



CROSS COUNTY CONNECTION TMA

# FY 2024

# IMPACT REPORT

JULY 2023 – JUNE 2024

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.

## 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



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# MESSAGE FROM THE EXECUTIVE DIRECTOR

September 2024

Dear Friends:

This past year has been a busy one for Cross County Connection. The demand for our services has increased as we continue to build our expertise and reach those communities in need of our assistance. I am proud of the work our small but mighty staff has undertaken and pleased to share our accomplishments in Cross County Connection's FY24 Annual Impact Report. Some of these accomplishments include:



- Increased requests and assistance for pedestrian and bicyclist Road Safety Audits.
- Implemented a Complete Streets demonstration project in Voorhees Township, connecting a residential neighborhood to a PATCO rail station and a mixed use Town Center.
- Updated website and social media presence.
- Partnered with organizations outside our core base to reach a greater audience and improve our funding position.
- Assisted a greater number of disadvantaged communities through our Road Safety Audits, School Travel Plans and Transit Travel Training programs.

As we move into the fall and the new year, our newest initiatives will include:

- Update to our extremely popular Southern NJ Transit Guide. In addition to the Guide having the latest information on public transit services in South Jersey; it will also have a more robust on-line feature for easier viewing.
- Collaborative project with the South Jersey Transportation Planning Organization and the Voorhees Transportation Center, Rutgers University. This partnership will create a Complete Streets Technical Assistance program for our southernmost counties. The pilot program will include grants to local governments to demonstrate Complete Streets temporary infrastructure as well as the establishment of a Lending Library of demonstration materials.
- Creation of a more robust Electric Vehicle suite of services to assist our local governments, businesses and residents with the resources they need to make an informed decision about purchasing EVs and installing charging stations.

The success of Cross County Connection is a testament to the hard work and dedication of our exceptionally talented staff. Each team member brings a unique perspective to our projects, resulting in outstanding outcomes. I am profoundly grateful for their contributions and support.

I would also like to extend my thanks to our Board of Trustees, members and friends for your unwavering support. Your involvement has significantly enhanced the impact of our work on the region. I look forward to our continued collaboration as we strive to improve the region's transportation network.

Best wishes,

Ronda R. Urkowitz, PP, AICP  
Executive Director

## **CROSS COUNTY CONNECTION MEMBERS**

**ARCHER, ATTORNEYS AT LAW**

**BURLINGTON COUNTY**

**BURLINGTON COUNTY REGIONAL CHAMBER OF COMMERCE**

**CAMDEN COUNTY**

**CAMDEN COUNTY EDUCATIONAL SERVICES COMMISSION**

**COLLINGSWOOD BOROUGH**

**DELAWARE VALLEY REGIONAL PLANNING COMMISSION (DVRPC)**

**ENVIRONMENTAL RESOLUTIONS, INC.**

**EVESHAM TOWNSHIP**

**FEDERAL HIGHWAY ADMINISTRATION, NJ DIVISION**

**HADDON TOWNSHIP**

**HADDONFIELD BOROUGH**

**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 PHILADELPHIA & SOUTHERN NJ**

**VOORHEES TOWNSHIP**

**WINSLOW TOWNSHIP**

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BURLINGTON COUNTY

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**TREASURER**  
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**MICHAEL F. FLOYD, ESQ.\***  
ARCHER & GREINER, ATTORNEYS AT LAW

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VOORHEES TOWNSHIP

**BARRY LEM\***  
**MEMBER AT LARGE**

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DELAWARE VALLEY REGIONAL  
PLANNING COMMISSION (DVRPC)

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TOWNSHIP OF EVESHAM

**JASON SIMMONS**  
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NJ DEPARTMENT OF TRANSPORTATION (NJDOT)

**VACANT**  
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**TIMOTHY STASZEWSKI**  
REMINGTON & VERNICK ENGINEERS

**JENNIFER MARANDINO, P.E.**  
SOUTH JERSEY TRANSPORTATION  
PLANNING ORGANIZATION (SJTPO)

# SAFE ROUTES TO SCHOOL (SRTS)

At the beginning of each school year, Cross County Connection is excited to attend Pedestrian and Bicycle Safety assemblies for grades K – 8, throughout southern New Jersey. In September CCCTMA focuses on teaching pedestrian safety awareness and educating students with important walking safety tips and laws. October celebrates National Walk to School Day, and preparing the students for this event has long been a highlight for Cross County Connection. In Spring, the focus switches to bicycle safety. The warm weather is ideal for outdoor safety events and participating in bike rodeos with local police departments is a great opportunity to engage new students and donate bicycle helmets.

