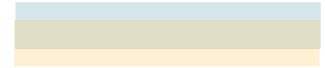
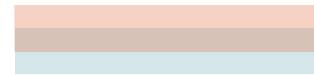




# CROSS COUNTY CONNECTION



## FY23



# IMPACT REPORT

July 2022 — June 2023



**CREATING EQUITABLE, SAFE, AND ENVIRONMENTALLY SUSTAINABLE TRANSPORTATION OPTIONS IN SOUTH JERSEY**

[www.driveless.com](http://www.driveless.com) | [ccctma@driveless.com](mailto:ccctma@driveless.com)



# ABOUT CROSS COUNTY CONNECTION

Cross County Connection is the designated Transportation Management Association (TMA) for the seven-county southern New Jersey region: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem. Cross County Connection addresses the region's mobility needs by fostering the implementation and use of sustainable transportation modes.

Cross County Connection, a non-profit organization, was formally incorporated in 1989 through the efforts of a group of southern New Jersey business leaders, local governments, and state agencies to address traffic congestion and improve air quality in the region.

Cross County Connection's programs and services encourage and facilitate the safe use of public transit, shuttle services, carpooling, vanpooling, bicycling and walking for all. Additional services include public transit travel training, bicycling and walking safety programs, assistance with electric vehicle charging infrastructure and fleets, bicycle and pedestrian infrastructure planning, grant assistance and more. Services are provided to county and local governments, the business community, federal, state and regional transportation agencies, schools, social service organizations and the general public.

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**MISSION STATEMENT:** Creating equitable, safe, and environmentally-sustainable transportation options in South Jersey.

**VISION STATEMENT:** To be the trusted resource empowering the South Jersey region to —

- **Reduce** pedestrian & bicyclists' crashes in all communities
- **Improve** air quality and reduce traffic congestion through the increased use of commute alternatives
- **Create** a culture that embraces safe public transit, walking and biking as an everyday means of transportation for all



One Greentree Centre, 10,000 Lincoln Drive East, Suite 102 Marlton, NJ 08053  
856.596.8228 | [www.driveless.com](http://www.driveless.com)



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# MESSAGE FROM THE EXECUTIVE DIRECTOR

September 2023

Dear Friends:



September 18-22 is Transportation Demand Management (TDM) week. TDM is the implementation and encouragement of sustainable transportation policies and practices that improve mobility and provide a safe and reliable transportation system for all users in all communities. TDM strategies provide travel options to those without a private vehicle and reduce traffic congestion and improve air quality, thereby improving the quality of life for all.

As South Jersey's Transportation Management Association (TMA), Cross County Connection has accomplished quite a lot in the TDM arena. This year has been no different as we have continued to grow and achieve significant accomplishments. I am pleased to present our Annual Impact Report for FY23 which highlights the achievements of your TMA.

With the implementation of our new Strategic Plan, we focused our efforts on two primary TDM strategies: 1). encouraging greater use of walking and bicycling by improving safety for pedestrians and bicyclists and 2). increasing the use of electric vehicles (EVs) by providing educational resources. *Additionally, we updated our Mission Statement and created a new Vision Statement to better address the needs of our region and evolving TDM strategies.*

Our staff spend a lot of time in our South Jersey communities working with numerous police departments and schools to educate motorists, pedestrians and bicyclists about safely sharing the road with one another and how to walk and bike safely. We conducted Road Safety Audits at locations of high crash rates and recommended quick and inexpensive safety improvements.

Our updated EV Primer and new EV Resources Guide provide consumers, developers, local governments, schools and businesses with the information and tools, including financial incentives, needed to successfully purchase an EV, convert fleets and install charging stations. EV information is changing rapidly, so these resources will be updated on our website as the changes occur.

