	1	6
Hightstown Borough	0	0	1
Hopewell Borough	0	0	0
Hopewell Township	0	0	0
Lawrence Township	0	1	1
Pennington Borough	0	0	0
Princeton	0	0	2
Robbinsville Township	0	0	0
Trenton City	22	16	23
West Windsor Township	0	2	1



Ocean County

EJ Communities were identified using the 2018 5-Year American Community Survey data distributed by NJTPA. The following tables show three data points, Percent Minority Population, Percent Low Income Population, and Percent Senior Population. The tables also include Ocean County's concentration of these populations for comparative purposes. The third column indicates if a municipality has a higher relative concentrations compared to Ocean County.

The following tables show that South Toms River, Seaside Heights, and Lakehurst have the highest concentration of Minority populations in Ocean County. Additionally, Lakewood, Seaside Heights, and Lakehurst have the highest concentration of low income populations in Ocean County.

Minority Population Concentration of Ocean County Municipalities

Municipality	Percent of Population that is Minority	Higher than County Concentration?
South Toms River Borough	46%	Yes
Seaside Heights Borough	42%	Yes
Lakehurst Borough	25%	Yes
Jackson Township	20%	Yes
Lakewood Township	19%	Yes
Toms River Township	18%	Yes
Brick Township	15%	No
Barnegat Township	15%	No
Ocean Gate Borough	14%	No
Beachwood Borough	14%	No
Manchester Township	14%	No
Plumsted Township	13%	No
Berkeley Township	12%	No
Island Heights Borough	12%	No
Stafford Township	11%	No
Little Egg Harbor Township	11%	No
Bay Head Borough	10%	No
Point Pleasant Beach Borough	9%	No
Pine Beach Borough	9%	No
Eagleswood Township	8%	No
Lacey Township	7%	No
Point Pleasant Borough	7%	No
Tuckerton Borough	7%	No
Mantoloking Borough	6%	No
Ocean Township	6%	No
Beach Haven Borough	5%	No
Lavallette Borough	5%	No
Barnegat Light Borough	3%	No
Ship Bottom Borough	3%	No
Seaside Park Borough	2%	No
Harvey Cedars Borough	2%	No
Long Beach Township	2%	No
Surf City Borough	1%	No
<i>Ocean County</i>	<i>15%</i>	

Low Income Population Concentration of Ocean County Municipalities		
Municipality	Percent of Population that is Low Income	Higher than County Concentration
Lakewood Township	56%	Yes
Seaside Heights Borough	49%	Yes
Lakehurst Borough	35%	Yes
South Toms River Borough	31%	Yes
Ocean Township	30%	Yes
Manchester Township	28%	Yes
Tuckerton Borough	26%	Yes
Berkeley Township	25%	No
Beachwood Borough	21%	No
Seaside Park Borough	20%	No
Stafford Township	20%	No
Little Egg Harbor Township	20%	No
Eagleswood Township	19%	No
Ocean Gate Borough	19%	No
Toms River Township	19%	No
Barnegat Light Borough	18%	No
Point Pleasant Borough	17%	No
Brick Township	17%	No
Lacey Township	17%	No
Beach Haven Borough	17%	No
Lavallette Borough	17%	No
Pine Beach Borough	15%	No
Long Beach Township	15%	No
Jackson Township	15%	No
Plumsted Township	14%	No
Surf City Borough	14%	No
Harvey Cedars Borough	12%	No
Ship Bottom Borough	11%	No
Barnegat Township	11%	No
Island Heights Borough	10%	No
Point Pleasant Beach Borough	9%	No
Mantoloking Borough	8%	No
Bay Head Borough	8%	No
<i>Ocean County</i>	<i>26%</i>	

The following table shows the concentrations of those aged 65 and older in Ocean County. Ocean County has the second largest 65 and older population in New Jersey, with 22% of its

population in this age group. However, looking at the municipal level, this population has concentrations double the County percentage in 7 of its municipalities. Mantoloking has the highest concentration with 69% of its population aged 65 and older.

65 and Older Population Concentration of Ocean County Municipalities		
Municipality	Percent of Population that is Low Income	Higher than County Concentration
Mantoloking Borough	69%	Yes
Barnegat Light Borough	58%	Yes
Long Beach Township	58%	Yes
Harvey Cedars Borough	53%	Yes
Lavallette Borough	49%	Yes
Manchester Township	49%	Yes
Surf City Borough	45%	Yes
Berkeley Township	41%	Yes
Ship Bottom Borough	40%	Yes
Seaside Park Borough	36%	Yes
Beach Haven Borough	36%	Yes
Bay Head Borough	36%	Yes
Ocean Township	35%	Yes
Barnegat Township	27%	Yes
Little Egg Harbor Township	26%	Yes
Island Heights Borough	26%	Yes
Point Pleasant Beach Borough	22%	No
Pine Beach Borough	22%	No
Toms River Township	20%	No
Stafford Township	20%	No
Lacey Township	20%	No
Brick Township	19%	No
Tuckerton Borough	18%	No
Jackson Township	17%	No
Eagleswood Township	17%	No
Ocean Gate Borough	17%	No
Point Pleasant Borough	16%	No
Plumsted Township	16%	No
Beachwood Borough	12%	No
Lakewood Township	10%	No
Lakehurst Borough	9%	No
Seaside Heights Borough	8%	No
South Toms River Borough	7%	No

To ensure that smaller EJ concentrations within larger townships were not overlooked, this analysis was performed at the census tract level. The table below shows the number of census tracts that are within the top 15% EJ concentrations of Ocean County for Racial Minority and Low Income by municipality. The table only includes municipalities that have a census tract within the top 15% of census tracts in Ocean County.

Number of Census Tracts within the top 15% of Racial Minority Concentrations by Municipality	
Berkeley Township*	2
Seaside Park Borough*	1
Seaside Heights*	1
Brick Township	1
Jackson Township	4
Lakehurst Borough	1
Lakewood Township	3
Manchester Township	1
South Toms River Borough	1
Toms River Township	5
*One census tract covers these three municipalities	

Number of Census Tracts within the top 15% of Low Income Concentrations by Municipality	
Berkeley Township	3
Lakehurst Borough	1
Lakewood Township	11
Manchester Township	2
Stafford Township	1

GREATER MERCER TMA
PROGRAM REPORT FY 2022

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 (virtual and/or onsite) 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 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 percent 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 8:00 a.m. to 5:00 p.m. 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 the 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 counties 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 New Jersey Smart Workplaces, for participating employers.

Strategy: Employer TDM Assistance

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

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 (onsite and virtual) 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

Strategy: Strategic Highway Safety Plan Implementation

Description: Carry out the recommended strategies that address at least one of the emphasis areas contained in the New Jersey 2020 Strategic Highway Safety Plan. The seven emphasis areas are: Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, Other Vulnerable Road Users, and Data.

Products and Outcomes:

- ♦ Carry out strategy to address at least one emphasis area

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 2022 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 (posters, tip cards etc.), GMTMA's speed sentry sign, educational programs at community locations and events, 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. Speed reports from the speed sentry will also be provided to the municipality and we will offer to the municipality an optional link to a community page for residents to observe driving speed at the location. 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.

Strategy: Strategic Highway Safety Plan Implementation

Description: Carry out the recommended strategies that address at least one of the emphasis areas contained in the New Jersey 2020 Strategic Highway Safety Plan. The seven emphasis areas are: Equity, Lane Departure, Intersections, Driver Behavior, Pedestrians and Bicyclists, Other Vulnerable Road Users, and Data.

Products and Outcomes:

- ♦ Carry out strategy to address at least one emphasis area

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: Age Restricted Living Communities

Description: In FY20 GMTMA researched and then prepared a final report that identified transportation needs and potential solutions for filling in gaps and addressing the needs at Age Restricted Living Communities in Ocean County. In FY21 we are continuing this work by working on a selected project solution, the volunteer driver program highlighted in the final report. This project would address one of the nine themes presented in NJTPA’s CHSTP, Increasing Auto Connections with Assistance. In FY21 we will be doing research on existing volunteer driver programs in Ocean County and working with these groups and facilitating meetings, getting feedback, and refining the concept and solution as needed. Given Covid-19 restrictions, the coordination of partners may be

somewhat slower than desired and anticipate that in FY22 we will be finalizing moving the projects to implementation.

Products and Outcomes:

- ♦ Document plans and move project to implementation

Strategy: County Service Research and Planning

Description: For this supplemental funding we would do the needed research and outreach to prepare a comprehensive report on the transportation needs of seniors and senior living communities (similar to the Ocean report prepared in FY21) for Mercer County. GMTMA has been a key participant on the Mercer County Coalition for Coordinated Transportation since the development of the first CHSTP plan in 2007 and know that this would be valuable for the County. A report of this nature is not available in Mercer County and would help to further identify the needs, gaps and opportunities for the County’s paratransit service (TRADE), coordination of services, potential new programming and infrastructure. While Mercer may not have as many age-restricted communities as Ocean, there are many affordable housing locations and it’s anticipated that we will be able to identify NORCs (naturally occurring retirement communities) with this project.

GMTMA proposes the following activities for the project:

Data Collection:

Inventory age restricted and rent subsidized living facilities: name, location, # of units, # of residents, and community provided transportation.

Obtain demographic information for each community/census tract: auto ownership, average household income, and average age. Environmental Justice demographics will also be evaluated.

Mapping: GMTMA will map all data inventoried in GIS and provide for the CHSTP visualization tool.

Needs Assessment and identify solutions: Evaluate community provided and public transportation access for each community—both planned communities and identified NORCs. Identify and evaluate specific gaps, needs and concerns.

Document coordination opportunities and barriers that were identified. Based on the identified problems, develop a number of potential solutions.

Prepare a comprehensive final report: To inform Mercer County transportation planning and services.

Products and Outcomes:

- ♦ Data Collection and GIS Mapping
- ♦ Needs Assessment, solutions, and final report

Goal Area Activity: Program Management

Description: GMTMA will provide program management and reporting information to support our TMA Work Program grant in accordance with the comprehensive, coordinated and continuing (3-C) planning process followed by the NJTPA for its UPWP. Program management activities will include the following: preparation of the following year's work program; maintenance of all TMA work program grant-related records and products; maintenance of the on-line Pass-through Grant Program Management System, including the Cost Tracking System and TMA Work Program on-line reporting systems; preparation of quarterly progress reports and invoices, due 10 business days after the close of each quarter; preparation and maintenance of the budget and staffing plan, to be submitted electronically with each budget adjustment or staffing change; and preparation of the final progress reports and invoice, due 15 business days after the end of the grant term

Strategy: Carry out grant related program management tasks

Description:

Products and Outcomes:

- ♦ Program Management Tasks

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 Programs

Strategy: Mobility Management 5310 Grant

Description: GMTMA is providing mobility management to improve mobility for disadvantaged populations and working to implement gaps identified in the County

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

PROGRAM MANAGEMENT

Description

Greater Mercer TMA will provide administrative and program information for the FY 2022 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 2022 Work Program and Staffing Plan
Due: October 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

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 FY22 for the promotion of the programs, goals, and objectives of the work program:

Newsletters: The TMA will distribute our monthly newsletter and Mobility Minute 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 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 and Greater Mercer Trail Plan. 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 hyper-local sites
- Print advertising in local newspapers and chamber of commerce 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.

Goal Area Activity Promotion Plans

Greater Mercer TMA plans to use the following media types in support of each Goal Area activity.

Accessibility

- Information on transit, ridesharing, vanpooling, biking, and telecommuting are all on GMTMA's website.
- GMTMA will use a variety of media messages for promotion of Bike to Work Day in May and Car Free week in September. We anticipate using our newsletters, website, earned media, and all forms of social media.
- GMTMA will promote trails, trail development and the Greater Mercer Trails Plan throughout the year through our newsletter, social media and website (page and blogs). As new trails story maps are created they will be promoted via all of the above referenced media.
- GMTMA will regularly use Facebook postings and other social media, and our website's blog to promote and inform on complete streets, transit, and ridesharing.
- GMTMA has palm cards for distribution at events to inform participants on GMTMA's services related to ridesharing and travel training.
- RideProvide is promoted via websites and a RideProvide brochure.

Economic Development

- The New Jersey Smart Workplaces program will be promoted via our website, newsletters, brochure and earned media.
- GMTMA's website has tabs for Employers and for Property Managers with relevant pages.
- GMTMA has prepared palm cards for employer services and for property managers.
- Our newsletters are used to reach the business community regarding relevant programs and highlight their achievements related to transportation.

Reliability

- GMTMA will use its website's traffic alerts page, twitter and Facebook to provide information on traffic and road construction issues.

Environmental

- GMTMA typically participates in numerous Earth Day events. We encourage Earth Day participation to employers in our newsletter and to the community on social media.
- GMTMA's website has a page on air quality and we post on social media when there is an air quality action day. GMTMA has also used radio to inform of Ozone Season.
- GMTMA will use social media, newsletters to educate the public on electric vehicles.

Safety

- GMTMA regularly posts safety related messages on Facebook and on our website (through blogs).
- GMTMA has also used paid advertising to promote safety messages via digital and printed media (nj.com, Patch, local papers etc.)
- GMTMA has used radio to promote safety messages.

Supplemental Street Smart

- Street Smart messages are regularly posted on social media. These postings are occasionally boosted as well.
- GMTMA has also used paid advertising to promote Street Smart safety messages via digital and printed media (nj.com, Patch, local papers etc.)
- GMTMA has used radio to promote Street Smart messages.
- Information on Street Smart and campaigns are included in our newsletters.
- The GMTMA website has a page on the Street Smart program.