This past year, CCCTMA welcomed three new school districts. Audubon Public School District, Maple Shade School District and Merchantville School District joined the SRTS partners' list.



**EVENTS CONDUCTED: 75**

**PEDESTRIAN SAFETY CLASSES: 8**

**WALK TO SCHOOL DAYS: 11**

**BIKE SAFETY CLASSES: 18**

**BIKE RODEOS: 7**

**BICYCLE HELMETS**

**DISTRIBUTED: 325**

**STUDENTS REACHED: 5,500**

**SAFETY ITEMS**

**DISTRIBUTED: 16,500**



## Congratulations 2024 SAFE ROUTES TO SCHOOL PROGRAM WINNERS



Dawes Avenue Elementary School  
Woodbine Elementary School



City of Northfield  
Linwood Public Schools  
Seaview Avenue School  
South Main Street Elementary  
Bellmawr Park  
Haviland Avenue Elementary School  
J Fithian Tatem Elementary  
Mansion Ave School  
The Gymnastics & Cheerleading Academy  
Millville Police Department



Evesham Township Police Department  
Florence Township Police Department  
Township of Evesham  
Borough of Collingswood  
Borough of Merchantville  
Cherry Hill Township  
Edward T. Hamilton Elementary School  
Ethel M. Burke Elementary School  
Gloucester Township Police Department  
James F. Cooper Elementary School  
Osage Elementary School  
Signal Hill Elementary  
Salem County Inter Agency Council of Human Services

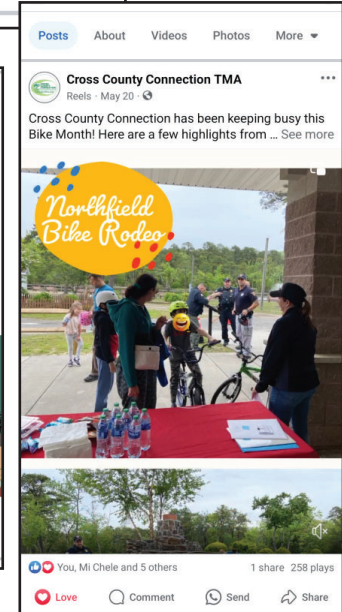
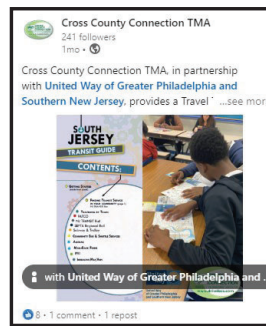
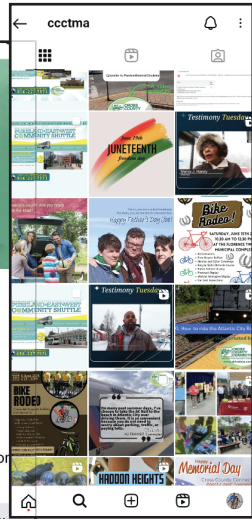
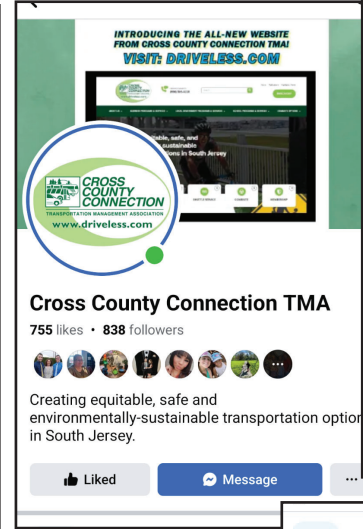
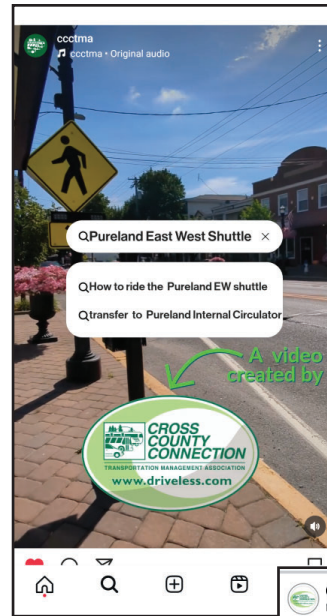


# SOCIAL MEDIA OUTREACH

In 2024, Cross County Connection decided to amplify its social media presence! Each month, the Marketing Department developed a theme-specific social media strategy for the social platforms of Facebook, Instagram, and LinkedIn. Facebook and Instagram content highlighted and promoted events the organization attended, programs offered, national monthly observances (like Black History Month and Women’s month), and any national daily/weekly observances related to Cross County Connection’s mission. LinkedIn focused on content that highlighted the organization’s programs and services (which boosted website traffic), while interacting with partners, members, and other business pages.

