

CROSS COUNTY CONNECTION

FY21

July 2020 - June 2021

IMPACT REPORT

IMPROVING QUALITY OF LIFE IN SOUTHERN NEW JERSEY THROUGH TRANSPORTATION SOLUTIONS



ABOUT CROSS COUNTY CONNECTION

PROVIDING TRANSPORTATION SOLUTIONS FOR SOUTHERN NEW JERSEY

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 assists local governments, schools, businesses, social service organizations, residents and employees with mobility needs by fostering the implementation and use of sustainable transportation modes.

Cross County Connection TMA was formally incorporated in 1989 through the efforts of a group of southern New Jersey business leaders, local government officials, and representatives from the New Jersey Department of Transportation (NJDOT) and New Jersey Transit Corporation (NJ TRANSIT) to address mobility issues in the region and reduce the number of vehicles on state and local roadways.

Commuting challenges are not just an inconvenience—they dramatically affect our quality of life, our independence and mobility, our ability to get to work, school, medical appointments, conduct business, and more. Today, Cross County Connection is a full-service transportation organization offering a wide variety of programs, services, and resources to southern New Jersey businesses, local governments, schools, residents, and employees.



MOBILITY DRIVES THE ECONOMY

Thanks to our partners' support, Cross County Connection can address many mobility needs. Long taken for granted, recent world events illustrate the importance of mobility—whether it means getting essential goods to distribution points, or workers and residents to essential services. Mobility is a driving force for the economy, and accessibility to transportation, and mobility options for ALL, must exist for the region to prosper.

Your TMA is a MOVING FORCE. Let us help get you there, South Jersey.

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MESSAGE FROM THE EXECUTIVE DIRECTOR



October 2021

Dear Friends:

I am pleased to present the Cross County Connection TMA FY 21 Impact Report, covering July 2020 through June 2021. Join us as we walk through the accomplishments of this past year and celebrate the highlights of the impact we have made on the greater southern New Jersey region —and to its people. After all, improving the quality of people's lives through transportation solutions is Cross County Connection's mission.

At the risk of stating the all-too obvious, the past year saw continued challenges for everyone. A lesson learned since the pandemic began is that adaptation, flexibility, and improvisation were the essential components for keeping the region moving together. Cross County Connection certainly did a lot of that during this time; but more importantly, thrived in doing so and saw itself accomplish some rather impressive achievements. As you are about to see in the following pages, during a time of uncertainty and unease, the seven-county South Jersey region — it's commuters, employers, and municipal entities — all had a stalwart ally here for transportation resources, solutions, and support.

Likewise, attention must be given to what we, in turn, have ourselves received. Cross County Connection could not have done all these notable and impactful things without the invaluable support, assistance, and sponsorship from our Board of Trustees, members, and friends of Cross County Connection TMA. I am grateful for their continued dedication in diligently working with us to achieve our mission. Of course, a special, heartfelt thanks especially goes out to the dedicated and talented staff of this organization. Their work has certainly proved "essential" towards making the overall impact which is dynamically and proudly presented here in this report.

Thank you all. This coming new year certainly looks poised to bring new opportunities and challenges alike. Cross County Connection TMA is excited to meet them.

Ronda R. Urkowitz, P.P., AICP

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Executive Director

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Camden County

Cherry Hill Township

Collingswood Borough

Delaware River Port Authority (DRPA)

Delaware Valley Regional Planning Commission (DVRPC)

Evesham Township

Haddonfield Borough

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NJ TRANSIT

North Jersey Transportation Planning Authority (NJTPA)

Pascale Sykes Foundation

Port Authority Transit Corporation (PATCO)

Sierra Club West Group

South Jersey Transportation Authority (SJTA)

Taylor Wiseman & Taylor

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Voorhees Township

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^{*}Executive Committee

COMMUNITY SHUTTLES

Cross County Connection provides planning and marketing support for three Community Shuttles in South Jersey that provide access to employment and educational opportunities, social services, medical, retail and other destinations. The shuttles provide regional accessibility to people that depend on public transportation in areas with limited public transit and connect with NJ TRANSIT bus and rail services.

- RISH CREEK-TILITON ROAD MMUNITY SHUTTLE
- 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

The shuttles continued to operate during the pandemic and adhere to CDC guide-lines. The pandemic has demonstrated the true value and need for these services, retaining approximately 33% greater ridership than the larger public transit carriers at the onset of the pandemic. **Most passengers are employed in essential-service businesses or could not work from home. Without these shuttles, many passengers would have lost their jobs.**

Program Spotlight: Shuttles Provide Social Services Support

At the on-set of the pandemic, it became clear that South Jersey residents needed information regarding available social services. Cross County Connection quickly expanded the use of its text alert system by sending passengers links to an interactive map showing food banks/pantries, jobs and vaccination sites along the shuttle routes.