With our assistance, our members have done a fantastic job implementing TDM strategies throughout our region. Some members have installed EV charging stations and converted fleets to EVs. Many members have improved safety for bicyclists and pedestrians by installing bike lanes/paths, improved sidewalks, signage and transit amenities. Additionally, with Cross County Connection's assistance, many of our South Jersey communities have received numerous NJDOT infrastructure grants to fund new TDM projects. The implementation of TDM strategies has taken off in South Jersey and Cross County Connection is a proud partner!

I would like to thank our Board of Trustees, members and friends for their continued support of Cross County Connection. Your participation and guidance have greatly contributed to the impact our work has on the region. I am especially grateful to my staff for their hard work and dedication to our mission. They are truly the heart and soul of the organization.

I look forward to partnering with you as we continue to grow and improve South Jersey's sustainable transportation network through TDM strategies.

Best wishes,

A handwritten signature in blue ink that reads "Ronda R. Urkowitz".

Ronda R. Urkowitz, PP/AICP  
Executive Director



# CROSS COUNTY CONNECTION MEMBERS

**Archer & Greiner, Attorneys at Law**  
**Burlington County**  
**Burlington County Chamber of Commerce**  
**Camden County Public Works**  
**Camden County Educational Services Commission**  
**Collingswood Borough**  
**Delaware River Port Authority (DRPA)**  
**Delaware Valley Regional Planning Commission (DVRPC)**  
**Evesham Township**  
**Environmental Resolutions, Inc.**  
**Federal Highway Administration (FHWA) NJ Division**  
**Haddonfield Borough**  
**Members at Large**  
**NJ Department of Transportation (NJDOT)**  
**NJ TRANSIT**  
**North Jersey Transportation Planning Authority (NJTPA)**  
**Pennsville Township**  
**Port Authority Transit Corporation (PATCO)**  
**Remington & Vernick Engineers**  
**Sierra Club West Group**  
**South Jersey Transportation Authority (SJTA)**  
**South Jersey Transportation Planning Organization (SJTPO)**  
**Southern New Jersey Development Council (SNJDC)**  
**Taylor, Wiseman & Taylor**  
**United Way of Greater Phila and Southern NJ (UWGPSNJ)**  
**Voorhees Township**  
**Winslow Township**

# CROSS COUNTY CONNECTION BOARD OF TRUSTEES

**Mr. Bruce K. Easterly, P.E.\***  
**PRESIDENT**  
Taylor, Wiseman & Taylor

**Mr. John D. Rink\***  
**VICE PRESIDENT**  
Port Authority Transit  
Corporation (PATCO)

**Ms. Carol Ann Thomas\***  
**TREASURER**  
Burlington County

**Mr. Joseph B. Hale\***  
**SECRETARY**  
Voorhees Township

**Mr. Michael F. Floyd, Esq.\***  
Archer & Greiner, Attorneys at Law

**Mr. Barry Lem\***  
Member at Large

**Ilene M. Lampitt, Esq.\***  
Camden County

**\*Executive Committee**

**Mr. Kevin Rijs**  
Township of Evesham

**Mr. William Riviere**  
NJ Department of Transportation (NJDOT)

**Ms. Beth Waltrip**  
NJ TRANSIT

**Mr. Kevin S. Murphy**  
Delaware Valley Regional  
Planning Commission (DVRPC)

**Ms. Jennifer Marandino, P.E.**  
South Jersey Transportation  
Planning Organization (SJTPO)

**Ms. Jasmine Grossmann**  
North Jersey Transportation  
Planning Authority (NJTPA)

**Jason Simmons**  
Federal Highway Administration  
(FHWA) NJ Division

**Mr. Timothy Staszewski**  
Remington & Vernick Engineers



# SAFE ROUTES TO SCHOOL

Cross County Connection's SRTS activities promote walking and bicycling to school through student safety educational programs. The implementation of SRTS seeks to improve children's safety and air quality, as well as reducing overall traffic congestion and fuel consumption.