Another part of the strategy was to become more personal, specifically highlighting staff, to build deeper connections and develop authentic relationships with our audience. We also started incorporating short-video content (posting to Stories and Reels) to stay on trend, strengthen audience engagement and capture their attention.

Ultimately, these social media efforts helped to increase brand awareness and the number of followers. Our continual goal is to connect with our viewers and make a positive impact through our social media posts.





# PUBLIC ENGAGEMENT CAMPAIGNS

The powerful combination of targeted Internet advertising, with sponsored social media (Facebook, Instagram, LinkedIn, and YouTube), and geo-fenced, hyper-targeted mobile device advertising, coupled with re-targeting techniques, has proved to be a phenomenally successful medium for reaching South Jersey commuters, employers, and the general public of the Greater Philadelphia/South Jersey region. A multi-media campaign ran this past April-July:

## TARGETED WEBSITE

**AD IMPRESSIONS: 1,408,909**

**SOCIAL MEDIA ADS: 1,024,320**

**CLICKS TO WEBSITE: 3,024**

This spring-summer, a powerful separate campaign ran in Gloucester County to promote the Pureland East-West Community Shuttle.

city	impressions
Cherry Hill station NJ Transit, Union Aven...	104,272
PATCO Freedom Center, Broadway, Camde...	98,398
Citizens Bank Park, Citizens Bank Way, Ph...	77,851
Park & Ride, North Bridgeton Pike, Mullica...	85,365
Wells Fargo Center, South Broad Street, P...	73,817
Pureland Industrial Park, Pureland Drive, ...	64,542
Aquarium Light Rail Station, Camden, NJ...	41,603
Entertainment Center Light Rail Station, C...	42,803
Avondale Park & Ride, Winslow Township...	37,046
American Water, Water Street, Camden, N...	27,832

## PEW SHUTTLE CAMPAIGN:

**TARGETED AD IMPRESSIONS: 388,780**

**PROGRAMMATIC AUDIO ADS: 137,000**

**LINKEDIN ADS: 95,500**

**FACEBOOK/INSTAGRAM ADS: 175,100**

**POST ENGAGEMENTS: 39,000**

**STREAMING TV ADS: 106,000**

**CLICKS TO WEBSITE: 4,267**

**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION  
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- EV RESOURCES
- ONLINE INTERACTIVE MAPS
- COMMUNITY SHUTTLES

**DISCOVER OUR SERVICES, VISIT OUR NEW WEBSITE**

**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION  
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**PROVIDING ASSISTANCE FOR YOUR SOUTH JERSEY REGION COMMUTING NEEDS**

- TRANSIT INFORMATION
- EMPLOYER ASSISTANCE
- NJ SAFE ROUTES TO SCHOOL

**DISCOVER OUR SERVICES, VISIT OUR NEW WEBSITE**

92.5 XTU - Phily's Country Station with Cross County Connection TMA.  
Sponsored

Let's GET TO WORK, South Jersey! Today, commuting challenges aren't just an inconvenience, they affect quality of life, independence and mobility. Cross County Connection TMA is dedicated to improving the quality of life in South Jersey through transportation solutions.

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**Cross County Connection**  
South Jersey transportation management associ...  
Learn more

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**ASSISTANCE FOR YOUR SOUTH JERSEY REGION COMMUTING NEEDS INCLUDING:**

- TRANSIT INFORMATION
- EMPLOYER ASSISTANCE
- NJ SAFE ROUTES TO SCHOOL

**DISCOVER OUR SERVICES, VISIT OUR NEW WEBSITE**



**GLoucester COUNTY • THE PURELAND INDUSTRIAL COMPLEX**

**LET'S GET TO WORK!**

**PURELAND EAST-WEST COMMUNITY SHUTTLE**

A FARE FREE SERVICE  
WITH AN ON-DEMAND SCHEDULE TO SERVE THE EMPLOYERS AND RESIDENTS IN THE PURELAND INDUSTRIAL COMPLEX AND THE CONVENTOR BUSINESS CENTER