SAFE ROUTES TO SCHOOL

Cross County Connection's SRTS activities promote walking and bicycling to school through student safety education programming. The implementation of this program improves children's safety and air quality, as well as reducing traffic congestion and fuel consumption.

As a result of the pandemic, Cross County Connection quickly revised its traditional in-person SRTS programing to a virtual platform. Schools were provided electronic materials (safety-related puzzles, games, poster contests, etc.) which teachers shared with their students virtually. By late spring and through the fall, police departments and schools were encouraging supervised, COVID-19 appropriate, outdoor activities to enable children to move away from computer screens and enjoy some physical activity. Cross County Connection's socially-distanced bike rodeos and walking and bicycling safety programming met this need and were in high demand.

BY THE NUMBERS: 28 Events conducted 1.300+ Students reached

4,700

960

Promotional items distributed

Bicvcle helmets distributed



Program Spotlight: The Golden Sneaker Walking Challenge

The Walking Challenge is Cross County Connection's premier SRTS event. To win the challenge, teams challenge one another to see which team can walk the most steps. The competition can be between classes, grade levels, or between schools. Cross County Connection provides pedometers and detailed guidance to teachers and parents/guardians to ensure a smooth rollout. A ceremony is held at the conclusion of the challenge to recognize the winning team with a trophy.

Five schools participated in the Golden Sneaker Walking Challenge:

- Zane North Elementary, Collingswood
- Oldmans Township School, Pedricktown
- Atlantic Avenue Elementary, Haddon Heights
- Glenview Avenue Elementary School, Haddon Heights
- Seventh Avenue Elementary School, Haddon Heights













SAFE ROUTES TO SCHOOL, CONTINUED

CONGRATULATIONS TO SOUTH JERSEY'S SRTS RECOGNITION AWARDEES

SRTS Recognition Program

The New Jersey Safe Routes Resource Center recognizes municipalities and schools for their commitment to the SRTS program. Nominees apply for recognition at one of four levels: First Step, Bronze, Silver, or Gold. The success of Cross County Connection's SRTS program is evident from the number of new schools/municipalities in the SRTS Recognition Program as well as in the number of schools/municipalities that have moved up a level.

GOLD

Atlantic Avenue Elementary School Glenview Avenue Elementary School Seventh Avenue Elementary School

SILVER

Gibbsboro Elementary School Clementon Borough **Clementon Elementary School Zane North Elementary School Charles Street School Evesham Township Margate City**

BRONZE **Chesterfield Elementary School** J. Harold Van Zant Elem School **Riverside Elementary School** Palmyra Police Department Willingboro Police Department **Katz Dalsey Academy Charter School Mark Newbie Elementary School Bingham Elementary School Grace Downing Elementary School** Mary E. Volz School **Bell Oaks Upper Elementary Collingswood Borough Laurel Springs School Fairfield Township School Vineland Police Department Oldmans Township School**

BY THE NUMBERS:

6 2	Schools/municipalities certified
36	Schools/municipalities achieved First Step recognition
16	Schools/municipalities achieved Bronze recognition
7	Schools/municipalities achieved Silver recognition
3	Schools/municipalities achieved Gold recognition
15	Schools/municipalities certified in 2021
50%	Of those certified in 2021 were new to the SRTS program
50%	Of those certified in 2021 moved up a level from previous year



FIRST STEP Robins Nest School Charles L. Spragg School **Egg Harbor City Community School New York Avenue Elementary School Seaview Elementary School Egg Harbor Township Police Department** Folsom School Jordan Road School

Municipal Recipient, Hammonton Bike and **Pedestrian Advisory Committee Bordentown Regional Middle School**

Peter Muschal School

Maude M. Wilkins Elementary School Howard R. Yocum Elementary School

Samuel Smith Elementary School

Charles Street School

Moorestown Police Department Ethel M. Burke Elementary School

Dr. Ulysses S. Wiggins College Preparatory Lab School

Clara Barton Elementary School

Gloucester Township

Berlin Community School

Bellmawr Police Department

Cherry Hill Township

Runnemede Police Department

Thomas Paine Elementary School

Municipal Recipient, Runnemede Cub Scout Pack 117

Voorhees Township Police Department

Leap Academy

Ocean City Intermediate School

Vineland City

Wenonah Elementary School

Clayton Borough

Glassboro Borough

National Park Elementary School

Herma Simmons Elementary School

Pennsville Township





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.