NEW JERSEY  
Safe Routes to School



[www.saferoutesnj.org](http://www.saferoutesnj.org)



## BY THE NUMBERS:

**54** EVENTS CONDUCTED

**560** BICYCLE HELMETS DISTRIBUTED

**6,000** STUDENTS REACHED

**8,000** PROMOTIONAL ITEMS DISTRIBUTED





# COMMUTER SERVICES

Cross County Connection assists South Jersey residents and employees with their commute to work by helping them form carpools and vanpools and utilize public transit. Cross County Connection also disseminates commuter information at job fairs and community events, as well as at information displays in public locations throughout South Jersey. Cross County Connection's carpool and vanpool groups have saved nearly 30 million vehicle miles.



## BY THE NUMBERS:

**380** COMMUTER INFORMATION DISPLAYS

**17** COMMUNITY EVENTS ATTENDED

**1,469** CARPOOL PARTICIPANTS (CARPOOLERS)

**6.1** MILLION VEHICLE MILES SAVED PER YEAR BY CARPOOLERS

**706** REGISTERED CARPOOLS (GROUPS)

**23.1** MILLION VEHICLE MILES SAVED PER YEAR BY VANPOOLERS

**87** VANPOOL PARTICIPANTS (VANPOOLERS)

**15** REGISTERED VANPOOLS (GROUPS)





# COMMUNITY SHUTTLES

Cross County Connection provides planning and marketing support for community shuttles in South Jersey:

- English Creek-Tilton Road Community Shuttle in Atlantic County
- Rt. 54/40 Community Shuttle in Atlantic County
- Pureland East-West Community Shuttle in Gloucester County
- BurLINK Community Shuttle in Burlington County

The shuttles serve areas with limited public transit and connect with NJ TRANSIT bus and rail services. Riders depend on the shuttles to get to jobs, social services, medical appointments, grocery stores, and other destinations. During the past year, over 56,000 trips were provided, and tens of thousands of visitors sent to the respective shuttle webpages on driveless.com.

Cross County Connection works with the Shuttle Advisory Committee and other partners to promote the shuttles.

CCCTMA partnered with SJTA and Allies in Caring, a community health organization in Hammonton, to host a community ride of the Route 54/40 shuttle. Prior community outreach in Hammonton found that members of Hammonton's Hispanic and Latino community were potentially under-utilizing the shuttle, or apprehensive about using it. Allies in Caring's strong relationship with this community provided an opportunity to engage this potential ridership base directly.

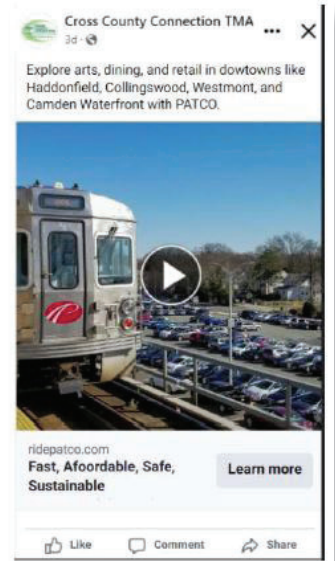
Cross County Connection also partnered with SJTPO, on an SJTPO-funded microtransit feasibility study of the Rt. 54/40 Community Shuttle. The study, conducted by VIA, examined the feasibility of converting the current fixed route service into a modified demand rideshare service. Several scenarios were developed which increased ridership by providing improved service to residents of this rural area of Atlantic County. Moving forward, SJTPO and Cross County Connection are considering options for developing a pilot project.





# RETURN TO TRANSIT CAMPAIGN

As part of the DVRPC's Travel Options Program, this past Fall, Cross County Connection promoted "Return to Transit – A Promotion of Transit, Walking, and Biking in South Jersey." Working with PATCO, a well-received "Coffee With Commuters" outreach event was held at three different stations. Hundreds of commuters were engaged and provided fresh, hot coffee to help them on their busy day! Supporting this outreach project was a targeted digital and social media campaign that promoted commute alternatives with over 6,000 engagements online.