Supplemental Coordinated Human Transportation Services

The Mercer County and Ocean County mobility guides will be promoted and accessible from our website, Ocean Rides' and through social media

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**GREATER MERCER TMA
FY 2022 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 308,795		
	2. FRINGE BENEFITS 50.96% FT, 14.49% PT	\$ 146,811		
	SUBTOTAL	\$ 455,606	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 1,326		
	2. TRAVEL	\$ 3,065		
	3. PRINTING & REPRODUCTION	\$ 5,081		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 1,158		
	6. CONFERENCE/TRAINING	\$ 1,200		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 6,850		
	SUBTOTAL	\$ 18,681	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 124.89%	\$ 385,654		
	SUBTOTAL	\$ 385,654	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 859,940	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 779,940		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 80,000		

This estimated budget is based upon projected costs to perform the FY 2022 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 2022 include Street Smart NJ and Coordinated Human Services Transportation.

FUNDING SOURCES:

Federal Share: \$ 859,940 Local Match: \$ - Total: \$ 859,940

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**GREATER MERCER TMA
FY 2022 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 3,000.00
VanBuck\$	\$ 1,600.00
Website updates	\$ 1,000.00
Other Misc. Public Outreach	\$ 1,250.00
Total "OTHER" Direct Expenses	\$ 6,850.00

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**GREATER MERCER TMA
FY 2022 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	5,991	\$ 338,301	\$ 9,450	\$ 281,241	\$ -	\$ 628,991
Core Goal Area Activities - Economic Development	408	\$ 23,316	\$ 1,251	\$ 19,397	\$ -	\$ 43,964
Core Goal Area Activities - Reliability	91	\$ 5,353	\$ 300	\$ 4,429	\$ -	\$ 10,082
Core Goal Area Activities - Environmental	93	\$ 4,453	\$ 775	\$ 3,684	\$ -	\$ 8,911
Core Goal Area Activities - Safety	341	\$ 13,968	\$ 757	\$ 11,793	\$ -	\$ 26,518
Core - Program Management	650	\$ 29,951	\$ 150	\$ 31,373	\$ -	\$ 61,473
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	7,574	415,341	12,683	351,916	-	779,940
Supplemental Goal Area Activities - Street Smart NJ (optional)	471	\$ 16,772	\$ 3,926	\$ 14,302	\$ -	\$ 35,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	456	\$ 23,492	\$ 2,072	\$ 19,435	\$ -	\$ 45,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	927	40,264	5,998	33,738	-	80,000
TOTAL	8,501	\$ 455,606	\$ 18,681	\$ 385,654	\$ -	\$ 859,940

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Cheryl Kastrenakes, Executive Director	42.82%	835
Joan Lockwood-Reck, Marketing and Service Manager	38.77%	756
Carol Staats, RideProvide Program Manager	88.46%	1,725
Adele Clark, Commuter Services Manager	72.21%	1,408
Steven daCosta, Transportation Planning Specialist	32.97%	643
Portia Edwards-Gyampo, Office Manager	2.05%	40
Jerry Foster, Bike and Pedestrian Educator	23.90%	466
Lisa Serieyssol, Program Coordinator	20.77%	405
Julia Ibara, Marketing and Outreach Coordinator	65.49%	1,277
Program Assistant	22.69%	295
Debra Christie, Business Administrator	35.77%	651
TOTAL*	41%	8,501

**Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*

**NJTPA FY 2022 UPWP
TRANSPORTATION MANAGEMENT
ASSOCIATION PROGRAM**

Hudson TMA
FY 2022 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 increase safety which will reduce traffic congestion, advance business productivity, improve mobility, further sustainability, decrease carbon emissions and better the environment, thus improving 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, 9th 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 New Jersey's most densely populated county. Hudson County is 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. Persons over the age of 65 represent 12 percent of the population.

The 5 largest ethnic groups in Hudson County, NJ are White (Non-Hispanic) (28.4 percent), Asian (Non-Hispanic) (15.8 percent), Other (Hispanic) (13.5 percent), and Black or African American (Non-Hispanic) (10.4 percent).

59.1 percent of the people in Hudson County speak a non-English language, and 77.4 percent are U.S. citizens.

Journey to Work

The mean travel time to work for Hudson Residents is 35.7 minutes.

Hudson County residents travel to work by the following modes: 35.4 percent Drive Alone, 7.0 percent Carpool, 44.7 percent Public Transit, 0.5 percent Bicycle, 7.6 percent Walk 1.9 percent Other and 2.8 percent Work at Home.

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 are 77 bus routes 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*

Title VI/Environmental Justice

According to the NJTPA “Title VI and Environmental Justice Guide,” there are two environmental justice factors. They are low income and minority.

In Hudson County there are 221,364 individuals under 185 percent of the poverty level. According to the individual economic indicators, there are 115, 254 individuals in poverty. Except for Secaucus, Weehawken and Hoboken, all Hudson municipalities have a low income population above 30 percent. The three municipalities with the highest percentage of low income residents are Union City, West New York, and East Newark. Harrison is only a few points below East Newark.

A lack of income impedes mobility. Providing information and access to mass transit, carpooling and programs promoting bicycle use would be a priority in these municipalities for TMA staff. Improvements in safety and walkability would also address issues concerning mobility for this population.

Municipality - Hudson County	Percent Low Income Population	Percent Minority Population
Bayonne	53.4	34.1
East Newark	81.8	38.7
Guttenberg	74.4	36.5
Harrison	69.9	38.3
Hoboken	29.2	15.6
Jersey City	79.0	35.0
Kearny	60.9	29.0
North Bergen	82.0	33.8
Secaucus	53.8	16.8

Union City	83.9	49.7
Weehawken	51.6	23.7
West New York	86.1	43.4

The above data is from the U.S. Census American Community Survey 5-Year Estimate 2014-2018

Except for Hoboken at 29 percent, all other municipalities are above 50 percent in minority population. The four municipalities with the highest percentages of minorities are East Newark, North Bergen, Union City and West New York. Each of these municipalities are above 80 percent in minority population. The most populous race or ethnicity in Hudson County are Hispanic, with a total population in Hudson County of 293,000.

In order to bridge the cultural barriers that may exist, four TMA staff members are Hispanic. Another factor which can cause difficulty is the number of residents who do not speak English very well. Nearly one-third of the Hispanic population in Hudson fall into the same category with 109,000 Spanish speaking individuals who do not speak English very well. Most of Hudson TMA staff are bi-lingual which helps us to better communicate with our residents

According to Hudson County’s Diversity Profile there are 6,140 Arabic, 1,732 Urdu, 2,091 Italian, 2,075 Polish and 1,100 French speakers who also do not speak English very well; but there are Hudson TMA staff members who can speak their languages.

To help break the communication barrier, the TMA can consider using local periodicals in other languages to bring our messages to these populations. Hudson has produced materials in Spanish and should make this a priority in its efforts to outreach in Hispanic communities.

Prioritizing our efforts in activities under the core program of Accessibility to populations with these barriers would help us to better reach our objectives in improving safety, mobility, and the environment. It would also be beneficial to identify and serve worksites whose workforce are predominately of low income.

HUDSON TMA
PROGRAM REPORT FY 2022

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. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency, and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities.

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, which includes video production for presentations, the Seasons newsletter, HCIA publications, radio, cable and internet advertising and social media outlets such as Facebook, Twitter, Instagram and YouTube. Hudson TMA will also provide information kiosks at community fairs, events and festivals as well as providing special events including, but not limited to, CarFree Week, Park(ing) Day and Earth Day.

Products and Outcomes:

- ♦ Promotion of commuting alternatives through social and print media, videos, activities and participation in 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, trip planning, and mass transit education via phone, email exchange, publications 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 engage in Ladders of Opportunity activities to assist people in disadvantaged communities in accessing job training and employment by providing travel consultation and mass transit information assistance at community service sites in Hudson County. Hudson TMA staff will also promote incentive programs such as Switch to Mass Transit.

Products and Outcomes:

- ♦ Providing public assistance and encouragement to use mass transit.

Strategy: Rideshare Promotion

Description: The Hudson TMA will promote and provide information and programs relating to ridesharing options such as carpooling and vanpooling. The Hudson TMA will continue to participate in the statewide ride matching 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, and Vanpool Empty Seat incentive programs. The Hudson TMA will conduct activities that establish, expand and sustain carpools and vanpools which reduce the use of single occupancy vehicles and vehicle miles traveled.

- ♦ Participation in the statewide ride matching effort and promotion of ridesharing. Providing rideshare services such as the Emergency Ride Home program and administering incentives as appropriate.

Strategy: Bicycling Promotion

Description: The TMA will provide information and programming to increase the use of bicycles to reduce the use of single occupancy vehicles and vehicle miles traveled. Programs include Bike to Work Week, Bike Month and the Bike Rehab program, which provides financially challenged commuters with a rehabilitated used bike. The Hudson TMA will also support and promote Bike Share programs; bicycling events such as the Bayonne Rec Park Rides, Bayonne Riders' Tours and the Jersey City Ward Tour; 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; Hudson 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:

- ♦ Providing bicycle events, incentives and educational programs encouraging use of bicycles.

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 promote other programs to encourage greater walking

including, but not limited to, National Walking Day, the Hudson Walking Challenge, Walk to School, Golden Sneaker- a walking competition and the Senior Pedestrian Education program.

Products and Outcomes:

- ♦ Walking encouragement and promotional activities.

Strategy: Coordinated Human Services Transportation

Description: The TMA will promote Transcend, Hudson County’s para-transit service. Hudson TMA will also participate in the implementation of Go Farther, the regional Coordinated Human Services Transportation Plan. Hudson TMA will also provide assistance when requested by NJTPA for planned Human Services Transportation efforts within Hudson County. The TMA will also participate as a stakeholder in activities related to the implementation of both the regional and county human services transportation plans.

Products and Outcomes:

- ♦ Participation in activities that work to support and improve transportation services to seniors, people with disabilities and low income residents.

Strategy: Complete Streets

Description: Hudson TMA will support and encourage the implementation of Complete Streets. Staff will meet with municipal officials to discuss the benefits of Complete Streets. Staff will educate municipal stakeholders about complete streets by providing information in the form of written materials and through social media.

Products and Outcomes:

- ♦ Educating and encouraging municipalities to adopt a complete Streets policy, checklist or ordinance.

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 TDM

services at work sites for employees, the Hudson TMA will develop materials to promote its services and 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, job expos 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. Businesses may receive a needs assessment, commute alternative information, assistance in forming employer sponsored shuttles or vanpools, group or one-on-one employee commuter trip consultation, on-site Transit Information Fairs, assistance in relocating their business to Hudson County or expanding their business to other locations within Hudson County, lunch and learn transportation related seminars and promotion of non-SOV mid-day work travel. Staff will engage in Ladders of Opportunity activities to improve or ease mobility for the underserved and non-English speaking workers. Hudson TMA will also provide activities to support the state-wide NJ Smart Workplaces program, increase the use of non -OV modes, work with each NJ Smart Workplaces recipient to maintain or expand its level of participation. Hudson TMA will act as liaison between employers and the NJTPA for the purposes of outreach to the business community, as requested and in coordination with the NJTPA. 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. The TMA will provide information and assistance to businesses interested in receiving Leadership in Energy and Environmental Design (LEED) credits. 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 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. This is achieved through supporting interagency coordination and communicating with the public about transportation system disruptions so that travelers can make informed choices about mode, route, and time of travel. Efforts to bypass or offset roadway traffic are consistent with TMA and NJTPA goals. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency, and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities.

Strategy: Traffic Mitigation

Description: The TMA will undertake efforts to mitigate congestion related to construction, maintenance and special events on roads and highways in order to improve the flow of traffic and reduce carbon emissions.

Efforts will include, but are not limited to, providing information about travel options, encouraging car/vanpool formation, and performing outreach to employers to encourage flextime and teleworking. The TMA is required to coordinate efforts with NJDOT, Port Authority of New York and New Jersey (PANYNJ), TransCom, NJ TRANSIT and county and municipal agencies and to share information and to implement congestion mitigation strategies. This includes the dissemination of operating agency information to travelers, as well as providing information on travel conditions from travelers to operating agencies. TMAs will 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. The TMA will also participate in mobility, transit and corridor studies supported by a Hudson municipality, the County, NJTPA or NJDOT. 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 Traffic Alert System will provide public notice of traffic due to high volume, planned or unexpected construction, maintenance, emergencies, special events and other related information. Hudson TMA will also maintain, refine, and test emergency response plans/contingency plans to ensure for the continued operation of critical TMA activities in the case of an interruption of business. These plans will be submitted to the NJTPA in the

second quarter of FY 2022.

Products and Outcomes:

- ♦ Participating in traffic mitigation coordination activities with NJDOT and other agencies, as requested
- ♦ Participating in mobility, transit and corridor studies, as requested.
- ♦ Administering and promoting the Hudson TMA Traffic Alert System.
- ♦ Maintaining, refining and testing Emergency Response/Contingency Plans.

Goal Area Activity: ENVIRONMENTAL

Description: The Hudson TMA will promote activities and provide educational programs to reduce pollution created by transportation activity by creating public awareness of the need to reduce pollution and conserve resources. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency, and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities.

