

# FY2023UPWP

## Unified Planning Work Program

### Chapter III

### Transportation Management Association Program



**NJTPA FY 2023 UPWP**

**Chapter III**

**TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

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# NJTPA FY 2023 UPWP TMA PROGRAM

## PROGRAM DESCRIPTION

Eight transportation management associations (TMAs) operate in the state of New Jersey. EZ Ride, goHunterdon, Hudson TMA, Keep Middlesex Moving, RideWise, and TransOptions operate in the North Jersey Transportation Planning Authority (NJTPA) region, Greater Mercer TMA operates 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. All twenty-one counties in New Jersey are served by a TMA.

NJTPA, the federally-designated Metropolitan Planning Organization (MPO) for northern NJ, oversees the management and administration of the State of New Jersey's federally funded TMA program. The NJTPA guides the development of annual work programs and coordinates activities among the TMAs, the subregions (city and county members of the NJTPA), NJ TRANSIT, New Jersey Department of Transportation (NJDOT) and other partners in regional mobility. To ensure overall statewide consistency, the NJTPA, in coordination with DVRPC, also administers the Greater Mercer TMA program, which covers Ocean County in the NJTPA region and Mercer County in the DVRPC region, and Cross County Connection TMA, which covers Burlington, Camden, and Gloucester counties in the DVRPC region and Atlantic, Salem, Cumberland and Cape May Counties in the SJTPO region. The NJTPA Executive Director, or their designee, serves as a non-voting member on each TMA's Board of Trustees.

The TMA Program is funded by the Federal Highway Administration (FHWA) Surface Transportation Program (STP-NJ and STP-SU). 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.

### **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:***

The Infrastructure Investment and Jobs Act (IIJA) and previous federal transportation authorizations provide guidance that addresses the many challenges facing our transportation system today. The federal legislation targets investments to improve safety, encourage equity, foster public-private partnerships, reduce traffic congestion, improve efficiency in freight movement, increase intermodal connectivity, and protect the environment. It 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 MPOs are also guided by federal Planning Emphasis Areas described in Chapter I, which the TMA work programs support.

***State Policy Guidance:***

NJDOT actively supports and encourages the development and implementation of Transportation Demand Management (TDM) programs and projects to mitigate traffic congestion, improve mobility and accessibility, improve air quality, and optimize the efficiency of the transportation system throughout the State of New Jersey. The means to achieve these aims includes strategies that increase travel choices and reduce reliance on single occupant vehicles. Strategies may be implemented individually or through partnerships that include NJDOT, 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 is made up of representatives from local government and governmental transportation authorities. 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.”

**North Jersey Transportation Planning Authority** – The NJTPA is the MPO for the 13 counties of northern New Jersey, serving a region with 7 million people. It is the seventh 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 comprising an integrated planning process.

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

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

[Plan 2050: Transportation, People, Opportunity](#) – Updated every four years, the Long Range Transportation Plan (LRTP) sets out a vision for the development of the region’s transportation infrastructure over the next twenty years. It includes goals and objectives, analysis of regional trends and planned improvement projects. Plan 2050: Transportation,

People, Opportunity is anticipated to be adopted by the Board of Trustees in September 2021.

[Transportation Improvement Program \(TIP\)](#) – Updated every two years, the TIP is a four-year agenda of improvement projects that implements the Long Range Transportation Plan. To be eligible for federal funding, proposed projects must be approved by the NJTPA Board for inclusion in the TIP. The FY 2022-2025 TIP was adopted by the Board of Trustees in September 2021.

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

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

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

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

[Transportation Demand Management and Mobility Plan](#) – The plan identifies regional policies and strategies that will increase traveler choices while also minimizing the negative impacts of single-occupant vehicle travel on congestion, air quality, and safety. Six priority strategies include complete streets, local land use and transportation policy, telework and teleservices, mobility on demand, first and last mile services, and rideshare matching.

**Delaware Valley Regional Planning Commission** – DVRPC serves as the regional planning agency for the nine-county, bi-state, Greater Philadelphia region, providing guidance and assistance to local governments and partner agencies building sustainable, livable, and healthy communities. This includes the New Jersey counties of Mercer, Burlington, Camden, and Gloucester. DVRPC produces the following plans that can help guide TMA activities.

[Connections 2050 Long-Range Plan](#) – The Plan prioritizes transportation investments and enables our region to receive over a billion dollars annually in federal transportation funding. The Plan consists of two documents. The primary document is the Connections 2050 Policy Manual, which crafts a vision for regional growth and development,

identifies strategies to obtain the vision, and contains a summary of the financial plan. In addition, the Connections 2050 Process Manual documents the Plan's outreach, background info that informs the plan's vision and strategies, and contains a detailed financial plan.

[Equity Through Access](#) - DVRPC's 2016 Coordinated Human Services Transportation Plan (CHSTP) 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. A 2020 update documented [Gaps and Bridges](#) and produced a [Map Toolkit](#).

[A New Route to Better Travel for All: The Regional TDM Plan](#) – The Plan guides the Travel Options Program, which addresses the goals of climate action and air quality improvement, equity, reliability, freedom of choice, and affordability through transportation demand management pilot projects that reduce driving alone.

**South Jersey Transportation Planning Organization** – SJTPO is the MPO for the four southern-most counties in New Jersey. SJTPO coordinates the planning activities of participating agencies and provide a forum for cooperative decision-making among state and local officials, transit operators, and the public. SJTPO serves as a technical resource, provides access to funding, and works to provide a regional approach to address transportation planning and engineering issues.

The SJTPO Policy Board includes eight local elected officials, including one representative from each of the four counties (Atlantic, Cape May, Cumberland, and Salem) as well as municipal representatives in each county, including the cities of Atlantic City and Vineland in addition to municipal representation from Cape May County (Sea Isle City) and Salem County (Alloway Township). The Board also includes representatives from NJDOT, NJ TRANSIT, and the South Jersey Transportation Authority (SJTA)

SJTPO develops and maintains a number of products that guide the work and investments that help improve transportation in the SJTPO region. They include:

[RTP 2050: Moving South Jersey Forward](#) – Adopted in January 2021, and updated at least every four years, RTP 2050 serves as the current regional transportation plan for South Jersey. Its purpose is to establish a regional vision, identify critical issues, and educate the public and stakeholders on why transportation planning matters. It includes both long and short-range strategies and actions leading to the development of an integrated transportation system that facilitates the efficient movement of people and goods.

[Transportation Improvement Program \(TIP\)](#) – Adopted in September 2021, and updated every two years, the TIP is a list of all projects and programs scheduled to be implemented over the next ten years. The TIP allows the SJTPO Policy Board to determine transportation needs that take precedence. These projects and programs are fiscally constrained in the first four years, allowing them to be eligible for federal transportation funds.

[Unified Planning Work Program \(UPWP\)](#) – Adopted in March 2021, and updated

annually, the UPWP serves as the budget for SJTPO, programming staff and consultant resources to support upcoming efforts. Efforts include technical assistance to partner jurisdictions to identify and advance critical needs that support regional transportation.

[Title VI Implementation Plan](#) – Adopted in April 2021, and updated periodically, the plan describes how SJTPO, as a recipient of federal funding, will ensure compliance with Title VI of the Civil Rights Act of 1964 and subsequent statutes, court decisions, executive orders, and regulations in all efforts undertaken by or funded through SJTPO. These efforts are intended to ensure that traditionally underserved populations are included in the planning process and have access to MPO activities.

[Limited English Proficiency \(LEP\) Plan](#) – Adopted in January 2021, and updated periodically, the LEP Plan identifies populations with limited English proficiency, including languages spoken, and identifies how SJTPO will ensure compliance with executive orders, regulations, and guidance and provide accommodation to the needs of these populations.

[Access for All Transit Plan](#) – Adopted in March 2021, the Access for All Transit Plan, serves as the 5-year update to the 2015 Coordinated Human Services Transportation Plan. The purpose of this federally required plan is, along with regional stakeholders, to identify unmet transportation needs and recommend measures to meet these needs, while also reducing the cost of providing services to a segment of the region’s population that is unable to or not permitted to operate a vehicle.

## **Eligible Applicants**

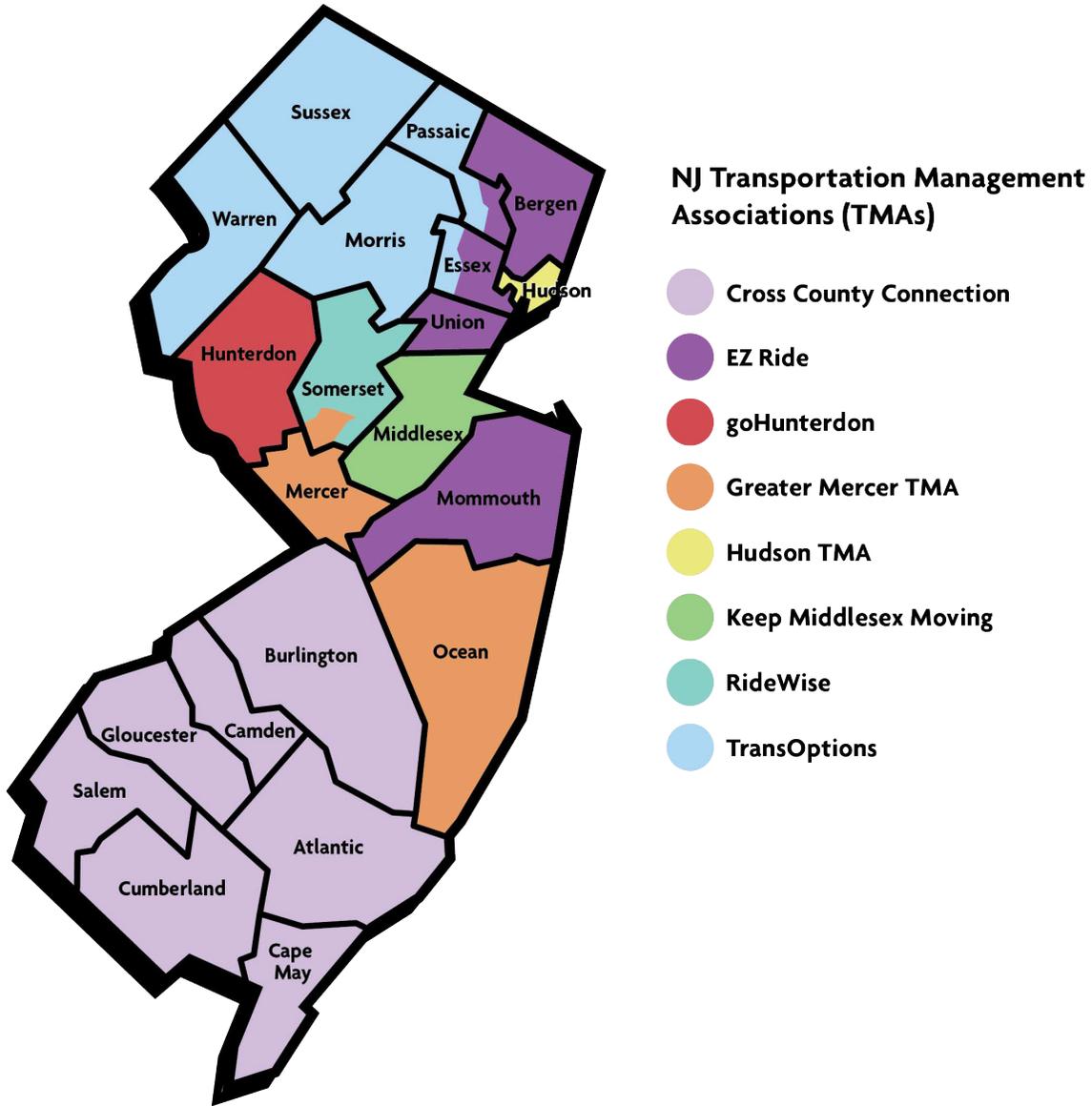
Work Program proposals may only be submitted by the following eight TMAs currently operating in New Jersey.

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

## SERVICE AREAS

TMA's 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 2023 UPWP TMA PROGRAM

### FINANCIAL SUMMARY

(Source: Federal Surface Transportation Program Funds)

<b>TMA</b>	<b>Proposed Budget</b>
Cross County Connection *	\$ 1,100,000
EZ Ride	\$ 1,405,000
Greater Mercer TMA *	\$ 869,940
goHunterdon	\$ 455,000
Hudson TMA	\$ 520,000
Keep Middlesex Moving	\$ 620,000
RideWise	\$ 490,000
TransOptions	\$ 960,000
<b>TOTAL PROGRAM</b>	<b>\$ 6,419,940</b>

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

**FY 2023 TMA WORK PROGRAMS**



**NJTPA FY 2023 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

Cross County Connection TMA  
FY 2023 WORK PROGRAM



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- ECONOMIC DEVELOPMENT
- ENVIRONMENTAL
- SAFETY
- PROGRAM MANAGEMENT

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- SUPPLEMENTAL SAFETY
- COORDINATED HUMAN SERVICES TRANSPORTATION

### **Work Funded By Other Sources**

### **Promotions Plan**

### **Budget and Staffing Plan**

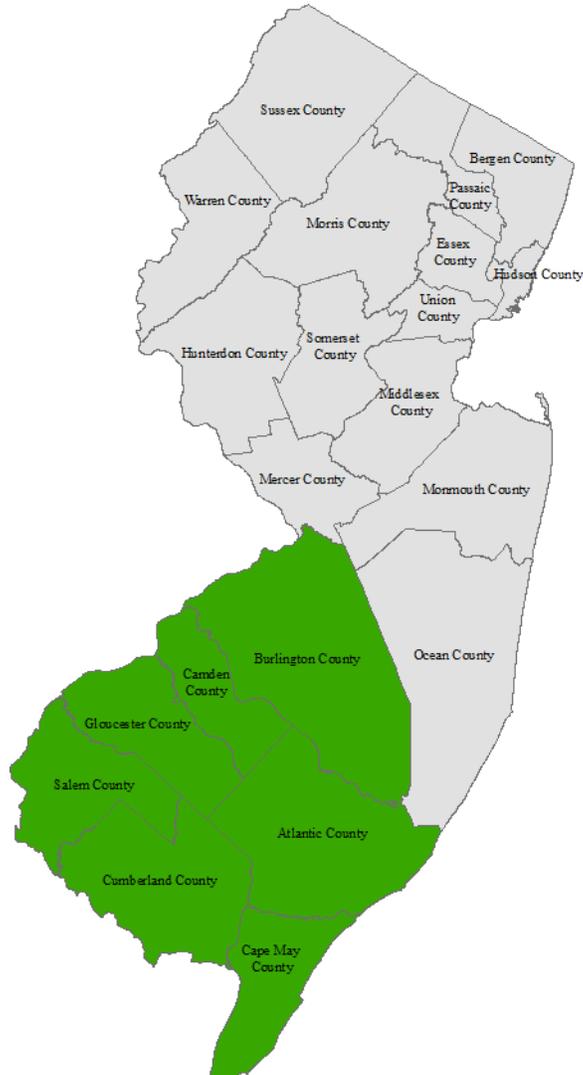
**TMA WORK PROGRAM  
OVERVIEW**

**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 = \$191,059.97 NJ TRANSIT/TMA Work Program = \$80,000 NJDHTS (programmed) = \$ 47,250.00
Office location	One Greentree Centre, 10,000 Lincoln Drive E., Suite 102, Marlton, NJ 08053
Staff summary	12 Full Time Employees & 1 Vacant position

## 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.



## 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	461,860	21.1%	16.6%	799.1	578	184,775	165,029
Camden	523,485	22.9%	15.4%	221.3	2,365	212,759	162,752
Gloucester	302,294	22.1%	15.4%	321.9	939	117,208	81,253
DVRPC Region	1,287,640	22.07%	15.8%	1,342.3	959	514,742	409,034
Atlantic	274,534	21.5%	17.5%	555.4	494	132,038	113,919
Cape May	95,263	17.6%	25.8%	251.4	379	99,606	31,388
Cumberland	154,152	23.8%	14.9%	483.2	319	57,119	45,757
Salem	64,837	21.7%	18.3%	331.8	195	27,763	17,053
SJTPO Region	588,786	21.5%	18.3%	1,621.8	363	316,526	208,117
CCCTMA Region	1,876,426	21.89%	16.6%	2,964.1	633	831,268	617,151

Source: US Census Bureau, 2020 American Community Survey 1-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	Federal/Military	Total
	<b>Miles</b>						
Atlantic	143	59	369	1,398	7	10	1,986
Burlington	154	38	501	1,945	71	61	2,769
Camden	105	28	393	1,529	2	1	2,056
Cape May	74	31	209	724	8	0	1,046
Cumberland	89	0	534	685	9	0	1,317
Gloucester	146	20	410	1,147	5	0	1,728
Salem	86	9	356	430	6	1	888
<b>TOTAL</b>	797	185	2,772	7,858	108	73	11,790

Source: Bureau of Transportation Data Development, Roadway Systems Section 2020

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**

<b>Bridge</b>	<b>Connection</b>	<b>AADT</b>
Ben Franklin	Camden City - Center City Phila.	77,224
Betsy Ross	Pennsauken - NE Philadelphia	30,937
Burlington-Bristol	No. Burlington County - Bristol, PA	23,996
Commodore Barry	Gloucester County - Delaware County, PA	36,560
Delaware Memorial	Salem County - Wilmington, DE	62,884
Tacony-Palmyra	No. Burlington County - Phila.	35,495*
Walt Whitman	Camden City - South Phila.	113,425

*Source: DVRPC 2015; \*DVRPC 2020*

**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 30<sup>th</sup> 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 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						
	126,439	227,082	246,088	43,011	59,653	152,311	29,501	884,085
Drove alone	79.3%	81.8%	76.7%	75.8%	80.5%	80.9%	85.5%	79.6%
Carpooled:	7.8%	8.3%	10.1%	9.7%	13.7%	8.2%	7.4%	9.1%
Public transportation	3.3%	3.1%	6.5%	0.5%	1.4%	2.4%	0.9%	3.9%
Walked	4.7%	0.8%	1.5%	6.1%	1.3%	1.5%	2.4%	2.0%
Bicycle	0.5%	0.2%	0.2%	1.2%	0.1%	0.7%	0.0%	0.4%
Taxicab, Motorcycle, or Other	1.0%	0.9%	1.1%	1.9%	1.0%	1.0%	0.3%	1.1%
Worked at home	3.5%	5.0%	3.8%	4.7%	2.0%	5.4%	3.5%	4.3%

*Source: US Census Bureau, 2019 American Community Survey 1-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 NJ, the average statewide commuting time is 31.1 minutes. In CCCTMA’s service area, the average commuting time is 27.1 minutes indicating less traffic congestion and the close proximity between 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, 77 percent of Atlantic County’s resident workers work in the county compared to only 46 percent and 45 percent in Gloucester and Salem counties respectively. Atlantic County is well served by the hospitality industry; primarily casinos and Salem County, which is a rural county with a smaller employment base. Burlington and Camden counties have a substantial office, retail and light industrial employment base. Thus, residents of these counties work in their home county or the neighboring county as well as commute into Center City Philadelphia.

<b>CCCTMA Service Area Worker Commute Flows</b>			
<b>County of Residence</b>	<b># of resident workers</b>	<b>% of resident workers commuting</b>	<b>Mean Travel Time (minutes)</b>
<b>Total Workers Residing in Atlantic County</b>	<b>124,850</b>		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	
<b>Total Workers Residing in Burlington County</b>	<b>222,233</b>		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	
<b>Total Workers Residing in Camden County</b>	<b>242,412</b>		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	
<b>Total Workers Residing in Cape May County</b>	<b>41,535</b>		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	
<b>Total Workers Residing in Cumberland County</b>	<b>61,704</b>		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	
<b>Total Workers Residing in Gloucester County</b>	<b>144,686</b>		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	
<b>Total Workers Residing in Salem County</b>	<b>28,899</b>		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, 2019 American Community Survey 1-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, the NJTPA, DVRPC, SJTPO and FHWA.
- Improve air quality in Southern New Jersey in accordance with the goals of NJDEP, NJDOT and the MPOs.
- Improve transportation services to seniors, disabled, lower income and other transportation disadvantaged populations in support of Federal, State and MPO goals of providing affordable, accessible transportation systems to current and future users.

### **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 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 MPOs that oversee its service area – DVRPC and 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. Populations are evaluated based on the following criteria:

- 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 evaluate the population of a defined Census geography based on the above criteria and use a formula to create a score. Scores for each defined Census geography are then compared to region's average score. Communities are classified based on the number of standard deviations their score is from the regional average. The distinction is in the Census geographies the MPO evaluates and how they label the classes.

DVRPC evaluates the region at the Census tract level. Census tracts that have a score between one-half (0.5) and 1.5 standard deviation above the regional average are classified as having an "Above Average" proportion of EJ populations. Tracts that have a score beyond 1.5 standard deviations above the regional average are classified as having a "Well Above Average" proportion of EJ populations.

SJTPO evaluates the region at the Census block group level. Census block groups that have a score between one-half (0.5) and 1.5 standard deviation above the regional average are classified as an "EJ Areas." Block groups that have a score beyond 1.5 standard deviations above the regional average are classified as "Concentrated EJ Areas."

The tables below identify the municipalities within each MPO that have at least one Census tract or block group meets the threshold to qualify as having an above average EJ score. Cross County Connection will prioritize services to as many of these municipalities as funding and time permits.