Shuttle Service:  
Overland Park & Ride, Willamstown, Glassboro, Mullica Hill, Swedesboro, Pureland Industrial Complex

ATA CUSTOMER SERVICE  
856-227-7571

**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION  
www.driveless.com

Transportation Solutions For South Jersey

**SERVING THE REGION'S COMMUTING NEEDS BY PROVIDING:**

Real-Time Alert Services, Interactive South Jersey Transit And Travel Maps, Community Shuttle Information, NJ Safe Routes to School Programs, And More!

**GETTING SOUTH JERSEY TO WORK**

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TRANSPORTATION MANAGEMENT ASSOCIATION  
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- Interactive SJ Transportation Ma
- NJ TRANSIT & PATCO Schedules
- Community Shuttle Resources

**PROGRAMS & SERVICES** **CLICK HERE**

# COMMUNITY SHUTTLE SUPPORT

Cross County Connection supports community shuttle services that help riders access work, medical appointments, grocery shopping, social services, connections to NJ TRANSIT, and more. In FY24, we estimated a total ridership of approximately 49,300 one-way trips across three shuttles, the Rt. 54/40 and English Creek-Tilton Road shuttle in Atlantic County and the Pureland East-West shuttle in Gloucester County. **This reflects an 11% increase in ridership from FY23.** Ridership on the BurLink three-shuttle system during the same time period was 42,112 one-way trips; a **10% increase over the previous 12 months.** These shuttle services have been operational for 10+ years, so we are constantly collaborating with the counties and Work Group members to make service modifications to improve ridership, to better reflect current developments and ridership demands since. Some highlights include:

## Collaborating on schedule revisions and updates to the Rt. 54/40 shuttle.

New stops and changes to the operating schedule are being considered. Additionally, updated bus stop signage, including “You Are Here” signs with the shuttle schedule are under development.

## Conducting a Ridership Analysis on the BurLINK B5 shuttle through a grant from DVRPC in partnership with Burlington County.

Our team has analyzed monthly and hourly metrics to identify ridership trends. The goal is to increase ridership along this route by recommending several new route scenarios to best serve the employers and employees in the employment parks served by the shuttle.

Conducting an analysis of the Pureland East-West shuttle’s connections with NJ TRANSIT’s 11 connecting bus routes. The shuttle schedule continues to accommodate convenient transfers, under 15 minutes, with the primary NJ TRANSIT bus routes used by shuttle passengers.



# COMMUTER SERVICES

Cross County Connection provides southern New Jersey businesses, employees, local governments, and residents with resources to find environmentally and economically sustainable commute options which include the utilization of public transit, rideshare and vanpool services. Cross County Connection 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.

**COMMUNITY EVENTS ATTENDED: 22**  
**PUBLIC ENGAGED: 18,400**  
**LITERATURE DISTRIBUTED: 55,100**



# TRAVEL TRAINING

Cross County Connection, in partnership with the United Way of Greater Philadelphia and Southern NJ, provides a Travel Training Program to assist job seekers with public transit options. This program is provided at no cost to non-profit and social service organizations, high schools, and others who seek to educate their clients/students about public transit. Specialized training is available for students in transitional high school programs and others with developmental disabilities.

Job seekers often claim a lack of transportation prevents them from finding employment or job training. In many cases, the job seeker is not aware of available public transit routes or is unfamiliar with how to ride a bus or train. This program creates greater awareness of existing public transit and how to use it, resulting in greater independence and job opportunities for the student.



**TRAINING LESSONS DELIVERED: 16**  
**STUDENTS REACHED: 290**



# CROSS COUNTY CONNECTION TDM GRANT PROGRAM

Since 2001, Cross County Connection has provided its members with a small grant program designed to assist eligible members in implementing impactful infrastructure improvements that enhance the quality of life for residents, employees, and others. This competitive program has consistently yielded outstanding accomplishments each year. In 2023, numerous members utilized their grant awards to enhance pedestrian and bicyclist safety and encourage the use of sustainable modes of travel.

Cross County Connection supported the funding of:

- SIDEWALKS, CROSSWALKS, AND ADA CURBS**
- BICYCLE-FRIENDLY GRATES**
- TRANSIT STATION AMENITIES**
- EV CHARGING STATIONS**

As demonstrated by our members, simple and relatively low-cost solutions can effectively address problem areas and improve mobility and safety for all.