Strategy: Public Awareness and Air Quality Improvement Efforts

Description: The Hudson TMA will inform the public of 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. Information will also be presented alongside travel information at work site employer transit fairs and community festivals. The TMA will also conduct anti-idling campaigns and air quality education programs. Hudson will provide high school students with an air quality testing program using particle and gas detectors. Hudson staff will perform outreach and work to create partnerships with organizations, schools and municipalities to promote anti-idling and air quality awareness. The TMA will also assist Municipalities in achieving Sustainable Jersey Certification.

Products and Outcomes:

- ♦ Provide air quality and anti-idling campaigns to the public through media, presentations, programs, promotional materials, fairs and the TMA 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 with an emphasis on electric

vehicles and electric charging stations. Hudson TMA will provide information resources from the NJDEP Drive Green NJ website and the NJTPA Alternative Fuel Resource Guidebook to aid in planning for an automated, connected, electric and shared vehicle future.

Hudson TMA will provide ride and drive events, support Drive Electric Week, disseminate AFV materials, provide presentations and disseminate incentive information to the public, businesses, municipal and community stakeholders. Hudson TMA will participate in and support activities sponsored by the NJTPA and other agencies.

Products and Outcomes:

- ♦ Education and activities to promote the use of alternate fuel vehicles and infrastructure.

Goal Area Activity: SAFETY

Description: The Hudson TMA will engage in activities to improve public safety related to traffic activity directed to motorists, pedestrians, and bicyclists. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities.

Strategy: Public Awareness

Description: Hudson TMA will carry out recommended strategies addressing emphasis areas in the New Jersey's Strategic Highway Safety Plan (SHSP). These emphasis areas are lane departure, intersections and driver behaviors. Other related issues to be addressed that impede public safety are drinking and driving, neglect or improper seatbelt use, poor vehicle maintenance, lack of infant/child seat education, lack of understanding of bicycle and pedestrian rules, poor cycling skills, distracted driving, winter driving, and distracted walking. The TMA will provide programs and promotional activities to educate the public on these issues. The TMA will also encourage implementation of motorist, pedestrian and bicycle best safety practices at large audience events such as community festivals, Earth Day and the Jersey City Ward Tour. Hudson staff will partner with local police to provide an anti-speeding program for Driver's Ed students. Hudson TMA will support municipalities' Vision Zero initiatives and New Jersey's participation in the Towards Zero Deaths initiative. The TMA will continue its partnership with other safety related agencies and organizations, such as the Brain Injury Alliance, New Jersey Bike Walk Coalition and the New Jersey Pedestrian Bicycle Safety Coalition.

Products and Outcomes:

- ♦ Education and promotion of multi-modal travel safety by presenting programs that teaches best safety practices to organizations and community groups and disseminating information through printed materials, media and community events.

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. All methods of outreach and delivery of programs will include communities of low-income individuals and families, minorities, those with limited English proficiency and disabled persons while improving public involvement processes to eliminate participation barriers faced by these communities. All efforts by the TMA will be supported by coordination with NJTPA staff, including notification of upcoming campaigns and events.

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

Description: Though Hudson TMA has hosted full Street Smart campaigns since the inception of the program, Hudson TMA will in FY 2022 provide only Street Smart education campaigns in four municipalities. In addition, the TMA will continue its ongoing work with two municipalities, Jersey City and Union City, which according to the New Jersey Strategic Highway Traffic Safety Plan, have the highest number of crashes involving pedestrians and bicyclists in Hudson County. All campaigns are a partnership with the police department and elected officials in each municipality. The cross streets for the campaigns will be chosen by both crash data and recommendations by the local police department's traffic division. In 2019 and early 2020, Hudson TMA provided materials and in-person community outreach with police officers in Bayonne, Harrison and Jersey City. For most of 2020, due to the Covid-19 epidemic, Hudson staff and local police were unable to provide one-one outreach or group presentations, but did post signage and distributed other materials, in Union City, North Bergen and West New York. In FY 2022 Hudson TMA plans to provide one-on-one and group community

outreach, hanging outdoor signage, posting flyers at local businesses, distributing information cards, and other promotional materials in partnership with the police. Staff will continue to meet with community organizations and stakeholders to learn of their safety related concerns and encourage their support for Street Smart activities. Campaigns will be coordinated with elected officials.

Status updates and reports of all campaigns will be made to the NJTPA. Hudson TMA will also support and assist in any Street Smart campaign hosted by any local organization in Hudson County, in coordination with the NJTPA and other local partners. Activities may include assisting in 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.

Products and Outcomes:

- ◆ Outreach and assistance to municipalities and law enforcement in Street Smart activities and campaigns.

Goal Area Activity: SUPPLEMENTAL COORDINATED HUMAN SERVICES TRANSPORTATION

Description: Improve 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. To address this need, Hudson will develop a Mobility Guide. The guide will be set up as an information resource for transportation that acts as “travel training” in guide form. We will provide information on accessing transportation services in the county. 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. 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; however, a limited number of copies will be printed.

Products and Outcomes:

- ◆ Creation and promotion of a County Mobility Guide

Goal Area Activity: PROGRAM MANAGEMENT

Description: Hudson TMA will provide administrative and program information for the FY 2022 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 documentation using the Cost Tracking System.

Products and Outcomes:

- ♦ Preparation of Quarterly Reports, invoices, FY 2022 Work Program modifications, FY 2023 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 2022 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 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report

Due: July 22, 2022 - Required format above – **To be filed electronically**

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 message regarding TDM news or programs, which affect residents and travelers in Hudson County. Seasons is a large sized (12 by 18 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 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 messages for public viewing on cable as well as at Fairs and Community Events. Effectiveness will be tracked by responses made at the time of the viewing.

SOCIAL MEDIA

The TMA utilizes Facebook, 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.

Media Formats

In the FY 2022, the Hudson TMA will use the following types of media to engage the public and support its work program.

Brochures

Brochures are produced and maintained for all programs to explain and promote its activities. They are distributed at public locations, municipal offices, libraries, public events, local festivals, and employer work sites. There are brochures that contain application forms for those who do not have access to a computer or are unable to apply online. Effectiveness will be tracked by number of brochures taken.

Periodicals

Promoting in in periodicals, such as local newspapers, have proven to successfully draw attention to a particular program as well as draw the public to attend certain events or classes. The circulation is audited and measured by the respective publications.

Flyers

Hudson TMA produces for flyers for distribution to promote or explain the purpose of activities or events. 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.

Newsletters

The Hudson TMA, as a division of the HCIA, highlight activities and programs or provides a particular TDM related message in the HCIA's Seasons newsletter. Seasons is a large multi-page 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 the number of viewers.

Social Media

The TMA utilizes FaceBook, Twitter and Instagram to reach the public to promote its activities and encourage program participation. Effectiveness will be measured by the number of followers, impressions, reach, page likes and engagements.

Online Promotions

The TMA will use banner ads to provide TDM related messages or to promote a program or event. Effectiveness will be measured by impressions, reach and engagements.

Broadcast Media

The TMA will run announcements pre-recorded messages or videos to promote TDM related messages and TMA programs or events via local cable and/or radio. Effectiveness will be measured by the broadcasters’ metrics regarding number of viewers or listeners.

Goal Activity Promotion Plans

The Hudson TMA plans to use the following media types in support of each Goal Area Activity.

Accessibility

Media formats for use in support of Accessibility are: Brochures, Periodicals, Flyers, Newsletters, Posters, Website Social Media

Hudson TMA will promote CarFree Week, Park(ing) Day, Earth Day, Mass Transit Modes, Switch to Mass Transit, Carpooling, Vanpooling, Emergency Ride Home, Bike to Work Week, Bike Month, Bike Rehab program, Bike Share, Bayonne Bike Riders’ Tours, Jersey City Ward Tour, Stride & Ride, Learn to Ride, Hudson Bike School, Savvy Cyclist: Urban Biking Traffic Skills 101, Bike Skills and Safety Seminars, Bike Driver’s Ed – Sharing the Road, National Walking Day, Hudson Walking Challenge, Walk to School, Golden Sneaker, Senior Pedestrian Education program and Complete Streets

Economic Development

Media Formats for use in support of Economic Development are Brochures, Newsletters, Website and Social Media.

Hudson TMA will promote Transit Information Fairs, NJ Smart Workplaces Employer Services, Pre-tax Transit Benefits, Preferential Parking, Flextime, Telecommuting and Compressed Work Week.

Reliability

Media formats for use in support of Reliability are: Brochures, Flyers, Social Media, Website, Newsletters and On-line Promotion

Hudson TMA will promote the Traffic Alert System and assist in community outreach regarding construction events.

Environmental

Media formats for use in support of Environmental are: Brochures, Flyers, Social Media, Videos, Website, Broadcast Media, Newsletters, and On-line Promotion

Hudson TMA will promote anti-idling campaigns, air quality education programs, and alternate fuel vehicles and charging stations.

Safety

Media formats for use in support of Safety are: Flyers, Newsletters, Brochures, Social media, Website, Broadcast Media and On-line Promotion.

Hudson TMA will promote pedestrian, bicyclist, and motorist safety programs and relayed safety tips and best practices.

Supplemental Street Smart

Media formats for use in support of Supplemental Street Smart are: Signage and Posters, Newsletters, Website, and Social Media

Hudson TMA will promote Street Smart messaging.

Supplemental Coordinated Human Services Transportation

Media formats for use in support of Supplemental Coordinated Human Services Transportation are: Brochures and Website

Hudson TMA will create and promote a Mobility Guide.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HUDSON TMA
FY 2022 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Anti-idle/EV	\$ 5,000.00
Bike Rehab	\$ 2,000.00
CarFree Week	\$ 300.00
Chamber/EDC Network	\$ 300.00
Coordinated Human Services Transportation- mobility guide	\$ 3,682.75
ERH	\$ 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	\$ 2,000.00
Seasons	\$ 7,000.00
Social Media	\$ 19,000.00
Street Smart - printing, advertising	\$ 3,760.25
Stride & Ride	\$ 11,000.00
Switch to Mass Transit	\$ 500.00
Vanpool Seat & Start Subsidies	\$ 400.00
Video	\$ 300.00
Walking Day	\$ 200.00
Website	\$ 3,000.00
Total "OTHER" Direct Expenses	\$ 61,723.00

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**HUDSON TMA
FY 2022 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,726	\$ 116,699	\$ 50,838	\$ 73,627	\$ -	\$ 241,165
Core Goal Area Activities - Economic Development	1,630	\$ 102,573	\$ 2,080	\$ 64,655	\$ -	\$ 169,307
Core Goal Area Activities - Reliability	42	\$ 3,687	\$ -	\$ 2,324	\$ -	\$ 6,011
Core Goal Area Activities - Environmental	123	\$ 7,593	\$ 5,000	\$ 4,786	\$ -	\$ 17,379
Core Goal Area Activities - Safety	151	\$ 9,838	\$ 100	\$ 6,201	\$ -	\$ 16,138
Core - Program Management	336	\$ 30,668	\$ -	\$ 19,331	\$ -	\$ 49,999
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	4,008	271,058	58,018	170,924	-	500,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	57	\$ 3,827	\$ 3,760	\$ 2,412	\$ -	\$ 10,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	54	\$ 3,875	\$ 3,683	\$ 2,442	\$ -	\$ 10,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	111	7,702	7,443	4,855	-	20,000
TOTAL	4,119	\$ 278,760	\$ 65,461	\$ 175,779	\$ -	\$ 520,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
James DiDomenico, Director	49.34%	898
Luis Delgado, Acting TDM Program Coordinator	48.46%	882
Josefina Palacios, Field Coordinator	14.45%	263
Kathryn Hester, Field Coordinator	16.54%	301
Tara Morrissey, Field Coordinator	49.40%	899
Emma Hualca, Field Coordinator	47.91%	872
Kathleen Czander, Program Associate	0.22%	4
TOTAL*	32%	4,119

**Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*

**NJTPA FY 2022 UPWP
TRANSPORTATIONMANAGEMENT
ASSOCIATION PROGRAM**

Keep Middlesex Moving
FY 2022 WORK PROGRAM

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TMA WORK PROGRAM OVERVIEW

Organizational Summary

Keep Middlesex Moving, Inc. (KMM) was incorporated on September 8, 1988 as a 501(c) (3) as defined by the Internal Revenue Code of 1954. The purpose of this nonprofit 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 (NJTPA), 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 New Jersey 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, 2nd Floor, New Brunswick, NJ. There are six full time staff members.

Geographic and Demographic Information

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, Routes 287, 9, 130, 27, 22, 1, 18, and other major roadways as well as the Raritan Valley Northeast Corridor and North Jersey 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 the state, Middlesex County boasts a residential population of approaching 810,000 residents in 271,722 households, reflecting an 8 percent (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 five percent (25%) of the population is Asian. Twenty two percent (22%) of the residents identify themselves as Hispanic or Latino, and 12 percent identify themselves as Black. Forty nine percent (49%) are white not Hispanic persons (statewide 59%). The median household income is \$81,207. There are 21,910 employers in Middlesex County.

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

According to the NJ Hospital Association, there are ten hospitals in Middlesex County.

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 more than thirty 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 the NJTPA's goals for accessibility, economic development, reliability, environmental sustainability, safety, Street Smart NJ, and coordinated human services transportation.