**DVRPC Municipalities with Well Above Average EJ Communities**

<b>Municipality</b>	<b>County</b>
Burlington City	Burlington
Camden City	Camden
Lindenwold Borough	Camden
Pennsauken Township	Camden
Woodlynne Borough	Camden
Woodbury City	Gloucester

*Source: DVRPC Indicators of Potential Disadvantage Analysis, 2019*

**DVRPC Municipalities with Above Average EJ Communities**

<b>Municipality</b>	<b>County</b>
Beverly City	Burlington
Edgewater Park Township	Burlington
Maple Shade Township	Burlington
Palmyra Borough	Burlington
Pemberton Borough	Burlington
Pemberton Township	Burlington
Riverside Township	Burlington
Willingboro Township	Burlington
Bellmawr Borough	Camden
Berlin Township	Camden
Camden City	Camden
Cherry Hill Township	Camden
Clementon Borough	Camden
Collingswood Borough	Camden
Haddon Township	Camden
Gloucester City	Camden
Lawnside Borough	Camden
Lindenwold Borough	Camden
Pennsauken Township	Camden
Voorhees Township	Camden
Winslow Township	Camden
Deptford Township	Gloucester
Glassboro Borough	Gloucester
Swedesboro Borough	Gloucester

*Source: DVRPC Indicators of Potential Disadvantage Analysis, 2019*

### SJTPO Municipalities with Concentrated EJ Areas

<b>Municipality</b>	<b>County</b>
Atlantic City	Atlantic
Buena Borough	Atlantic
Buena Vista Township	Atlantic
Egg Harbor Township	Atlantic
Hammonton Town	Atlantic
Margate City	Atlantic
Mullica Township	Atlantic
Pleasantville City	Atlantic
Ventnor City	Atlantic
Lower Township	Cape May
Middle Township	Cape May
Ocean City	Cape May
West Wildwood Borough	Cape May
Wildwood City	Cape May
Woodbine Borough	Cape May
Bridgeton City	Cumberland
Commercial Township	Cumberland
Fairfield Township	Cumberland
Lawrence Township	Cumberland
Millville City	Cumberland
Upper Deerfield Township	Cumberland
Vineland City	Cumberland
Penns Grove Borough	Salem
Pennsville Township	Salem
Salem City	Salem

Source: William Schiavi, SJTPO, 2021

### SJTPO Municipalities with EJ Areas

<b>Municipality</b>	<b>County</b>
Atlantic City	Atlantic
Brigantine City	Atlantic
Buena Borough	Atlantic
Buena Vista Township	Atlantic
Egg Harbor City	Atlantic
Egg Harbor Township	Atlantic
Egg Harbor Township	Atlantic
Galloway Township	Atlantic
Hamilton Township	Atlantic
Hammonton Town	Atlantic
Margate City	Atlantic
Mullica Township	Atlantic
Pleasantville City	Atlantic
Somers Point City	Atlantic
Ventnor City	Atlantic
Lower Township	Cape May
Middle Township	Cape May
Ocean City	Cape May
Wildwood City	Cape May
Woodbine Borough	Cape May
Bridgeton City	Cumberland
Commercial Township	Cumberland
Deerfield Township	Cumberland
Fairfield Township	Cumberland
Lawrence Township	Cumberland
Millville City	Cumberland
Upper Deerfield Township	Cumberland
Vineland City	Cumberland
Carneys Point Township	Salem
Penns Grove Borough	Salem
Pennsville Township	Salem
Salem City	Salem

**CROSS COUNTY CONNECTION TMA**  
**PROGRAM REPORT FY 2023**

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**ACTIVITY TYPE:** Core

**GOAL AREA:** ACCESSIBILITY

*Description:* Increase traveler awareness and access to travel modes other than single occupancy vehicles. Assist 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 Edenred Commuter Benefit Solutions program to commuters and employers. Campaigns to reach travelers include literature distribution to hundreds of sites in the seven-county service area, in-person appearances at community events, a robust website, social media outreach, print advertising, online promotions, email-blasts to a large commuter database, 4,800 newsletters subscribers and a newsmagazine with a circulation of 10,000.

**Products and Outcomes:**

- Promotion of commute alternatives through face-to-face interaction with the

travelling public, advertising, social media and incentives

**Strategy:** 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 the 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 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 Assistance 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:** Bicycle and Pedestrian Education and Encouragement Program

*Description:* Assisting communities and schools with implementing activities that encourage walking and bicycling and/or educate participants about laws and safe behavior. Content will

include the benefits and laws associated with walking and biking. This includes the New Jersey Safe Passing Law enacted in 2021. This activity's target audience is adults and students in grades 9-12 and is separate from the New Jersey Department (NJDOT) Safe Routes to School program.

**Products and Outcomes:**

- Distribute materials dedicated to encouraging walking and biking and educating the public on associated laws
- Attending events associated with biking and walking such as Green Fairs, trail events and others
- Create new promotional items and collateral content as needed

**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 NJDOT, Voorhees Transportation Center (VTC), the NJTPA, DVRPC, 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: ECONOMIC DEVELOPMENT**

*Description:* Provide outreach and assistance to employers to encourage the implementation of transportation demand management strategies. 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 of Edenred Commuter Benefits commuter benefits program to employers. Nominate eligible employers to the NJ Smart Workplaces for Commuters program.

**Strategy:** Employer Outreach

*Description:* Conduct outreach activities to educate and inform employers on worksite-based transportation demand strategies including available programs and methods 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:** Employer 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. If needed, act as a liaison between employers and state and local transportation agencies including NJDOT, NJ TRANSIT, DVRPC and SJTPO.

### **Products and Outcomes:**

- Assist employers with development of Commute Plans
- Provide information to assist employers with setting up commuter benefits programs

**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

## **GOAL AREA: 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 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 shuttleGTFS 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 the NJTPA by the second quarter of FY 23.

### **Products and Outcomes:**

- Submit written plan to the NJTPA in Quarter 2 FY 2023

## **GOAL AREA: ENVIRONMENTAL**

*Description:* Assist local and county governments and Green Teams with the implementation of transportation-related Sustainable Jersey Actions. Actions will include, bike/ped audits and master plans, electric vehicle adoption, Complete Streets policies, SRTS activities, anti-idling education and enforcement and other Actions 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. Promote the utilization of the NJTPA electric vehicle (EV) resources webpage and encourage to use the NJDEP DriveGreenNJ website to support the use of EVs and the construction of EV charging stations.

**Strategy:** Sustainable Jersey Certification Assistance

*Description:* Provide technical assistance and guidance to municipalities and Green Teams regarding transportation-related Actions included in the Sustainable Jersey certification program. Assistance to be provided for Actions 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 the 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 the 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 public with information and assistance regarding programs to fund and support electric vehicles and charging stations in support of New Jersey's 2019 NJ Energy Master Plan and the NJ Global Warming Response Act. Use the information and tools on the NJTPA EV resources page, the NJDEP DriveGreenNJ website, the NJTPA Alternative Fuel Readiness Guidebook and other national, regional, and state resources to support the adoption of EVs and the construction of EV charging stations. Support the NJTPA Alternative Fuel Vehicles initiatives, as well DVRPC and SJTPO electric vehicle initiatives.

## **Products and Outcomes:**

- Development and dissemination of educational and promotional materials and information supporting the use of EV programs including, public events, workshops, webinars, resource and planning guides, website and social media content and other platforms.
- Provide planning assistance to local governments and businesses regarding installation of charging stations, including advising on best practices, grant application assistance, development of EV related ordinances and plans.

## **GOAL AREA: SAFETY**

*Description:* Conduct activities that contribute to traveler safety, and support New Jersey's participation in the Towards Zero Deaths initiative, a national vision for zero traffic deaths. Increase public awareness of roadway safety through the use of promotional materials and technical assistance, including audits, to local and county governments, police departments and high schools. Coordinate these efforts with the 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 BPAC, the New Jersey Vision Zero Alliance, the New Jersey Pedestrian and Bicycle Safety Coalition (NJPBS) and others. Submit and reports or memoranda prepared to the NJTPA for review.

**Strategy:** Safety Awareness and Promotion

*Description:* Disseminate materials and messaging to the travelling public addressing pedestrians and bicycles safety. Provide safety awareness materials to the traveling public through transportation events, employer outreach, outreach to 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 public regarding pedestrian, bicyclists and motorists' safety
- Participate in steering committees and other groups addressing pedestrian and bicycle safety as appropriate, including DVRPC Regional Safety Task Force (RSTF) meetings

**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, including temporary demonstration projects, 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 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 the implementation of temporary complete streets demonstration projects
- Assist municipalities with grant applications to build infrastructure supporting implementation of policies

**Strategy:** Street Smart NJ Campaigns

*Description:* Conduct at least one, but no more than three, campaigns to educate the public about pedestrian safety. In partnership with local police departments, municipalities, schools and other partners, CCCTMA will use the 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 public, with emphasis on providing services in EJ municipalities.

**Products and Outcomes:**

- Conduct Street Smart NJ campaigns
- Prepare and submit a final report summarizing each Street Smart NJ Campaign conducted

**Strategy:** Strategic Highway Safety Plan Implementation

*Description:* Carry out recommended strategies that address the New Jersey 2020 SHSP Pedestrians and Bicyclists, Other Vulnerable Road Users and Equity emphasis areas. Participate in associated Task Team meeting and activities.

**Products and Outcomes:**

- Attend SHSP Task Team Meetings
- Assist Task teams with implementation of recommended strategies to address the safety of bicyclists, pedestrians and other vulnerable road users.

**Strategy:** Small Scope Pedestrian Safety Audits

*Description:* Conduct pedestrian and bike safety audits within a limited scope, such a single intersection or block, where safety concerns for pedestrians and/or bicyclists are present. Audits will be conducted upon request by a local government, the MPO or NJDOT and will be supported by existing crash and safety data. Audits will consist of meetings with audit participants and a CCCTMA led walking audit to assess existing conditions. Policy, programing, and infrastructure recommendations will be provided in the form of a technical memorandum. Cross County Connection will assist audit client with seeking and securing grant funding to implement report recommendations. When applicable, recommendations will include pedestrian safety example strategies found in the New Jersey Strategic Highway Safety Plan, and NJDOT, FHWA, the American Association of State Highway Transportation Officials (AASHTO) and National Association of City Transportation Officials (NACTO) publications. Technical memo will be sent to audit participants and the NJTPA for review.

**Products and Outcomes:**

- Conduct pedestrian/bicyclist audits and provide recommendations
- Prepare and submit a final report summarizing audit process, findings and recommendations
- Assist local governments with applying for grant funding to implement audit recommendations

**GOAL AREA: PROGRAM MANAGEMENT**

*Description:* CCCTMA will provide administrative support for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* CCCTMA 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.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**ACTIVITY TYPE:** Supplemental

**GOAL AREA: SUPPLEMENTAL SAFETY**

*Description:* Conduct pedestrian and bike safety audits within a larger scope where safety concerns for pedestrians and/or bicyclists have been raised and recommend safety improvements. Sites may include business districts, multiple intersections and neighborhood blocks, or a section of a highway corridor.

Audits will consist of:

- Kickoff meeting meetings with project committee

- Biking and walking assessment using data, field visits and public survey
- Second meeting with project committee to discuss existing conditions and preliminary recommendations
- Waking audit at site with project committee to confirm existing conditions and refine recommendations
- Final report summarizing process, existing conditions, and recommended policy, programming and infrastructure countermeasures

Final report will be subject to review by the NJTPA and project committee. Project committee may include representatives from the municipality and police department, the county, regional MPO, NJDOT, the NJTPA, advocates, and others. Cross County Connection will assist audit client with seeking and securing grant funding to implement report recommendations. When applicable, recommendations will include pedestrian safety example strategies found in the New Jersey Strategic Highway Safety Plan, and NJDOT, FHWA, AASHTO and NATCO publications.

Cross County Connection will commit to three, but no more than four, larger scope audits. Perspective locations will be identified through an application process held at the end of FY 22.

**Strategy:** Large Scope Pedestrian and Bicyclists Safety Audits

*Description:* Coordinate and lead the bicycle and pedestrian safety audit process in specific locations where safety concerns have been identified through an application process that considers crash history, presence of environmental justice communities and other factors. Conduct presentations and site visits as need with audit partners. Identify safety issues and recommend pedestrian and bike safety improvement. Submit a final report detailing the audit process, findings and recommendations. Upon completion of the audit, assist the municipality/county with seeking out and securing grant funding to implement report recommendations.

**Products and Outcomes:**

- Conduct pedestrian/bicyclist audits and provide recommendations
- Prepare and submit a final report summarizing audit process, findings and recommendations
- Assist local governments with applying for grant funding to implement audit recommendations

**GOAL AREA:** COORDINATED HUMAN SERVICES TRANSPORTATION

*Description:* Assist counties within the CCCTMA service area with human services transportation services. Activities will vary based on the needs of the selected county or counties. Anticipated activities include review of existing transportation plans, human services plans, or other relevant documents; development of transportation and social service location inventories, GIS databases and maps of transit service; and conduct meetings and coordinate with human services transportation providers, county human services departments and other human services providers. Continue to assist NJTPA to update the Go Farther CHSTP Visualization tool and provide training for potential users of the tool.

**Strategy:** County CHSTP Service Planning

*Description:* Assist counties with the development and implementation of county and regional CHSTP plans. Meet and coordinate with human services transportation providers, including SEN-HAN and county transportation departments; county human services departments; and other human services providers. Review existing CHSTP and transportation plans and assist during the planning process of county and regional CHSTP and transportation plans and updates. Use CCCTMA’s GIS capabilities to inventory and map existing human services destinations and transportation services. Share maps and guides with stakeholders to help assess and evaluate existing human services transportation services.

Needs for assistance will be identified through communication with counties and the regional MPOs. Cross County Connection works closely with Camden, Burlington and Gloucester counties on the required updates to their CHSTPs. Quarterly meetings are typically held to provide updates on existing and needed transportation programs and services for the covered populations. Additionally, the organization leads the Atlantic County Community Shuttles Advisory Committee, which provides firsthand knowledge of issues impacting social service organizations and county operated paratransit in Atlantic County. Cross County Connection also serves on SJTPO’s CHSTP steering committees for updates to the regional and county plans in Atlantic, Cumberland, Salem and Cape May counties.

**Products and Outcomes:**

- Assist counties to provide awareness and understanding of existing transportation services in southern New Jersey through customized maps and guides
- Assist with the development of county and regional CHSTP plans
- 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 the NJTPA. If needed, CCCTMA will assist the NJTPA in conducting virtual and in-person training sessions for the online mapping tool. Periodic updates to the database will also be performed, if requested, pending receipt of data from others. CCCTMA will assist with maintenance and migrating the tool to the NJTPA GIS platform as needed.

**Products and Outcomes:**

- Assist the NJTPA in virtual conducting training and information sessions
- Update data and perform tool maintenance as needed

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA:** WORK FUNDED BY OTHER SOURCES

*Description:* Cross County Connection receives funding from various sources to implement projects. Funders may include NJDOT, NJ TRANSIT, DVRPC, and others. Projects funded outside of the NJTPA TMA grant will be reported on. For FY23, 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
- Provide technical assistance to schools, including Travel Plans and grant writing assistance

**Strategy:** New Jersey Department of Highway Traffic Safety (NJDHHS)

*Description:* Cross County Connection will continue its Bicycle and Pedestrian Crash Analysis Project, which is an interactive mapping tool 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 located.

**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

## 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 2023 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](http://driveless.com), CCCTMA has historically reached an average of 31,000 unique visitors a month who likewise have downloaded over 18,000 electronic publications in that same timeframe, accessing original content promoting: accessibility, reliability, economic development, environmental, safety, and appropriate transportation-based topics. At the time of this report preparation, much work has been spent preparing all-new content for a completely revised and rebuilt [driveless.com](http://driveless.com). Built in data tracking and analytical performance measurement tools will be paramount in the operation and promotion of this new web tool for CCCTMA in FY 2023. General, online, external web advertising is used in conjunction with targeted mobile-device campaigns. Recent past sponsored campaigns have delivered millions of targeted digital web impressions and tens of thousands of website visitors. These promotional strategies will continue to expand and enhance the presence of CCCTMA in the seven-county service area.

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.

*Social media:* CCCTMA's Facebook page currently has 570 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, Sustainable Jersey 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 CCCTMA’s 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-four week campaign can yield hundreds of thousands of online impressions to a geo-targeted, southern NJ demographic. Re-targeting and geo-fencing technology are employed with measurable success to reach an audience based on their specific GPS location.

*Connected TV:* Connected Television (CTV) is a new media that offers an experience like traditional cable television, but without the subscription fees and long-term contracts. Many of CCCTMA’s target commuter audiences access televised entertainment through Roku, Hulu, Amazon Fire, and Chrome TV services. As an example of this platform’s success, FY 2021 saw CTV campaigns for Pascale Sykes Foundation funded shuttles that were extremely successful with video promotional campaigns having a 90 percent full-view rate, and hundreds of thousands of impressions served. For FY 2023, CCCTMA will seek to further expand its reach with this technology and will incorporate projects funded through the NJTPA TMA Work Program.

*E-mail blasts:* CCCTMA will use its in-house e-mail account to deliver custom-created transportation messages and graphics to its database of over 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 magazine publication, *EasyRider*, which is typically 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. For FY 2023, two such publications will be produced. This publication is exceedingly well received and is considered a flagship print messaging vehicle for the organization.

*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, CTV 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. 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. CTV will continue to be explored as a growing media opportunity.

**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 engage the general community, answer transportation questions, further disseminate CCCTMA literature, provide real-time transportation assistance, and direct attention to online offerings at [driveless.com](http://driveless.com). The effectiveness of these events and appearances is measured by the event hosts' report on anticipated turnout and audience attendance. Typical past events may see up to 1,000 people with hundreds of pieces of transportation literature distributed. As the current COVID-19 situation continues to inch towards improvement, it is anticipated that FY 2023 will see an increase in promotional opportunity for events and public gatherings.

### **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 information on various regional services including NJ TRANSIT, PATCO and community shuttle systems. Future communications to promote Accessibility topics are being planned for video presentations, webinars, and web platforms for 2023.

## **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, geo fencing content delivery, and LinkedIn advertising. with a targeted outreach campaign to reach both employers/decision makers as well as employees and job seekers. Recent outreach including economic development messages has been extremely successful with thousands of web visitors and social engagements.
- Electronic content: Ongoing outreach plans will continue to be used for connecting area employers through e-newsletters, and web presentations.
- Print publications: CCCTMA has had much success with promotional messages in periodicals such as the Southern New Jersey Development Council’s Chronicle publication, which has a circulation of 4,000 and reaches southern New Jersey’s business and municipal leaders. In FY 2023, CCCTMA will engage in a direct mail outreach campaign to reach business leaders and decision makers at large area employers, utilizing the recently produced “Overview of Services” booklet, as a promotion of our overall TDM services.
- Events and engagements: CCCTMA will conduct commuter fair sessions and informational presentations, either in person, or via webinar, or shared electronic content with employers, as opportunities arise in FY 2023.

## **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 re-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 promoting overall electric vehicle use, awareness, and infrastructure support, 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 environmentally themed topics in 2022-2023 are expected and EV technology, clean air, 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. The new CCCTMA EV Primer publication will be updated on an ongoing basis and be promoted in print and on-line.
- Electronic communications: Email blasts, and online messaging campaigns will be strongly utilized for promotion of EV news and resources. The driveless.com website will feature robust EV content and shared material and resources.

## **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 are currently used in the promotion of safety topics, on a daily basis, by CCCTMA, and FY 2023 looks to be no exception. Strong social media support will be undertaken for Street Smart NJ campaigns.
- Video: New for 2023, if not already underway by 2022, will be the creation of safety topics, bicycle, pedestrian, and driver education videos to be posted on driveless.com and shared electronically with our partners and constituents.
- Webinars: It is anticipated that future bicycle and pedestrian safety presentations will be necessary in 2023 for reaching local governments, police departments and partner organizations. Content will focus on CCCTMA safety programs and how to best utilize these services.
- Print: Safety will be featured in EasyRider news magazine content in 2023.
- Website: Content and presentations to conduct 2023 public outreach engagement in support of the Street Smart NJ and other safety programming.
- When/if possible, new print content will be procured for public outreach campaigns in 2023, and new collateral and promotional material will be procured for specific Street Smart NJ campaigns.

## **Supplemental Safety**

Outreach will be executed for engaging municipalities, counties, police departments.

- Web content and social media /electronic-based promotions will support safety audits and studies to underscore CCCTMA efforts
- Direct outreach, including email and phone calls, will be used to contact priority municipalities with a high incidence of pedestrian and bicycle crashes and environmental justice communities to solicit participation in the safety audit program.
- The NJTPA, DVRPC, SJTPO, NJDOT and NJDHTS can also refer perspective candidates as needed.

## **Supplemental Coordinated Human Services Transportation**

Assist counties within the CCCTMA service area – Atlantic, Burlington, Camden, Cumberland, Cape May, Cumberland and Salem - with human services transportation service planning. Outreach will be directed to county transportation and human services departments, social service providers, organizations representation human service communities, as well as MPOs as requested.

- Direct outreach, including email and phone calls, will be used to contact county transportation and human services departments, social service providers, organizations representation human service communities.
- Social media, online content dissemination, and electronic communications will also be used to support this activity.



**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**CROSS COUNTY CONNECTION TMA  
FY 2023 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Ads (Digital/Social Media/Radio)	\$ 32,250.00
Teleconferencing & Software (ESRI, Zoom-Webinar, Constant Contact)	\$ 5,680.50
Website Domains	\$ 150.00
Website Maintenance	\$ 3,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 41,080.50</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**CROSS COUNTY CONNECTION TMA**  
**FY 2023 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	5,725	\$ 302,912	\$ 34,529	\$ 74,624	\$ -	\$ 412,066
Core Goal Area Activities - Economic Development	2,300	\$ 121,357	\$ 11,000	\$ 29,897	\$ -	\$ 162,255
Core Goal Area Activities - Reliability	1,200	\$ 58,789	\$ 4,981	\$ 14,483	\$ -	\$ 78,253
Core Goal Area Activities - Environmental	2,225	\$ 122,621	\$ 11,100	\$ 30,208	\$ -	\$ 163,929
Core Goal Area Activities - Safety	2,006	\$ 107,908	\$ 8,500	\$ 26,584	\$ -	\$ 142,992
Core - Program Management	880	\$ 56,489	\$ 100	\$ 13,916	\$ -	\$ 70,506
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>14,336</b>	<b>770,077</b>	<b>70,210</b>	<b>189,714</b>	<b>-</b>	<b>1,030,000</b>
Supplemental Goal Area Activities - Safety (optional)	527	\$ 30,287	\$ 2,252	\$ 7,461	\$ -	\$ 40,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	399	\$ 21,732	\$ 2,915	\$ 5,354	\$ -	\$ 30,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>926</b>	<b>52,019</b>	<b>5,166</b>	<b>12,815</b>	<b>-</b>	<b>70,000</b>
<b>TOTAL</b>	<b>15,262</b>	<b>\$ 822,095</b>	<b>\$ 75,376</b>	<b>\$ 202,529</b>	<b>\$ -</b>	<b>\$ 1,100,000</b>

**TMA Work Program Assigned Staff**

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Casal, Brianna - Administrative Assistant	67%	1,391
Craig, Nashay - Graphic Artist	66%	1,370
Derer, Eric - Associate Transportation Specialist	72%	1,496
Dorfman, Nathan - Senior Transportation Planner	68%	1,416
Farley, Patrick - Program Director	71%	1,485
Geiger, Michele - Marketing Outreach Specialist	50%	1,040
Rodriguez, Pedro - GIS Specialist	64%	1,326
Sperry, Marianne - Office Manager	64%	1,330
Sunkett, Latifah - SRTS Coordinator	10%	200
Urkowitz, Ronda R., Executive Director	67%	1,395
Van den Burg, Jill, Executive Assistant	66%	1,375
Wilson, Joseph, Marketing Director	69%	1,438
<b>TOTAL*</b>	<b>61%</b>	<b>15,262</b>

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



**NJTPA FY 2023 UPWP  
TRANSPORTATION  
MANAGEMENT  
ASSOCIATION PROGRAM**

**EZ Ride  
FY 2023 WORK  
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## TMA WORK PROGRAM OVERVIEW

### **Organizational Summary**

The Meadowlands Transportation Brokerage Corporation (d/b/a EZ Ride) was incorporated on October 24, 1983 as a non-profit 501(c)3. It is the first Transportation Management Association (TMA) in 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 10 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.”