# HADDON TOWNSHIP AUDIT: PEDESTRIAN CROSSINGS

Cross County Connection partnered with Haddon Township to conduct a study which evaluated locations with documented pedestrian crossing safety concerns that may benefit from the installation of a rectangular rapid flashing beacon (RRFB). CCCTMA identified potential locations using pedestrian crash data and preliminary criteria that address a location's eligibility for RRFB use. An evaluation was also done of existing RRFBs in the township to recommend improvements to the infrastructure and provide added safety benefits where needed.

Criteria were identified using Federal Highway Administration (FHWA) guidance from the Manual on Uniform Traffic Control Devices (11th Edition) and the Office of Safety's Proven Safety Countermeasures. These factors were: speed limit, inclusion of a stop control (traffic signal, stop, or yield sign), number of travel lanes, presence of an existing crosswalk, and surrounding land uses, all of which are identifiable factors using New Jersey Department of Transportation (NJDOT) and the Delaware Valley Regional Commission (DVRPC) supplied roadway data.

A final list of potential RRFB locations were selected for further on-site review and shared with the Haddon Township Police Department and Board of Commissioners for their input. On-site reviews will confirm collected data, and evaluate other factors that are better documented in-person. Among these will be conditions that could create installation issues, such as limited sidewalk widths or obstructions that would impact a drivers' ability to recognize the RRFB as they approach.

Finally, additional pedestrian safety infrastructure that may complement the proposed and existing RRFBs will be recommended for consideration. This includes signage, pavement markings, and traffic calming measures employed at similar locations in Camden County. Project deliverables will include a presentation and a technical report documenting evaluation findings, recommendations, potential funding sources, and suggested next steps for Haddon Township to take.

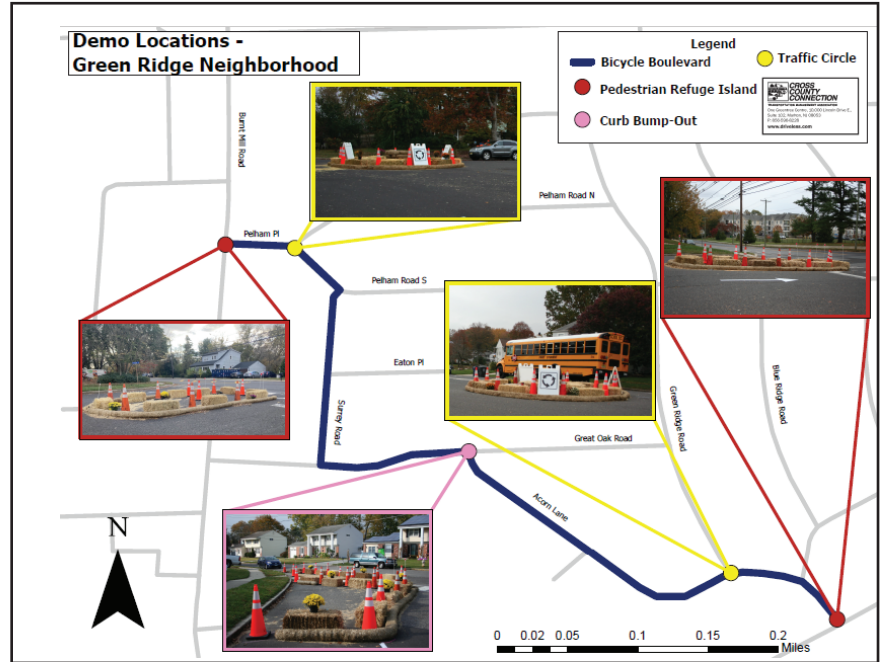


# VOORHEES COMPLETE STREETS DEMO

Cross County Connection partnered with Voorhees Township to conduct a Complete Streets Demonstration project testing bicycle and pedestrian safety infrastructure near PATCO's Ashland Station and the township's Echelon neighborhood. A demonstration project uses low-cost materials like hay bales, straw, temporary paint, and traffic cones to test out infrastructure in a real-world setting, before investing in a permanent project. The project impacted thousands residing and/or commuting in the area, but 131 residents took a survey to share their thoughts on the project. **The survey resulted in 65% of respondents agreeing that making the infrastructure permanent would make the neighborhood a safer and happier place to live.**

A robust digital and social media campaign promoted the event to the general public in the region, and beyond.