Title VI /Environmental Justice

Middlesex County is a melting pot of nationalities, languages, race, and incomes. The largest numbers of immigrants hail from India (33.4%), Dominican Republic (8.1%) and Mexico (6%). Middlesex also welcomes immigrants from China, Philippines, Pakistan, Poland, Egypt, Ukraine, Italy, and many more. Nearly 25 percent of the population identifies as Asian more than twice that of the region and state.

More in line with state and regional figures, about 21 percent of the population are Hispanic or Latino. The largest sub groups are Puerto Rican (28%), Dominican (19.5%) and Mexican (17.9%).

At 15.9 percent, a higher than average of residents, have limited English proficiency. Spanish speakers comprised 7.2 percent of those with limited English. Indo European speakers comprise 5%. Asian and Pacific Islanders are at 3.1 percent. In total, there are a greater number of LEP speakers in Middlesex County than in the region and state.

Residents identify primarily as White (44.3%), Black (23.9%), and Hispanic/Latino (20.4%).

According to the US Census Bureau, 5.3 percent of the County's 837,000 population live in poverty and 18.7 percent are under the 185 percent poverty level. Both figures are below regional and state averages.

Race, income, and language all factor into the quest for Environmental Justice. But so do

age, disabilities, gender, vehicle ownership, and education. How do we make sense of all of this? Where do we start?

For the purpose of this grant application, KMM followed guidance from NJDOT. “In addition to managing the EJ program and coordinating Title VI compliance requirements for transportation programs, NJDOT promotes policies and strategies to involve low-income and minority communities in those programs.”

To identify communities for the purposes of Environmental Justice, KMM referred to US Census Quick Facts (<https://www.census.gov/quickfacts/fact/table/US/PST045219>) for 2019. QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.

KMM established the following minimum criteria: 30 percent minority, 20 percent low income, 10 percent limited English Proficiency, and 25 percent Latino. The communities which met all three criteria are below.

	Minority 30%	Low Income 20%	Limit English Proficiency 10%	Latino 25%
Perth Amboy**	88.9	43.2	35.2	80.4
New Brunswick**	75.3	60.8	30.9	50
Carteret**	72.5	29.9	18.9	35
Dunellen	47.8	24.8	15.5	29.6
Highland Park	42.4	21.9	10.8	16
South River	40.5	25.1	21.3	24.6
Jamesburg	36.8	36.8	13.8	24.9
Middlesex	38.6	19.5	10.0	23.7
North Brunswick	65.7	20.2	12.7	20.7

(**Safe Routes to School Disadvantaged Communities)

While no community will be excluded from programming, due to budgeting constraints and staffing limits, KMM will concentrate outreach and programming on Perth Amboy, New Brunswick, Carteret, and Dunellen. The three areas in which KMM will focus programming are:

- CHSTP – prioritize underserved groups, identify needs, inventory existing mobilities
- Safety Education – expand Spanish language safety programming, including Street Smart and SRTS
- Accessibility – expand walkability audits and assessments in communities of concern

*This data was obtained from Middlesex County Diversity Profile, U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2017.

KEEP MIDDLESEX MOVING PROGRAM

REPORT FY 2022

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 provide trip planning and mobility information to the public via phone, email, in person events (when safe), publications, or kmm.org. Activities in this category include but are not limited to car/vanpool matching and publicizing KMM as a spruce for ridematch 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 \$50 per ride for a maximum of three rides per year. KMM supports a "Transit First" policy. KMM recognizes the concept of ridesharing has fallen out of favor and believes an important activity in the early days of FY22 will be to re-introduce ridesharing as a safe, convenient, and environmentally friendly mobility alternative.

Products and Outcomes:

- Trip planning, information and emergency ride home

Strategy: Support regional and local planning activities

Description: It is likely Middlesex County will adopt its 2040 Plan by the beginning of the FY21 third quarter. KMM is a member of the 2040 Transportation Sub Committee. Based upon its knowledge of ongoing discussions, KMM anticipate partnering with Middlesex County to implement portions of the 2040 Plan. With guidance from the Middlesex County Planning and Transportation Departments, KMM's activities could include but not be limited to walkability audits, assessment of ADA transportation related compliance, updating the County's Pedestrian and Bicycle Master Plan and Complete Streets Policy, to increase mobility access in communities of concern, and to identify barriers that impede commuters from using active or shared transportation.

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 supporting Middlesex 2040 Plan, NJTPA Long Range Transportation Plan 2045, and Regional Coordinated Human Services Plan

Goal Area Activity: Economic Development

Description: KMM's relationship with Middlesex County employers is enhanced by our partnership with the Middlesex County Department of Business 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 within our service area.

Strategy: Workplace Outreach. Smart Workplaces recognition and promotion

Description: Through on-site activities such as fairs, surveys, rideshare programs, and incentives, KMM is ready to assist employers and employees with commute options. The Emergency Ride Home program is an incentive which KMM offers to qualified applicants. Employers are encouraged to offer additional incentives. Through the annual Smart Workplaces awards, KMM recognizes employers which have made an effort to bring commute options to their worksites. KMM will market and promote Economic Development programming through Facebook, Twitter, Instagram, and other social media platforms. KMM may also develop and host webinars or podcasts featuring topics relevant to economic development.

Products and Outcomes:

- ♦ Outreach, implementation, and promotion via 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 and the Convention and Visitors Bureau. As member of Einstein's Alley, KMM enhances "NJ's innovations and entrepreneurship ecosystem (Focus Area 2). Examples of events in which KMM may participate include but are not limited to are the Hispanic Business Expo, the Chamber's Networking events, the Women's Leadership Summit, Leaders of Distinction, Interactive Workforce and Economic

Development series, 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, other initiatives, or participation in meetings.

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 with each other.

Products and Outcomes:

- ♦ Advance initiatives with CVB, MCRCC, and Middlesex County Department of Economic Development

Goal Area Activity: Reliability

Description: KMM supports a dependable and predictable transportation system through inter agency coordination and communication of disruptions throughout Middlesex County.

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 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 ride services and staggering work hours within the impacted area. Our partners include but are not limited to Port Authority, NJ Transit, NJDOT, NJTPA, the County of Middlesex Departments of Transportation and Planning, and the Central Jersey Transportation Forum. As requested, KMM will support the County of Middlesex in the implementation of its 2040 Plan.

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 information via INN or social media

Goal Area Activity: Environmental

Description: KMM has long supported the increased use of electric vehicles, sponsoring seminars, a workshop, drive EV events, and most recently, webinars featuring Electric Vehicle Charging Stations and Drive Electric Week. In FY 2022, KMM will continue our work to improve air quality.

Strategy: Increase the use of electric vehicles in the public and private sectors

Description: If New Jersey is to meet its goal of 330,000 electric vehicles on the road by 2025, we have to work fast. While many of those vehicles will belong to fleets, many will be owned by private consumers. For several years, KMM has worked to educate consumers and municipal governments about the benefits of electric vehicles. In FY 2022, KMM will continue to offer activities that support the installation of charging stations and purchase of EVs. KMM will provide air quality education and alerts and implement an educational campaign focused on climate change and greenhouse gas emissions. Activities may include but not be limited to presentations to stakeholders, readiness planning, drive and ride events, webinars, podcasts, and social media. Resources upon which KMM will rely include but are not limited to those available through the New Jersey Department of Environmental Protection such as DriveGreenNJ, Charge Up NJ, and Partnership to Plug In.

Products and Outcomes:

- ◆ Promote the adoption of Municipal Ordinances which support installation of EV charging stations
- ◆ Encourage the purchase of EVs through dissemination of information
- ◆ Distribute air quality air alerts
- ◆ Conduct an educational campaign focused on climate change and greenhouse gas emissions

Strategy: Climate Change Education

Description: In 2020, NJDEP issued a Scientific Report on Climate Change. The purpose of this report was to gather in one place current knowledge and data about climate change to help decision makers understand and respond appropriately. As stated in the Report, "these impacts are significant and wide-ranging, requiring a comprehensive and forward-thinking response by all levels of government, economic sectors, communities, and populations." Further, the Report notes, "human activities, particularly the emissions of heat trapping greenhouse gases from the burning of fossil fuels and land use changes like deforestation have increased atmospheric carbon dioxide concentrations by more than one third since the early 1900s and are now the primary driver of climate change." Late in 2020 or early 2021, NJDEP expects to release a second report mapping specific actions the State must take regarding reductions in emissions and new land use regulations.

KMM hopes to incorporate recommendations from the Action Plan into its FY22 Work Program. KMM proposes to produce educational materials, programs, webinars, podcasts gathering information from expert sources such as National Oceanic and Atmospheric Administration, NJDEP, NJ PACT (NJ Protecting Against Climate Change), First Lady Tammy Murphy's NJ Climate Curriculum. KMM may re-instate its Fifth Grade Environmental Bookmark Contest.

Products and Outcomes:

- Prepare and distribute climate change educational programming

Goal Area Activity: Safety

Description: New Jersey has adopted Towards Zero Deaths. Middlesex County's Destination 2040 Plan looks to adopt Vision Zero. No matter what it's called, the goal is the same -- safe mobility for all transportation users.

Through the years, KMM has developed a broad menu of safe mobility educational tools for all modes and ages. Flag It!, Paint the Pavement. "The Jay Walker Show," "My Mobility Plan," Teen Distracted Driving, and street audits are offered to municipalities in Middlesex County.

Typically, KMM has interacted with our constituents face to face. However, in the year of COVID, KMM has come to rely on social media, podcasts, and webinars to communicate safety messaging. Additionally, KMM has created programs for specific Libraries and has produced a Distracted Driving show with East Brunswick TV.

In FY22, KMM will continue to focus on Driver, Pedestrian, and Bicyclist Behavior as designated in the 2020 Strategic Highway Plan. KMM will also reference components of Destination 2040, particularly, encouraging each of Middlesex County's 25 municipalities to adopt a Vision Zero Policy. We'll support the county plan to expand and deliver broad safety campaigns (including seasonal messaging) focusing in high crash areas and communities of concern.

Strategy: Improve Mobility Safety in Middlesex County

Description: Middlesex County's 2040 Plan emphasizes safety for all. Starting with the adoption of a county and municipal commitment to Vision Zero, KMM intends to support county efforts with expanded mobility safety education. Particular focus will be placed on communities of concern and high crash areas. KMM will also address the priority areas named in the Highway Safety Plan -- drowsy, distracted, aggressive and impaired driving, infant/child safety seats, seat belt use, wildlife related incidents, and vehicle maintenance. The types of educational activities in which KMM may engage include but are not limited to in person presentations, webinars, podcasts, and other social media.

Products and Outcomes:

- ♦ Adoption of Vision Zero Policy at county and municipal levels
- ♦ Present safety programming across all mobilities

Goal Area Activity: Optional Supplemental Street Smart NJ

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

Strategy: Improve pedestrian safety and motorist behavior through Street Smart campaigns

Description: KMM will support NJTPA's Street Smart NJ outreach and implementation efforts in Middlesex County. Activities may include but not be limited to assisting NJTPA with outreach to municipalities, campaign planning, pre and post observation, messaging and implementation. KMM will coordinate closely with NJTPA including notification of upcoming campaigns and events.

Products and Outcomes:

- ♦ Assist NJTPA with implementation of Street Smart NJ

Goal Area Activity: Optional Coordinated Human Services

Description: By 2040, Middlesex County envisions a county which offers all people safe access to all mobilities. The ultimate goals are to eliminate barriers and expand connectivity on sidewalks, roadways, and transportation. Before this can be accomplished, extensive data gathering is needed to identify communities of concern, to inventory existing mobilities issues, and to determine appropriate solutions.

Strategy: Identify their needs, inventory existing mobilities, and report findings among underserved populations

Description: With direction from Middlesex County, KMM will reach out to community leaders and other stakeholders among underserved populations to identify specific needs. Outreach may consist of conversations or other means with community leaders (ex: nonprofits, religious and cultural groups, social service organizations) and other stakeholders. KMM will inventory existing services and identify gaps in services. A final report will be provided to Middlesex County.

Products and Outcomes:

- ◆ Report on mobility gaps in underserved communities

Goal Area Activity: Work Funded from Other Sources

Description: This goal area outlines the activities funded by other sources.

Strategy: NJ TRANSIT

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

Products and Outcomes:

- ◆ Implementation of NJ TRANSIT work program

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 audits and plans, bike rodeos, a bookmark contest, and park and walk hubs.

Products and Outcomes:

- ◆ Implementation of Safe Routes to School

Strategy: New Jersey Division of Highway Traffic Safety

Description: In FY22, KMM has been funded to work with the Township of East Brunswick to create a Safety Town on property to be identified by the municipality.

Products and Outcomes:

- ◆ Develop Plans for Safety Town

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 2022 Work Program and Staffing Plan
Due: October 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report
Due: July 22, 2022 - Required format above– **To be filed electronically**

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

PROMOTIONS PLAN

Keep Middlesex Moving 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.