BY THE NUMBERS:

Commuter Information Displays
 Community events attended
 Job Fairs attended (on-site & virtual)

710 Carpool groups 1,478 Carpoolers

6.2 Million vehicle miles saved per year by carpoolers

14 Vanpool groups Vanpoolers

24.5 Million vehicle miles saved per year by vanpoolers 30.7 Million vehicle miles saved per year from ridesharing







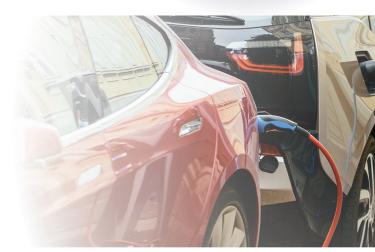




ELECTRIC VEHICLES

Electric vehicles (EVs) are becoming a common site on New Jersey's roads and have become a major focus of both the federal and state governments' transportation policies. At the federal level, President Biden has set a goal for the United States to be carbon neutral by 2050 and this will entail investments in EVs including the promise to install 550,000 EV charging stations. Within the state, the 2019 NJ Energy Master Plan set a goal to electrify the transportation sector nearly 100%. In 2021, Governor Murphy signed into law a package of bills that will require municipalities to incorporate EV charging station installation intro their zoning, permitting and redevelopment processes, along with a model ordinance to make this process easier for municipalities. It is anticipated there will be 330,000 EVs on NJ's roads by 2025 and 2 million by 2035.





Cross County Connection kicked-off its EV local government assistance program with several webinars designed to inform and educate local governments regarding EV technology and newly adopted federal and state policies. Feedback from attendees was overwhelmingly positive.

Workshop topics included:

- · EV charging infrastructure guidelines for municipalities, including new zoning and permitting processes
- State funding and procurement programs for EV fleets and charging stations
- New state funding programs and legislation requiring municipalities to take action to expand the State's charging station network

Guest speakers are experts in the field, and included representatives from Cross County Connection, NJDEP, Sustainable Jersey, Greenspot, Cherry Hill Township and Veritas Real Estate.

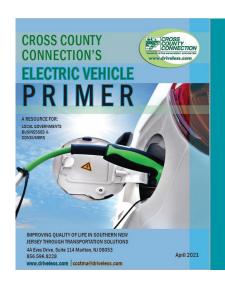
Program Spotlight: EV Primer

Cross County Connection developed The *Electric Vehicle (EV) Primer* as a resource for the public, local governments, and businesses to assist them with exploring the world of EVs and charging stations. Topics include:

- Introduction to EV technology
- Benefits of owning an EV
- Recently enacted state laws governing the inclusion of charging station infrastructure into NJ's Municipal Land-use Law (MLUL)
- Planning and policy considerations for municipal governments
- Incentives and grant programs supporting the purchase of EVs and charging stations

The EV Primer was released in September 2021 as a dynamic on-line document. As the world of EVs is rapidly evolving, the EV Primer will be updated and expanded, as needed to reflect the latest in legislative efforts, planning guidance, grant programs and more.





BICYCLE AND PEDESTRIAN SAFETY AUDITS

Cross County Connection led three bicycle and pedestrian safety audits focusing on dangerous intersections and road segments. The audit recommendations were designed to be easily implemented and low cost solutions to address identified issues.

Pennsville Township, Salem County Somerdale Borough, Camden County Hamilton Township, Atlantic County.

This year, due to limitations on meeting in person, audits took on a slightly new format and included a virtual component. Cross County Connection staff highlighted safety issues using photos taken at the audit sites and Google Street view to "walk" participants through the area who were not comfortable with an in-person audit tour. Audit participants included elected officials, municipal and county staff, police departments, NJDOT, NJDHTS, DVRPC, SJTPO, and local residents.

Audits Results:

- 2 Federal grant applications to implement audit report recommendations
- 2 Street Smart NJ pedestrian safety education campaigns at the audit sites

Program Spotlight: Somerdale Borough - White Horse Pike Bicycle and Pedestrian Road Safety Audit

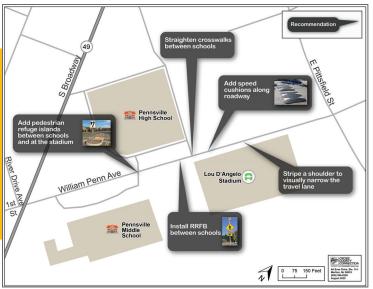
Cross County Connection developed the *White Horse Pike Bicycle and Pedestrian Road Safety Audit* on behalf of the Borough of Somerdale, with the assistance of NJDOT, DVRPC, NJTPA and NJDHTS. The focus was a one-third mile section of the White Horse Pike (Route 30) including a dangerous non-signalized crosswalk and an intersection where traffic patterns and signal phasing create safety issues for pedestrians, bicyclists, and motorists.