### **1. Major Sources of Funding and Clients**

Public sector Grants: (NJTPA, NJDOT, NJ TRANSIT, NJHTS)	\$2,057,523
Public Sector fee for service: (Essex County & Township of Montclair)	\$1,923,460
Private sector: (Hartz Mountain, BNE Real Estate Group, Russo Development, H-Mart, HelloFresh)	\$1,229,401
Total:	<b><u>\$5,210,384</u></b>

### **2. 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

### 3. Staff Summary

Total Number of Employees: 55

- Full-Time Employees 38
- Part-Time Employees 13

### 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 PANYNJ facilities in New Jersey.

- **Demographic information**

County	Total Population	White alone	Black or African American	Asian alone	Hispanic or Latino	Senior Population 65+
<b>Bergen</b>	955,732	57%	6%	17%	21%	17%
<b>Essex</b>	863,728	30%	39%	6%	24%	13%
<b>Union</b>	575,345	40%	10%	5%	39%	14%
<b>Monmouth</b>	643,615	74%	6%	6%	13%	17%
<b>Passaic</b>	524,118	45%	22%	6%	37%	14%
<b>TOTAL:</b>	<b>3,562,538</b>	<b>49%</b>	<b>17%</b>	<b>9%</b>	<b>26%</b>	<b>15%</b>

(Source: US Census data 2020)

- **Journey to work**

County	Number of people driving alone	Number of people carpooling	Number of people using public transit	Number of people who work from home	Number of people who walked	Number of people who used bicycle	Number of people who used taxicab	Number of people who used other means
<b>Bergen</b>	321,254	33,622	73,916t	22,435	12,060	812	1,087	4,204
<b>Essex</b>	224,532	26,891	80,228	15,068	14,487	291	1,783	6,270
<b>Union</b>	187,410	22,223	33,378	11,098	7,713	562	904	11,961
<b>Monmouth</b>	234,681	22,383	26,450	17,885	4,982	1,671	2,211	2,020
<b>Passaic</b>	170,913	27,482	20,402	7,920	8,760	630	478	2,471
	<b>1,138,790</b>	<b>132,601</b>	<b>234,374</b>	<b>74,406</b>	<b>48,002</b>	<b>3,966</b>	<b>6,463</b>	<b>26,926</b>

(Source: US Census 2019 - 5 year estimates)

- **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 such as Secaucus Junction, Newark Penn Station, Newark Liberty International Airport, Teterboro Airport and Elizabeth/Newark Seaport. Routes 3 & 17 connect to the Lincoln Tunnel express bus lane, which is traversed by more than 500 buses per hour during peak commute times. The New Jersey

Turnpike and the Garden State Parkway are the two major highway corridors in the region. To the west is Route 4 the major highway that links to the George Washington Bridge. The region can be easily accessed by land, sea or air.

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

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

The area houses major sports franchises that include the Giants at the Metlife Stadium in the Meadowlands, and the Devils at the Prudential Center in Newark. The Metlife Stadium and Prudential Center are easily accessible from New York City as well as from 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 such as 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 such as the New Jersey Jobs Access Reverse Commute (NJ-JARC).

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

increase economic activity and competitiveness, and protect and improve the quality of natural ecosystems and the human environment.

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

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

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

**3. Advocate High Occupancy Vehicles (HOV)**

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

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

**4. Achieve Improvements in Air Quality**

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

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

**5. Conserve energy resources**

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

time; and encouraging and programmatically facilitating reductions in the aggregate vehicle miles traveled (VMT) of the employee population in companies in the EZ Ride service area.

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

**6. Promote transit equity**

EZ Ride staff will develop programs and services to serve the disadvantaged segments of the population such as lower income workers, people with disabilities and older adults; and encourage transportation providers to comply with American with Disabilities Act (ADA) mandates.

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

**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 2020 ACS Survey, the demographic composition of the EZ Ride service area population includes a highly diverse population of 3.5 million of which 1.9 million (or 54 percent) are minorities. Hispanic, black and Asian people comprise the largest group of minorities in the area.

	<b>Bergen County</b>	<b>Essex County</b>	<b>Monmouth County</b>	<b>Passaic County</b>	<b>Union County</b>	<b>Total</b>
<b>Population Total:</b>	<b>955,732</b>	<b>863,728</b>	<b>643,615</b>	<b>524,118</b>	<b>575,345</b>	<b>3,562,538</b>
White alone	511,919	235,125	460,825	203,542	211,245	<b>1,622,656</b>
Hispanic or Latino	204,683	210,353	80,730	224,030	195,519	<b>915,315</b>
Black or African American alone	49,909	324,081	39,178	51,859	112,261	<b>577,288</b>
American Indian and Alaska Native alone	811	1,238	482	688	552	<b>3,771</b>
Asian alone	157,500	46,957	36,008	30,209	31,963	<b>302,637</b>
Native Hawaiian and Other Pacific Islander alone	130	169	97	52	78	<b>526</b>
Other Races	30,780	45,805	26,295	13,738	23,727	<b>140,345</b>
<b>Minorities</b>	<b>443,813</b>	<b>628,603</b>	<b>182,790</b>	<b>320,576</b>	<b>364,100</b>	<b>1,939,882</b>
<b>Percent</b>	<b>46</b>	<b>73</b>	<b>28</b>	<b>61</b>	<b>63</b>	<b>54</b>

As shown in the following table, approximately 15.99 percent are 65 years and over and 5.84 percent of the population have one or more disabilities. Further, 9.42 percent of the population lives in poverty with Essex and Passaic Counties having the highest concentrations of over 13 percent each.

	Bergen County	Essex County	Union County	Passaic County	Monmouth County	Total
Population, Census, April 1, 2020	955,732	863,728	575,345	524,118	643,615	3,562,538
Persons 65 years and over, percent	17.70%	13.90%	14.70%	15.00%	18.20%	15.99%
With a disability, under age 65 years, percent, 2015-2019	4.20%	7.80%	5.50%	5.30%	6.40%	5.84%
Persons in poverty, percent	5.70%	13.80%	9.10%	13.30%	6.20%	9.42%

According to ACS 2019 5-Year Estimates, approximately 110,906 people in our service area, (or about 9 percent) of the population have limited English proficiency. Passaic and Union counties have higher percentages of 12-13 percent. Approximately 27 percent of people in our service area are Spanish speakers with large numbers in Union, Essex and Passaic County with over 30 percent.

	Bergen County		Essex County		Monmouth County		Passaic County		Union County		Total	AVG %
Limited English	29,771	9%	28,989	10%	7,876	3%	21,445	13%	22,825	12%	110,906	9%
Households speaking:												
Spanish	10,103	19%	17,852	32%	3,547	20%	16,838	30%	16,766	33%	65,106	27%
Other Indo-European languages	7,392	18%	8,849	26%	2,802	14%	3,053	20%	4,640	19%	26,736	19%
Asian and Pacific Island languages	11,406	29%	1,312	15%	1,299	18%	754	18%	936	16%	15,707	19%
Other languages	870	11%	976	11%	228	8%	800	18%	483	14%	3,357	12%

EZ Ride’s transportation programs and services are geared toward serving this disadvantaged population. The primary focus is on serving underserved communities where 50 percent or more people are minorities, or more than 50 percent live below the poverty line. It includes the following communities as listed by county in the 2020 State Highway Safety Plan:

- Bergen County – Hackensack, Fort Lee, and Englewood
- Essex County – Newark, E. Orange, and Irvington
- Passaic County – Passaic, and Paterson
- Union County – Elizabeth, and Plainfield
- Monmouth County - Asbury Park, Long Branch, and Red Bank

- 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 such as 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. A few selected safety presentations are made available online in Spanish, Arabic, and Hindi.
- Carpools & Vanpools – EZ Ride’s vanpool program clients include Merck, Nuts.com, L3Harris, Yoland Corp., Garfield Industries and Kerry Ingredients. Carpool participants from various businesses are encouraged to create carpool accounts using [njrideshare.com](http://njrideshare.com) website.

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 2023**

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**ACTIVITY TYPE:** Core

**GOAL AREA:** ACCESSIBILITY

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

**Strategy:** 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, and 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 such as Ryde4Life and shuttle services to ensure access to essential services such as 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:** Bicycle and pedestrian encouragement

*Description:* EZ Ride will assist communities and schools with implementing activities that encourage walking and bicycling as well as provide information to participants about safe walking and bicycling routes. We will encourage walking and bicycling through outreach events.

**Products and Outcomes:**

- ♦ Provide assistance in hosting bike and pedestrian events
- ♦ Document the number of participants at these events

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

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

**Products and Outcomes:**

- ♦ Develop a database of potential communities and stakeholders to be targeted for the program
- ♦ Participation in meetings and events supporting Complete Streets initiatives
- ♦ Develop a library of templates of complete streets policy

**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 and park & ride lot locations. Travelers seeking transportation for different types of trips (shopping, commuting to work, medical, etc.) will be accommodated as possible.

**Products and Outcomes:**

- ♦ Provide carpool/vanpool information and matching as a service provided to individuals as part of trip panning.
- ♦ Provide Rideshare assistance by conducting Transportation fairs/events at employer worksites to promote alternative transportation such as carpooling, vanpooling.

## **GOAL AREA: 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 coordinate with the Together North Jersey Competitive Task Force or other Together North Jersey Task Forces, 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 such as the Economic Development Corporations (EDCs), state agencies such as NJ TRANSIT, business organizations such as the local chambers of commerce and real estate developers.

EZ Ride serves on the transportation committee of the Newark Regional Business Partnership (NRBP) and the Meadowlands Regional Chamber (MRC). The local chambers of commerce are the primary point of 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. The EZ Ride website is designed to target businesses and elected officials and we intend to use case studies to showcase the benefits of working with us. 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 the all the three organizations.

EZ Ride will encourage employer participation in our Outstanding Transportation Program Awards. These awards will be given for the best shuttles, Ryde4Life, and carpool/ vanpool programs, and will be recognized at our Annual Recognition Event – Champions of Change. In addition, EZ Ride will assist with identifying seed funding and implementation of transportation demonstration projects.

**Products and Outcomes:**

- ◆ Encouraging businesses to support TDM initiatives such as reserved parking for carpools and/or vanpools, funding shuttle services, promoting flexible work hours.
- ◆ Number of employers participating in our transportation programs.

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

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

**Products and Outcomes:**

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

**GOAL AREA: 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.
- ◆ Contact and work with 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.

**Strategy:** Emergency Response/Contingency Plan

*Description:* EZ Ride will maintain, test, and refine our emergency response /contingency plan to minimize disruption of operations in case of an emergency.

**Products and Outcomes:**

- ◆ Updated emergency response/contingency plan.

**GOAL AREA: ENVIRONMENTAL**

*Description:* EZ Ride will strive to reduce pollution created by transportation activity and conserve resources by encouraging the installation of electric charging stations and adoption of low-emission or zero-emission vehicles. EZ Ride will disseminate the NJTPA AFV Readiness Guidebook and will utilize the information and tools on the NJTPA Key EV resources web page including support for municipal EV ordinance adoption. EZ Ride will also work with NJDEP to increase awareness about their website [drivegreen.nj.gov](http://drivegreen.nj.gov) and their EV initiatives.

**Strategy:** Improvement of air quality programs

*Description:* EZ Ride will participate in disseminating information at outreach events and encouragement activities including anti idling, promote the adoption of low emissions or zero-emission vehicles, and the installation of electric charging stations. 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 programs that support 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 to 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 Drive Green initiatives

*Description:* EZ Ride will participate in activities led by NJDEP's Drive Green 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.

EZ Ride will encourage employer participation in electrification programs and recognize them at our annual recognition event.

**Products and Outcomes:**

- ◆ Participation in NJDEP events to promote AFV

- ♦ EZ Ride will host three or more events to promote adoption of AFV
- ♦ Recognition of employers adopting fleet electrification at our annual recognition event

**GOAL AREA: 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 car seat 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 to include media outreach and distribution of flyers and/or posters about SHSP.

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

**Products and Outcomes:**

- ♦ Conduct information sessions and/or events about safety programs for students and seniors that focus on improving driving skills with emphasis on defensive driving and avoiding distractions.
- ♦ Press release about SHSP for media outreach and flyers/ posters about SHSP

**GOAL AREA: PROGRAM MANAGEMENT**

*Description:* EZ Ride will provide administrative support for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* EZ Ride 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.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**ACTIVITY TYPE:** Supplemental

**GOAL AREA:** SUPPLEMENTAL SAFETY

*Description:* EZ Ride works with more than 200 different communities in five counties implementing the federally funded Safe Routes to School (SRTS) Program. As a result, we have good working relationships with local communities that can be leveraged to implement the Supplemental Safety program. The EZ Ride service area includes 13 communities that have been identified by the 2020 State Highway Safety Plan that meet Title VI and Environmental Justice criteria and also experience the highest pedestrian crash rates in the state.

EZ Ride will identify suitable communities for Street Smart campaigns, enlist support and participation from local stakeholders, and provide resources and support to implement four Street Smart campaigns and support other campaigns in partnership with NJTPA. EZ Ride will complete a brief monthly Street Smart NJ activity update on prospective, planned, and active campaigns in our service.

**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. Additionally, EZ Ride will provide support by participating in road safety, walking or bicycling audits.

**Products and Outcomes:**

- ♦ Print Street Smart signs and materials in multiple languages and distribute in 5-10 communities with high pedestrian crash rates.

- ◆ Facilitate and promote Street Smart NJ campaigns at four (4) locations 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.

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

*Description:* EZ Ride will support efforts to identify 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 such as AARP and the New Jersey Foundation for the Aging, service providers such as AAA and NJTIP, private foundations such as Robert Wood Johnson Foundation and the local communities such as 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/senior centers & trip coordination with human services.

*Description:* EZ Ride will conduct coordination meetings at 55+ facilities and at the 300 senior centers in the EZ Ride service area to provide information about all available transportation options for older adults. We will reach out to communities that provide, coordinate or fund healthcare services, social service agencies such as the Area Agencies on Aging and county para-transit providers who serve older adults. EZ Ride staff will conduct coordination meetings at these facilities and provide information about the available transportation options for older adults such as NJ TRANSIT bus/train options, county para-transit service, township senior bus as well as the *Ryde4Life* Program. The information provided is not limited to the *Ryde4Life* program.

**Products and Outcomes:**

- ◆ Outreach events including date, venue, and attendance
- ◆ Number of trips provided for riders from sponsoring organizations.

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA: WORK FUNDED BY OTHER SOURCES**

*Description:* Safe Route to School (SRTS) Program: Funded by NJDOT and Highway

Traffic Safety (HTS): Funded by HTS

**Strategy:** SRTS Program: 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

## 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 will be updated on a quarterly basis, and submitted to the TMA Project Manager with the quarterly report attachments.

### Media Formats

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

- **Newsletter:** EZ Ride will publish a monthly newsletter titled “The Transporter.” It will be 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](http://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
  - Annual Recognition 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 Safety

- 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 Transportation

- 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 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION d/b/a EZ RIDE**

**FY 2023 WORK PROGRAM**

**BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 661,011		
	2. FRINGE BENEFITS 51.96% FT, 0% PT	\$ 343,461		
	<b>SUBTOTAL</b>	<b>\$ 1,004,472</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ 1,000		
	2. TRAVEL	\$ 2,055		
	3. PRINTING & REPRODUCTION	\$ 2,000		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 4,000		
	6. CONFERENCE/TRAINING	\$ 3,500		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 10,800		
	<b>SUBTOTAL</b>	<b>\$ 23,355</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 57.06%	\$ 377,173		
	<b>SUBTOTAL</b>	<b>\$ 377,173</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 1,405,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 1,310,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 95,000</b>		

This estimated budget is based upon projected costs to perform the FY 2023 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 2023 include Safety and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

Federal Share: \$	1,405,000	Local Match: \$	-	Total: \$	1,405,000
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**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION d/b/a EZ RIDE**

**FY 2023 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Emergency Ride Home	\$ 200.00
Internet Marketing - Constant Contact	\$ 1,000.00
Internet Marketing - Google AdWords	\$ 100.00
Newark Regional Business Partnership Transportation Symposium	\$ 3,500.00
Meadowlands Regional Chamber of Commerce Business Directory & Magazine	\$ 6,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 10,800.00</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**MEADOWLANDS TRANSPORTATION BROKERAGE CORPORATION d/b/a EZ RIDE**  
**FY 2023 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	9,938	\$ 379,404	\$ 5,729	\$ 142,464	\$ -	\$ 527,597
Core Goal Area Activities - Economic Development	2,950	\$ 143,256	\$ 14,200	\$ 53,792	\$ -	\$ 211,248
Core Goal Area Activities - Reliability	1,025	\$ 99,577	\$ 100	\$ 37,391	\$ -	\$ 137,068
Core Goal Area Activities - Environmental	1,750	\$ 176,859	\$ 100	\$ 66,409	\$ -	\$ 243,368
Core Goal Area Activities - Safety	595	\$ 37,397	\$ 100	\$ 14,042	\$ -	\$ 51,540
Core - Program Management	3,190	\$ 101,185	\$ -	\$ 37,994	\$ -	\$ 139,179
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>19,448</b>	<b>937,679</b>	<b>20,229</b>	<b>352,092</b>	<b>-</b>	<b>1,310,000</b>
Supplemental Goal Area Activities - Safety (optional)	762	\$ 34,124	\$ 3,062	\$ 12,813	\$ -	\$ 50,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	776	\$ 32,669	\$ 65	\$ 12,267	\$ -	\$ 45,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,538</b>	<b>66,793</b>	<b>3,127</b>	<b>25,080</b>	<b>-</b>	<b>95,000</b>
<b>TOTAL</b>	<b>20,986</b>	<b>\$ 1,004,472</b>	<b>\$ 23,355</b>	<b>\$ 377,173</b>	<b>\$ -</b>	<b>\$ 1,405,000</b>

**TMA Work Program Assigned Staff**

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Krishna Murthy, President & CEO	63%	1,300
Avnish Gupta, COO & General Counsel	63%	1,300
Nicole Neri, Manager - Assistant Controller	82%	1,700
Veronica Almonte, Payroll Associate	77%	1,605
Jose Garzon - Accounting Coordinator	65%	1,354
Prerana Mehta, Accounting Coordinator	57%	1,194
Kinga Skora, Deputy Director (Marketing & Sales)	84%	1,746
Lisa Lee - Deputy Director (Bike & Ped Programs)	12%	254
Micahel Johnson - Asst. Coord. - Bike/Ped Programs	12%	254
TBD: Coordinator - SSNJ	12%	254
Constance Shelley, Transportation Associate	41%	850
Erinel Pagan, Operations Supervisor	60%	1,250
Veronica Callegos - Customer Service Supervisor	48%	1,000
Elizabeth Garcia - HR Assistant	70%	1,450
Catalina Velasquez - Tpt. Associate - Customer Service	30%	625
Janine Ashmont - Tpt. Associate - Customer Service	31%	650
TBD - Tpt. Associate - Customer Service	96%	1,200
Lisa Cooper - Tpt. Associate - Customer Service	48%	600
Carolyn Speed, Tpt. Associate - Customer Service	48%	600
Sandra Dansky - Tpt. Associate - Customer Service	48%	600
Allison Freeman - Communications Manager	96%	1,200
<b>TOTAL*</b>	<b>54%</b>	<b>20,986</b>

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



**NJTPA FY 2023 UPWP  
TRANSPORTATION  
MANAGEMENT ASSOCIATION  
PROGRAM**

goHunterdon  
FY 2023 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 employees; four full-time staff members and four 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, 2020), followed by Readington Township (15,880 US Census, 2020) and Clinton Township (12,597- US Census, 2020). 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, 2020) 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 (Ringoes Village), Tewksbury Township (Oldwick Village), and Raritan Township (Rte 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 2020)

### ***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 2020)

<b>Hunterdon Population- Seniors, Senior Disabled, Senior Veteran (U.S. Census ACS 2017)</b>								
<b>Municipality</b>	<b>Pop (est.)</b>	<b>Senior Pop. % (est.)</b>	<b>Senior Below Poverty Level % (est.)</b>	<b>65+ Disability %</b>	<b>Under 65 Disability %</b>	<b>Veterans 65 +%</b>	<b>Sq. Miles</b>	<b>Pop. Per Square Mile</b>
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.

<b>Hunterdon County Population in Poverty (U.S. Census ACS 2018)</b>						
<b>Municipality</b>	<b>Pop. (est.)</b>	<b>18-64 Pop.</b>	<b>18 -64 Percent (est.)</b>	<b>18 -64 Below Poverty Level Percent (est.)</b>	<b>18 -64 Disability Percent</b>	<b>Veterans 18-64 Percent</b>
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*):

<b>Hunterdon County Labor Force by Age (ESRI 2020)</b>	
<b>Age</b>	<b>Percent in Labor Force</b>
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 park and ride facilities to Newark Airport and New York.

### **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, Plan 2050: Transportation, People, Opportunity" Long Range Plan, Together North Jersey Plan, Transportation Improvement Plan, TDM and Mobility Plan, and 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, 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, Transportation Demand Management and Mobility Plan, 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 and electric vehicle infrastructure.
- 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.