Media Formats

Keep Middlesex Moving will use the following types of media in FY22 for the promotion of the programs, goals, and objectives of the work program:

- **Twitter:** The Twitter platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, Employer Services, Optional Safe Routes to School, and Optional CHSTP and a promotion for blog posts, significant traffic alerts, TMA related news, and transportation related items of interest using the handle @MiddlesexCmuter. Effectiveness will be tracked by the number of followers, re-tweets, and links clicked in tweets.
- **Facebook:** The Facebook platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, and Employer Services and a promotion for blog posts, TMA related news, and transportation related items of interest using the handle @KeepMiddlesexMovingInc. Effectiveness will be tracked by the number of followers, post shares, and active engagement and outreach numbers.
- **Instagram:** The Instagram platform will be used as a delivery system for short messages and links related to programs that fall under Accessibility, Reliability, Environmental, Safety, and Employer Services and a promotion for blog posts, TMA related news, and transportation related items of interest using the handle @KeepMiddlesexMoving. Effectiveness will be tracked by the number of followers, likes, and overall engagement and outreach numbers.
- **YouTube:** The YouTube platform will be used as a library of KMM produced short videos and recorded webinars, podcasts and live event related to programs that fall under Accessibility, Reliability, Environmental, Safety, and Employer Services using the channel, Keep Middlesex Moving. Channels will be categorized by subject matters. Effectiveness will be tracked by the number of followers, likes, and overall engagement and outreach numbers.
- **Radio:** Radio will be used as a delivery system for short 30 second radio messages related to programs that fall under Accessibility, Reliability, Environmental, Safety, and Employer Services. Each radio spot will have a call to action that will allow to track its effectiveness.
- **E-Newsletters:** The TMA will publish a bi-monthly e-newsletter named Mobility Minute which will be emailed to the KMM database (currently 2170 active users). The newsletter will discuss issues of local and regional importance, as well as promote the

TMA's work program efforts, especially for those interested in environmental education and worksite based TDM and highlight the programs and active engagement on our social media platforms. Effectiveness will be tracked by measured open and forward rates for each "story" listed in the issue.

Goal Area Activity Promotion Plans

Keep Middlesex Moving plans use the following media types in support of each Goal Area Activity.

Safety

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters
- Keep Middlesex Moving will post a variety of media messages promoting Vision Zero and Street Smart. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters
- Keep Middlesex Moving will post a variety of media messages promoting drowsy, distracted, aggressive and impaired driving, infant/child safety seats, seat belt use, wildlife related incidents, and vehicle maintenance. We anticipate utilizing the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters

Environmental

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters
- Keep Middlesex Moving will post a variety of media messages promoting the air quality education and alerts and implement an educational campaign focused on climate change and greenhouse gas emissions by offering presentations to stakeholders, readiness planning, drive and ride events, webinars, and podcasts. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters
- KMM proposes to produce educational materials, programs, webinars, podcasts gathering information from expert sources such as National Oceanic and Atmospheric Administration, NJDEP, NJ PACT (NJ Protecting against Climate Change), First Lady Tammy Murphy's NJ Climate Curriculum. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters

Reliability

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters
- KMM will maintain, update, and test its Emergency Response Plan. We anticipate using the KMM website to list our plan.
- KMM will coordinate with various agencies to obtain information regarding emergencies, special events, construction activities, and related traffic mitigation efforts. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters
- KMM will disseminate traffic and emergency information through the Information Notification Network (INN), a free service which allows subscribers to customize the alerts they wish to receive via a download app or email. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats:

Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters

Accessibility

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters
- KMM will provide Trip planning, information and emergency ride home. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.
- KMM will conduct activities supporting Middlesex 2040 Plan, Plan 2045, and Regional Coordinated Human Services Plan. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.

Economic Development

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters
- KMM will promote Smart Workplaces recognition. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**KEEP MIDDLESEX MOVING, INC.
FY 2022 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 500.00
Radio, Print, Social Media	\$ 26,000.00
Total "OTHER" Direct Expenses	\$ 26,500.00

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

KEEP MIDDLESEX MOVING, INC.

FY 2022 WORK PROGRAM

STAFF PLAN

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	1,546	\$ 103,843	\$ 25,920	\$ 77,729	\$ -	\$ 207,492
Core Goal Area Activities - Economic Development	716	\$ 52,319	\$ 69	\$ 38,912	\$ -	\$ 91,300
Core Goal Area Activities - Reliability	578	\$ 44,544	\$ 64	\$ 33,130	\$ -	\$ 77,738
Core Goal Area Activities - Environmental	647	\$ 41,697	\$ 1,030	\$ 31,347	\$ -	\$ 74,074
Core Goal Area Activities - Safety	908	\$ 56,699	\$ 2,714	\$ 42,672	\$ -	\$ 102,086
Core - Program Management	276	\$ 21,397	\$ -	\$ 15,914	\$ -	\$ 37,311
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	4,671	320,499	29,797	239,703	-	590,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	99	\$ 5,042	\$ 1,061	\$ 3,897	\$ -	\$ 10,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	210	\$ 14,241	\$ 168	\$ 10,592	\$ -	\$ 25,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	309	19,283	1,228	14,489	-	35,000
TOTAL	4,980	\$ 339,782	\$ 31,026	\$ 254,192	\$ -	\$ 625,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
William Neary, Executive Director	52.03%	947
Roberta Karpinecz, Director of Operations	53.79%	979
Criatina Fowler, Program Manager	56.21%	1,023
Arlene Holt, Program Coordinator	61.54%	1,120
Chris Gonda, Program Coordinator	9.23%	168
Lynne Cuevas, Program Coordinator/Bookkeeper	28.68%	522
Intem, TBD	21.25%	221
TOTAL*	40%	4,980

*Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.

**NJTPA FY 2022 UPWP
TRANSPORTATIONMANAGEMENT
ASSOCIATION PROGRAM**

RideWise
FY 2022 WORK PROGRAM

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WORK PROGRAM OVERVIEW

Organizational Summary

RideWise Inc. (formerly Somerset Alliance for the Future DBA RideWise of Raritan Valley) was created in 1990 by business leaders, public officials and non-profit executives to address transportation, traffic congestion and their impact on quality of life in Somerset County. The agency serves 20 of Somerset County's 21 municipalities. Montgomery Township is served by Greater Mercer TMA.

RideWise is an independent, 501(c)3 organization that is governed by a Board of Directors made up of representatives from the public and private sector. The agency's mission is to "connect people and businesses to safe and sustainable travel options that enhance quality of life and create a vibrant economy." The organization serves Somerset County as a navigator, educator and resource by being the go-to-partner for information on environmentally-friendly travel options.

RideWise is funded through reimbursable contracts with NJTPA, NJ TRANSIT, NJDOT and the Greater Raritan Workforce Investment Board (WIB). Additional funding is solicited from private sources, including grants from foundations and other charitable organizations for program-specific support. Sponsorships are solicited from local businesses for the agency's annual recognition breakfast. The organization does not accept membership, nor does it charge any fees for service except for bike locker rentals at the Somerville and Raritan Rail stations.

RideWise maintains an office in Bridgewater at 360 Grove Street, sharing office space with the Somerset County Business Partnership. This collaborative relationship with the Business Partnership provides key connections to business contacts that support the agency's work with economic development and tourism. RideWise employs 5 full-time employees and one part-time employee.

Geographic and Demographic Information

Overview

Somerset County is 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 301 square miles that are characterized by diverse landscapes, ranging from urban and suburban neighborhoods to rural countryside. Somerset County is the 13th largest county by area and is bordered by Hunterdon County, Mercer County, Middlesex County, Morris County and Union County. Somerset County is frequently listed as one of the best places to live for its schools, housing, jobs and amenities.

Population

Somerset County’s total population is 330,176. The median age of residents is 41.6, which is higher than the median age in the United States at 37.9 percent. Almost 30 percent of residents are between the ages of 35-54. Nearly 16 percent of the population is 65 years of age and older. Another 18.5 percent of residents are 62 years of age and older. Males make up 48.9 percent of the population while females make up 51.1 percent. The number of veterans living in Somerset County is 3.8 percent, 94.1 percent of which are male. The communities of Franklin Township, Bridgewater Township and Hillsborough Township are the three most populated municipalities. These communities make up 45% of Somerset County’s overall population.

Housing & Income

There are 117,012 households in Somerset County. The median household income of \$111,772. The median property value is \$420,500 The rate of homeownership is 75.6 percent, which is higher than the national average of 63.9 percent. Twenty-one percent of households earn more than \$100,000, 15 percent earn more than \$150,000 and 29.2 percent earn more than \$200,000.

Workforce

A 2016 survey of county business patterns reports 9,970 total employer establishments are located in Somerset County. The county’s unemployment rate is 4.5 percent. Compared to other counties, Somerset County has an usually high number of residents working in computer and math occupations (2.52 times higher than expected), life, physical and social science occupations (1.91 times higher) and business and financial occupations (1.75 times higher). The highest paid jobs held by residents, by median earnings, are management occupations (\$121,507), legal occupations (\$111,886) and life, physical and social science (\$110,843). The most common industries by number of employees are health care and social assistance (22,504), professional, scientific and technical (20,421), and manufacturing (19,341). Somerset County residents are well educated. 29.6 percent of residents have a bachelor’s degree and 24.9 percent have a graduate or professional degree.

RideWise collaborates with the following worksites on programs related to transportation, safety, sustainability and health:

II-VI OptoElectronic Devices, Inc.
Affinity Federal Credit Union
Alight Solutions
AT&T
Bridgewater Township

Bridgeway Senior Healthcare
Change Healthcare
DoubleTree by Hilton, Somerset
Duke Farms Foundation
Ethicon Inc.

Fiddler's Elbow Country Club
Hillsborough Township
Ingredion
Janssen Pharmaceutical Companies
Johnson & Johnson Bridgewater
Johnson & Johnson TS
M&E Engineers
Matheny Medical & Education Center
MetLife – Bridgewater
Nestle Health Science
Nouryon Surface Chemistry LLC
Olde Mill Inn & Grain House
Pfizer Inc.
Raritan Valley Community College
RWJ University Hospital Somerset
Sanofi
Somerset County
Somerset County Park Commission
Jewish Federation of Somerset,
Hunterdon & Warren Counties
Township of Franklin
VA New Jersey Health Care System
Verizon Communications
Verizon Bedminster
ADESA New Jersey
Bridgewater Marriott
Eli Lilly & Company

Ortho Clinical Diagnostics
Somerset Hills Learning Institute
Somerset Patriots Baseball Team
Bernards Township
MICRO Corporation
Parsons
Somerset County Library System of NJ
SHI International Corp.
Oscar & Ella Wilf Senior Living
The Spaulding Group
PF Compass
Premier Development
S&G Cleaning Services
The Borough of Bernardsville

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 has two NJ TRANSIT rail lines, seven NJ TRANSIT bus routes, 10 Somerset County bus routes, 1 LINK bus (shared with Hunterdon County) and three private carriers (TransBridge, Lakeland & Suburban Transit). Almost every community in Somerset County is served by bus, rail or municipal transportation. Regional bus service to/from NYC is provided by NJ TRANSIT, Lakeland Bus Lines, Transbridge Bus and Suburban Transit/Coach USA. Passenger rail service is provided by NJ TRANSIT by 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

Employees in Somerset County have a commute time of 32.3 minutes. Driving alone is the primary means of getting to work at 78.3 percent. Eight percent of residents carpool, 6 percent work from home and 5.3 percent use public transit. The average car ownership in Somerset County is 2 cars per household. The number of zero car households is 5,339 or 4.6 percent of the total population. 49 percent of residents live and work in Somerset County. Residents of Middlesex, Union, Hunterdon, Morris, and Essex account for the largest share of out of county employees.

Sources:

American Community Survey 5-year estimates unless otherwise noted. The data does not reflect service area changes resulting from the Covid-19 pandemic and statewide shutdown.

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, MAP-21, Ladders of Opportunity, and NJTPA’s Go Farther: Coordinated Human Services Transportation Plan, Regional Transportation Plan, Plan 2045, Together North Jersey Plan, Transportation Improvement Plan, the Unified Planning Work Program and the Title VI Implementation Plan. The TMA is guided by four core principals, which are in alignment with the goals of NJTPA. The core principals are devoted to providing information, improving health and safety through active transportation, encouraging equity, fostering public-private partnerships, increasing mobility and connectivity, and protecting the environment,

- **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.

Title VI/Environmental Justice

RideWise examined the communities in its service area to identify those that had the highest levels of minorities, low-income populations, limited English proficiency, persons with disabilities, senior citizens 65 and older, and zero vehicle households based on ACS 5-year data provided by NJTPA.

Somerset County’s population is predominately Caucasian/White (67.4 percent) however, minority groups make up 43 percent of the county’s population. The communities with the largest percentage of minorities are North Plainfield (73.3 percent), Franklin (64.8 percent), Bound Brook (62.2 percent), South Bound Brook (57 percent) and Somerville (53.3 percent). Twenty-five percent of Somerset County residents were born outside of the United States, nearly double the number in the US (13.5 percent). The largest numbers of immigrants are from Asia (48.5 percent), Latin America (29.2 percent) and Europe (16 percent). The communities with the largest percentage of foreign-born residents* are North Plainfield (32.4 percent), Bridgewater (31.5 percent), Franklin (29.6 percent), Raritan Borough (28.9 percent) and Green Brook (27.7 percent).

Thirty point five percent of Somerset County households speak a language other than English, compared to 21.5 percent in the US. The most common foreign languages spoken, after English, are Spanish (11.1 percent), Indo-European languages (9.5 percent) and Asian (8.5 percent). 9.3 percent of residents reported that they did not speak English “very well.” The communities with the largest percentage of limited English proficiency among residents are

Bound Brook (24.7 percent), North Plainfield (19 percent), Raritan (12.2 percent), and Somerville and South Bound Brook at 11 percent.