Audit Impact: NJDOT is in the early stages of redesigning this dangerous intersection. The Mayor and Police Chief were able to meet at the audit site with NJDOT and observe issues in real time and then share their thoughts on improvements. A line of communication has been firmly established and the Borough and NJDOT will work together to ensure that this project can act as an opportunity to address driver and pedestrian safety issues and accommodate the needs of the businesses along the White Horse Pike.



CHEWS LANDING





STREET SMART NJ

The goal of the Street Smart NJ program is to educate pedestrians and motorists regarding traffic laws and change their behaviors that lead to pedestrian crashes and fatalities. The campaign includes targeted public outreach and education in areas with a high rate of crashes involving pedestrians. Cross County Connection partnered with two municipalities, Pennsauken and Somerdale, both in Camden County, to conduct Street Smart NJ pedestrian safety education campaigns. Both campaigns included a strong partnership with the respective police departments.

As a follow-up to the Somerdale Borough bicycle and pedestrian safety audit conducted by Cross County Connection, a one-day Street Smart NJ event was conducted within the audit area with the Somerdale Police Department. Somerdale has also committed to conduct a larger borough-wide campaign in the fall of 2021.

Program Spotlight: Pennsauken Township Route 130 Street Smart NJ Campaign

Cross County Connection, in partnership with the Pennsauken Police Department, conducted a month-long Street Smart NJ campaign in May 2021 along Route 130, one of the most dangerous roads for pedestrians in New Jersey.

Street banners, signs and brochures were distributed to local businesses and places of worship throughout the month. The campaign also included two public events at Cooper River Park, which features a well utilized bicycle and pedestrian trail; Street Smart NJ signs and banners lined the trail. Pennsauken Township police officers and Cross County Connection staff distributed literature and engaged in conversations with those that passed through the park; reaching a lot of people. Over 500 pieces of literature were distributed with many more people having seen signs and posters throughout the park and town.

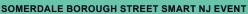


PENNSAUKEN POLICE STREET SMART NJ TEAM











SUSTAINABLE JERSEY





Cross County Connection assists towns, schools and Green Teams to achieve Sustainable Jersey Certification, a prestigious designation for municipal governments that seek to create environmentally friendly and just communities. Sustainable transportation is at the core of Cross County Connection's mission. Many programs and services have a natural tie-in to some of Sustainable Jersey's Actions including bicycle and pedestrian planning, Complete Streets, Safe Routes to School and Electric vehicles, among others.

During FY21, Cross County Connection assisted five Green Teams through strategy sessions on implementing bicycle and pedestrian related actions, participating in public virtual events, providing information on EV charging stations and assisting with hosting a bicycle and pedestrian safety audit.

Program Spotlight: Township of Hamilton's Mays Landing Bicycle and Pedestrian Safety Audit

Cross County Connection has conducted numerous bicycle and pedestrian safety audits over the years. The Mays Landing Bicycle and Pedestrian safety audit was a little different. A resident of the Township who is on the Township's Green Team and is a University of Virginia Engineering student, requested Cross County Connection's technical assistance on her effort to lead an audit to secure points towards Sustainable Jersey certification, and gain valuable professional experience. The effort included three phases:

Community Input –The use of an online survey and an interactive web map allowed residents to share comments and concerns regarding bicycle and pedestrian safety and identify areas of concern.

Data Analysis – Bicyclists and pedestrian crash data was acquired and analyzed and the location of crashes was compared with the areas identified as safety concerns by residents. This analysis was used to identify a location to conduct an in-person walking audit.

Walking Audit – An audit was conducted in the Mays Landing section of Hamilton Township. Participants included township residents, community leaders, elected officials and police.

A virtual presentation on the audit findings and infrastructure and non-infrastructure recommendations to address identified issues was held a week after the walking audit. Representatives from Hamilton Township, Cross County Connection, Atlantic County, NJDOT, and SJTPO were in attendance and led to a discussion of safety improvements. Thanks to the efforts of a township resident, Hamilton Township will earn points towards Sustainable Jersey certification and become a much safer environment for pedestrians, bicyclists, and persons with disabilities.