<b>Hunterdon County Race by Municipality, Percent (U.S. Census ACS 2015-2019)</b>						
<b>Municipality</b>	<b>Hispanic or Latino (of any race)</b>	<b>White</b>	<b>Black or African American</b>	<b>Asian</b>	<b>Other*</b>	<b>Two or more races</b>
Alexandria	0.3	96.5	0.3	2.3	0	0.6
Bethlehem	3.6	92.7	0	2.3	0	1.4
Bloomsbury	1.2	93.4	2.7	1.6	0	1
Califon	1.3	95.6	0	1.5	0	1.6
<b>Clinton Town</b>	<b>6.7</b>	<b>78.4</b>	<b>1.8</b>	<b>12.2</b>	<b>0</b>	<b>0.8</b>
<b>Clinton Twp.</b>	<b>7.2</b>	<b>75.5</b>	<b>10.1</b>	<b>5.5</b>	<b>0.1</b>	<b>1.6</b>
<b>Delaware Twp.</b>	<b>7.3</b>	<b>90.3</b>	<b>0</b>	<b>0.6</b>	<b>0</b>	<b>1.7</b>
<b>East Amwell Twp.</b>	<b>5.7</b>	<b>91.1</b>	<b>1.5</b>	<b>0.8</b>	<b>0.4</b>	<b>0.5</b>
<b>Flemington</b>	<b>33</b>	<b>50.8</b>	<b>3.5</b>	<b>9.2</b>	<b>2.9</b>	<b>0.6</b>
Franklin Twp.	3.2	95.2	0.3	0.5	0.7	0.1
Frenchtown	4.3	88.9	1.1	5.3	0	0.4
<b>Glen Gardner</b>	<b>11.2</b>	<b>83.9</b>	<b>2.4</b>	<b>0.8</b>	<b>0</b>	<b>1.6</b>
<b>Hampton</b>	<b>9.9</b>	<b>85.1</b>	<b>3.2</b>	<b>0.9</b>	<b>0.5</b>	<b>0.4</b>
<b>High Bridge</b>	<b>11.3</b>	<b>81.8</b>	<b>3.8</b>	<b>1.9</b>	<b>0</b>	<b>1.2</b>
Holland Twp.	2.6	97	0.5	0	0	0
Kingwood Twp.	1.7	95.2	2.3	0	0	0.8
<b>Lambertville</b>	<b>10.1</b>	<b>87.5</b>	<b>0</b>	<b>1.8</b>	<b>0</b>	<b>0.7</b>
<b>Lebanon Borough</b>	<b>6.6</b>	<b>86.2</b>	<b>1</b>	<b>5.2</b>	<b>0.8</b>	<b>0.3</b>
Lebanon Twp.	5	90.6	0.9	1.1	0	2.3

Milford	3	95.3	0	0.5	0	1.2
<b>Raritan Twp.</b>	<b>6</b>	<b>82.7</b>	<b>2.6</b>	<b>7.3</b>	<b>0</b>	<b>1.5</b>
<b>Readington Twp.</b>	<b>7.3</b>	<b>87</b>	<b>0.2</b>	<b>4.2</b>	<b>0.4</b>	<b>1</b>
<b>Stockton</b>	<b>6.2</b>	<b>93.8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Tewksbury	1.1	93.5	0	4.1	0	1.2
Union Twp.	4.4	80.5	6.6	5.9	0	2.5
W. Amwell	2.7	90.7	0	3.9	0.2	2.5

\* Other combines U.S. Census categories American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, and Some other race.

Municipality	Total Population	Minority Population	Percent Minority	Low Income Population	Percent Low Income	Percent Limited English Proficiency
Alexandria Township	4797	111	2.3	221	4.7	0.9
Bethlehem Township	3905	234	6.0	228	5.9	1.5
Bloomsbury Borough	721	54	7.5	157	21.8	1.9
Califon Borough	1194	54	4.5	147	12.3	0.6
Clinton Town	2676	543	20.3	376	14.1	7.8
Clinton Township	12957	3628	28.0	610	5.9	1.9
Delaware Township	4474	389	8.7	485	10.9	3.2
East Amwell Township	3888	465	12.0	344	8.9	1.5
Flemington Borough	4624	2113	45.7	1722	38.0	26.6
Franklin Township	3281	191	5.8	232	7.1	1.5
Frenchtown Borough	1297	120	9.3	391	30.6	4.7
Glen Gardner Borough	1590	279	17.5	351	22.4	2.2
Hampton Borough	1219	149	12.2	202	16.6	4.0
High Bridge Borough	3527	642	18.2	623	17.7	4.2
Holland Township	5157	184	3.6	470	9.1	0.8
Kingwood Township	3751	236	6.3	233	6.2	0.9
Lambertville city	3820	248	6.5	880	23.1	2.3
Lebanon Borough	1945	288	14.8	261	13.4	3.8
Lebanon Township	6132	600	9.8	503	8.3	0.3
Milford Borough	1295	66	5.1	164	12.7	0.3
Raritan Township	22063	3437	15.6	2033	9.3	2.9
Readington Township	15880	1733	10.9	1462	9.2	2.3
Stockton Borough	655	50	7.6	152	23.2	5.0
Tewksbury Township	5830	399	6.8	164	2.8	2.7
Union Township	5599	972	17.4	404	8.5	2.2
West Amwell Twp	2774	284	10.2	396	14.3	1.3

## GOHUNTERDON PROGRAM REPORT FY 2023

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**ACTIVITY TYPE:** Core

**GOAL AREA:** 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:** Provide support for human services transportation

*Description:* Support County and Regional Coordinated Human Services transportation planning processes and Plan implementation efforts.

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. Stay informed of transportation needs within the County and serve as resource on transportation issues. Provide technical assistance for transportation services that includes promoting and/or planning (but not operating) services for human service populations.

Provide transportation coaching for all residents, with an emphasis on meeting the needs of low income individuals, seniors, persons with a disability, and the general public to ensure understanding of available transportation services to ensure that these these populations can travel confidently, safely and independently.

**Products and Outcomes:**

- Collaboration meetings/presentations; participate as a stakeholder and provide technical assistance to Hunterdon County and NJTPA for Coordinated Human Services Transportation Plan (CHSTP) implementation
- Provision of transportation coaching, outreach and education to human services populations

**Strategy:** Bicycle and Pedestrian Encouragement

*Description:* 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), electronic communication, and social media. Serve as a resource in supporting municipal, school, non-profit, and private sector efforts to improve the bicycle and pedestrian environment.

**Products and Outcomes:**

- Participation in local and regional advisory committees; collaboration with local stakeholders, facilitation and technical assistance to municipalities, schools, non-profit organizations, public and private sectors to encourage walking or bicycling and promote safe walking and bicycling behaviors.
- Maintain and promote [www.bikehunterdon.org](http://www.bikehunterdon.org) website and Facebook group to promote a culture of bicycling and increase awareness of bicycling in Hunterdon County. Facilitate a Bicycle Rack Loan Program; maintain countywide bicycle rack inventory on [bikehunterdon.org](http://bikehunterdon.org) website. Promote Hunterdon County Bike Month or similar “events” to encourage bicycling.

**Strategy:** Support Complete Streets Adoption/Implementation

*Description:* Educate municipal stakeholders on Complete Streets; support adoption/implementation of Complete Streets policies, implementation checklists, and ordinances. Participate as stakeholder in complete streets planning or infrastructure projects. Assist municipalities with the preparation of grant applications (construction, planning study, technical assistance)

**Products and Outcomes:**

- Provide technical assistance to Hunterdon municipalities

**Strategy:** Increase access to transportation options, Trip planning assistance, promotion of non-single occupancy vehicle transportation options, facilitation of rideshare matching, transportation coaching

*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, e- blasts, 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 trip planning and transportation coaching to individuals and organizations. Emphasis will be on addressing the needs of Title VI and Environmental Justice populations.

Provide education and coaching for transportation dependent individuals to ensure access to local transportation services including the Hunterdon County LINK, NJ TRANSIT Raritan Valley Line, TransBridge Lines bus service, local taxis, TNC companies Uber and Lyft, and other services as may be identified to address transportation needs within Hunterdon County,

NJ. Emphasis on access to healthcare, employment, basic necessity, and quality of life trips.

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 & 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. Participate on advisory committees.

**Products and Outcomes:**

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

**GOAL AREA: 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; Employer Liaison

*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. 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.

Serve as a liaison between employers and NJTPA.

Publicly recognize Hunterdon County employers with outstanding worksite TDM achievements.

**Products and Outcomes:**

- Provide TDM assistance to Hunterdon worksites/employees Maintain relationships with Hunterdon employers and keep records of outreach, assistance provided, and worksite TDM activity. Publicly recognize Hunterdon employers for specific TDM achievements.

**Strategy:** Participate in Planning and Implementation of Local and Regional Economic Development Strategies

*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 (CEDS), 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 *Hunterdon Main Streets* initiative.

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, business attraction/retention, and 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 NJTPA Together North Jersey Competitive Task Force or other Together North Jersey Task Forces, as requested by NJTPA. 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:**

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

**GOAL AREA: 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:** Emergency Response/Contingency Planning & Preparedness

*Description:* Coordinate with local emergency management officials and transportation partners (Hunterdon County Department of Public Safety, Office of Emergency Management, 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.

Maintain goHunterdon’s “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 an 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. Updated Plan to be submitted to NJTPA in FY23 Q2.

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

*Description:* Provide timely information on traffic/road conditions to commuters, employees, 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.

**Products and Outcomes:**

- Provision of weekday construction, incident, weather, and other emergency alerts.

**GOAL AREA: ENVIRONMENTAL**

*Description:* Undertake activities that contribute toward reducing air pollution and greenhouse gases generated by the transportation sector including promotion of electric vehicle and electric vehicle infrastructure adoption, conducting environmental education and awareness programming; support and facilitate municipal and school participation in Sustainable Jersey program.

**Strategy:** Encourage the adoption of Electric Vehicles and Electric Vehicle Infrastructure

*Description:* Participate in NJTPA and other agency activities in support of electric vehicle

promotion and adoption within Hunterdon County and the region. This will include promotion of the recommendations of the 2019 New Jersey Energy Master Plan, NJ Global Warming Response Act.

Promote and disseminate information compiled by NJTPA on the Key EV Resources webpage, NJDEP's DriveGreenNJ website, and other resources as appropriate to municipalities and other interested stakeholders to promote EV adoption/EV Infrastructure. Information sharing will be directed to municipal and community partners, as well as individual residents and the business community.

Conduct outreach and education to raise awareness of electric vehicles to encourage the purchase of electric vehicles via social media, new releases, videos, information sessions and events. Provide technical assistance to municipalities, schools or private sector partners interested electric vehicle adoption/infrastructure with an emphasis on readiness planning, ordinance adoption, charging station siting best practices and grant opportunities. Assist with grant applications as requested.

Coordinate with local advocates, educators, and relevant EV vendors to share information and facilitate opportunities for public information and education public events/demonstrations.

Maintain relevant information on goHunterdon website for public reference including available EV charging stations within Hunterdon County.

**Products and Outcomes:**

- Conduct outreach and education; Promote the adoption of municipal ordinances that support the installation of EV charging stations; provide technical assistance to municipalities, schools or private sector partners.
- Maintain relevant information on goHunterdon website.

**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; documentation of assistance, public recognition of municipalities and schools for certification and implementation efforts; facilitation of "Hunterdon Hub"

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

*Description:* Provide community and school based educational programming 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.

Promote activities that educate travelers on air quality to help reduce vehicle-related pollution. Partner with local schools and community groups (environmental commissions/municipal green teams) to deliver anti-idling information through presentations and activities that explore the connection between transportation choice and the environment. Encourage and support municipal anti-idling campaigns. Facilitate the adoption of Anti-Idling Resolutions and installation of “No Idling” signs at priority anti-idling locations; distributing educational materials to the community.

Provide school based educational lessons (Grades 4-8) that explore the connection between transportation choice and impact on the environment, air quality and alternative energy. Development and updating of lesson offerings:

[https://www.gohunterdon.org/Portals/0/PDF/EnvEd\\_Offerings\\_EVC\\_Merge\\_2021\\_FINAL.pdf](https://www.gohunterdon.org/Portals/0/PDF/EnvEd_Offerings_EVC_Merge_2021_FINAL.pdf)

Programming will allow for outreach not only to students but to local families to educate on these important topics.

Increase awareness of electric vehicles through an “Electric Vehicle Challenge” environmental education program in which students in grades 6-8 learn about electric vehicles and infrastructure and then design, build and race electrically powered model cars. Supplies for the program will be funded through private sponsorship. Program will include onsite displays of electric vehicles from local car dealerships and opportunities for students, parents, and faculty to learn about electric vehicles.

**Products and Outcomes:**

- Community and School Education and Assistance
- Anti-Idling Campaigns and Support
- “Electric Vehicle Challenge” environmental education program

**GOAL AREA: 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:* 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.

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.

**Products and Outcomes:**

- Participation in meetings to advance recommendations of NJ Strategic Highway Safety Plan and related efforts.
- Promotion and provision of information, assistance and messaging to improve driving, pedestrian, bicycle, passenger and vehicle operation safety including Street Smart NJ, and other driving safety initiatives; participation in statewide, regional or county safety plan development, updating or implementation.

**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; incorporate speed studies into Street Smart NJ campaigns as appropriate.

**Products and Outcomes:**

- Conduct a minimum of 4 studies/reports.

**Strategy:** Conduct pedestrian safety/walkability audits, bicycle safety audits

*Description:* Partner with municipalities and/or local stakeholders to conduct bicycle, pedestrian, and road safety audits. Provide information to the municipality to assist with local decision making, facilitate discussions with NJDOT, NJTPA, and assist with grant applications.

**Products and Outcomes:**

- Conduct 2-4 municipal audits.

**GOAL AREA: PROGRAM MANAGEMENT**

*Description:* goHunterdon will provide administrative and program information for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* goHunterdon 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.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**ACTIVITY TYPE:** Supplemental

**GOAL AREA:** SUPPLEMENTAL SAFETY

*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 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 2018-2020, indicates 33 reported pedestrian crashes within Hunterdon County, down from 41 reported 2017-2019. The City of Lambertville and the Borough of Flemington had the highest number of crashes with six (6)

each. In each of these communities, pedestrian crashes have declined by approximately six percent (6 percent). Both communities have conducted multiple Street Smart NJ pedestrian safety campaigns in recent years.

Other relevant crash profile data that will shape efforts:

#### **Pedestrian Crashes (CAIT Numetric 2018-2020)**

- Flemington Borough (6), and City of Lambertville (6) had the highest number of pedestrian crashes; followed by Tewksbury Township (3), Delaware Township (2), Raritan Township (2), and Readington Township (2)
- 25 of the 33 collisions occurred on either a Municipal or State Road.
- December had the highest rate of pedestrian/vehicle collisions by month, totaling (11) or roughly 33% of all crashes.
- The highest percentage of occurred between 4 P.M- 8 P.M.
- Wednesday (9) was the most frequent day of the week for crashes, representing 25% of all pedestrian/vehicle crashes.
- 48% (16) of all pedestrian/vehicle collisions involved a distracted driver.
- 21% (7) of all pedestrian/vehicle crashes involved an “older driver” (65+)
- 25% (8) of pedestrian/vehicle crashes occurred on a road posted at 25mph
- 21% (7) of all pedestrian/vehicle collisions reported the pedestrians pre-crash action as crossing in a crosswalk or at an intersection.
- 51% (21) of all pedestrian/vehicle collisions reported the vehicle’s pre-crash action as going straight ahead.

*\*NOTE: Demographic information (age, sex, race) was not available through Numetric.*

#### **Bicycle Crashes (CAIT Numetric data 2018-2020)**

- Total of 22 documented bicycle crashes countywide
- Most crashes occurred in East Amwell Township (5) Flemington Borough (5)
- 50% of crashes occurred at an intersection/ 50% at non intersection.
- May, June, and August accounted for nearly 70% of all cyclist/vehicle collisions.
- The highest percentage crashes of occurred between 2 P.M- 8 P.M.
- 40% of all cyclist/vehicle collisions involved a distracted driver.
- 20% of all cyclist/vehicle crashes occurred on a road posted at 40mph.
- 45% of all cyclist/vehicle collisions reported the cyclist’s pre-crash action as going straight ahead.
- 18% of all cyclist/vehicle collisions reported the cyclist’s pre-crash action as making a left-hand turn.
- 60% of all cyclist/vehicle collisions reported the vehicle’s pre-crash action as going straight ahead.

#### Past Performance

goHunterdon has successfully facilitated and completed thirteen (13) Street Smart NJ campaigns in Hunterdon County, NJ since 2015. Hunterdon communities have embraced the Street Smart NJ campaigns and have requested recurring campaigns having seen that campaigns have had a positive impact on pedestrian safety in their community.

#### 2015

Borough of Frenchtown

#### 2016

Borough of Flemington  
Town of Clinton

2017

Borough of Flemington  
City of Lambertville  
Borough of High Bridge

2019

City of Lambertville

2020

Borough of Flemington  
Town of Clinton

2018

Borough of Califon  
Borough of Flemington

2021

Tewksbury Township  
Borough of Frenchtown

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 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: 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 and related Plan Updates (2020) with an 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:** Healthcare Transportation Services Support

*Description:* Build upon goHunterdon’s existing successful Healthcare Access Transportation Project, funded in part by a grant from the Horizon Foundation for New Jersey, to provide patient transportation via Lyft and Uber to increase access to healthcare (fares paid through Horizon Foundation for New Jersey).

Facilitate/schedule/monitor patient rides; track and document outcomes.

Support Hunterdon Healthcare and the Hunterdon Partnership for Health to advance recommendations of the Hunterdon County 2019 Community Health Needs Assessment and 2020-2022 Community Health Improvement Plan with a specific focus on the priority area of “*Age Related Issues*”, which includes addressing a *lack of transportation to access healthcare*.

Identify sources of funding for the provision of non-emergency medical transportation for seniors and other human services populations.

#### 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 CHSTP. The need to address transportation barriers is identified in Go Farther, the regional CHSTP, notably in the “Enhancing and Expanding Services” and “Promoting Mobility on Demand” recommendations.

Since the inception of the Hunterdon Healthcare Access Transportation Project funded through the Horizon Foundation for New Jersey, more than 400 rides have been provided. All patients participating in the project have been identified by Primary Medical Practice Care Coordinators as having no other appropriate transportation option to access needed healthcare.

The need for non-emergency medical transportation for residents aged 50 and older 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 Hunterdon Family Medicine Community Medical

Residency Program Lyft

Uber

Horizon Foundation for New Jersey

AARP of New Jersey

## **Products and Outcomes:**

- Schedule/monitor patient rides using Uber/Lyft dashboards; track rides and patient transportation needs.
- Memorandum of project outcomes, findings, and recommendations. 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 assistance to Hunterdon County to advance recommendations and develop implementation plan for the Hunterdon County Coordinated Human Services Transportation Plan Update 2020 to address the identified “Transportation Needs and Gaps” including:

- Out of county transportation to adjoining counties
- Early morning, night and weekend service to meet the needs of low income workforce as well as seniors, persons with a disability and veterans.
- Reduce travel time for all passengers
- “Door to Door” service options for seniors

Provide technical assistance to the Hunterdon County LINK Transportation System to evaluate current operations, levels of service, ride times, cost effectiveness, and overall rider experience.

### 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 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 is one of only two counties in New Jersey that is not served by NJ TRANSIT bus service or related Access LINK service. Hunterdon’s rural nature, 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.

### 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
- Greater Raritan Workforce Development Board

- Coordination with Hunterdon Helpline, United Way of Hunterdon County, Hunterdon YMCA
- Member - NJ Council on Special Transportation (NJCOST)
- Member - NJ Council on Access & Mobility (NJCAM)

**Products and Outcomes:**

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

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA:** 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, private sector foundations, and others. Projects funded outside of the NJTPA TMA grant will be reported to NJTPA in quarterly reports. For FY23, 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 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:** Horizon Foundation for New Jersey

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

**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

## 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](http://www.gohunterdon.org) and [www.bikehunterdon.org](http://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.

#### Supplemental Safety

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.

#### Supplemental 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 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GOHUNTERDON  
FY 2023 WORK PROGRAM  
BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Social Media Posts	\$ 200.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 200.00</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GOHUNTERDON  
FY 2023 WORK PROGRAM  
STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,087	\$ 100,183	\$ 1,738	\$ 28,045	\$ -	\$ 129,966
Core Goal Area Activities - Economic Development	865	\$ 59,479	\$ 500	\$ 16,643	\$ -	\$ 76,622
Core Goal Area Activities - Reliability	1,450	\$ 46,118	\$ -	\$ 14,365	\$ -	\$ 60,483
Core Goal Area Activities - Environmental	1,060	\$ 46,603	\$ 1,000	\$ 14,300	\$ -	\$ 61,903
Core Goal Area Activities - Safety	540	\$ 28,444	\$ 1,000	\$ 7,799	\$ -	\$ 37,243
Core - Program Management	540	\$ 34,325	\$ -	\$ 9,458	\$ -	\$ 43,783
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>6,542</b>	<b>315,152</b>	<b>4,238</b>	<b>90,610</b>	<b>-</b>	<b>410,000</b>
Supplemental Goal Area Activities - Safety (optional)	284	\$ 14,357	\$ 1,707	\$ 3,936	\$ -	\$ 20,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	363	\$ 19,195	\$ 570	\$ 5,235	\$ -	\$ 25,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>647</b>	<b>33,552</b>	<b>2,277</b>	<b>9,171</b>	<b>-</b>	<b>45,000</b>
<b>TOTAL</b>	<b>7,189</b>	<b>\$ 348,704</b>	<b>\$ 6,515</b>	<b>\$ 99,781</b>	<b>\$ -</b>	<b>\$ 455,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Tara Shepherd, Executive Director	65%	1,343
Diana Davis, Associate Director	58%	1,196
Ryan Fisher, Safety Programs Coordinator	41%	850
Marina Bartelli, Community Mobility Coordinator	50%	1,035
Jeff Clayton, Information Technology Specialist	69%	715
Jodi Bettermann, Environmental Education Coordinator	67%	700
Caryl Harris, Bicycle Specialist	60%	310
Heather Carman, Traffic Alert Associate	100%	1,040
<b>TOTAL*</b>	<b>64%</b>	<b>7,189</b>

\*Note: **March 2022** Total Estimated % of Time Needed for TMA Program represent average of total staff time.

**NJTPA FY 2023 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

**Greater Mercer TMA  
FY 2023 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, Dewberry, Kimley-Horn, ACT Engineers, RWJ Hamilton, and Hamilton Township.

### **Staff:**

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

### **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.

### **Mercer County:**

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 387,340 (2020 decennial census, U.S. Census Bureau) 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 2019 U.S. Census American Community Survey – 1 year estimates, 25 percent of the Mercer County population was under the age of 20 and 21.6 percent were 60 years or older. The median age is 38.8 years. The racial makeup of the county was 62.9 percent White, 20.7 percent Black or African American, 0.2 percent Native American, 11.1 percent Asian, and 5.0 percent from other races or two or more races. Hispanic or Latino of any race was 17.5 percent.

The median household income is \$81,057. The U.S. Census data indicates that 11.9 percent of Mercer County residents are living in poverty.

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 services (Zline and Zline2). Princeton is also served by Princeton University's Tiger Transit bus system which consists of five fixed routes as well as the Princeton Muni bus, a local community bus serving Princeton.

According to the 2019 American Community Survey – 1 year estimates, Mercer County residents commuted to work by the following means: 70.3 percent drive alone to work, 10.5 percent carpool, 7.7 percent use public transportation, 4.4 percent walk, 1.1 percent use other means, and 6 percent work from home.