Somerset County is a wealthy county. The number of low-income residents (12.3 percent) is small when compared to the other counties in the NJTPA region. Only Morris County and Hunterdon County have fewer low-income residents. The county's rate of poverty is 4.7 percent which is well below the 19.5 percent rate of poverty in the US. 4.9 percent of children under 18 live below the poverty level, compared with 5.2 percent of people 65 years old and over. Four point five percent of people 18 to 64 years live below the poverty level.

North Plainfield has the largest percentage of low-income residents at 26.1 percent, followed by Manville (25.3 percent), Bound Brook (22 percent), Raritan (18.2 percent) and Franklin (16.2 percent).

Somerville has the highest percentage of zero-car households at 10 percent, although this could be a lifestyle choice given the large number of rental units being built in close proximity to the train station. North Plainfield has the next highest percentage of zero-car households at 9.8 percent, followed by South Bound Brook (9.6 percent) and Manville (8.6 percent) and Bound Brook at 7.8 percent.

The review of the municipal ACS data shows five of Somerset County's communities have high percentages of one or more Environmental Justice and Title VI factors. Those communities are North Plainfield, Bound Brook, Franklin, Raritan, and South Bound Brook. No community will be excluded from programming. However, due to budget and staff constraints RideWise will focus its outreach to these five communities, especially in the program areas of bicycle and pedestrian education and safety, Street Smart, safety audits, speed studies, and transit access/travel training

**Montgomery Township has a high percentage of foreign-born residents at 31.6 percent, but this community is not located in the RideWise service area.*

RIDEWISE

PROGRAM REPORT FY 2022

Goal Area Activity: ACCESSIBILITY

Description: Provide information, services and assistance on alternate modes of travel (ridesharing, public transit, bicycling, walking) to increase traveler awareness of, and access to, alternate modes of travel other than single occupant vehicles. Help underserved and economically disadvantaged populations (senior citizens, persons with disabilities, veterans, ALICE) access jobs, training, healthcare and transit services. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Provide ridesharing, trip planning and travel information

Description: Provide information on travel options by phone, e-mail, the TMA website and/or through special events, campaigns and promotions (in-person or virtual), and collaborating with community coalitions and organizations like Healthier Somerset. This includes facilitating carpool and vanpool matching and promoting the TMA as a source for these services in addition to other non-motorized transportation options. Participating in the ongoing enhancement and maintenance of the public facing portal njrideshare.com. Providing customized trip planning, bus and train schedules, park and ride locations, and safe bicycling and walking routes when ridesharing is not an option. RideWise supports a “transit first” policy. Provide support to Somerset County Transportation through marketing initiatives and by fielding customer inquiries for its bus network.

Products and Outcomes:

- ♦ Rideshare matching/trip planning/information requests

Strategy: Promote ridesharing, walking, bicycling and transit.

Description: Encourage ridesharing, walking, bicycling and transit as environmentally-friendly travel options through advertisements, print collateral, and campaigns (in person or virtual), including but not limited to, Drive Less Somerset, Bike Month, Bike to Work Week, Love to Ride Somerset, Parking Day, Earth Day, Try Transit, Car Free Day, Drive Electric Week Develop, National Walking Day, and Traffic Gardens. Develop, as

appropriate, new incentive strategies and promote existing strategies (emergency ride home, empty seat subsidies) that encourage and support the use of sustainable travel modes.

Products and Outcomes:

- ♦ Events/promotions coordinated (in person, or virtual)
- ♦ Communications (digital and print – social media, newsletter)

Strategy: Provide community and worksite-based bicycle and pedestrian safety education

Description: Provide information and services that encourage and support safe biking and walking for all age groups through BikeSmart, the TMA cycling class. 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. 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:

- ♦ BikeSmart classes offered
- ♦ Bicycle tour maps/cycling routes created
- ♦ Bicycle safety checks/education (work-site)

Strategy: Provide support for human services transportation

Description: Participate as a stakeholder in activities related to the implementation of local and regional Coordinated Human Services Transportation Plans. 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 connectivity 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. Collaborate with nonprofit organizations, schools, senior housing and assisted living sites to provide travel training to clients and staff, and to stay informed of transportation needs within the County. Provide bus passes to agencies for client transportation needs. Explore opportunities with TNCs for the provision of transportation to underserved populations. Provide technical assistance for transportation services that includes promoting and/or planning (but not operating) services for human service populations. Provide education and assistance to mature drivers, seniors with limited mobility and travelers with disabilities to ensure these populations can travel safely and independently. Provide repaired bikes to human service clients for work-related travel under the bike rehab program created in the FY21 work program. Partner with other organizations to meet the travel needs of these populations including, but not limited to, the Brain Injury Alliance, NJTIP, ARC of Somerset County, Easter Seals, the Achievement Center at Raritan Valley Community College, AARP, the Somerset County Office of Aging and Disability Services, etc.

Products and Outcomes:

- ♦ Nonprofit partner meetings/collaboration
- ♦ Travel training/education
- ♦ Community-based meetings
- ♦ Bikes repaired and donated

Strategy: Support the implementation of Complete Streets

Description: Educate municipal stakeholders about Complete Streets and assist communities with the adoption of a policy or ordinance. Participate as a stakeholder in local complete streets projects sponsored by NJTPA, NJDOT or other agencies. Provide municipalities with data for a grant application or assist a municipality with a demonstration project. Provide technical assistance to municipalities and community organizations on the creation of temporary or pop-up tactical urbanism ideas such as parklets, temporary bike lanes or other tactical urbanism concepts. Facilitate non-motorized transportation by partnering with Somerset County Planning and municipalities to advance bicycle and pedestrian recommendations in the Supporting Priority Investments Study and in the Bike, Hike, Walk Study. Explore opportunities for municipal bike-sharing or scooter programs. Partner with municipalities on the development of new park and ride sites and/or the installation of bus stop signs,

shelters, benches or other amenities that support the use of transit service.

Products and Outcomes:

- ◆ Municipal/county assistance
- Temporary/pop up projects implemented

Strategy: Partner with municipalities and tourism to create wayfinding signage that helps pedestrians/cyclists access popular destinations.

Description: Wayfinding is a key component in helping pedestrians and cyclists get around from point A to point B. Proper signage along sidewalks, greenways and trails encourage more users to walk and bike to their destinations as the signage makes it easier for them to navigate an area without getting lost. Wayfinding supports the local economy by directing trail and sidewalk users to restaurants and shopping. Wayfinding also supports those who do not have a car and need to walk or bike to certain locations, such as medical offices, social services, libraries, and other destinations, by helping them navigate safe and accessible routes to reach these destinations. RideWise will partner with recreational, cultural, economic, and advocacy groups to conduct multiple walking events to gather public feedback on wayfinding (e.g. Somerset County Tourism, Somerville Downtown Alliances, Somerset County Business Partnership, senior organizations and housing groups, etc.) signage. The TMA will also partner with municipal, county and state agencies for assistance with permitting, installation and sign maintenance. This is envisioned to be a multi-year effort and carry over to subsequent work programs.

Products and Outcomes:

- ◆ Municipal assistance
- Community walking events/outreach for feedback

Goal Area Activity: ECONOMIC DEVELOPMENT

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, conducting worksite assessments, employer recognition, provision of commuter information (in-person or virtually) relocation assistance, employee surveys, transit service advocacy, information on pre-tax commuter tax benefits, lunch n learn workshops (in-person or virtually), the development of promotions or campaigns that encourage employee participation in alternate commute modes, and electric vehicle education and adoption. Serve as liaison between employers and the NJTPA for the purposes

of outreach to the business community, as requested and in coordination with the NJTPA. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Provide transportation demand management

Description: Educate and assist worksites on implementing TDM strategies that support sustainable travel, safety, active-transportation and connectivity. 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 prospecting/ 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: Participate in local and regional economic development efforts

Description: RideWise's relationships with the Somerset County Business Partnership, Somerset County Tourism and the Greater Raritan Workforce Development Board enhances the agency's ability to connect with worksites on transportation issues. RideWise will participate with these organizations on activities related to promoting economic development in Somerset County and the NJTPA region. Activities may include, but not be limited to, serving on advisory committees, providing information on available transportation, conducting surveys or facilitating meetings between employers and the NJTPA. Serve on the Together North Jersey Competitive Task Force and coordinate with Together North Jersey, as requested by the NJTPA.

Products and Outcomes:

- ♦ Outcomes as defined by Somerset County Business Partnership, Greater Raritan Workforce Development Board, Somerset County Tourism, Somerset County and NJTPA.

Goal Area Activity: RELIABILITY

Description:

Support dependable and predictable transportation services through interagency coordination with local, county, state and regional partners, 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. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Provide information on construction, incident, weather-related and transit delays and alerts.

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: 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 2022. Provide transportation and travel information through social media and the webpage in the event of a business interruption. Assist businesses and communities with TDM strategies in the event of emergencies or business interruptions.

Products and Outcomes:

- ◆ Update and submission of plan

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

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

Products and Outcomes:

- ◆ Participation on steering advisory committees
- ◆ Other outcomes as defined by NJTPA, NJDOT, NJ TRANSIT or Somerset County

Goal Area Activity: ENVIRONMENTAL

Description: Provide information and educational activities and programming that helps reduce air pollution created by transportation. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Participate in activities that encourage the adoption of alternative fuel vehicles and related infrastructure, with an emphasis on electric vehicles.

Description: Utilize the information and tools on the NJDEP website, “Drive Green NJ” and NJTPA’s Alternative Fuel Readiness Guidebook in support of the adoption of EVs and the construction of EV charging stations. 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, promoting the installation of new charging stations, and participation in EV activities sponsored by NJTPA or other organizations.

Products and Outcomes:

- ◆ Municipal assistance

- ♦ Outreach/presentations/webinars

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. Using a portable air monitor, measure particulate matter, VOCs and nitrous oxides caused by exhaust to demonstrate the impact vehicles have on air quality.

Products and Outcomes:

- ♦ Anti-idling education (school or community based)
- ♦ Data measurements taken with air quality monitor
- ♦ Municipal assistance

Strategy: Provide support and education for micro-mobility options

Description: New Jersey allows low speed e-bikes and scooters on roadways. This is one possible way to address last mile access. Micromobility services increase access to public transportation, reduce the number of cars on the road, increase transportation equity and provide convenient methods of transportation for short trips. Electric scooters and docked and dockless shared bikes are shrinking the physical footprint needed to move people over relatively short distances. Riders takes up less space allowing for more people to get around without creating traffic. RideWise will work with local towns to include micromobility (bikes, ebikes, escooters) in their Master Plan, Greenways Plan, Circulation Plans, create a resource toolkit on the website for steps municipalities need to take when considering micromobility in their communities, and collaborating with Somerset County Planning partners and others, to expand upon the outputs from recent studies identifying mobility challenges.

Products and Outcomes:

- ♦ Municipal assistance

- ♦ Outreach and educational events
- ♦ Micromobility resource guide

Strategy: Support municipalities and schools with Sustainable Jersey certification

Description: Provide support to municipalities and green teams to help them implement environmental “health and wellness” and “land use and transportation” activities like complete streets, bicycling and walking, anti-idling, EV-friendly towns, and New Jersey Smart Workplaces, that earn points towards Sustainable Jersey and Sustainable Jersey for Schools certification. Assistance will include participation in meetings, identification of actions, assistance with documentation efforts, review of applications and facilitating networking through Somerset County’s Green Hub.

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, education and other activities that support safety. These activities will support New Jersey's participation in the Towards Zero Deaths initiatives and in the 2020 New Jersey Strategic Highway Safety Plan and include information on driving, pedestrian, bicycle, passenger and vehicle operation safety messages. Collaboration with other partners such as transit agencies, safety agencies and community organizations will occur as appropriate. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Provide education on safe driver behavior as identified in the Strategic Highway Safety Plan 2020

Description:

Provide information and on education on positive driving behaviors, one of the emphasis areas in the 2020 plan. Driver behavior is a key contributing factor in a majority of New Jersey’s fatal and serious injury crashes. Activities will focus on aggressive driving, drowsy or distracted driving, seatbelt usage, and/or driving under the influence.

Products and Outcomes:

- ♦ Safety presentations, outreach and/or campaigns

Strategy: Conduct bicycle, pedestrian safety or road 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. Partner with Somerset County Planning, NJDOT and/or NJTPA on road safety audits as requested.

Products and Outcomes:

- ♦ Municipal audits conducted/reports prepared

Strategy: Conduct speed studies for schools and municipalities

Description: Provide municipalities and schools with data on speed and traffic volumes using a portable speed sentry sign. The radar sign collects data on date, time of day and vehicle speed and can be located anywhere speeding vehicles are a concern. RideWise will collect the data and provide a written report of findings. Speed studies can complement existing Street Smart NJ and Safe Routes to School initiatives or will be utilized to encourage communities/schools to undertake this programming.

Products and Outcomes:

- ♦ Speed reports

Strategy: Paint the Pavement

Description: Paint the Pavement is a community engagement program where neighborhoods get together to paint a mural at an intersection. The program, which has been enacted in several cities, is being explored as one way to encourage community building and placemaking while decreasing traffic-related incidents between vehicles and pedestrians. Possible partners include the Somerset County Cultural and Heritage Commission which coordinates a large student art festival at Raritan Valley Community College, and Healthier Somerset to tie the project to Complete Streets. RideWise would utilize its speed sentry along with field observations to collect before and after data at the painted intersections.