## RETURN TO TRANSIT

A PROMOTION OF TRANSIT, WALKING, AND BIKING IN SOUTH JERSEY

**JOIN CROSS COUNTY CONNECTION TMA, SOUTH JERSEY'S TRANSPORTATION EXPERTS, AT A PATCO STATION NEAR YOU FOR FREE COFFEE, COMMUTER Q & A, GIVE-AWAYS, AND HELPFUL RESOURCES ON ALL AREA TRAVEL OPTIONS IN SOUTH JERSEY!**

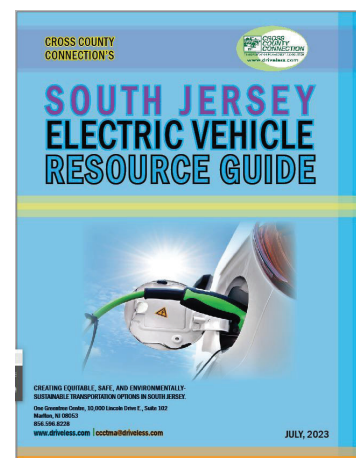
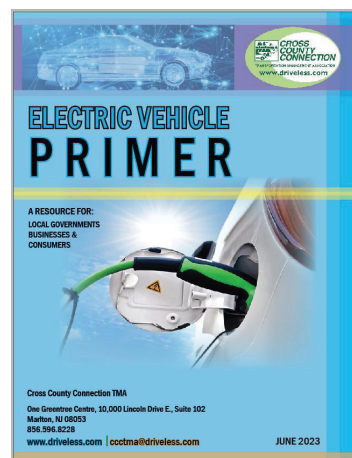
**FIND US AT:**

- October 11, 2022 (Tuesday) 7am – 9am Haddonfield PATCO Station
- October 18, 2022 (Tuesday) 7am – 9am Westmont PATCO Station
- October 25, 2022 (Tuesday) 7am – 9am Ashland PATCO Station





# TWO NEW ELECTRIC VEHICLE PUBLICATIONS!



**The EV Primer and EV Resource Guide** are companion pieces providing all audiences with the knowledge needed to transition to electric transportation, both now and into the future. Since Cross County Connection began providing EV services two years ago, a lot has changed. The federal government has invested \$73 billion into vehicle tax credit incentives and charging station grant programs. New Jersey state law now requires municipalities to incorporate EV charging station installation into their zoning, permitting, and redevelopment processes. These publications provide the latest information needed to keep track of these rapid developments.

The EV Primer, first published in 2020, has been updated. It is an introductory guide to electric vehicles (EVs) and charging stations. It provides information on the benefits of EVs, barriers to EV adoption, and charging station technology. A section on e-bikes has been added. The EV Primer is available in print and on [driveless.com](http://driveless.com).

The newest publication, the EV Resource Guide, is an online publication designed to be updated when new information, incentive programs, and grants become available. It builds upon the EV Primer and provides more specific information to assist a variety of audiences - the public, property developers, real estate companies, businesses, local governments, schools, and public transit agencies.

- For consumers considering purchasing an EV, this guide contains sections on recently updated federal and state EV purchase incentives and information on charging station options.
- For businesses and local governments, there are sections on EV fleets and charging stations, including funding opportunities, and locations of where publicly accessible charging is most needed.
- For school districts, the guide details the funding opportunities for alternatively fueled school buses.
- And for public transit agencies; this guide contains sections on securing funding for electric buses and examples of successful e-bus deployments.

The resource guide also includes the South Jersey Electric Vehicle Registrations and Charging Infrastructure Map. It shows where EV ownership rates are highest alongside charging station locations. It includes geographically specific information that will help local governments and private sector businesses plan the future locations of an expanded regional charging network.