### **Ocean County:**

Ocean County is the second largest county in the state in terms of land mass, containing 638 square miles that include a 45-mile coastline along the Atlantic Ocean. As a result of unprecedented growth in the past four decades, more than 637,229 (2020 census) people reside in Ocean County, representing a 10.5 percent increase from the 2010 census. The town of Lakewood is one of the fastest growing towns in the state and saw an increase of over 42,000 residents from 2010 to 2020. The largest rate of population growth in the state has made Lakewood the fifth 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 2019 American Community Survey – 1 year estimates, 26 percent of Ocean County’s population were under the age of 20, and 30 percent were 60 or older. The racial makeup of the county was 91.5 percent White, 3.2 percent Black or African American, 0.1 percent Native American, 1.6 percent Asian, 0.00% Pacific Islander, and 2.1 percent from other races or two or more races. Hispanic or Latino of any race comprises 9.5 percent of the population. The median household income is \$76,093. About 13.5 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 nine 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 2019 U.S. Census American Community Survey – 1 year estimates, Ocean County residents commute to work by the following means: 83.4 percent drive alone to work, 7.1 percent carpool, 1.6 percent use public transportation, 1.6 percent walk, 1.1 percent use other means, and 5.2 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 U.S. Census 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.

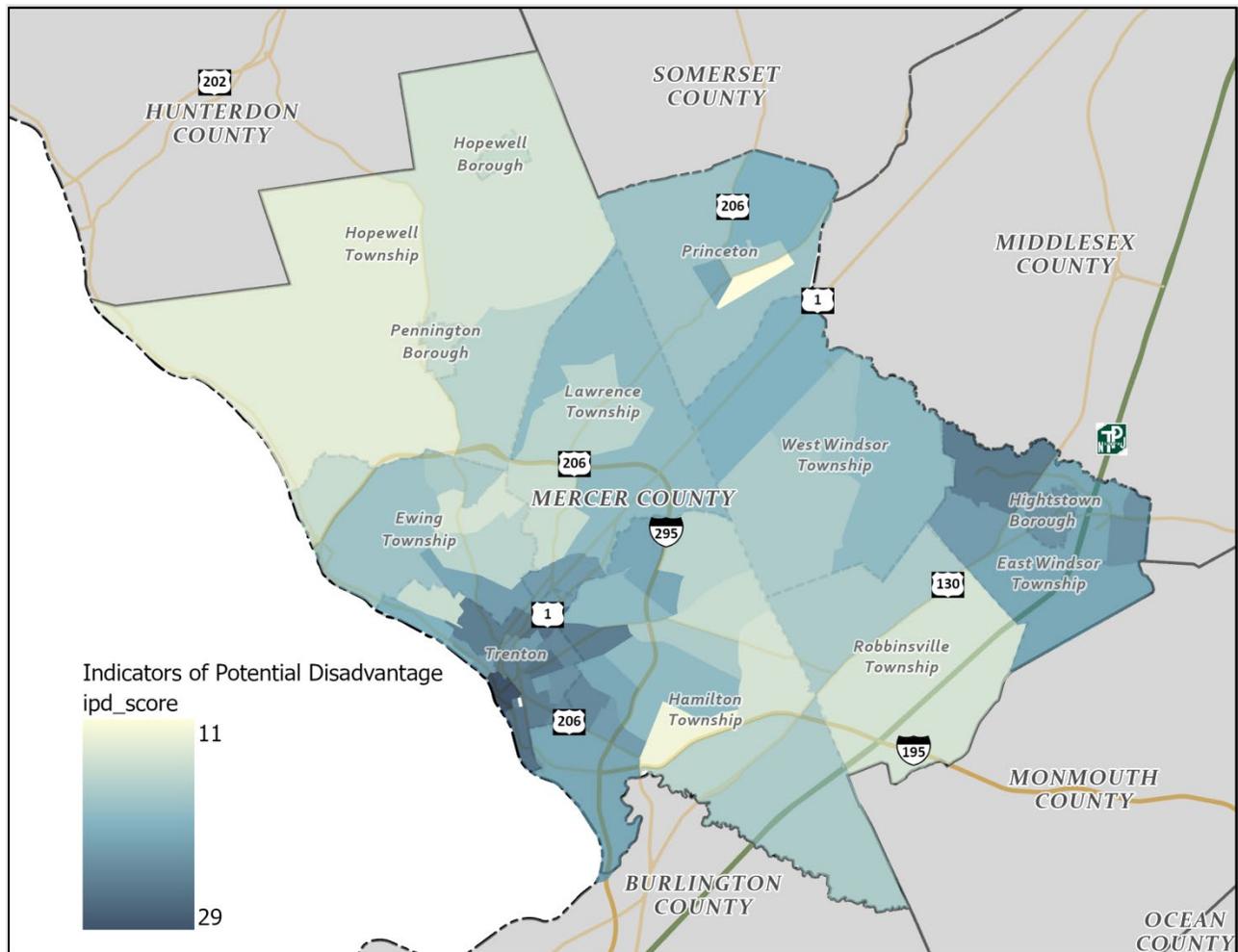
Minority Population Concentration of Mercer County Municipalities		
Municipality	Minority Population Percentage	Higher than County Concentration
Trenton City	59%	<b>Yes</b>
West Windsor Township	52%	<b>Yes</b>
Ewing Township	38%	<b>Yes</b>
East Windsor Township	33%	No
Lawrence Township	30%	No
Princeton	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
<b><i>Mercer County</i></b>	<b>36%</b>	

Low-Income Population Concentration of Mercer County Municipalities		
Municipality	Low Income Population Percentage	Higher than County Concentration
Trenton City	54%	<b>Yes</b>
Hightstown Borough	30%	<b>Yes</b>
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
<b><i>Mercer County</i></b>	<b>24%</b>	

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. The Indicators of Potential Disadvantage calculates a composite score based on nine indicators: youth, older adults, female, racial minority, ethnic minority, foreign-born, limited English proficiency, disabled, and low-income. In addition, a map was 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 U.S. Census 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 concentration 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
<b><i>Ocean County</i></b>	<b><i>15%</i></b>	

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
<b><i>Ocean County</i></b>	<b>26%</b>	

The following table shows the concentrations of those aged 65 and older in Ocean County. The county has the second largest 65 and older population in New Jersey, at 22 percent. However,

seven municipalities have concentrations double the county average. Mantoloking has the highest concentration with 69 percent 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
<b><i>Ocean County</i></b>	<b>22%</b>	

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 percent 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 percent 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

Much of GMTMA’s programming benefits the traditionally underserved population. Specific programs include warehouse district transportation including the ZLine and Zline2 bus services, RideProvide transportation for seniors and visually impaired adults, travel training for seniors, One Stop clients, and high school students with learning differences, and bicycle and pedestrian safety programs (road safety audits and education) to improve safety for pedestrians and cyclists who are disproportionately impacted by vehicle crashes.

**GREATER MERCER TMA**  
**PROGRAM REPORT FY 2023**

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**ACTIVITY TYPE:** Core

**GOAL AREA:** 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](http://njrideshare.com).

**Products and Outcomes:**

- ◆ GMTMA will participate in the Statewide Rideshare Matching effort.
- ◆ 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 the use of social media.
- ◆ GMTMA will provide trip planning assistance as requested to travelers who desire to plan trip by travel alternatives.

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

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

**Products and Outcomes:**

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

**Strategy:** Human Service Transportation Efforts

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

**Products and Outcomes:**

- ♦ Continued provision of RideProvide services to senior citizens and visually impaired adults.
- ♦ GMTMA will provide information and assistance to transportation disadvantaged populations and professionals who work with this population.

These activities will include transportation options counseling and travel training. It also includes maintaining and/or updating the Mercer County Mobility Guide, the Ocean Ride Guide, and RideProvide website.

- ♦ GMTMA will continue its participation on the Mercer County Coalition for Coordinated Transportation, Ocean County's Transportation Advisory Committee for Senior Citizens and Persons with Disabilities and the Greater Mercer Public Health Partnership. Additionally, GMTMA will participate in the efforts to update and implement the County and Regional Coordinated Human Services Transportation plans.

**Strategy:** Complete Streets

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

**Products and Outcomes:**

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

**Strategy:** Incentives

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

**Emergency Ride Home:** Our program provides up to four emergency rides home per year to eligible participants. To be eligible the person must be enrolled in GMTMA's rideshare database and have commuted by means other than a single occupant vehicle on the day the ride is needed. Emergency rides cannot be provided for weather related closings, planned appointments or planned overtime. VanBuck\$ is an ongoing program and provides empty seat subsidies for three months to new and existing vanpools that need riders. Vans must be at least 75% full to qualify. Staff will identify vanpools that are in jeopardy of ending due to lack of passengers and coordinate payment with the vanpool providers for all subsidized seats. Staff will also promote this program to jump start new vanpools that may not yet have enough people for a full van.

**Products and Outcomes:**

- ♦ Provide alternative commute incentives

**GOAL AREA: ECONOMIC DEVELOPMENT**

*Description:* Greater Mercer TMA will serve as a primary Employer TDM Services (ETS) contact for employers and other demand generating sites (transportation facilities, educational institutions, shopping centers etc.) in Mercer and Ocean County and conduct outreach activities to inform employers of the availability of assistance. In support of this effort, Greater Mercer TMA will conduct aggressive outreach to a broad range of employers to

inform them of availability of ETS opportunities and encourage use of ETS assistance to develop or expand worksite TDM programs.

GMTMA will participate in the development of outreach and education materials and tools, participate in training to support effective outreach, and provide the assistance for an employer to set up a TDM program. This effort may include working with municipalities to encourage or require employers to include TDM strategies as part of development or redevelopment plans and/or to work with GMTMA. In addition, GMTMA will coordinate with the Together North Jersey Competitive Task force or other Together North Jersey Task Forces, as requested by the NJTPA.

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

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

**Products and Outcomes:**

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

**Strategy:** Employer TDM Assistance

*Description:* GMTMA will provide employer TDM services to employers as requested. This includes site assessment and evaluation and TDM strategy and resource development. These services will assist employers with initial program assessment, implementation and analysis, delivery of commute alternative information and promotions to employees, development of TDM strategies such as carpool and telecommute programs for the specific workplace and application for New Jersey Smart Workplaces, a program that recognizes employers for providing quality commuter benefit that encourage sustainable transportation options.

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

- GMTMA will perform an onsite needs assessment and conduct an inventory of transit availability, parking, bike/pedestrian facilities, other amenities and site features as appropriate to assist in determining obstacles and resources to an effective TDM program.
- GMTMA will customize a survey instrument to the employer's specifications if requested. GMTMA will coordinate survey distribution and tabulation, including

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 pre tax commuter benefits, setting up alternate work arrangements and parking management techniques or assisting in the development on an internal “green commute” page.
- GMTMA will provide information and resources on TDM strategies that can be used for Leadership in Energy and Environmental Design (LEED) credits to interested businesses.
- GMTMA will 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: 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:** 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:** Electric Vehicles

*Description:* GMTMA will participate in activities that encourage the adoption of electric vehicles and related infrastructure. Potential activities include ride and drive events, dissemination of EV materials, presentations to municipal and community stakeholders, readiness planning and charging station siting, support for municipal EV ordinance adoption, and participation in support activities sponsored by the NJTPA or other agencies. GMTMA will use the information on the NJTPA EV resources webpage, NJDEP DriveGreenNJ as well as other NJDEP EV resources to support the adoption of electric vehicles and electric vehicle charging stations.

**Products and Outcomes:**

- ♦ Promotion of Electric Vehicles

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

**Products and Outcomes:**

- ♦ Inform and educate the public on the environmental impacts of transportation with Ozone Action Days alerts, Clean Air Out There and anti-idling programs, posting of related information on social media and in newsletters, on how air quality can affect their health and on how their choices related to transportation can directly impact the environment.

**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.

**GOAL AREA: 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 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.

**Strategy:** Safety education programs

*Description:* GMTMA will advance safety through presentations (onsite and virtual), outreach at community and employer fairs, libraries, schools, municipalities, via the GMTMA website and social media, partnerships with community groups and by conducting road safety audits.

**Products and Outcomes:**

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

**GOAL AREA: PROGRAM MANAGEMENT**

*Description:* Greater Mercer TMA will provide administrative and program information for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* Greater Mercer TMA 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 online 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.

**Products and Outcomes:**

- ◆ Quarterly Progress Reports, invoices and supporting documentation
- ◆ FY 2024 Work Program and Staffing Plan
- ◆ Fourth Quarter/Final Report

**ACTIVITY TYPE:** Supplemental

**GOAL AREA:** SUPPLEMENTAL SAFETY

*Description:* Safety programming to support discrete and location-specific safety activities such as Street Smart NJ campaigns, walking or biking audits, demonstration projects, or localized and targeted outreach to address identified safety concerns.

**Strategy:** Demonstration Project

*Description:* GMTMA will use its partnerships with local community organizations (ex. TASK, East Trenton Collaborative, Trenton Health Team, Isles, RISE) to create a demonstration project to improve street safety with community support. We would work with the community to understand the need, provide evaluation of the location, and review relevant data such as crash data, pedestrian and bike activity etc. to determine the best project and appropriateness of the project.

**Products and Outcomes:**

- ◆ Develop Demonstration Project Concept
- ◆ Implement Demonstration Project

**Strategy:** Vision Zero Story Map

*Description:* Using ARCGIS, GMTMA will create a Vision Zero story map to create awareness and educate on the level of traffic violence, where it's happening, and who it's happening to. This will identify high injury networks, but more than just data, it will create the story connected with the data that can influence how people think about traffic violence and what can be done to make change.

**Products and Outcomes:**

- ◆ Creation of the Story Map and marketing of the map

**Strategy:** Street Smart NJ

*Description:* Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign. 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 2023 Greater Mercer TMA will implement full or community tailored Street Smart NJ campaigns in select communities.

**Products and Outcomes:**

- ◆ Conduct a full or community tailored Street Smart NJ campaign in one or more communities.

**GOAL AREA:** COORDINATED HUMAN SERVICES TRANSPORTATION

*Description:* Identify opportunities for more accessible and safer streets for seniors

Physical barriers can impede access to transit, shopping, and other needs such as visiting a friend. Improved access through infrastructure improvements such as a more connected sidewalk network, pedestrian signals, bus signage and shelters, etc. can increase access to services for all users and particularly for seniors who are more likely to limit mobility and be negatively impacted by the environmental barriers.

**Strategy:** Identify Areas of Need

*Description:* GMTMA is looking to use existing data, ground level site visits and community partners such as senior centers, organizations on aging, municipal health officers and planners to determine the focus of the project. We will use a number of data tools including previous reports, census data, crash data, Healthy Mobility Model, and DVRPC sidewalk layer, to help determine where the need exists. The initial analysis will be broad to help us identify potential hot spots or need or great interest and this will guide us to a targeted effort. Some needs we are aware of from some of our previous reporting, such as the lack of bus signage for Ocean County bus routes, and we will incorporate that as well. We will also be looking for a community or communities that are either currently part of the AARP age friendly community network or interested in creating an age friendly community where we could work with them on the transportation element. Input and collaboration with community partners will be an important element in identifying the areas of need and the recommendations.

**Products and Outcomes:**

- ◆ Identification of areas of need and reporting and maps

**Strategy:** Action Items and Recommendations

*Description:* Based on the information in the Identification of Areas of Need strategy, GMTMA will make specific recommendations to remove barriers and improve walkability and access and work with the appropriate entity (municipal, county, NJT, community organization etc.) to implement some of the identified barriers.

**Products and Outcomes:**

- ♦ List of recommendations and completion of actionable items.

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA:** WORK FUNDED BY OTHER SOURCES

*Description:* Safe Routes to School

**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.

**Products and Outcomes:**

- ♦ Conduct bicycle and pedestrian safety campaigns

**Strategy:** NJ Transit

*Description:*

**Products and Outcomes:**

- ♦ Information, Advocacy, Marketing and Outreach activities

## 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 FY23 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 benefits of electric vehicles. Effectiveness will be measured by general opens rates of the email as well as measuring the web traffic generated by the mailing.

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

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

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

**Website:** GMTMA's website promotes all of the work in our work program. To focus on certain efforts, we update the news and events section on our homepage. As needed, we will add additional pages to the site to promote new programs, as we did for Street Smart, Greater Mercer Trail Plan and the Mercer and Ocean Mobility Guides. 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/Palm Cards:** As needed, GMTMA will produce or reprint brochures for TMA programs and services, carpooling, vanpooling, SRTS and other TDM measures. Effectiveness will be measured by the number distributed.

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

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

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

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

### **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 Safety

- Proposed work products for FY23, will all be widely promoted on social media platforms and through our newsletters and blog.
- The Street Smart program is promoted on a Street Smart page on GMTMA's website.
- Paid advertising may be used to promote Street Smart safety messages via digital and printed media (nj.com, Patch, local papers etc.)
- GMTMA may use radio to promote Street Smart NJ and Vision Zero messages.

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA  
FY 2023 WORK PROGRAM  
BUDGET PLAN**

			<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>				
	1. SALARIES		\$ 351,694		
	2. FRINGE BENEFITS	46.23% FT, 13.16% PT	\$ 143,917		
			<b>SUBTOTAL \$ 495,611</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>				
	1. SUPPLIES		\$ 2,034		
	2. TRAVEL		\$ 3,262		
	3. PRINTING & REPRODUCTION		\$ 3,658		
	4. TELEPHONE		\$ -		
	5. POSTAGE		\$ 1,123		
	6. CONFERENCE/TRAINING		\$ 1,200		
	7. OTHER (SPECIFIED IN ATTACHMENT)		\$ 6,787		
			<b>SUBTOTAL \$ 18,063</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>				
	INDIRECT COST ALLOCATION	101.30%	\$ 356,266		
			<b>SUBTOTAL \$ 356,266</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>				
	CONSULTANT		\$ -		
			<b>SUBTOTAL \$ -</b>	100%	0%
			<b>TOTAL PROGRAM BUDGET \$ 869,940</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 779,940</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>		<b>\$ 90,000</b>		

This estimated budget is based upon projected costs to perform the FY 2023 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 2023 include Safety and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

<b>Federal Share: \$</b>	<b>869,940</b>	<b>Local Match: \$</b>	<b>-</b>	<b>Total: \$</b>	<b>869,940</b>
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**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**GREATER MERCER TMA**  
**FY 2023 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	\$ 1,186.69
Other Miscellaneous Public Outreach	\$ 1,000.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 6,786.69</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**GREATER MERCER TMA**

**FY 2023 WORK PROGRAM**

**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	6,479	\$ 358,039	\$ 10,384	\$ 253,149	\$ -	\$ 621,572
Core Goal Area Activities - Economic Development	505	\$ 27,216	\$ 1,205	\$ 20,176	\$ -	\$ 48,597
Core Goal Area Activities - Reliability	91	\$ 5,042	\$ 300	\$ 3,870	\$ -	\$ 9,212
Core Goal Area Activities - Environmental	172	\$ 7,485	\$ 775	\$ 5,309	\$ -	\$ 13,568
Core Goal Area Activities - Safety	430	\$ 19,531	\$ 761	\$ 13,801	\$ -	\$ 34,094
Core - Program Management	660	\$ 27,832	\$ 150	\$ 24,915	\$ -	\$ 52,897
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>8,337</b>	<b>445,145</b>	<b>13,576</b>	<b>321,219</b>	<b>-</b>	<b>779,940</b>
Supplemental Goal Area Activities - Safety (optional)	542	\$ 24,535	\$ 3,437	\$ 17,028	\$ -	\$ 45,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	515	\$ 25,931	\$ 1,050	\$ 18,019	\$ -	\$ 45,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,057</b>	<b>50,466</b>	<b>4,487</b>	<b>35,047</b>	<b>-</b>	<b>90,000</b>
<b>TOTAL</b>	<b>9,394</b>	<b>\$ 495,611</b>	<b>\$ 18,063</b>	<b>\$ 356,266</b>	<b>\$ -</b>	<b>\$ 869,940</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Cheryl Kastrenakes, Executive Director	42%	827
Joan Lockwood-Reck, Marketing and Service Manager	44%	850
Carol Staats, RideProvide Program Manager	88%	1,725
Steven daCosta, Transportation Planning Specialist	34%	655
Portia Edwards-Gyampo, Office Manager	2%	45
Jacob Thompson, Transportation Planning Associate	65%	1,275
Lisa Serieyssol, Program Coordinator	11%	208
Justine Recio, Transportation Planning Associate	78%	1,519
Planner-open	24%	465
Julia Ibara, Marketing and Outreach Coordinator	90%	1,125
Debra Christie, Business Administrator	42%	700
<b>TOTAL*</b>	<b>47%</b>	<b>9,394</b>

\*Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.  
March 2022



**NJTPA FY 2023 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

**Hudson TMA  
FY 2023 WORK PROGRAM**



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- Geographic and Demographic Information
- Goals and Objectives
- Title VI/Environmental Justice

### **Core Required Goal Area Activities**

- ACCESSIBILITY RELIABILITY
- ECONOMIC DEVELOPMENT
- ENVIRONMENTAL
- SAFETY
- PROGRAM MANAGEMENT

### **Supplemental Activities**

- SUPPLEMENTAL SAFETY
- COORDINATED HUMAN SERVICES TRANSPORTATION

### **Work Funded By Other Sources**

### **Promotions Plan**

### **Budget and Staffing Plan**

## 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 TMA's major sources of funding are described below:

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.

The Hudson TMA is comprised of five 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 724,854 residents. At approximately 15,693 residents per square mile, Hudson County is NJ's most densely populated county. Hudson County is located in the heart of the New York metropolitan area and is bordered by the Hudson River and Upper New York Bay to the east; Kill van Kull to the south; and the Newark Bay, Hackensack River and the Passaic River to the west. Its only land border is shared with Bergen County to the north and west.

Seventy percent of Hudson County's residents are between the ages of 19 and 64. Persons over the age of 65 represent 12 percent of the population.

The five 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).

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

Hudson County is rich in transportation options. Regarding train-type services, there are three distinct operations: NJ TRANSIT provides seven major rail lines which connect to train stations in Hoboken and Secaucus. Also, by NJ TRANSIT, travelers are served by a 22-mile long "light rail" system, the Hudson Bergen Light Rail (HBLR); which has various stations in six Hudson

municipalities. The Port Authority of New York and New Jersey operates the Port Authority Trans-Hudson (PATH) train which in Hudson County serves Harrison, Jersey City and Hoboken with stops in midtown and downtown New York City.

There 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.

### **Journey to Work**

According to the US Census American Community Survey (2019), the mean travel time to work for Hudson Residents is 36.9 minutes. Hudson County residents travel to work by the following modes: 37 percent Drive Alone, 7 percent Carpool, 43 percent Public Transit, 0.5 percent Bicycle, 7 percent Walk, 2 percent Other and 4 percent Work at Home.

### **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 2023

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**ACTIVITY TYPE:** Core

**GOAL AREA:** 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:** 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 ridematching effort by performing rideshare matching services, follow-ups, and registrations while providing support and guidance. Hudson TMA will provide, as needed, Emergency Ride Home, Vanpool Start Up, 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.

**Products and Outcomes:**

- 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 in an effort 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 Education - 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:* Hudson TMA will 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. Additionally, Hudson TMA will maintain and jointly manage with NJTPA a Demonstration Materials Library to support the broader use of tactical urbanism to test new street features in the NJTPA region.