Products and Outcomes:

- Participating communities/intersection murals

Goal Area Activity: STREET SMART

Description:

Promote and enhance safe travel for pedestrians by conducting NJTPA’s Street Smart NJ pedestrian safety campaign. Street Smart NJ is a public education, awareness and behavioral change safety campaign that uses advertising, grassroots public awareness efforts and community engagement to address pedestrian safety. The campaign’s goal is to educate drivers and pedestrians on vehicle and pedestrian safety. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Coordinate Street Smart campaigns for 2 communities in the TMA service area.

Description: RideWise has coordinated eight successful campaigns for six communities since 2016: North Plainfield, Somerville, Manville (2 campaigns), Raritan, Bernardsville (2 campaigns) and Peapack-Gladstone. Building on this success, RideWise will conduct campaigns in two communities in FY22.

There were 334 pedestrian and cyclist crashes in Somerset County between 2017-2020 according to data pulled from Numetric. Six percent of the crashes resulted in fatalities and ten percent resulted in serious injuries. The majority of crashes occurred in Franklin Township and North Plainfield. Other communities experiencing a high number of crashes include Somerville, Bridgewater, Hillsborough and Bound Brook, where there was a recent fatality.

Somerset County also saw fatalities in Somerville, Bridgewater and Raritan in the past year. Based on this data, the TMA will look to conduct a Street Smart campaign in any of these communities, with an emphasis on partnering with Franklin Township, North Plainfield and Bound Brook.

Bound Brook Hot Spots:

E Main St in front of the train station parking lot
Thomson Ave & Union Ave

Mountain Ave between Union Ave and E Main St.

Bound Brook experienced a total of nine crashes (3 per location), each with injuries.

Franklin Township Hot Spots:

Eastern Ave & Franklin Blvd (3 crashes)

Somerset St corridor (8 crashes)

Easton Ave & JFK Blvd cluster (10 crashes)

Franklin Township saw 21 crashes; two with fatalities and 5 with serious injuries.

North Plainfield Hot Spots:

Somerset St & Pearl St cluster (11 crashes)

Fatal Injury: 1

Somerset St & Greenbrook Rd cluster (12 crashes)

North Plainfield saw 23 crashes; one fatal and 18 with injuries.

NJTPA's network screening list of the top 20 crash locations in Somerset County ranks North Plainfield third and Franklin Township fourth for pedestrian and bicycle crashes.

As with the TMAs past campaigns, RideWise will enlist support and participation from local stakeholders including police, the business community, and municipal government and residents, 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. NJTPA will also update the TMA on any NJTPA Street Smart NJ activities and outreach in their service area.

Products and Outcomes:

- ◆ Campaign documentation & final reports

Goal Area Activity: COORDINATED HUMAN SERVICES TRANSPORTATION

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. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low income, minority, persons with disabilities and individuals with limited English proficiency.

Strategy: Provide customers with a single point of contact for transportation information (phone and web based) in Somerset County. This is a multi-year effort started in the FY21 work program.

Description: A single source of information – other than the RideWise resource guide – does not exist in Somerset County. The one click, one call site will provide Information on ride services, eligibility criteria, and referrals to appropriate service providers, trip planning/itineraries, travel training (if needed) and access to other transportation modes including carpools, vanpools, bus and train, bike, walk. The initiative is continuing work that began in the FY21 contract.

Products and Outcomes:

- Creation of one click, one call website
- Staff training for mobility management

Strategy: Update the resource guide of transportation services

Description: Review the data compiled for the transportation guide of transportation services first created in FY19 and update/revise the resource guide and/or incorporate the information into the one click, one call website.

Products and Outcomes:

- ♦ Resource guide updates/addition of info to website

Strategy: Identify transportation needs at senior housing sites.

Description: Facilitate discussions with senior housing locations to gather information related to transportation needs. Identify sites that might benefit from travel training or other transportation related services e.g. pedestrian safety, assistance with using TNCs for travel. This is an ongoing effort that started in FY20.

Products and Outcomes:

- ♦ Survey information and data collected

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:

- ♦ Safe Routes to School programming

Strategy: NJ TRANSIT

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

Products and Outcomes:

- ♦ NJ TRANSIT programming

Strategy: Greater Raritan Workforce Development Board

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

Products and Outcomes:

- ♦ Greater Raritan Workforce Development Board programming

PROGRAM MANAGEMENT

Description

RideWise will provide administrative and program information for the FY 2022 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 2022 Work Program and Staffing Plan

Due: October 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report

Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report

Due: July 22, 2022 - Required format above – **To be filed electronically**

CONSULTANT ACTIVITY

Description

No consultant activity anticipated.

PROMOTIONS PLAN

RideWise 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 quarterly and submitted to the TMA Project manager with the quarterly report attachments.

Media Formats

RideWise will use the following types of media in FY2022 for the promotion of the programs, goals and objectives of the work program:

Facebook

Regularly post information on agency programming on Facebook. Messaging will be related to biking, pedestrian safety, sustainability, ridesharing and transit, special events and promotions. Effectiveness will be tracked by the number of likes, shares, followers, mentions and traffic to the website.

Twitter

Regularly post information on traffic incidents, construction, and congestion, in addition to messaging related to safety, sustainable transportation, special events, promotions and local and regional transportation topics. Effectiveness will be measured by the number of followers, re-tweets and shares.

Instagram

Regularly post visually appealing content that promotes safety, sustainability, health, active transportation, special events and promotions. Effectiveness will be measured by the number of likes on photos and followers.

Newsletters

Produce a monthly e-mail newsletter to promote the agency's work and safety messaging. The newsletter will focus on transportation issues of local and regional significance and support the efforts of NJTPA within the TMA service area. Effectiveness will be measured by open/forward rates, links clicked within the newsletter, and traffic to the website.

Direct mail

The TMA will coordinate direct mailings to residents to introduce them to the TMA programs and services. Targeted audiences will include, but not be limited to, new residents, senior citizens, one-car households, etc. Effectiveness will be measured by the number of hits to program specific webpages and requests sent to staff@ridewise.org.

Printed materials

Printed materials in FY22 may include, but not be limited to, brochures on programs and services e.g. emergency ride home, employer services, new hire packets, travel training, and direct mail postcards. These materials are primarily distributed at employer and community fairs, or through libraries and other public sites. Effectiveness is measured by the number of materials

distributed and traffic to the website.

Advertising

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

Press Releases

Submission of traditional press releases to local media outlets and community organizations for publication and re-publication. The media frequently will pull items of interest from the TMA newsletter for publication.

New Hire Packets

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

Event Campaigns

Create short term, event driven promotions, such as “Drive Less Somerset” or “Love to Ride Somerset” to motivate individuals to try a new mode or that provides education on travel alternatives.

Website

Promote the agency’s programs and services through www.ridewise.org and update the site regularly to keep content fresh and engaging. Effectiveness is determined using Clicky analytics which provides information on reach, areas of interest, most viewed pages, and other statistics.

Goal Area Activity Promotion Plan

RideWise plans to use the following media types in support of each Goal Area Activity.

Accessibility

RideWise will post a variety of media messages that promote ridesharing, walking, bicycling and transit as environmentally-friendly travel options. This will be done through social media (Facebook, Instagram and Twitter), the TMA newsletter, and e-mail blasts.

Social media, the newsletter, e-mail blasts and the website will also be utilized to promote educational/information campaigns including, but not limited to, Drive Less Somerset, Love to Ride Somerset, Bike Month, Earth Day, Drive Electric, National Walking Day, Try Transit and Car Free Day.

Direct mailings (postcard) will introduce new residents to the information available at the TMA’s website.

Economic Development

RideWise will promote employer TDM programming and activity through social media messaging, the TMA newsletter and e-mail blasts. Information on environmentally-friendly travel options and TMA programs and services will be provided to employers for employees through “new hire” packets or on employer intranet sites.

Reliability

RideWise will use social media, the website, the newsletter, and e-mail blasts to notify the public of construction, incident, weather-related and transit delays in its service area. These media formats will also be utilized to encourage public participation in all NJTPA, NJ TRANSIT, NJDOT and Somerset County studies and regional planning efforts, when appropriate.

Environmental

RideWise will utilize social media, the website, the newsletter and e-mail blasts to educate the public on air quality and alternative fuels. Other outreach formats may include coordinating/participating in ride and drive events, making presentations to municipal and community, and creating an online toolkit for municipalities on micro-mobility options and implementation.

Safety

RideWise will utilize social media, the website, the newsletter and e-mail blasts to educate the public on positive driving behaviors.

Street Smart

RideWise will use social media, the website, the newsletter, and e-mail blasts to disseminate safety messaging related to pedestrian and driver safety during Street Smart campaigns.

Coordinated Human Services Transportation

RideWise may update and re-print its transportation resource guide or update the website to include this information to save on printing costs.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE INC.
FY 2022 WORK PROGRAM
BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
PART I:	DIRECT COSTS - PERSONNEL SERVICES			
	1. SALARIES	\$ 254,002		
	2. FRINGE BENEFITS 32.91% FT, 11.55% PT	\$ 79,480		
	SUBTOTAL	\$ 333,481	100%	0%
PART II	DIRECT NON-LABOR COSTS			
	1. SUPPLIES	\$ 641		
	2. TRAVEL	\$ 1,106		
	3. PRINTING & REPRODUCTION	\$ 3,005		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 3,105		
	SUBTOTAL	\$ 7,856	100%	0%
PART III:	INDIRECT COSTS			
	INDIRECT COST ALLOCATION 56.56%	\$ 143,663		
	SUBTOTAL	\$ 143,663	100%	0%
PART IV:	CONSULTANT COSTS			
	CONSULTANT	\$ -		
	SUBTOTAL	\$ -	100%	0%
	TOTAL PROGRAM BUDGET	\$ 485,000	100%	0%
	SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	\$ 430,000		
	SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	\$ 55,000		

This estimated budget is based upon projected costs to perform the FY 2022 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 2022 include Street Smart NJ and Coordinated Human Services Transportation.

FUNDING SOURCES:

Federal Share:	\$ 485,000	Local Match:	\$ -	Total:	\$ 485,000
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NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE INC.
FY 2022 WORK PROGRAM
BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Ticket Home	\$ 500.00
Vanpool subsidies	\$ 500.00
Website (general programming)	\$ 1,000.00
Website (one click, one call)	\$ 1,104.53
Total "OTHER" Direct Expenses	\$ 3,104.53

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**RIDEWISE INC.
FY 2022 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non- Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	2,885	\$ 123,064	\$ 3,405	\$ 52,370	\$ -	\$ 178,839
Core Goal Area Activities - Economic Development	1,750	\$ 83,988	\$ 309	\$ 35,741	\$ -	\$ 120,038
Core Goal Area Activities - Reliability	368	\$ 14,935	\$ 400	\$ 6,356	\$ -	\$ 21,691
Core Goal Area Activities - Environmental	580	\$ 23,131	\$ 400	\$ 9,843	\$ -	\$ 33,374
Core Goal Area Activities - Safety	580	\$ 23,131	\$ 232	\$ 9,843	\$ -	\$ 33,206
Core - Program Management	870	\$ 28,833	\$ -	\$ 14,020	\$ -	\$ 42,852
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	7,033	297,081	4,745	128,173	-	430,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	460	\$ 16,351	\$ 1,691	\$ 6,958	\$ -	\$ 25,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	390	\$ 20,049	\$ 1,419	\$ 8,532	\$ -	\$ 30,000
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	850	36,400	3,110	15,490	-	55,000
TOTAL	7,883	\$ 333,481	\$ 7,856	\$ 143,663	\$ -	\$ 485,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Donna Allison, Executive Director	84%	1,740
Jon Dugan, Bicycle & Pedestrian Safety Manager	20%	425
Sara Catherine Lichon, Community Outreach	79%	1,638
Tina Lochmann, Business Manager (PT)	36%	755
Leanne McGowan, Business Liaison	81%	1,690
Linda Rapacki, Marketing & Travel Training	79%	1,635
TOTAL*	63%	7,883

**Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.*

**NJTPA FY 2022 UPWP
TRANSPORTATIONMANAGEMENT
ASSOCIATION PROGRAM**

TransOptions
FY 2022 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 more than 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. TransOptions employs 13 full-time employees.

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

Geographic and Demographic Information

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".

More than one million people of different age groups and cultural backgrounds reside within the service area. A detailed table of U.S. Census demographic information is provided as Table 1.