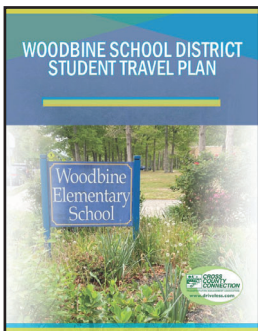
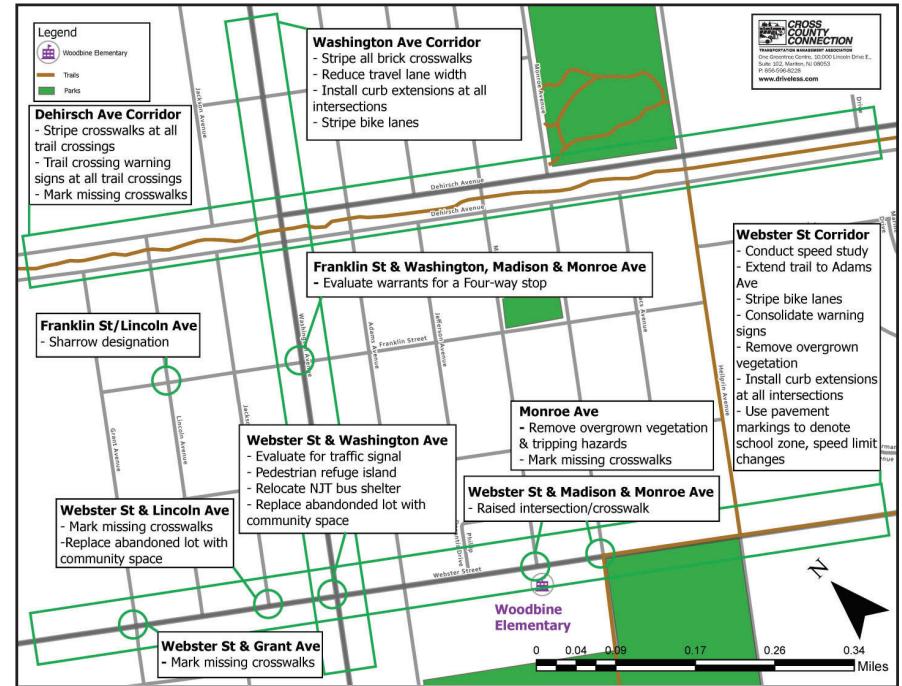
Read more at:  
<https://driveless.com/blog/voorhees-demo-project/>



# WOODBINE SRTS TRAVEL PLAN

Cross County Connection worked with Woodbine Elementary School in Cape May County to complete a student travel plan. A Safe Routes to School (SRTS) Travel Plan “maps out” how to improve pedestrian and bicycle safety where children may walk or bike to school through policy, programming, and infrastructure recommendations. The goal is to increase the number of students that walk and bike, as well as improve safety for those who do. A Travel Plan aims to identify where students currently walk and bike, where they could walk and bike, and the changes needed to better accommodate students walking and biking to school. The planning process brought together parents, school faculty, parents, and Cape May County together to create a vision for safer student travel.

Cross County Connection works with the school, municipality, county, and parents to collaboratively identify the barriers to safe biking and walking and prioritize the actions and infrastructure that will overcome them. The travel plan provides a vision for the future and puts the school and municipality in an advantageous position to successfully apply for grants. Since 2018, Travel Plan partners have secured over \$6.1 million for infrastructure improvements near schools through NJDOT’s SRTS grant program.





# MOUNT HOLLY AUDIT: BICYCLE AND PEDESTRIAN SAFETY

Cross County Connection conducted a Bicycle and Pedestrian Safety Audit in Mount Holly Township. This audit included a multi-disciplinary team of township and county officials, police, engineers, and representatives from local schools. The audit was an interactive assessment of pedestrian and bicycle safety, and the needs of persons with disabilities within the township. The findings of the audit report documents safety issues, opportunities and recommendations to improve the bicycle and pedestrian infrastructure.