**Products and Outcomes:**

- Educating and encouraging municipalities to adopt a complete streets policy, checklist or ordinance.
- Maintaining a Demonstration Materials Library and lending materials for planned demonstration projects.

**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.

**GOAL AREA: 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-SOV 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 and coordinate with the Together North Jersey Competitive Task Force or other Together North Jersey Task Forces, as requested by the NJTPA.

### **Products and Outcomes:**

- Employer Services Activities such as providing support and on-site Transit Information Fairs

### **GOAL AREA: 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 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.

**Products and Outcomes:**

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

**GOAL AREA: 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 Electric Vehicles

*Description:* Activities will support the encouragement of the adoption of electric vehicles and related infrastructure with an emphasis on 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. The TMA will utilize the information and tools on the NJTPA Key Resources web page. Activities will also include support for municipal EV ordinance adoption.

**Products and Outcomes:**

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

**GOAL AREA: 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 municipal 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 at community events.

## **GOAL AREA: PROGRAM MANAGEMENT**

*Description:* Hudson TMA will provide administrative and program information for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

### **Strategy:** Program Management

*Description:* Hudson TMA 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.

### **Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

## **ACTIVITY TYPE:** Supplemental

## **GOAL AREA: SAFETY**

*Description:* Supplemental Safety encompasses efforts in improving safety for pedestrians, bicyclists and motorists which target particular areas or intersections identified by police, NJHTS data or the community. Hudson TMA staff will provide these efforts through various TMA programming. In addition, Hudson TMA will also provide Street Smart NJ programming, which is a public education, awareness and behavioral change pedestrian safety campaign. Street Smart uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety. All methods of outreach and delivery of programs 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:** Improve Pedestrian, Bicyclist and Motorist Behavior in Target Areas

*Description:* Hudson TMA staff will provide safety educational programs in specific areas related to cross streets identified by crash data, recommendations by the local police department's traffic division or community groups. Hudson TMA programs may address particular safety issues by providing educational materials, in-person community outreach, educational presentations, specific audience targeted social media posts, flyers, information

cards and outdoor signage. Efforts may be in partnership with local police and community organizations. Programing related to Street Smart New Jersey will be coordinated with NJTPA as needed. Hudson TMA will also support and respond to NJTPA concerns regarding safety in Hudson County.

**Products and Outcomes:**

- Outreach and Programing Addressing Safety Issues

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

*Description:* In accordance with the strategies in Go Farther, the regional Coordinated Human Services Transportation Plan, the Hudson TMA will work to improve mobility for seniors, persons with disabilities, veterans, and individuals with low income.

**Strategy:** County Service Improvement

*Description:* Promote awareness and encourage use of the Hudson County Para-transit Service, Transcend, to seniors, those who have disabilities, individuals of low income and veterans to support their mobility and increase their ability to travel to and from medical appointments and programs, educational opportunities and social services. Hudson staff will provide outreach and presentations at senior citizen centers and facilities, veteran organizations, healthcare delivery facilities, nutrition centers and employment training sites. Hudson staff will instruct clients on how to access the transit services and understand parameters and any restrictions by Transcend. Hudson TMA will partner with the Hudson County Department of Health and Human Services to identify client needs and where Transcend needs additional support in providing services.

**Products and Outcomes:**

- Outreach and presentations on transportation services to human services groups

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA: 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 through a grant with New Jersey Department of Highway Traffic Safety.

**Products and Outcomes:**

- Presentation of New Jersey Department of Highway Traffic Safety programs.

## 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 2023, 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 Safety

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

Hudson TMA will promote Safety messaging.

### Supplemental Coordinated Human Services Transportation

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

Hudson TMA will promote Hudson Transcend.

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM  
HUDSON TMA  
FY 2023 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 146,593		
	2. FRINGE BENEFITS 87% FT, 0% PT	\$ 127,103		
	<b>SUBTOTAL</b>	<b>\$ 273,696</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 42		
	3. PRINTING & REPRODUCTION	\$ 3,500		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 36		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 68,280		
	<b>SUBTOTAL</b>	<b>\$ 71,858</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 119.00%	\$ 174,446		
	<b>SUBTOTAL</b>	<b>\$ 174,446</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 520,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 500,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 20,000</b>		

This estimated budget is based upon projected costs to perform the FY 2023 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 2023 include Safety and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

Federal Share: \$	520,000	Local Match: \$	-	Total: \$	520,000
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**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**

**HUDSON TMA**

**FY 2023 WORK PROGRAM**

**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Activity Books, Child Pedestrian and Bicycle Safety	\$ 6,000.00
Bike Rehabilitation Program	\$ 2,350.00
CarFree Week	\$ 300.00
Chamber of Commerce/Economic Development Council Network	\$ 300.00
Emergency Ride Home	\$ 100.00
Golden Sneaker Walking Program	\$ 300.00
Hoboken Bike Camp	\$ 200.00
New Jersey Smart Workplaces	\$ 1,628.69
Park(ing) Day	\$ 1,100.00
Savvy Cyclist TS 101 Smart Cycling	\$ 2,200.00
Seasons Newsletter	\$ 6,000.00
Social Media	\$ 29,000.00
Street Smart - Printing, Advertising	\$ 3,701.78
Stride & Ride Bike Rodeo	\$ 11,000.00
Switch to Mass Transit Program	\$ 500.00
Vanpool Empty Seat & Start-Up Subsidies	\$ 400.00
Video Use in Production and Updates for Marketing TMA Programs	\$ 500.00
Walking Day	\$ 200.00
Website (Hudson TMA) Maintenance and Content Revisions/Additions	\$ 2,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 68,280.47</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**HUDSON TMA**  
**FY 2023 WORK PROGRAM**  
**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	2,090	\$ 131,956	\$ 66,186	\$ 84,041	\$ -	\$ 282,183
Core Goal Area Activities - Economic Development	1,155	\$ 70,509	\$ 1,929	\$ 44,939	\$ -	\$ 117,377
Core Goal Area Activities - Reliability	75	\$ 6,897	\$ -	\$ 4,389	\$ -	\$ 11,287
Core Goal Area Activities - Environmental	120	\$ 7,035	\$ -	\$ 4,477	\$ -	\$ 11,511
Core Goal Area Activities - Safety	340	\$ 16,806	\$ -	\$ 10,764	\$ -	\$ 27,570
Core - Program Management	376	\$ 30,600	\$ -	\$ 19,473	\$ -	\$ 50,072
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,156</b>	<b>263,804</b>	<b>68,115</b>	<b>168,082</b>	<b>-</b>	<b>500,000</b>
Supplemental Goal Area Activities - Safety (optional)	58	\$ 3,807	\$ 3,702	\$ 2,491	\$ -	\$ 10,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	108	\$ 6,086	\$ 42	\$ 3,873	\$ -	\$ 10,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>166</b>	<b>9,892</b>	<b>3,744</b>	<b>6,364</b>	<b>-</b>	<b>20,000</b>
<b>TOTAL</b>	<b>4,322</b>	<b>\$ 273,696</b>	<b>\$ 71,858</b>	<b>\$ 174,446</b>	<b>\$ -</b>	<b>\$ 520,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
James DiDomenico, Director	57%	1,032
Luis Delgado, Acting TDM Program Coordinator	52%	955
Emma Hualca, Field Coordinator	52%	951
Kathryn Hester, Field Coordinator	23%	411
Christina Arzola, Field Coordinator	52%	953
Kathleen Czander, Program Associate	3%	20
<b>TOTAL*</b>	<b>40%</b>	<b>4,322</b>

\* Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.  
 March 2022



**NJTPA FY 2023 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

Keep Middlesex Moving  
FY 2023 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, 2<sup>nd</sup> 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.

According to the 2020 census, with a population in excess of 863,000. Middlesex is the second most populated county in New Jersey. Middlesex County is densely populated with 2,794 persons per square mile.

The median household income is \$93,418. The median property value is \$359,000. Approximately 63 percent of the population own their homes. (Source: <https://datausa.io/profile/geo/middlesex-county-nj>)

There are over 23,000 employers in Middlesex County. The average one way commute time is 33.4 minutes. Forty eight percent of the population is employed. Seventy eight percent drove alone. Public transportation passengers are at 9.8 percent and carpoolers are at 9.7 percent. (Source: <https://datausa.io/profile/geo/middlesex-county-nj#housing>)

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

According to the NJ Hospital Association, there are 10 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 over 30 years ago. The staff is dedicated to addressing the needs of commuters, employers, and local, county, and state governments as KMM works to implement a broad and expanding menu of transportation demand management programs and services that support and enhance improved mobility and safety, cleaner air, and sustainability in Middlesex County. KMM's portfolio contains activities that address NJTPA's goals and objectives including Accessibility, Economic Development, Reliability, Environmental Sustainability, Safety, Street Smart, and Coordinated Human Services Transportation.

### **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 percent), Dominican Republic (8.1 percent) and Mexico (6 percent). 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. (Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)

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 percent), Dominican (19.5 percent) and Mexican (17.9 percent). (Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)

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 percent. 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. (Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)

Residents identify primarily as White (44.3 percent), Black (23.9 percent), and Hispanic/Latino (20.4 percent). (Source: Middlesex County Diversity Profile, US Census Bureau, ACS 5 Year Estimates, 2013-2017.)

According to the US Census Bureau, 8.5 percent of the County’s 837,000 population live in poverty. (Source: <https://www.census.gov/quickfacts/middlesexcountynewjersey>, July, 2019)

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 for 2019 (<https://www.census.gov/quickfacts/fact/table/US/PST045219>). 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%	Limited 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:

Coordinated Human Services Transportation Plan (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

Title VI/Environmental Justice data was obtained from the Middlesex County Diversity Profile, U.S. Census Bureau, American Community Survey 5-Year Estimates, 2013-2017.

## KEEP MIDDLESEX MOVING PROGRAM

### REPORT FY 2023

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**ACTIVITY TYPE:** Core

**GOAL AREA:** ACCESSIBILITY

*Description:* KMM will use direct outreach, social media, and other messaging to educate and inform commuters about transportation options and encourage them to try new commute modes. KMM will support an Emergency Ride Home program.

**Strategy:** Trip planning, rideshare matching, alternative commuting, emergency ride home, and social media outreach

*Description:* KMM will provide trip planning and mobility information to the public via phone, email, in person events, publications, social media, and kmm.org. Activities include but are not limited to promoting KMM as a source for alternative commute, ridematch services, car/vanpool matching, and transit information.

Using NJRideshare.com, KMM provides ridematch services and transportation information to commuters. Qualified commuters may enroll in KMM's Emergency Ride Home program which reimburses \$50 for each emergency ride for a total of 3 rides annually. KMM will participate in the continued enhancement and maintenance of the ride matching system. KMM supports a "Transit First" policy.

**Products and Outcomes:**

- Information, rideshare matching, trip planning, emergency ride home

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

*Description:* A member of the Middlesex County 2040 Transportation Sub Committee and the Bike Easy, Walk Safely Technical Advisory Committee, KMM meets regularly and works closely with the Middlesex County Transportation Department. The 2040 Transportation and Mobility Action Plan Framework envisions a county that is "one of the easiest places to travel." Travel choices are numerous, accessible, reliable, and safe. KMM is committed to this vision.

With direction from the Department of Transportation and Office of Planning, KMM's may:

- Assist Middlesex County with implementing recommendations of the Pedestrian and Bicycle Master Plan currently in development.
- Identify and implement a shared mobility pilot project (car share, discounted taxi/ride hailing for transportation disadvantaged populations.
- Assist in the development, launch, and promotion of a "Getting Around Middlesex" website including GIS based trip planning and information on public transit and shared use services.
- Educate municipalities and assist them in adopting Complete Streets policies.

KMM is a member of the TAC for the development of the Middlesex County “Forward Together Plan” (CHSTP). With recommendations expected in June 2022, it is early to identify specific projects with which KMM may be involved. Early TAC conversations indicate that communication and coordination among providers may need to be stepped up. Additionally, there is an apparent need for communication at the grass roots level as many of those in need of services may be unaware of what is available or may not have the tools to access those services.

KMM is skilled in all facets of communication and, with guidance from Middlesex County, could be instrumental in developing, implementing, and supporting appropriate communications tools.

KMM’s participation in Healthier Middlesex addresses Together North Jersey Plan Focus Area 12 “Improve health outcomes for our region’s residents.” Our support of the East Coast Greenway addresses Together North Jersey Plan Focus Area 13.2 “Expand programs to preserve parks, open space, natural lands, and agricultural lands permanently.” KMM is ready to assist Middlesex County in the implementation of the CHSTP.

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

- Assist Middlesex County with implementing recommendations of the Pedestrian and Bicycle Master Plan.
- Assist with the implementation of the Middlesex County “Forward Together” CHSTP by developing, implementing, and supporting appropriate communications tools for providers and clients.
- Educate municipalities about complete streets and assist them in adopting complete streets policies.
- Support the Transportation component of the Middlesex County 2040 plan with activities such as:

Identify and implement a shared mobility pilot project (car share, discounted taxi/ride hailing) for transportation disadvantaged populations.  
Assist in the development, launch, and promotion of a “Getting Around Middlesex” website including GIS based trip planning and information on public transit and shared use services.

#### **GOAL AREA: ECONOMIC DEVELOPMENT**

*Description:* KMM’s relationship with Middlesex County employers is enhanced by our partnership with the Middlesex County Department of Business, Education and Opportunity, 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, environmental, and safety programming within our service area.

KMM will coordinate with the Together North Jersey Competitive Task Force or other Together North Jersey Task Forces, as requested by NJTPA.

**Strategy:** Workplace Outreach, Emergency Ride Home, and Smart Workplaces Recognition

*Description:* Through on-site activities such as on-site events, surveys, rideshare programs and incentives, KMM is ready to assist employers and employees with commute options as well as environmental and safety programming. The Emergency Ride Home Program is available to qualified employees. Employers are encouraged to offer additional incentives.

KMM may recognize employers which have made an effort to bring commute options to their worksites with Smart Workplace for Commuters awards.

KMM will market and promote Economic Development programming through various social media platforms and will develop and host podcasts and webinars featuring topics relevant to economic development.

**Products and Outcomes:**

- Outreach, implementation, and promotion in person and via social media and Smart Workplaces

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

*Description:* KMM actively supports preservation of history, arts, and culture (TNJ Focus Areas 13 and 15) within the service area and through participation in the Middlesex County Regional Chamber of Commerce and the Convention and Visitors Bureau. As a member of Einstein’s Alley, KMM enhances “NJ’s innovations and entrepreneurship ecosystem” (TNJ Focus Area 2). Examples of events in which KMM may participate include but are not limited to Hispanic Business Expo, Networking events, Women’s Leadership Summit, Leaders of Distinction, Interactive Workforce and Economic Development, and Destination Middlesex. Activities at these events may include but not be limited to attendance, tabling, and presentations. KMM will coordinate with Together North Jersey’s Task Force as requested by NJTPA including but not limited to outreach to promote events, surveys, other initiatives, or participation in meetings.

**Products and Outcomes:**

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

**GOAL AREA: RELIABILITY**

*Description:* KMM supports a dependable and predictable transportation system through interagency 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:**

- Emergency Response Plan

**Strategy:** Improve regional mobility through information sharing

*Description:* KMM coordinates with various agencies to obtain information regarding emergencies, special events, construction activity, and related traffic mitigation efforts. Activities could include but not be limited to shared ride services and staggered work hours within the impacted area. Our partners include NJTPA, Port Authority, NJ Transit, Middlesex County Department of Transportation, NJDOT, and the Central Jersey Transportation Forum.

**Products and Outcomes:**

- Ongoing communication and cooperation with our partners.

**Strategy:** Dissemination of emergency and non-emergency information and social media

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

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

**Products and Outcomes:**

- Disseminate emergency and non-emergency information via INN and social media.

**GOAL AREA: ENVIRONMENTAL**

*Description:* KMM has long supported the increased use of electric vehicles, sponsoring seminars, workshops, drive EV events, and most recently webinars and podcasts addressing EV Charging Stations, Drive Electric Week, and Stress on the Electrical Grid. KMM has also invited respondents to test their knowledge of EVs in a quiz and has surveyed Middlesex County communities to ascertain the availability of public EV charging stations and interest in building electric fleets. In July 2021, Governor Murphy signed legislation that will require the installation of charging stations or make ready spaces in new developments. Additionally, EVs, charging stations, and autonomous vehicles are key components of the Middlesex County 2040 Plan. KMM is a member of the Action Planning Team which is developing the county's EV Plan.

**Strategy:** Increase use of electric vehicles and installation of charging stations

*Description:* If NJ is to meet its goal of 330,000 EVs on the road by 2025, we have to work fast. The Governor's signature on S-3223 which requires the installation of charging stations and make ready parking will be a big help. While many of the 330,000 vehicles will be parts of fleets, many will be owned privately. KMM will continue to educate automobile owners and municipal governments about the benefits of EVs, to support adoption of EV ordinances, and to encourage the installation charging stations.

KMM is a member of the Middlesex County 2040 Plan Action Planning team.

**Products and Outcomes:**

- Continue to encourage the purchase of EVs and the installation of charging stations through education and dissemination of information

**Strategy:** Climate Change Education

*Description:* In 2020, NJDEP issued a Scientific Report on Climate Change. The purpose of the report is 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 emission of heat trapping greenhouse gases from the burning of fossil fuels and land use changes like deforestation have increased atmospheric carbon dioxide concentrations to more than one third since the early 1900s and are now the primary driver of climate change.” In 2021, NJ issued The Resiliency Report which maps actions that may be taken to combat climate.

KMM will provide air quality education and alerts and implement education campaigns focused on climate change and greenhouse gas emissions. Activities may include but not be limited to presentations, webinars, podcasts, workshops, and social media. KMM will distribute ozone alerts.

**Products and Outcomes:**

- Distribute air quality alerts and deliver climate change and greenhouse gas education

**Strategy:** EV Excellence Award

*Description:* Develop criteria to recognize the achievements of Middlesex County employers and municipalities in furthering adoption of electric vehicles. Present certificates of achievement.

**Products and Outcomes:**

- Recognition of Middlesex County employers and municipalities for efforts to promote use of electric vehicles.

**GOAL AREA: SAFETY**

*Description:* Through the years, KMM has developed a menu of safe mobility educational programming 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 Middlesex County municipalities.

Typically, KMM has interacted with constituents face to face, However, during Covid, KMM came to rely upon social media, podcasts, and webinars to communicate. Additionally, KMM has created custom programs for Libraries and produced a Distracted Driving video with East Brunswick TV.

In FY 23, KMM will continue to focus on driver, pedestrian, and bicyclist behavior as designated in the 2020 Strategic Highway Plan. KMM will reference components of Destination 2040 and will support the county plan to expand and deliver broad safety campaigns, including seasonal messaging, focusing on high crash areas and communities of concern.

KMM proposes to assist municipalities or community groups with the development and implementation of temporary, low-cost initiatives to expand mobility opportunities. These “test before you invest” projects may result in not only complete streets but safer, more environmentally friendly, and more complete communities. These initiatives could include but not be limited to painted intersections, bike lanes, traffic gardens, and pop-up parks.

In coordination with NJTPA, KMM will support municipalities or community groups\* which seek to plan and implement tactical urbanism projects.

\*If a community group wishes to create a project on public property, the group must show proof of municipal approval.

**Strategy:** Improve Mobility Safety in Middlesex County

*Description:* Middlesex County’s 2040 Plan emphasizes safety for all. KMM intends to support county efforts with expanded mobility safety education with emphasis 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 accidents, and vehicle maintenance. The types of educational activities in which KMM may engage include but are not limited to live presentations, webinars, podcasts, and other social media.

**Products and Outcomes:**

- Present safety messaging and programming across all platforms

**Strategy:** Implement Temporary Mobility Initiatives

*Description:* KMM proposes to assist interested parties in the development and implementation of temporary, low-cost initiatives to expand mobility opportunities in their communities. These “test before you invest” projects may result in not only complete streets but safer, more environmentally friendly, and more complete communities. These initiatives could include but not be limited to painted intersections, bike lanes, traffic gardens, and pop-up parks. KMM will seek to implement a minimum of one project. KMM will coordinate projects with NJTPA.

**Products and Outcomes:**

- Assist municipalities or community groups with the development and implementation of temporary demonstration projects in coordination with NJTPA.

## **GOAL AREA: PROGRAM MANAGEMENT**

*Description:* KMM will provide administrative and program information for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

### **Strategy:** Program Management

*Description:* KMM 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.

### **Products and Outcomes:**

- Quarterly Reports, invoicing, and support documentation
- FY2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

## **ACTIVITY TYPE:** Supplemental

## **GOAL AREA: SUPPLEMENTAL SAFETY**

*Description:* Middlesex County is committed to adopting Vision Zero county wide. KMM is committed to assisting in that endeavor.

### **Strategy:** County wide Vision Zero

*Description:* Task 1 of the Middlesex County Transportation and Mobility 2040 Plan states the objective to “implement the first County wide Vision Zero Initiative in New Jersey.” Two specific strategies are:

Develop and implement an integrated Vision Zero initiative that focuses on engineering, education, equity, and evaluation to make roads safer, particularly for the most vulnerable users — people who walk and bike, and minimize the need for enforcement.

Implement a program to assist all 25 municipalities in the County to adopt and implement complete and green streets policies, including pedestrian and bicycle improvements using Vision Zero principles and best practices.

KMM proposes to assist the Middlesex County Department of Transportation and the Office of Planning to implement these goals.

**Products and Outcomes:**

- Assist municipalities to adopt or update complete streets policies.
- Develop and communicate a county-wide Vision Zero message in coordination with Middlesex County.

**GOAL AREA: COORDINATED HUMAN SERVICES TRANSPORTATION**

*Description:* Currently, Middlesex County is developing its CHSTP, “Forward Together.” The plan was last updated in 2012. Middlesex County has contracted with Rutgers University-Voorhees Transportation Center to work with the Department of Transportation and the Office of Planning for development of the Plan. Six primary tasks have been identified and are in various stages of completion.

Task 1 – Conduct kick-off meeting, ongoing project management and coordination  
Task 2 – Collect data, conduct leading practice scan, and map existing services

Task 3 – Analyze mobility demand patterns, assess market conditions, and identify gaps  
Task 4 – Obtain community input

Task 5 – Identify goals and objectives, explore service approaches, and develop recommendations  
Task 6 – Prepare draft and final plan

The Draft plan is due in June 2022.

With recommendations expected in June 2022, it is premature to suppose what specific involvement KMM might have in the implementation of “Forward Together.” KMM will continue to offer our services to Middlesex County as the “Forward Together” plan develops.

KMM shares Middlesex County’s desire to “bring innovative, integrated, accessible, and seamless mobility” to underserved populations. Like Middlesex County, we are aware “the right systems and services can create access to employment, education, social supports, and personal independence” and desire to partner to “bring about meaningful quality of life improvements for seniors age 65+, people with disabilities, veterans, low-income people including those at risk of homelessness, and those with limited English proficiency.”  
*(Destination 2040, Strategic Plan)*

With the availability of the final “Forward Together” plan, KMM will consult with the Department of Transportation and the Office of Planning to identify specific opportunities to which KMM may contribute.