Table 1 - TransOptions Service Area Demographics (U.S. Census 2010)

Total Service Area			
Pop	1,054,792		
Male	514,789	White	888,522
Female	540,003	African American	38,829
Under 18	254,317	Asian	74,090
18+	800,430	American Indian/Alaskan Native	2,074
20-24	54,372	Native Hawaiian/Pac. Island	226
25-34	104,956	Some Other Race	30,007
35-49	247,005	Two or More Races	21,044
50-64	223,002	Hispanic or Latino	112,748
65+	145,215	Non-Hispanic or Latino	942,044

Sussex County			
Pop	149,265		
Male	74,070	White	139,504
Female	75,195	African American	2,677
Under 18	35,773	Asian	2,642
18+	113,492	American Indian/Alaskan Native	234
20-24	7,493	Native Hawaiian/Pac. Island	36
25-34	14,178	Some Other Race	1,783
35-49	35,643	Two or More Races	2,389
50-64	34,532	Hispanic or Latino	9,617
65+	17,850	Non-Hispanic or Latino	139,648

Morris County			
Pop	492,276		
Male	241,022	White	406,683
Female	251,254	African American	15,360
Under 18	117,695	Asian	44,069
18+	374,581	American Indian/Alaskan Native	805
20-24	23,994	Native Hawaiian/Pac. Island	106
25-34	51,794	Some Other Race	14,910
35-49	116,692	Two or More Races	10,343
50-64	103,111	Hispanic or Latino	56,482
65+	68,155	Non-Hispanic or Latino	435,794

Warren County			
Pop	108,692		
Male	52,828	White	98,137
Female	55,864	African American	3,818
Under 18	25,608	Asian	2,673
18+	83,084	American Indian/Alaskan Native	155
20-24	5,831	Native Hawaiian/Pac. Island	30
25-34	10,671	Some Other Race	1,964
35-49	25,300	Two or More Races	1,915
50-64	23,186	Hispanic or Latino	7,659
65+	15,292	Non-Hispanic or Latino	101,033

Essex County (Select Municipalities)			
Pop	73,559		
Male	35,625	White	60,878
Female	37,934	African American	1,285
Under 18	19,862	Asian	9,744
18+	53,697	American Indian/Alaskan Native	56
20-24	2,438	Native Hawaiian/Pac. Island	12
25-34	4,831	Some Other Race	520
35-49	17,440	Two or More Races	1,064
50-64	15,640	Hispanic or Latino	3,064
65+	12,121	Non-Hispanic or Latino	70,495

Union County (Select Municipalities)			
Pop	46,811		
Male	22,740	White	39,681
Female	24,071	African American	1,322
Under 18	13,106	Asian	3,933
18+	33,705	American Indian/Alaskan Native	45
20-24	1,572	Native Hawaiian/Pac. Island	8
25-34	3,811	Some Other Race	857
35-49	11,627	Two or More Races	965
50-64	9,391	Hispanic or Latino	4,309
65+	6,537	Non-Hispanic or Latino	42,502

Passaic County (Select Municipalities)			
Pop	184,189		
Male	88,504	White	143,639
Female	95,685	African American	14,367
Under 18	42,273	Asian	11,029
18+	141,871	American Indian/Alaskan Native	779
20-24	13,044	Native Hawaiian/Pac. Island	34
25-34	19,671	Some Other Race	9,973
35-49	40,303	Two or More Races	4,368
50-64	37,142	Hispanic or Latino	31,617
65+	25,260	Non-Hispanic or Latino	152,572

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:
 - Community Coach
 - De Camp
 - Lakeland: 46, 80
 - Livingston Express Shuttle
 - Martz
 - NJ TRANSIT: 11, 28, 29, 70, 71, 72, 73, 74, 75, 79, 191, 193, 194, 195, 197, 198, 324, 704, 705, 712, 744, 748, 871, 872, 873, 874, 875, 878, 879, 880, 890, 891, 986
 - Route 57 Shuttle
 - 31 Ride (Route 31 Shuttle)
 - Sussex County Transit
 - Transbridge: 97, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145

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 the 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 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.

Title VI/Environmental Justice

TransOptions is committed to ensuring that the organization's programs are offered and delivered equitably to all communities, especially those that are underserved by transportation and considered to be communities of concern regarding Title VI and Environmental Justice. The TransOptions service area contains a number of Environmental Justice communities that will be considered a high priority for outreach and programming, including locations in the Towns of Dover, Morristown, Parsippany, Newton, Montague, Alpha, Phillipsburg, and others. Throughout the planning phase, TransOptions considers equitable delivery of programs and prioritizes communities of concern based on the equity factors outlined in the NJTPA's Equity Assessment Guide (Minority, Place of Birth, Low Income, Limited English Proficiency, Age, People with Disabilities, Sex, Zero-Vehicle Households, and Education).

TRANSOPTIONS

PROGRAM REPORT FY 2022

Goal Area Activity: ACCESSIBILITY

Description: Within its defined geographic service area, TransOptions will assist 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 the NJTPA's Unified Planning Work Program (UPWP) and 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. Activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in the service area.

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 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 NJTPA's long range transportation plan, 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.

Assistance to counties and municipalities in providing 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 under-served residents.

Strategy: Rideshare Coordination

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

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

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

Products and Outcomes:

- ♦ Participate in statewide rideshare matching, encourage and assist in implementing carpool and/or vanpool incentive programs, and increase availability of non-SOV transportation options.
- ♦ Explore 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 Together North Jersey activities, including activities related to the implementation of the Regional Comprehensive Economic Development Strategy (CEDS), the NJTPA's long range transportation plan, Plan 2045, the North Jersey Partners Local Demonstration Project, Ladders of Opportunity and other MPO products that may benefit from outreach to the business and community and other county CEDS efforts.

TransOptions will focus on the encouragement, provision and implementation of TDM services at employer locations, transportation facilities, recreational facilities, entertainment venues, shopping centers and community events, among others. These activities include working closely with employers and municipalities to promote the use of travel alternatives and TDM strategies through outreach efforts such as "on-site" transportation fairs and/or Lunch and Learn presentations for public and private entities and at community fairs. TransOptions will facilitate and administer the New Jersey Smart Workplaces (NJSW) program throughout its service area, recognizing employers who support these TDM efforts. Activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in the service area.

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 bicycle, pedestrian, and 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 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.

Activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in the service area.

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 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 and NJDEP’s DriveGreenNJ website as resources. 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. Priority will also be given to underserved and more at-risk communities, based upon crash and census tract data.

Campaigns will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high-visibility enforcement, a 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 and intersection observation studies focusing on compliant vs. noncompliant behavior for pedestrians and motorists.

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 and assist in implementation of the New Jersey 2020 Strategic Highway Safety Plan (SHSP) emphasis areas, which include equity, lane departure, intersections, driver behavior, pedestrians and bicyclists, other vulnerable road users, and data. Where appropriate, TransOptions will leverage existing safety campaigns and efforts, such as Towards Zero Deaths and Vision Zero, to promote a culture of safety.

Activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in the 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, the police department, and other relevant officials, 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, 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. TransOptions will work with partners throughout the state to assist in implementation of New Jersey's 2020 Strategic Highway Safety Plan (SHSP).

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. Priority will also be given to underserved and more at-risk communities, based upon crash and census tract data.

Campaigns will include pre/post campaign surveys, pre/post campaign intersection observational analysis, high-visibility enforcement, a 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.

Activities will be delivered in compliance with Title VI and in accordance with Environmental Justice initiatives, with emphasis being given to programs that benefit underserved communities in the service area.

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, law enforcement, and other relevant officials, 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, 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 or other transportation programs.

TransOptions will continue to leverage its existing partnerships with Sussex County's Department of Health and Human Services, the TriTown 55+ Coalition in Madison and the Chathams, Warren County's Transportation Advisory Council, AARP, and other groups to evaluate and continue to advance ongoing efforts related to CHSTP implementation. TransOptions will also identify and meet with appropriate hospital administration and staff to advance programs that meet patient transportation needs. 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 develop or improve data visualization tools to improve human services transportation coordination. This visualization will assist in identification of areas where gaps in service exist and guide coordination amongst stakeholders to address transportation needs. The organization will leverage work already completed by Cross County Connection and support ongoing data efforts from NJTPA and the other TMAs.

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

Strategy: County and Community Service Planning

Description: Continue work with Sussex, Morris and Warren Counties 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. Support ongoing data visualization efforts and provide local information through the TransOptions MapIt page.

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.
- ♦ Develop a platform on our website using the structure of our MapIt page where CHTSP populations in our service area can access information in one location.

Strategy: Interagency Coordination

Description: In conjunction with Sussex County human services staff, continue to assist in the facilitation 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 encourage and promote shared

maintenance and service programs, including shared use of transportation infrastructure and fleets such as county vehicles or buses. Provide support and training for medical center staff on transportation programs and resources.

Products and Outcomes:

- ♦ Continue coordinating and evaluating Sussex County’s TNC program with appropriate county human services staff. Serve as dispatch for the county’s On-Demand human services transportation project.
- ♦ Identify and meet with hospital staff. Coordinate and plan patient transportation programs and advance projects involving local hospitals and TNCs or other providers

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 2022 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 2022 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:

- ♦ Preparation of invoices, quarterly progress reports, and performance measures
- ♦ Preparation of FY 2023 work program

Goal Area Activity: ACTIVITIES FUNDED BY OTHER SOURCES

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

Strategy: Safe Routes to School

Description:

Products and Outcomes:

- ♦ Bike and pedestrian safety education for grades K-8.

Strategy: NJ Division of Highway Traffic Safety

Description:

Products and Outcomes:

- ♦ Bike (all ages) and pedestrian (seniors) safety programs and distracted driving programs for teens and adults.

Strategy: NJ Transit

Description:

Products and Outcomes:

- ♦ Promotion of existing transit system (including vanpools) as an alternative mode of travel.

Strategy: County of Morris

Description:

Products and Outcomes:

- ♦ General support for TDM activities.

Strategy: TransOptions

Description:

Products and Outcomes:

- ♦ Activities funded by TransOptions.

PROGRAM MANAGEMENT

Description

TransOptions will provide administrative and program information for the FY 2022 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 2022 Work Program and Staffing Plan
Due: October 12, 2020 – **To be filed electronically**

Fourth Quarter/Final Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

Annual Report
Due: July 22, 2022 - Required format above – **To be filed electronically**

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 FY22 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 the 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. 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 to increase TransOptions' audience. TransOptions will also submit several Op-Ed letters to be 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.

Goal Area Activity Promotion Plans

TransOptions plans to use the following media types in support of each Goal Area Activity.

Accessibility

- In addition to efforts listed above, TransOptions will utilize its GoForGood app to encourage involvement in TransOptions' commuter challenges and other interactive accessibility-focused programming.

Economic Development

- In addition to efforts listed above, TransOptions will create, distribute, and promote condensed Lunch and Learn videos for the local workforce to access at any time.

Reliability

- TransOptions will use the @TrafAlerts Twitter account in conjunction with direct emails to its subscriber list to promote incidents, construction and air quality alerts in the service area.

Environmental

- TransOptions will leverage all platforms to promote upcoming and ongoing environmental education programs, air quality issues, and alternative fuel vehicle promotion.

Safety

- In addition to efforts listed above, TransOptions will produce safety-focused videos for a variety of audiences that will be shared across social media platforms as condensed lunch and learn programs, or shorter promotions focused on single topics.

Supplemental Street Smart NJ

- TransOptions will print materials as developed by NJTPA and distribute to communities participating in the Street Smart NJ program.
- TransOptions will continue to produce localized video content for use

across social media platforms focused on safe behaviors for pedestrians and drivers to enhance program outreach.

Supplemental Coordinated Human Services

- TransOptions will use all platforms to promote the availability of human services transportation and resources on the TransOptions website and elsewhere.

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TRANSOPTIONS INC
 FY 2022 WORK PROGRAM
 BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Empty Seat & Emergency Ride Home	\$ 7,500.00
Radio/Promotion Carpooling and Vanpooling	\$ 4,000.00
Total "OTHER" Direct Expenses	\$ 11,500.00

NJTPA FY 2022 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM

**TRANSOPTIONS INC
FY 2022 WORK PROGRAM
STAFF PLAN**

TMA Work Program Budget by Task

Task	TMA Staff Hours	Direct Costs - Personnel Services	Direct Non-Labor Costs	Indirect Costs	Consultant Costs	Total Costs
Core Goal Area Activities - Accessibility	2,725	\$ 120,661	\$ 12,420	\$ 45,283	\$ -	\$ 178,364
Core Goal Area Activities - Economic Development	1,840	\$ 85,166	\$ 920	\$ 31,962	\$ -	\$ 118,048
Core Goal Area Activities - Reliability	1,540	\$ 68,879	\$ 250	\$ 25,850	\$ -	\$ 94,979
Core Goal Area Activities - Environmental	3,790	\$ 150,637	\$ 1,500	\$ 56,533	\$ -	\$ 208,670
Core Goal Area Activities - Safety	5,030	\$ 192,793	\$ 940	\$ 72,354	\$ -	\$ 266,087
Core - Program Management	320	\$ 20,979	\$ -	\$ 7,873	\$ -	\$ 28,852
SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES	15,245	639,115	16,030	239,855	-	895,000
Supplemental Goal Area Activities - Street Smart NJ (optional)	584	\$ 26,028	\$ 1,703	\$ 9,768	\$ -	\$ 37,500
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	486	\$ 19,911	\$ 117	\$ 7,472	\$ -	\$ 27,500
SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES	1,070	45,939	1,821	17,240	-	65,000
TOTAL	16,315	\$ 685,054	\$ 17,851	\$ 257,095	\$ -	\$ 960,000

TMA Work Program Assigned Staff

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Anne Adier-Vivino, Business Services Coordinator	74.52%	1,550
Daniel Callas, President	68.49%	1,425
Emily Casey, Active Transportation Manager	48.08%	1,000
Laura Cerutti, Project Manager	75.10%	1,562
Justin Jenkins, GIS Program Coordinator	66.59%	1,385
Denis Kelleher, Program Specialist	70.77%	1,472
Jackeline Leon, Community Outreach Coordinator	81.30%	1,691
Lisa Leone, Bicycle and Pedestrian Programs Coordinator	21.15%	440
Judith Maltese, Data Management Specialist	77.88%	1,620
Melissa McCutcheon, Program Specialist	84.62%	1,760
Danielle Scassera, Business Manager	9.62%	200
Jeremy Szeluga, Program Specialist	21.15%	440
Kristen Tomasicchio, Environmental Education Manager	85.10%	1,770
TOTAL*	60%	16,315

*Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.