# DEROUSSE AVENUE ROAD SAFETY AUDIT



**Cross County Connection assisted Pennsauken Township with conducting a Road Safety Audit (RSA) on Derosse Avenue, located in the historic Village of Morrisville.** The purpose of an RSA is to identify issues that negatively impact the safety and mobility of pedestrians, bicyclists, and persons with disabilities. Cross County Connection's RSA program leads a multi-disciplinary team of engineers, transportation planners, police, bicycle advocates, and community members in a collaborative process to identify solutions that make streets safe and accessible for all.



Notable destinations on Derosse Avenue include the Pennsauken Municipal Boat Ramp, Delair Elementary School, and the Pennsauken Transit Center. Derosse Avenue travels through a residential area where neighborhoods would benefit from increased walkability that will provide safe access to these locations. Derosse Avenue's primary issues are speeding and aggressive driving in an environment lacking sidewalks in many places and no form of bikeway. Cross County Connection identified forms of traffic calming that could effectively combat dangerous driver behaviors. It also recommended using demonstration projects to test measures such as protected pedestrian lanes, advisory bike lanes, and bike boulevards.



Pennsauken Township can use this report to prepare grant applications and plan a capital improvement program to construct road projects. The township can also use this report to guide its continuing progress on implementing non-infrastructure education, encouragement, and policy initiatives to address pedestrian safety.



# COMMUNICATIONS & OUTREACH

## Digital Marketing Campaign, 2023

A dynamic and wide-reaching marketing campaign was launched to target both employers and employee commuters in the Greater Metropolitan Philadelphia/South Jersey area. Electronic “geo fences” were created to capture audiences in major public transit stations, large Camden and Center City Philadelphia office locations, and entertainment and sports venues along the Delaware River Waterfront. Audience targets were engaged using multiple digital and social media platforms, reaching all of South Jersey and the Greater Philadelphia Region.



**KYW Newsradio** with Cross County Connection TMA. Sponsored

Cross County Connection is the region's transportation specialist. Providing assistance and transportation resources for employers. Promoting equitable, safe, and environmentally-sustainable transportation options in South Jersey.

driveless.com  
Cross County Connection  
South Jersey transportati... [Learn more](#)

**Sportsradio WIP** with Cross County Connection TMA. Sponsored

Cross County Connection is the region's transportation specialist. Providing assistance for commuting needs. Promoting equitable, safe, and environmentally-sustainable transportation options in South Jersey.

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Blair Sorden and 4 others

**BY THE NUMBERS:**

**1.8 MILLION** AUDIENCE REACH ON KYW and WIP SPORTS

**2.1 MILLION** AD IMPRESSIONS SERVED

**740,000** SOCIAL MEDIA IMPRESSIONS

**4,500** DRIVELESS.COM WEBSITE TRAFFIC VISITS

**42,100** PROGRAMMATIC AUDIO COMMERCIALS

**600** SOCIAL MEDIA SHARES/LIKES



## Summer Safety Campaign, 2023

**NJDHTS 2023 SUMMER SAFETY CAMPAIGN**

**NJ DRIVER ALERT: NEW SAFE PASSING LAW**  
Slow Down. Move Over. Pass with Care.

**4 feet minimum. It's the law.**

May-July, 2023 Targeting Rt. 30 area of Lawnsdale, Somerdale, and Magnolia boroughs

<b>45,000</b> AUDIO ADS PER MONTH	<b>2,600</b> SOCIAL POSTS	<b>212,885</b> DIGITAL ADS
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Cross County Connection TMA