**Strategy:** Identify needs in support of the “Forward Together” Plan

*Description:* Upon publication and adoption of the “Forward Together” plan scheduled for June 2022, KMM will work with the Middlesex County Department of Transportation and the

Office of Planning to define specific strategies and tasks. These could include but not be limited to outreach, education, and marketing/promotion.

**Products and Outcomes:**

- Outreach, education, and marketing/promotion of unspecified components of the “Forward Together” plan

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA:** WORK FUNDED BY OTHER SOURCES

*Description:* This goal activity outlines work funded from other sources.

**Strategy:** NJ TRANSIT

*Description:* KMM supports a transit first policy. The NJ TRANSIT work program includes the following categories: Information, Advocacy, Outreach, and Feedback. Activities include but are not limited to Car Free Day, Ticket to Work, vanpool sponsorship, empty seat subsidy, bike lockers rentals, dissemination of information, marketing promotion and transit fairs.

**Products and Outcomes:**

- Implementation of NJ TRANSIT programs

**Strategy:** 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, walking school buses, safety audits and plans, bike rodeos, a bookmark contest, and walk hubs.

**Products and Outcomes:**

- Implementation of Safe Routes to School program.

**Strategy:** Division of Highway Traffic Safety

*Description:* Assist East Brunswick in creating a Safety Town.

**Products and Outcomes:**

- ♦ Assist East Brunswick in creating a Safety Town

## 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 FY23 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.

- Kiosks: KMM will create ads that will be placed in kiosks located in Middlesex County malls. The static photo will provide a message and a QR code for viewers to access. Each message lasts 2-4 weeks. We will promote 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.

### **Goal Area Activity Promotion Plans**

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

#### **Accessibility**

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks
- 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, Healthier Middlesex Initiatives 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, Kiosks.

#### **Economic Development**

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

#### **Environmental**

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks
- 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 for topics such as Climate Change, Electric Vehicle Charging Stations, Micromobility. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks

#### **Reliability**

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks

- 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, Kiosks
- 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

### **Safety**

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks
- 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, vehicle maintenance, Be a Better Driver Campaign, tactical urbanism mobility library. We anticipate utilizing the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters, Kiosks

### **Supplemental Safety**

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks
- Keep Middlesex Moving will post a variety of media messages promoting Vision Zero and complete streets. We anticipate creating social media posts, videos and blogs and utilizing them in the following media formats: Twitter, Facebook, Instagram, YouTube, Radio, E-Newsletters

### **Supplemental CHSTP**

- Twitter / Facebook / Instagram / YouTube / Radio / E-Newsletters/ Kiosks
- KMM will produce educational materials, programs, webinars, podcasts targeted to stakeholders, provider, and clients. 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 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**KEEP MIDDLESEX MOVING, INC.**  
**FY 2023 WORK PROGRAM**  
**BUDGET PLAN**

		PROPOSED BUDGET	FEDERAL SHARE	LOCAL MATCH
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 215,931		
	2. FRINGE BENEFITS                      60% FT, 0% PT	\$ 129,559		
	<b>SUBTOTAL</b>	<b>\$ 345,489</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 378		
	3. PRINTING & REPRODUCTION	\$ 5,268		
	4. TELEPHONE	\$ 22		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 27,000		
	<b>SUBTOTAL</b>	<b>\$ 32,668</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION              112.00%	\$ 241,843		
	<b>SUBTOTAL</b>	<b>\$ 241,843</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 620,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 590,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 30,000</b>		

This estimated budget is based upon projected costs to perform the FY 2023 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 2023 include Safety and Coordinated Human Services Transportation.

**FUNDING SOURCES:**  
**Federal Share: \$ 620,000                      Local Match: \$ -                      Total: \$ 620,000**

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**KEEP MIDDLESEX MOVING, INC.**  
**FY 2023 WORK PROGRAM**  
**BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Emergency Ride Home	\$ 500.00
Advertising	\$ 26,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 27,000.00</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**KEEP MIDDLESEX MOVING, INC.**  
**FY 2023 WORK PROGRAM**  
**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	1,630	\$ 111,017	\$ 28,149	\$ 77,712	\$ -	\$ 216,879
Core Goal Area Activities - Economic Development	716	\$ 51,197	\$ 69	\$ 35,838	\$ -	\$ 87,104
Core Goal Area Activities - Reliability	585	\$ 44,021	\$ 64	\$ 30,815	\$ -	\$ 74,900
Core Goal Area Activities - Environmental	572	\$ 38,801	\$ 1,030	\$ 27,160	\$ -	\$ 66,991
Core Goal Area Activities - Safety	838	\$ 54,681	\$ 2,723	\$ 38,276	\$ -	\$ 95,680
Core - Program Management	370	\$ 28,497	\$ -	\$ 19,948	\$ -	\$ 48,446
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>4,711</b>	<b>328,215</b>	<b>32,035</b>	<b>229,750</b>	<b>-</b>	<b>590,000</b>
Supplemental Goal Area Activities - Safety (optional)	132	\$ 8,636	\$ 319	\$ 6,045	\$ -	\$ 15,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	125	\$ 8,639	\$ 314	\$ 6,047	\$ -	\$ 15,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>257</b>	<b>17,275</b>	<b>633</b>	<b>12,092</b>	<b>-</b>	<b>30,000</b>
<b>TOTAL</b>	<b>4,968</b>	<b>\$ 345,489</b>	<b>\$ 32,668</b>	<b>\$ 241,843</b>	<b>\$ -</b>	<b>\$ 620,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
William Neary, Executive Director	52%	953
Roberta Karpinecz, Director of Operations	59%	1,079
Cristina Fowler, Marketing Manager	63%	1,145
Arlene Holt, Program Coordinator	61%	1,119
Lynne Cuevas, Bookkeeper	28%	518
Christopher Gonda, Program Coordinator	8%	154
<b>TOTAL*</b>	<b>45%</b>	<b>4,968</b>

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

**NJTPA FY 2023 UPWP  
TRANSPORTATIONMANAGEMENT  
ASSOCIATION PROGRAM**

RideWise  
FY 2023 WORK PROGRAM



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- COORDINATED HUMAN SERVICES TRANSPORTATION

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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.

#### ***Population***

Somerset County's total population is 345,361, an increase of six percent from the 2010 Census. The median age of residents is 42.2, which is higher than the median age in New Jersey of 40.2. Almost 78 percent of residents are 18 years and older, 15.3 percent of the population is 65 years of age and older and 5.2 percent are under age 5. Franklin Township is the largest community with 68,364 residents, an increase of 9.7 percent from 2010. Millstone is the

smallest community with 448 residents, an increase of 7.2 percent from 2010. The communities of Bound Brook (15.2 percent), Raritan (13.9 percent) and Hillsborough (13 percent) saw the largest population increases since the 2010 Census. All data is from the U.S. Census Bureau Decennial Census 2020 or American Community Survey 5-Year Estimates, 2015-2019.

### ***Housing & Income***

Somerset County has a poverty rate of 4.8 percent, which is half the rate in the region (10.5 percent) and the state (10.7 percent). Individuals with income below 185 percent of the poverty level comprise 11.2 percent of the population, about half of the percentage in the region (21.8 percent) and the state (22.2 percent). Only Morris County and Hunterdon County have fewer low-income residents.

While the median household income for Somerset County (\$113,611) exceeded that of New Jersey (\$82,845), there are notable income inequality among certain racial/ethnic groups. Asian (\$162,035) and White (\$119,046) households reported incomes that were 43 percent and 5 percent higher than median household income in Somerset County (\$113,611) respectively, while Black (\$80,549) and Latino (\$75,324) households earned 29 percent and 34 percent below the county median.

There are 122,606 households in Somerset County. 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. 21 percent of households earn more than \$100,000, 15 percent earn more than \$150,000 and 29.2 percent earn more than \$200,000. In 2015-2019, 15.9 percent of people under age 19 were uninsured in Somerset County, higher than New Jersey overall (11.5 percent).

Data sources for housing and income include NJTPA's Subregional Diversity Profile for Somerset County, the U.S. Census Bureau American Community Survey 5-Year Estimates, 2015-2019, and the Somerset County Community Health Needs Assessment.

### ***Workforce***

In 2019, there were a total of 9,878 employer establishments in Somerset County. The total workforce population was 179,643, four percent of the overall employment population in New Jersey. Regarding the type of employer, 73.4 percent of Somerset County residents work for private employers, 10.9 percent work the local, state or federal government, 6.6 percent work in the nonprofit sector and 4.8 percent are self-employed.

The COVID-19 pandemic had a major effect on the unemployment rate. In 2019, Somerset County reported an unemployment rate of 3 percent. During the pandemic, unemployment rates increased to a peak of 12.8 percent for Somerset County in June 2020, with similar patterns in select towns with unemployment data including Franklin (13.6 percent), Bridgewater (12.8 percent), Hillsborough (11.8 percent), and Bernards (9.3 percent).

Within Somerset County, 54.6 percent of adults 25 years and older have a college, graduate, or professional degrees compared to 39.7 percent of New Jersey residents of the same age in 2015-2019. However, educational attainment and resources varied among residents. Manville,

Bound Brook, South Bound Brook, North Plainfield, and Raritan had the largest populations of residents with a high school diploma or less in Somerset County.

Data sources for workforce include Bureau of Labor Statistics, Local Area Unemployment Statistics, 2011-2019, Bureau of Labor Statistics, Local Area Unemployment Statistics, 2020-202, and U.S. Census Bureau, American Community Survey 5-Year Estimates, 2015-2019.

### ***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.

Data source for commute patterns is U.S. Census Bureau, American Community Survey 5-Year Estimates, 2015-2019.

### **TMA Goals and Objectives**

RideWise's mission to connect people and businesses to safe and sustainable travel options is consistent with the goals and objectives of the North Jersey Transportation Planning Authority (NJTPA) Transportation Management Association Program, Fixing America's Surface

Transportation (FAST) Act, MAP-21, Ladders of Opportunity, NJTPA's Go Farther: Coordinated Human Services Transportation Plan, NJTPA Long Range Transportation Plan, Plan 2050: Transportation, People, Opportunity, Together North Jersey Regional Plan, Transportation Improvement Plan (TIP), the Unified Planning Work Program (UPWP), the Title VI Implementation Plan and the Transportation Demand Management and Mobility Plan. Additionally, RideWise supports Regional Models of Cooperation through activities in this work program. The TMA is guided by four core principals, which also align 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**

The racial and ethnic distributions varied widely across towns in Somerset County. The majority of residents in Branchburg (83.1 percent), Bernardsville (82.4 percent), Watchung (76.8 percent), and Bedminster (76.0 percent) identified as White; in comparison, more than one in every two residents in Bound Brook, Franklin, North Plainfield, and South Bound Brook identified as non-White in 2015- 2019. (CHNA). Somerset County's Caucasian/White population (53.7 percent) saw the largest decrease — 18 percent — since 2010. The two ethnic groups that saw the biggest increases since 2010 were Asians at 47.4 percent and Hispanics at 36.3 percent.

According to NJTPA's Subregional Diversity Profile for Somerset County, the county's percentage of Asian residents (17 percent) is notably higher than the region (10.6 percent) and the state (9.4 percent). The three largest Asian sub-groups in the county are Asian Indians, Chinese and Filipinos. There are 30,162 Asian Indian residents in Somerset County, making up 52.3 percent of the Asian population, higher than the percentage in the NJTPA region (44.6 percent) and the state (43.8 percent). Chinese are the second largest Asian sub-group, at 26.1 percent of the Asian population, which is a higher proportion than in both the region (17.7 percent) and the state (17.9 percent). The third largest Asian sub-group is Filipino, comprising 8.3 percent of the county's Asian population, less than the percentage in both the region (14.1 percent) and the state (13.7 percent).

In addition to being among the largest Asian sub-groups, Indians, Chinese, and Filipinos are also the top three foreign-born groups in the county. Of the county's 82,008 foreign-born residents, 24.1 percent originate from India, 8.8 percent from China, and 4.1 percent from the Philippines. Asian and Pacific Islander languages are spoken at home by 8.3 percent of the county's population or by 26,293 individuals, higher as compared to 5.4 percent of the region and 4.8 percent of the state. Individuals who both speak Asian and Pacific Islander languages at

home and have limited English proficiency comprise 2.5 percent of the county's population, or 7,882 individuals, compared to 2 percent regionally and 1.9 percent statewide.

Hispanic or Latino and black or African American populations are present in Somerset County in smaller proportions compared to both the region and the state. The percentage of Hispanic residents is 14.4 percent, lower when compared to the region (21.6 percent) and the state (19.7 percent). The proportion of black or African American residents in the county is 9 percent of the population, lower when compared to the region (11.7 percent) and the state (12.7 percent).

The Somerset County 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). 25 percent of Somerset County residents were born outside of the United States, nearly double the number in the US (13.5 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). 30.5 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.

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.

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.

Data sources for Title VI and Environmental Justice are U.S. Census Bureau, 2020 Decennial Census, U.S. Census Bureau, American Community Survey 5-Year Estimates, 2014-2018, Somerset County Community Health Needs Assessment, and NJTPA's Subregional Diversity Profile for Somerset County.

## RIDEWISE

### PROGRAM REPORT FY 2023

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**ACTIVITY TYPE:** Core

**GOAL AREA:** 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, minorities, persons with disabilities, and individuals with limited English proficiency.

**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, Let's Ride Somerset, Bike Month, Bike to Work Week, Parking Day, Earth Day, Try Transit, Car Free Day, Drive Electric Week, and National Walking Day. 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:**

- Transit schedule requests
- Communications (digital and print – social media, newsletter, website)
- New carpools/vanpools created or registered
- Event promotion and participation (in person or virtual)

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

*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 on the development of bicycle tour maps that link local historic sites and attractions with cycling and pedestrian routes. Facilitate non-motorized transportation by partnering with Somerset County Planning and municipalities to advance some of the bicycle and pedestrian recommendations in the Supporting Priority Investments Study, Walk, Bike, Hike Study, and

the Somerset County Preservation Plan. Explore opportunities for municipal bike-sharing or scooter programs.

**Products and Outcomes:**

- BikeSmart classes
- Bicycle tour maps, events and/or cycling and pedestrian routes created

**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 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 under-served 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 BikeConnect 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. Partner with municipalities on the development of new park and ride sites and/or the

installation of bus stop signs, shelters, benches or other Complete Streets amenities that support the use of transit service.

**Products and Outcomes:**

- Temporary/pop up projects implemented
- Municipal/county assistance
- Municipal policies adopted

**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

**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

## **GOAL AREA: 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. RideWise will coordinate with the Together North Jersey Competitive Task Force or other Together North Jersey Task Forces, as requested by NJTPA. All activities will include public outreach and education, inter-agency coordination, qualitative and quantitative performance measures, and address the needs of low-income, minorities, 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 number 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. 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.

**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: 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, minorities, 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. This includes the dissemination of operating agency information to travelers, as well as providing information on travel conditions from travelers to operating agencies. 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:** Maintain, refine and test the agency's business continuity plan

*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 2023. 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:**

- Outcomes as defined by NJTPA, NJDOT, NJ TRANSIT or Somerset County

**GOAL AREA: ENVIRONMENTAL**

*Description:* Provide information and educational activities and programming that help 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, minorities, persons with disabilities, and individuals with limited English proficiency.

**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:**

- Municipal assistance
- Anti-idling education

**Strategy:** Provide support and education for micro-mobility options (continued from FY22 work program)

*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 take up less space allowing for more people to get around without creating traffic. RideWise will work with local towns to include micromobility (bikes, ebikes, scooters) 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
- Micro mobility 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

**Strategy:** Participate in activities that encourage the adoption of electric vehicles.

*Description:* Utilize the information and tools on the NJTPA Key EV Resources webpage, the NJDEP website, “Drive Green NJ” and NJTPA’s Alternative Fuel Readiness Guidebook to support 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. Activities include educational and outreach through the Somerset County EV Coalition, coordinating ride and drive events, disseminating information about incentives for EV purchase and the installation of charging infrastructure, presentations to municipal, business, and community stakeholders, technical assistance to municipalities, employers, and other locations engaged in readiness planning, ordinance adoption, and charging station siting, and participation in support activities sponsored by the NJTPA or other agencies

**Products and Outcomes:**

- Municipal assistance
- EV Coalition presentations/webinars

## **GOAL AREA: 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, minorities, 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 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, driving under the influence, and the newly passed safe driving law.

### **Products and Outcomes:**

- Safety presentations, outreach and/or campaigns.

**Strategy:** Conduct 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, VTC and/or NJTPA on safety audits as requested.

### **Products and Outcomes:**

- Audits conducted
- Reports/recommendations 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 will 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 data collected
- Reports prepared

**Strategy:** Conduct a temporary demonstration project (i.e., tactical urbanism)

*Description:* Using the TMA’s own parklet or the demonstration materials available by Hudson TMA, conduct a temporary “pop up” demonstration project with approval from the local jurisdiction. This includes, but is not limited to, temporary bicycle lanes, traffic calming, turning parking lots or spaces into parks. The demo project will be selected based on the needs identified by municipal officials. Potential partners, in addition to municipalities, may include downtown business alliances, rotary clubs, Healthier Somerset.

**Products and Outcomes:**

- Municipal event

**Strategy:** Paint the Pavement (continued from FY22 work program)

*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

**GOAL AREA: PROGRAM MANGEMENT**

*Description:* RideWise will provide administrative program information for the FY2023 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* RideWise 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.

**Products and Outcomes:**

- Quarterly progress reports, monthly invoices and supporting documentation

- FY 2024 Work Program and Staffing Plan
- Fourth quarter final report

**ACTIVITY TYPE:** Supplemental

**GOAL AREA:** SUPPLEMENTAL SAFETY

*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:** Conduct bicycle, pedestrian safety audits as part of a Street Smart campaign or independently.

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

**Products and Outcomes:**

- Municipal audits conducted/reports prepared

**Strategy:** Coordinate Street Smart campaigns for 2 communities.

*Description:* RideWise has coordinated ten successful campaigns for seven communities since 2016: North Plainfield (2), Somerville, Manville (2 campaigns), Raritan, Bernardsville (2 campaigns), Peapack-Gladstone, and Franklin Township. 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, where RideWise conducted Street Smart campaigns in 2021. Other communities experiencing a high number of crashes, where the TMA has not conducted a Street Smart campaign include Bridgewater, Hillsborough, and Bound Brook. Based on this data, the TMA will look to conduct Street Smart campaigns in Bridgewater, Hillsborough, or Bound Brook.

**Bound Brook Hot Spots:**

Bound Brook crash data from 2010 to 2020 reports 114 pedestrian and pedecyclist conflicts with vehicles, 3 of which were fatalities. Accident hot spots in Bound Brook are:

Mountain Ave & E Main St): 20 crashes

Union Ave & Tea St: 8 crashes  
Union Ave & Thompson Ave: 6 crashes  
E Union Ave & Mountain Ave: 5 crashes  
E High St & Mountain Ave: 4 crashes

**Bridgewater Hot Spots:**

Bridgewater crash data from 2010 to 2020 reports 179 pedestrian and pedecyclist conflicts with vehicles, 15 of which were fatalities. Accident hot spots in Bridgewater are:

Finderne Ave & Main Street: 17 crashes  
Rt. 22 E & Adamsville Rd N: 5 crashes  
Garretson Rd by Bridgewater-Raritan High School: 4 crashes  
Union Ave & Chimney Rock Rd: 6 crashes

**Hillsborough Hot Spots:**

Hillsborough crash data from 2016 to 2020 reports 38 pedestrian and pedecyclist conflicts with vehicles, 3 of which were fatalities. Accident hot spots in Hillsborough are:

Rt 206 New Amwell Rd and Amwell Rd: 4 crashes  
Rt 206 Hillsborough Center: 2 crashes  
Triangle Rd and Farm Rd: 2 crashes  
Triangle Rd and Auten Rd: 2 crashes  
Amwell Rd in front of Westerling Place: 2 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 and final reports

**GOAL AREA: 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:* 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.

**Products and Outcomes:**

- Coordination of One Click, One Call website
- Staff training for mobility management
- Ongoing updates to transportation information
- Tracking requests for assistance (online or phone)

**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 print guide as needed.

**Products and Outcomes:**

- Updated guide

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA: WORK 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:* 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

## 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](mailto: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](http://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.

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**RIDEWISE INC.**  
**FY 2023 WORK PROGRAM**  
**BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 251,164		
	2. FRINGE BENEFITS 30.3% FT, 9.81% PT	\$ 72,920		
	<b>SUBTOTAL</b>	<b>\$ 324,084</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ 1,000		
	2. TRAVEL	\$ 1,000		
	3. PRINTING & REPRODUCTION	\$ 4,146		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ -		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 6,209		
	<b>SUBTOTAL</b>	<b>\$ 12,355</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 61.14%	\$ 153,562		
	<b>SUBTOTAL</b>	<b>\$ 153,562</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 490,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 430,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 60,000</b>		

This estimated budget is based upon projected costs to perform the FY 2023 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 2023 include Safety and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

Federal Share: \$	490,000	Local Match: \$	-	Total: \$	490,000
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**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**RIDEWISE INC.**  
**FY 2023 WORK PROGRAM**  
**BUDGET PLAN - ATTACHMENT**

Breakdown of "OTHER" Direct Expense Items	Total Direct Non-Labor Costs OTHER
Ticket Home	\$ 600.00
Vanpool Subsidies	\$ 600.00
Website (Hosting & Updates)	\$ 1,000.00
Website Updates (One Click, One Call)	\$ 1,831.79
Newsletters/Design	\$ 600.00
Bike Rehab Repairs	\$ 1,577.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 6,208.79</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**RIDEWISE INC.**  
**FY 2023 WORK PROGRAM**  
**STAFF PLAN**

**TMA Work Program Budget by Task**

<b>Task</b>	<b>TMA Staff Hours</b>	<b>Direct Costs - Personnel Services</b>	<b>Direct Non- Labor Costs</b>	<b>Indirect Costs</b>	<b>Consultant Costs</b>	<b>Total Costs</b>
Core Goal Area Activities - Accessibility	3,420	\$ 138,536	\$ 4,977	\$ 65,350	\$ -	\$ 208,863
Core Goal Area Activities - Economic Development	1,200	\$ 58,210	\$ 600	\$ 27,487	\$ -	\$ 86,297
Core Goal Area Activities - Reliability	200	\$ 9,520	\$ 600	\$ 4,467	\$ -	\$ 14,587
Core Goal Area Activities - Environmental	1,280	\$ 48,800	\$ 600	\$ 23,244	\$ -	\$ 72,644
Core Goal Area Activities - Safety	680	\$ 23,923	\$ 597	\$ 11,571	\$ -	\$ 36,092
Core - Program Management	125	\$ 7,839	\$ -	\$ 3,678	\$ -	\$ 11,518
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>6,905</b>	<b>286,828</b>	<b>7,374</b>	<b>135,798</b>	<b>-</b>	<b>430,000</b>
Supplemental Goal Area Activities - Safety (optional)	520	\$ 18,084	\$ 3,149	\$ 8,767	\$ -	\$ 30,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	453	\$ 19,172	\$ 1,832	\$ 8,996	\$ -	\$ 30,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>973</b>	<b>37,256</b>	<b>4,980</b>	<b>17,764</b>	<b>-</b>	<b>60,000</b>
<b>TOTAL</b>	<b>7,878</b>	<b>\$ 324,084</b>	<b>\$ 12,355</b>	<b>\$ 153,562</b>	<b>\$ -</b>	<b>\$ 490,000</b>

**TMA Work Program Assigned Staff**

<b>Personnel (Name/Title)</b>	<b>Estimated % of Time Needed for TMA Program (based on total work hours for the FY)</b>	<b>Total Estimated Hours For TMA Work Program</b>
Donna Allison, Executive Director	79%	1,650
Jon Dugan, Bicycle & Pedestrian Safety Manager	19%	400
Sara Catherine Lichon, Communications & Outreach	80%	1,665
Program Associate (part time)	41%	863
Leanne McGowan, Director of Business Development	79%	1,650
Linda Rapacki, Marketing & Travel Training	79%	1,650
<b>TOTAL*</b>	<b>63%</b>	<b>7,878</b>

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



**NJTPA FY 2023 UPWP  
TRANSPORTATION MANAGEMENT  
ASSOCIATION PROGRAM**

TransOptions  
FY 2023 WORK PROGRAM

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## 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".