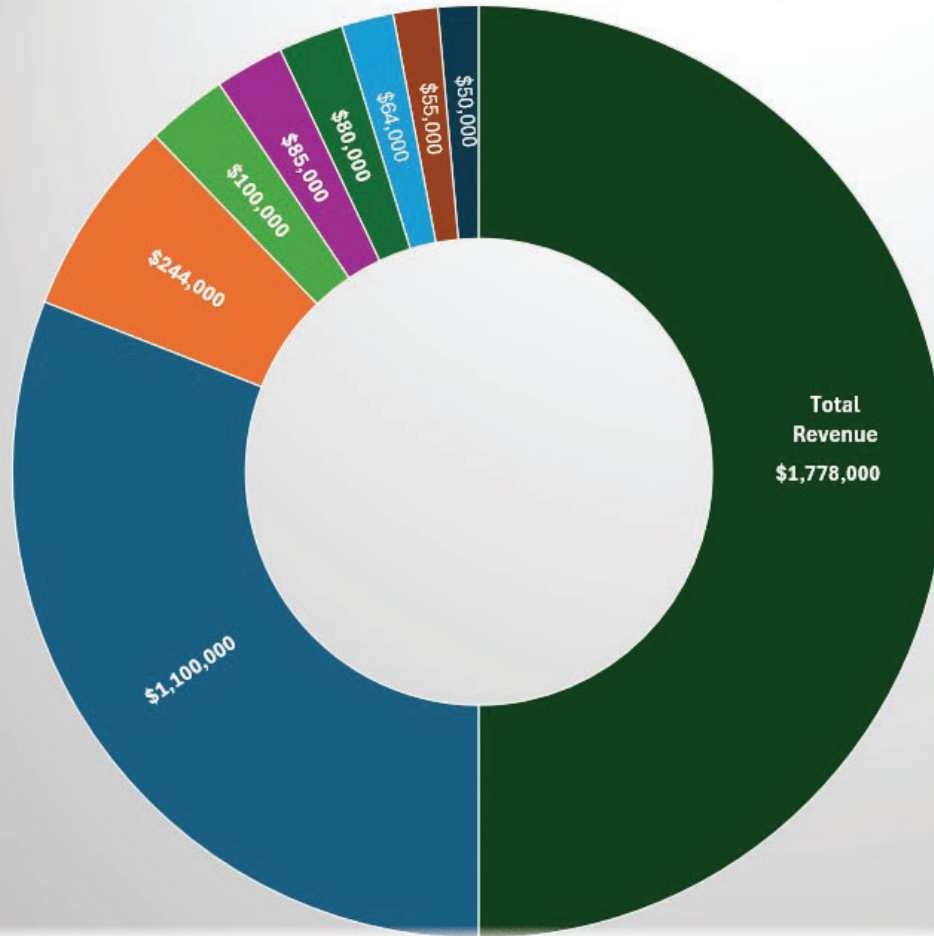
The audit area was chosen following an evaluation of all crash data and demographic factors in Mount Holly. Between 2017 and 2023, there have been 43 pedestrian crashes and 7 bicycle crashes in Mount Holly. The final area selected includes both county and township roads that lead from downtown to two local schools. This is a highly traveled corridor with vehicle, bicycle, and pedestrian crashes that needed to be addressed.

During the audit, CCCTMA staff captured bicyclist or pedestrian safety concerns, current infrastructure conditions, and general observations of the audit area. These observations were then used to compile a list of safety issues paired with recommended improvements. These issues and recommendations were then compiled into a final report, including background data. This report will serve as a guide for both township and county officials to reference in any future infrastructure projects.



# FY 24 REVENUE

**Cross County Connection  
Revenue, FY24**



REVENUE SOURCE	REVENUE
North Jersey Transportation Planning Authority	\$1,100,000
NJ Department of Transportation	\$244,000
NJ TRANSIT	\$80,000
NJ Division of Highway Traffic Safety	\$64,000
United Way of Gloucester County	\$85,000
Delaware Valley Regional Planning Commission	\$100,000
United Way Greater Philadelphia & Southern New Jersey	\$50,000
Membership Dues	\$55,000
<b>Total Revenue</b>	<b>\$1,778,000</b>

- North Jersey Transportation Planning Authority
- NJ Department of Transportation
- NJ TRANSIT
- NJ Division of Highway Traffic Safety
- United Way of Gloucester County
- Delaware Valley Regional Planning Commission
- United Way Greater Philadelphia & Southern New Jersey
- Membership Dues
- Total Revenue



## CROSS COUNTY CONNECTION STAFF

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**JILL VAN den BURG**  
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**JOSEPH CONTE**  
Transportation Planner Intern



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