

CROSS COUNTY CONNECTION FIVE-YEAR
**IMPACT
REPORT**
FOR SOUTHERN NEW JERSEY



SEPTEMBER 2019

**"IMPROVING THE
QUALITY OF LIFE IN
SOUTHERN
NEW JERSEY**

WWW.

**DRIVE
LESS**

.COM

THROUGH

**TRANSPORTATION
SOLUTIONS."**

ABOUT

CROSS COUNTY CONNECTION TMA



CCCTMA

Cross County Connection is the designated Transportation Management Association for southern New Jersey's seven-County region: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem. Cross County Connection assists local governments, 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 roadways. Today, Cross County Connection provides solutions to complex transportation problems for counties, municipalities, employers, and commuters in its seven-County region.

CROSS COUNTY CONNECTION TMA

Provides solutions to complex transportation problems in the southern New Jersey region encompassing: ATLANTIC, BURLINGTON, CAMDEN, CAPE MAY, CUMBERLAND, GLOUCESTER AND SALEM COUNTIES.



OUR MISSION:

Cross County Connection's mission is to improve the quality of life in southern New Jersey through transportation solutions. The organization accomplishes this mission by promoting and facilitating the use of commute alternatives, including car/vanpooling, public transit, bicycling and walking. Cross County Connection's numerous services are available to residents, employees and employers within its service area, as well as municipal and county governments.

Commuters benefit by using Cross County Connection as a centralized source of valuable information on joining carpools or vanpools, using public transit, commuting by walking or biking, and receiving timely traffic or roadway construction alerts.

Municipalities and County Governments rely on Cross County Connection's expertise in the creation and promotion of community shuttles and bicycle and pedestrian facilities, GIS mapping, grant assistance, and more. Cross County Connection is also a resource for southern New Jersey municipalities and schools seeking to implement a Safe Routes to School (SRTS) program.

Employers find Cross County Connection a ready resource to help their employees get to work. From basic services—providing bus or train schedules—to the complex—full scale employee commute benefit programs, we seek practical solutions to the transportation issues employers face.

ADDRESS: 4A Eves Drive, Suite 114
Marlton, NJ 08053

WEB: www.driveless.com

PHONE: 856.596.8228

EMAIL: ccctma@driveless.com

TABLE OF CONTENTS

CCCTMA IMPACT REPORT



About Cross County Connection TMAiii



Letter from the Executive Director 1

Cross County Connection Impact Map, 2015 – 20192

Employer and Commuter Services3

Project Spotlight: Amazon

Project Spotlight: The South Jersey Transit Guide4

Bicycle and Pedestrian Services5

Project Spotlight: The Buena Borough Bicycle and Pedestrian Study.....6

Project Spotlight: The Vineland Street Smart NJ Campaign.....7

Project Spotlight: Camden County Bike Share.....8

Safe Routes to School (SRTS) Services9

Project Spotlight: Somers Point.....11

Complete Streets12

Project Spotlight: Complete Streets Lessons Learned Workshop.....13

Sustainable Jersey14

Project Spotlight: Sustainable Jersey Action –

Haddonfield Borough Kings Highway Bicycle and Pedestrian Audit15

Transit Planning16

Project Spotlight: South Jersey Community Shuttles.....17

GIS Mapping Services18

Project Spotlight: Go Further Visualization Tool.....19

Outreach and Community Engagement20

Transportation Demand Management Grant Program21



Cross County Connection TMA Members22

Cross County Connection TMA Board of Trustees

Cross County Connection TMA Staff.....23

MESSAGE

FROM THE EXECUTIVE DIRECTOR



Dear Friends:

I am pleased to present the Cross County Connection TMA Five-Year Impact Report, 2015 through 2019. It is intended to provide a synopsis of some of our programs and services, and most importantly, highlights the impact we have on people. After all, improving the quality of people's lives through transportation solutions is Cross County Connection's mission.

Cross County Connection's service area is large and diverse geographically; as it spans rural, suburban and urban communities. Each community is unique, where one size does not fit all, requiring creative solutions. I am proud to state that through our programs and services Cross County Connection has provided services in all seven counties within our service area, working directly in 100 of south Jersey's 169 municipalities and impacting 71% of the region's population.

Cross County Connection has assisted numerous municipalities and schools with pedestrian and bicycle safety initiatives. We worked with Burlington City High School and Senator Diane Allen on a Street Smart NJ campaign that raised awareness of pedestrian safety in school zones. Our Safe Routes to School program has educated over 40,000 students. Staff have become experts in pedestrian and bicycle planning, serving on committees shaping statewide policies; assisting with the adoption and implementation of Complete Streets policies; and providing infrastructure recommendations through bicycle and pedestrian master plans, school travel plans and bicycle and pedestrian safety audits.

Cross County Connection has directly impacted south Jersey's commuters and businesses. We have participated in hiring events, conducted commuter fairs and created customized commute plans for employers including Amazon, American Water and others. The last five years have also seen a tremendous increase in ridership on our three shuttles in Atlantic and Gloucester counties. Ridership has grown 159%, providing over 300,000 passenger trips. For many of our passengers, these shuttles are a lifeline that greatly improves their quality of life, providing last-mile connections to employment, medical appointments, NJ TRANSIT and other services.

I am grateful to our Board of Trustees, members and friends for their support of Cross County Connection TMA and their dedication to working with us to achieve our mission. With your continued support and Cross County Connection's extremely talented and dedicated staff, I anticipate Cross County Connection will have an even greater impact on the region in the future.