Over one million people of different age groups and cultural backgrounds reside within the service area; a detailed list with the demographic census breakdown is included in Table 1 on the next page. Tables 2, 3, and 4 feature a summary of journey to work data.

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

<b>Total Service Area</b>			
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

<b>Sussex County</b>			
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

<b>Morris County</b>			
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

<b>Warren County</b>			
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

<b>Essex County (Select Municipalities)</b>			
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

<b>Union County (Select Municipalities)</b>			
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

<b>Passaic County (Select Municipalities)</b>			
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

Source: 2010 United States Census

**Table 2 – Commute Flows**

<b>INTO MORRIS COUNTY FROM:</b>			<b>OUT OF MORRIS COUNTY TO:</b>		
	<b>#</b>	<b>% OF TOTAL</b>		<b>#</b>	<b>% OF TOTAL</b>
Morris County, NJ	91,361	34.63%	Morris County, NJ	91,361	39.85%
Essex County, NJ	24,544	9.30%	Essex County, NJ	24,396	10.64%
Passaic County, NJ	18,360	6.96%	Bergen County, NJ	17,109	7.46%
Sussex County, NJ	16,659	6.32%	New York County, NY	12,976	5.66%
Bergen County, NJ	14,944	5.67%	Passaic County, NJ	12,543	5.47%
Union County, NJ	14,787	5.61%	Somerset County, NJ	12,472	5.44%
Somerset County, NJ	12,331	4.67%	Union County, NJ	12,228	5.33%
Middlesex County, NJ	11,408	4.32%	Middlesex County, NJ	9,223	4.02%
Warren County, NJ	8,391	3.18%	Hudson County, NJ	6,203	2.71%
Hudson County, NJ	7,862	2.98%	Mercer County, NJ	3,649	1.59%
All Other Locations	43,146	16.36%	All Other Locations	27,105	11.82%
<b>TOTAL</b>	<b>263,793</b>	<b>100.00%</b>	<b>TOTAL</b>	<b>229,265</b>	<b>100.00%</b>
<b>TOTAL COMMUTERS:</b>	<b>401,697</b>				

<b>INTO SUSSEX COUNTY FROM:</b>			<b>OUT OF SUSSEX COUNTY TO:</b>		
	<b>#</b>	<b>% OF TOTAL</b>		<b>#</b>	<b>% OF TOTAL</b>
Sussex County, NJ	19,560	57.00%	Sussex County, NJ	19,560	28.12%
Morris County, NJ	3,560	10.37%	Morris County, NJ	16,659	23.95%
Warren County, NJ	1,512	4.41%	Bergen County, NJ	5,213	7.49%
Pike County, PA	1,357	3.95%	Essex County, NJ	4,154	5.97%
Passaic County, NJ	1,153	3.36%	Passaic County, NJ	4,116	5.92%
Essex County, NJ	820	2.39%	Middlesex County, NJ	2,151	3.09%
Orange County, NY	780	2.27%	Union County, NJ	1,885	2.71%
Bergen County, NJ	617	1.80%	Somerset County, NJ	1,826	2.63%
Middlesex County, NJ	461	1.34%	New York County, NY	1,746	2.51%
Union County, NJ	408	1.19%	Warren County, NJ	1,653	2.38%
All Other Locations	4,089	11.92%	All Other Locations	10,592	15.23%
<b>TOTAL</b>	<b>34,317</b>	<b>100.00%</b>	<b>TOTAL</b>	<b>69,555</b>	<b>100.00%</b>
<b>TOTAL COMMUTERS:</b>	<b>84,312</b>				

<b>INTO WARREN COUNTY FROM:</b>			<b>OUT OF WARREN COUNTY TO:</b>		
	<b>#</b>	<b>% OF TOTAL</b>		<b>#</b>	<b>% OF TOTAL</b>
Warren County, NJ	11,263	38.52%	Warren County, NJ	11,263	23.49%
Northampton County, PA	4,668	15.97%	Morris County, NJ	8,391	17.50%
Morris County, NJ	2,196	7.51%	Hunterdon County, NJ	4,109	8.57%
Sussex County, NJ	1,653	5.65%	Somerset County, NJ	3,792	7.91%
Hunterdon County, NJ	1,434	4.90%	Middlesex County, NJ	2,444	5.10%
Monroe County, PA	1,091	3.73%	Essex County, NJ	1,969	4.11%
Lehigh County, PA	726	2.48%	Northampton County, PA	1,865	3.89%
Middlesex County, NJ	602	2.06%	Bergen County, NJ	1,624	3.39%
Somerset County, NJ	511	1.75%	Union County, NJ	1,538	3.21%
Essex County, NJ	435	1.49%	Sussex County, NJ	1,512	3.15%
All Other Locations	4,657	15.93%	All Other Locations	9,447	19.70%
<b>TOTAL</b>	<b>29,236</b>	<b>100.00%</b>	<b>TOTAL</b>	<b>47,954</b>	<b>100.00%</b>
<b>TOTAL COMMUTERS:</b>	<b>65,927</b>				

\*Source: US Census Bureau, Center for Economic Studies 2014

# Table 3 – Means of Transportation to Work



AMERICAN  
**FactFinder**



B08301

**MEANS OF TRANSPORTATION TO WORK**  
Universe: Workers 16 years and over  
2012-2016 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Tell us what you think. Provide feedback to help make American Community Survey data more useful for you.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

	Morris County, New Jersey		Sussex County, New Jersey		Warren County, New Jersey	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total:	254,889	+/-1,845	73,922	+/-932	52,857	+/-838
Car, truck, or van:	220,082	+/-1,735	67,116	+/-995	47,811	+/-823
Drove alone	202,007	+/-2,008	62,401	+/-990	42,760	+/-874
Carpooled:	18,085	+/-1,248	4,715	+/-397	4,851	+/-465
In 2-person carpool	13,888	+/-1,043	3,808	+/-354	3,911	+/-424
In 3-person carpool	2,209	+/-354	838	+/-153	517	+/-240
In 4-person carpool	1,352	+/-370	201	+/-130	174	+/-82
In 5- or 6-person carpool	384	+/-161	46	+/-33	196	+/-95
In 7-or-more-person carpool	274	+/-115	22	+/-19	53	+/-53
Public transportation (excluding taxicab):	13,179	+/-798	1,298	+/-240	657	+/-175
Bus or trolley bus	4,965	+/-524	1,059	+/-226	518	+/-145
Streetcar or trolley car (carro publico in Puerto Rico)	80	+/-89	0	+/-28	0	+/-28
Subway or elevated	684	+/-143	59	+/-50	22	+/-26
Railroad	7,418	+/-554	189	+/-59	112	+/-76
Ferryboat	84	+/-54	11	+/-17	7	+/-10
Taxicab	558	+/-104	30	+/-37	91	+/-73
Motorcycle	224	+/-99	73	+/-65	64	+/-50
Bicycle	508	+/-236	93	+/-67	207	+/-118
Walked	5,335	+/-802	922	+/-173	1,485	+/-249
Other means	1,158	+/-255	495	+/-117	211	+/-90
Worked at home	13,815	+/-722	3,895	+/-487	2,551	+/-294

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

Workers include members of the Armed Forces and civilians who were at work last week.

While the 2012-2016 American Community Survey (ACS) data generally reflect the February 2013 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

Explanation of Symbols:

1. An "''" entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An "U" entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An "L" following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An "U" following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An "''" entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An "C" entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An "N" entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An "X" means that the estimate is not applicable or not available.

**Table 4 – Travel Time to Work**

U.S. Census Bureau  
 AMERICAN FactFinder  
 B08303 TRAVEL TIME TO WORK  
 Universe: Workers 16 years and over who did not work at home  
 2012-2016 American Community Survey 5-Year Estimates

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	Morris County, New Jersey		Sussex County, New Jersey		Warren County, New Jersey	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total:	241,054	+/-1,785	70,027	+/-984	50,308	+/-813
Less than 5 minutes	4,817	+/-393	1,733	+/-240	2,052	+/-423
5 to 9 minutes	22,133	+/-1,007	5,178	+/-419	4,972	+/-520
10 to 14 minutes	30,823	+/-1,165	6,531	+/-492	5,164	+/-486
15 to 19 minutes	29,345	+/-1,151	6,708	+/-527	3,978	+/-407
20 to 24 minutes	30,750	+/-1,162	7,329	+/-558	4,727	+/-385
25 to 29 minutes	15,135	+/-900	2,925	+/-329	2,077	+/-286
30 to 34 minutes	29,476	+/-1,077	7,115	+/-509	5,134	+/-416
35 to 39 minutes	8,884	+/-632	2,130	+/-248	1,664	+/-264
40 to 44 minutes	12,704	+/-822	3,512	+/-328	2,828	+/-332
45 to 59 minutes	23,574	+/-1,072	9,066	+/-584	6,540	+/-579
60 to 89 minutes	20,745	+/-1,017	12,581	+/-668	8,078	+/-514
90 or more minutes	12,688	+/-834	5,219	+/-424	3,096	+/-342

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

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 2050;
- 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 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 programs that provide a particular benefit to traditionally underserved populations include, but are not limited to, human services TNC projects in Morris and Sussex Counties, bike and helmet use education for individuals with lower incomes who rely on bicycles for job access, pedestrian safety efforts in communities that have disproportionate crash rates among low income and non-English-speaking populations, and free environmental education programs including participation in Junior Solar Sprints among traditionally disadvantaged school districts.

## TRANSOPTIONS

### PROGRAM REPORT FY 2023

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**ACTIVITY TYPE:** Core

**GOAL AREA:** 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: 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 and the NJRideshare.com website, 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) or micro-mobility options, to increase the availability and connectivity of other transportation options.

**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 2050: Transportation, People, Opportunity 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:** 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 trip planning, carpooling, vanpooling, public transit, bicycling, walking, shuttle services and other non-SOV modes of travel.

**Products and Outcomes:**

- Provide trip planning and other travel assistance. Promote availability of bicycle, pedestrian, other commute alternatives and encourage behavioral changes by providing commuter challenges such as the Bike to Work Challenge.

**Strategy:** Complete Streets

*Description:* Support municipalities and counties with complete streets implementation, including education of stakeholders, sharing of best practices and policies, and participation in planning or infrastructure projects. Provide assistance with municipal and county grant applications for construction projects, planning studies, technical assistance programs or other project implementation efforts.

**Products and Outcomes:**

- Complete streets implementation support. Education of stakeholders, sharing of best practices and policies, and participation in planning or infrastructure projects. Assistance with grant applications for construction projects, planning studies, technical assistance programs or other project implementation efforts.

## **GOAL AREA: 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. TransOptions will coordinate with the Together North Jersey Competitive Task Force or other Together North Jersey Task Forces as requested by the NJTPA. The TMA will also participate in other related activities, including implementation efforts of the Regional Comprehensive Economic Development Strategy (CEDS), the NJTPA's long range transportation plan, Plan 2050, 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: 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: 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 SJ program and other sustainability-focused groups such as the Morris County Chamber of Commerce’s Sustainability Committee.

**Products and Outcomes:**

- Support SJ 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 Electric Vehicles and Related Infrastructure

*Description:* Advance efforts to support and encourage the adoption of electric vehicles (EVs) and related infrastructure, using NJTPA’s Alternative Fuel Readiness Guidebook, NJDEP’s DriveGreenNJ website, and the information and tools on the NJTPA EV resources webpage as resources. Work with various audiences, including businesses, developers, schools, colleges and universities, medical centers, and municipal and county governments, to educate on EV resources and availability of funds to advance the adoption of EV infrastructure throughout the service area. Work with businesses to develop incentives to educate and encourage their employees to purchase EVs. Provide best practices and educational support to municipalities interested in adopting EV ordinances.

**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 EVs in fleet operations, and assist businesses in incentive-development to encourage EV adoption among their employees.

## **GOAL AREA: 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 eight-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 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: PROGRAM MANAGEMENT**

*Description:* TransOptions will provide administrative and program information for the FY 2023 UPWP TMA Program in accordance with the NJTPA planning process.

**Strategy:** Program Management

*Description:* TransOptions 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.

**Products and Outcomes:**

- Quarterly Progress Reports, invoices and supporting documentation
- FY 2024 Work Program and Staffing Plan
- Fourth Quarter/Final Report

**ACTIVITY TYPE:** Supplemental

**GOAL AREA:** SUPPLEMENTAL SAFETY

*Description:* TransOptions will build on, expand and improve its Street Smart NJ and other safety efforts to deliver programs in new communities, implement “refresher” campaigns in towns previously involved, or deliver additional targeted safety programming as deemed appropriate by TransOptions and the participating community. It is anticipated that 3 to 4 communities will participate in these activities.

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

Street Smart NJ campaigns will include campaign surveys, 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, 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. non-compliant behavior for pedestrians and motorists, and ticket/warning data from the participating police department.

Non-Street Smart NJ safety campaigns will utilize in-person and digital strategies to convey safety messages, and may incorporate temporary on-street interventions as opportunities to modify travel behavior, measure outcomes, and engage with the public on topics of safety. Additionally, walk/bike safety audits may be conducted as part of this activity.

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.

**Strategy:** Localized Safety Initiatives and Education

*Description:* TransOptions will develop and deliver location-specific safety campaigns in partnership with stakeholders from the participating community to advance one or several critical safety messages. Work with businesses and organizations to develop specific and targeted outreach strategies to reach the most vulnerable populations. TransOptions will utilize in-person and digital strategies to convey safety messages, and may incorporate temporary on-street interventions as opportunities to modify travel behavior, measure outcomes, and engage with the public on topics of safety. These localized activities may also include walk/bike safety audits.

**Products and Outcomes:**

- Develop and implement localized safety initiatives, such as demonstration projects, targeted outreach, and safety audits in specific municipalities in the TransOptions service area.

## **GOAL AREA: 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.

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

**Strategy:** County and Interagency Coordination

*Description:* In conjunction with Sussex County and Morris County human services staff, 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, scheduling rides for, and evaluating both Sussex County's and Morris County's TNC programs with appropriate county human services staff. Serve as dispatch for each 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.

**ACTIVITY TYPE:** Work Funded by Other Sources

**GOAL AREA:** WORK FUNDED BY OTHER SOURCES

*Description:* The following activities related to the TMA work program are funded by other public sources.

- Safe Routes to Schools – Bike and pedestrian safety education for grades K-8.
- NJ Division of Highway Traffic Safety – Bike (all ages) and pedestrian (seniors) safety programs and distracted driving programs for teens and adults.
- NJ TRANSIT – Promotion of existing transit system (including vanpools) as an alternative mode of travel.
- County of Morris – General support for TDM activities.
- TransOptions – Activities funded by TransOptions.

**Strategy:** Safe Routes to School

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

**Products and Outcomes:**

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

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

*Description:* Bike (all ages) and pedestrian (Seniors) safety programs and distracted driving programs for teens and adults.

**Products and Outcomes:**

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

**Strategy:** NJ TRANSIT

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

**Products and Outcomes:**

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

**Strategy:** County of Morris

*Description:* General support for TDM activities.

**Products and Outcomes:**

- General support for TDM activities.

**Strategy:** TransOptions

*Description:* Activities funded by TransOptions.

**Products and Outcomes:**

- ♦ Activities funded by TransOptions.

## 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](http://www.TransOptions.org). It will house up-to-date information that helps promote or

implement TDM measures. Additionally, it will serve as a promotional tool for TransOptions' work program efforts. Effectiveness will be tracked by web traffic through Google Analytics.

- Press and Editorials: TransOptions will promote various programs throughout each quarter through press releases seeking media coverage from both print and online outlets 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 Safety

- 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 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM  
TRANSOPTIONS, INC.  
FY 2023 WORK PROGRAM  
BUDGET PLAN**

		<b>PROPOSED BUDGET</b>	<b>FEDERAL SHARE</b>	<b>LOCAL MATCH</b>
<b>PART I:</b>	<b>DIRECT COSTS - PERSONNEL SERVICES</b>			
	1. SALARIES	\$ 525,087		
	2. FRINGE BENEFITS 40.2066% FT, 0% PT	\$ 211,120		
	<b>SUBTOTAL</b>	<b>\$ 736,207</b>	100%	0%
<b>PART II</b>	<b>DIRECT NON-LABOR COSTS</b>			
	1. SUPPLIES	\$ -		
	2. TRAVEL	\$ 4,611		
	3. PRINTING & REPRODUCTION	\$ 2,000		
	4. TELEPHONE	\$ -		
	5. POSTAGE	\$ 200		
	6. CONFERENCE/TRAINING	\$ -		
	7. OTHER (SPECIFIED IN ATTACHMENT)	\$ 7,500		
	<b>SUBTOTAL</b>	<b>\$ 14,311</b>	100%	0%
<b>PART III:</b>	<b>INDIRECT COSTS</b>			
	INDIRECT COST ALLOCATION 39.8948%	\$ 209,483		
	<b>SUBTOTAL</b>	<b>\$ 209,483</b>	100%	0%
<b>PART IV:</b>	<b>CONSULTANT COSTS</b>			
	CONSULTANT	\$ -		
	<b>SUBTOTAL</b>	<b>\$ -</b>	100%	0%
	<b>TOTAL PROGRAM BUDGET</b>	<b>\$ 960,000</b>	100%	0%
	<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 895,000</b>		
	<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>\$ 65,000</b>		

This estimated budget is based upon projected costs to perform the FY 2023 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 2023 include Safety and Coordinated Human Services Transportation.

**FUNDING SOURCES:**

Federal Share: \$	960,000	Local Match: \$	-	Total: \$	960,000
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**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**TRANSOPTIONS, INC.**  
**FY 2023 WORK PROGRAM**  
**BUDGET PLAN - ATTACHMENT**

<b>Breakdown of "OTHER" Direct Expense Items</b>	<b>Total Direct Non-Labor Costs OTHER</b>
Empty Seat & Emergency Ride Home	\$ 7,500.00
<b>Total "OTHER" Direct Expenses</b>	<b>\$ 7,500.00</b>

**NJTPA FY 2023 UPWP - TRANSPORTATION MANAGEMENT ASSOCIATION PROGRAM**  
**TRANSOPTIONS, INC.**  
**FY 2023 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	2,760	\$ 123,463	\$ 8,420	\$ 35,130	\$ -	\$ 167,013
Core Goal Area Activities - Economic Development	1,940	\$ 89,528	\$ 920	\$ 25,475	\$ -	\$ 115,923
Core Goal Area Activities - Reliability	1,640	\$ 73,088	\$ 256	\$ 20,797	\$ -	\$ 94,140
Core Goal Area Activities - Environmental	3,790	\$ 152,630	\$ 1,500	\$ 43,430	\$ -	\$ 197,560
Core Goal Area Activities - Safety	5,830	\$ 221,745	\$ 940	\$ 63,096	\$ -	\$ 285,781
Core - Program Management	420	\$ 26,922	\$ -	\$ 7,661	\$ -	\$ 34,583
<b>SUBTOTAL - CORE PROGRAM GOAL AREA ACTIVITIES</b>	<b>16,380</b>	<b>687,376</b>	<b>12,036</b>	<b>195,588</b>	<b>-</b>	<b>895,000</b>
Supplemental Goal Area Activities - Safety (optional)	563	\$ 25,574	\$ 2,149	\$ 7,277	\$ -	\$ 35,000
Supplemental Goal Area Activities - Coordinated Human Services Transportation (optional)	551	\$ 23,256	\$ 126	\$ 6,617	\$ -	\$ 30,000
<b>SUBTOTAL - SUPPLEMENTAL PROGRAM GOAL AREA ACTIVITIES</b>	<b>1,114</b>	<b>48,831</b>	<b>2,275</b>	<b>13,894</b>	<b>-</b>	<b>65,000</b>
<b>TOTAL</b>	<b>17,493</b>	<b>\$ 736,207</b>	<b>\$ 14,311</b>	<b>\$ 209,483</b>	<b>\$ -</b>	<b>\$ 960,000</b>

**TMA Work Program Assigned Staff**

Personnel (Name/Title)	Estimated % of Time Needed for TMA Program (based on total work hours for the FY)	Total Estimated Hours For TMA Work Program
Anne Adier-Vivino, Business Services Coordinator	75%	1,550
Daniel Callas, President	68%	1,425
Emily Casey, Active Transportation Manager	48%	1,000
Laura Cerutti, Project Manager	74%	1,548
Justin Jenkins, GIS Program Coordinator	79%	1,635
Denis Kelleher, Program Specialist	70%	1,455
Jackeline Leon, Communications & Outreach Coordinator	81%	1,690
Lisa Leone, Bicycle and Pedestrian Programs Coordinator	40%	840
Judith Maltese, Data Management Specialist	81%	1,681
Melissa McCutcheon, Program Specialist	85%	1,760
Danielle Scassera, Business Manager	14%	300
Jeremy Szeluga, Program Specialist	40%	840
Kristen Tomasicchio, Environmental Education Manager	85%	1,770
<b>TOTAL*</b>	<b>65%</b>	<b>17,493</b>

\*Note Total Estimated % of Time Needed for TMA Program represent average of total staff time.  
 March 2022