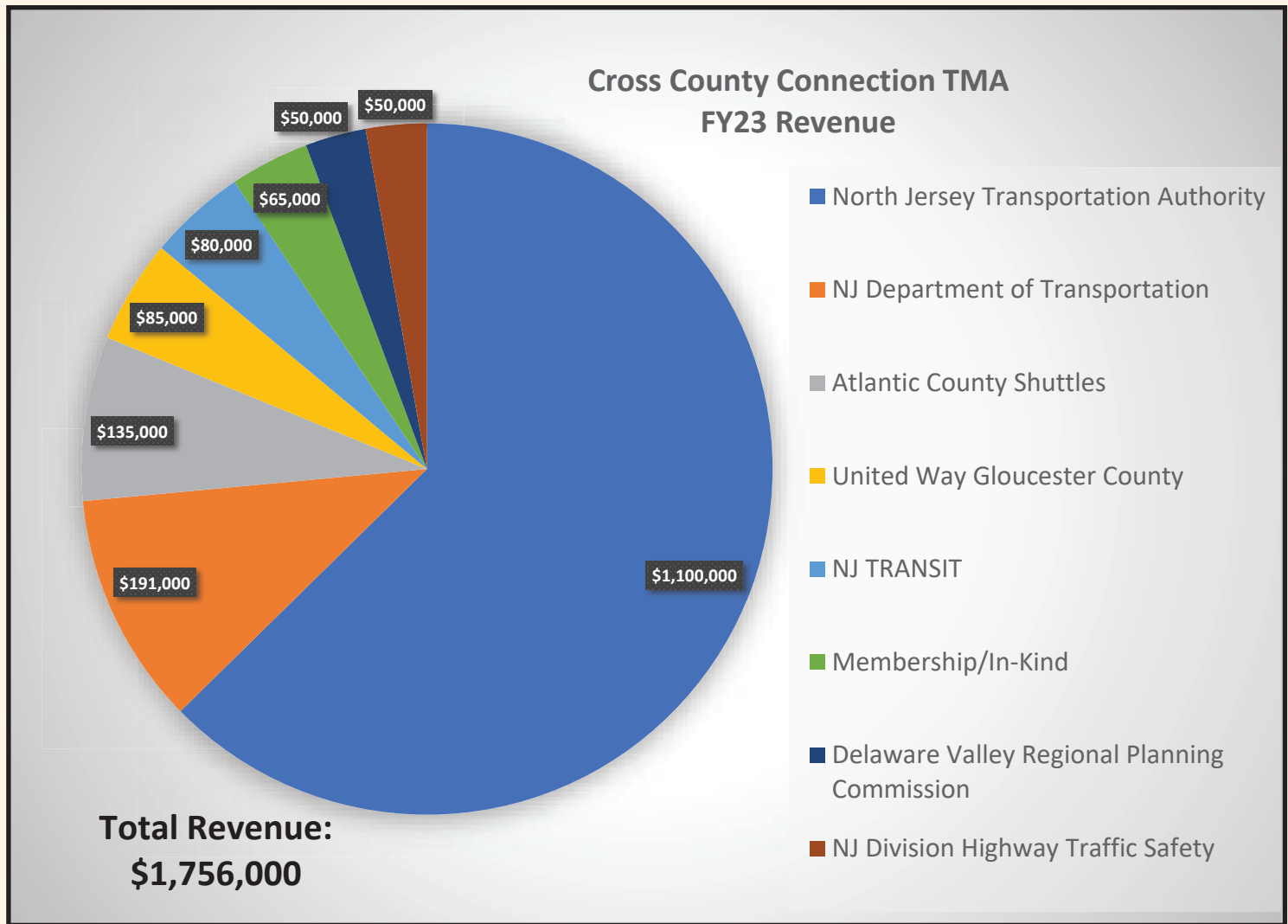
Failure to stop at crosswalks carries a \$200 fine, 2 point penalty, 15 days community service, and insurance surcharges.

WPADMIN-PRO NJDHTS GOV  
**Drivers must stop at crosswalks!**  
Learn about pedestrian safety [Learn more](#)

Like Comment Share



# FY 23 REVENUE





# CROSS COUNTY CONNECTION STAFF

Ronda R. Urkowitz, P.P, AICP  
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**SRTS Coordinator**

Michele Geiger  
**Public Outreach Coordinator**

Nashay Craig  
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Jill N. Van den Burg  
**Executive Assistant**

Brianna Casal  
**Administrative Assistant**

Joseph Conte  
**Transportation Planner Intern**