COMPLETE STREETS

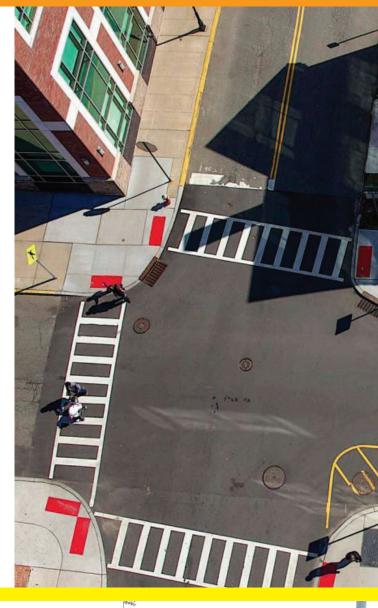
This was an important year for Complete Streets efforts in New Jersey and Cross County Connection was part of it.

NJDOT released the *Complete & Green Streets for All: Model Complete Streets Policy & Guide in 2020.* This new model policy prioritizes health, equity and fairness in transportation expenditures and project selection. It also added green stormwater infrastructure as an important component of making streets truly complete.

Cross County Connection developed a one-page fact sheet for municipalities that promotes the Complete and Green Streets model policy. The one-pager includes information on why Complete Streets policies are important, new elements of the model policy, and why municipalities should consider updating their policy. As of July 2021, 40 municipalities and 1 county in the Cross County Connection region have Complete Streets policies.

Program Spotlight: Medford Township

Cross County Connection assisted Medford Township in developing a Complete Streets workshop by putting together a panel of experts who presented at a virtual meeting of Township residents and officials. The workshop successfully educated residents about the benefits of Complete Streets and actions steps they could take to promote Complete Streets initiatives in Medford. Cross County Connection met with Medford resident advocates to discuss next steps which include discussing Complete Streets policy updates with the Medford Environmental Commission and developing a SRTS non-infrastructure program.





HUMAN SERVICES & SOCIAL ENGAGEMENT

The pandemic has demonstrated the importance of having accessible and easily understood methods of communicating valuable information to the public, businesses, social services organizations, and local governments. To that end, Cross county Connection created web-based interactive maps to meet human services needs brought on by the pandemic and utilized social media to communicate these services.

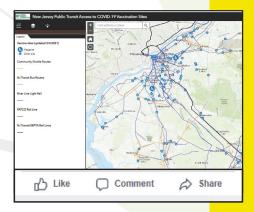


At the on-set of the COVID-19 pandemic and the statewide shut down, Cross County Connection staff quickly realized that transit-dependent South Jersey residents could not access human services unless they were along public transit routes. For those who lost their jobs, there was a dire need to find new employment and food assistance resources. Once vaccination centers opened, access to them became equally as important.

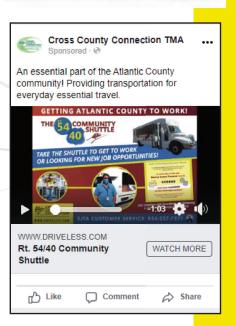
Cross County Connection utilized its Geographic Information Services (GIS) program to create interactive maps showing the location of food banks/pantries and vaccination sites. Information for each site, such as hours of operation, utilization requirements and contact information was shown through a pop-up feature. Access to these sites via public transit, including the community shuttles, was shown along with links to bus and rail schedules. Additionally, staff compiled job listings from employers located along the Community Shuttle routes as well as workforce development listings. The information was sent via text message to Cross County Connection's shuttle passengers and posted on driveless.com. The importance of public transit and the Community Shuttles was never more paramount than during the state shut down.

Program Spotlight: Transit Access to COVID-19 Vaccination Sites Web Map The web app is a free resource designed with the purpose of connecting New Jersey residents and workers to COVID-19 vaccination sites via public transit. More than 300 vaccination sites are displayed on this map, including the megasites, and the smaller distribution sites such as pharmacies, doctor's offices and clinics. The map displays transit routes that can be reached within walking distance of each site, including bus, heavy rail, light rail, and community shuttles. Clicking on any route, stop, or station displays a pop-up window with additional information and resources.

Cross County Connection's data was shared with NJ TRANSIT to create a statewide vaccination map.







TDM GRANT PROGRAM

Cross County Connection members are making a difference! The innovative TDM grant program rewards its members for implementing transportation-related projects by reimbursing a portion of their dues upon project completion. These projects may be small but their impact is mighty!

Over \$20,000 was awarded to projects which improve pedestrian and bicyclists' safety and promote telework, including:

Completion of missing sidewalks Cross-walk enhancements Pedestrian and bicyclist signage Solar-powered pedestrian flashing beacon **Bicycle friendly sewer grates Telework equipment**













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FY 21 REVENUE