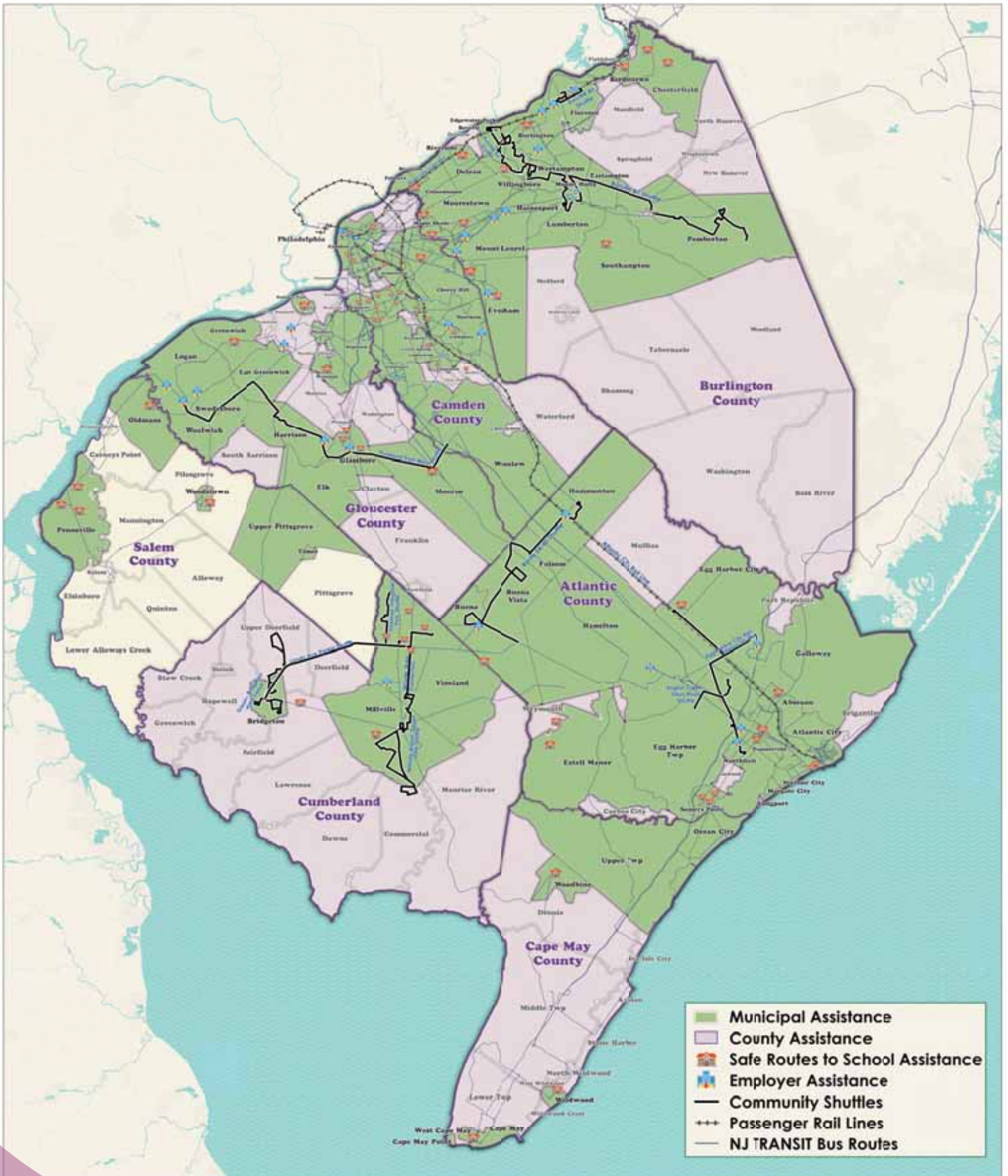
Sincerely,

A handwritten signature in blue ink that reads "Ronda R. Urkowitz". The signature is written in a cursive style.

Ronda R. Urkowitz, P.P., AICP
Executive Director

IMPACT MAP

CROSS COUNTY CONNECTION'S REGIONAL IMPACT, 2015 – 2019



EMPLOYER & COMMUTER SERVICES

TRANSPORTATION RESOURCES AND SOLUTIONS FOR SOUTHERN NEW JERSEY

Cross County Connection reaches commuters primarily through their employer or at community events. Employee access to affordable, reliable and stress-free transportation is a critical element in attracting and retaining a talented workforce. By enhancing employees' commute options, businesses can reduce turnover rates and save thousands of dollars per re-hire.

Commuters utilize Cross County Connection as a centralized source of valuable information on joining carpools or vanpools; using public transit, including bus and rail services and community shuttles; commuting by walking or biking; and receiving timely alerts regarding traffic incidents and roadway construction. Cross County Connection even rewards commuters for using commute alternatives through its Caring Commuter Program.

Cross County Connection works with local businesses to find environmentally and economically sustainable commute options that are right for their workforce - improving morale and increasing productivity, while also providing opportunities to recruit from a new or larger geographic area. Promoting commute options such as mass transit, carpooling, vanpooling, bicycling, walking, telecommuting and flexible scheduling also leads to a cleaner, greener southern New Jersey, demonstrating a business's commitment to creating a better community.



HIGHLIGHTS AND KEY STATISTICS:

1,200 requests per year from commuters for customized transit Trip-Planning Assistance

710 carpool groups with 1,400 carpoolers registered in the statewide database, NJ Rideshare, administered by Cross County Connection for south Jersey commuters

400 Commuter Resource Centers established at public locations throughout south Jersey, including libraries, municipal buildings and One-Stop Employment Centers

70 Commuter Fairs and Community Events reaching **35,000 commuters**

40 businesses received Commute Plans including surveys of workforce commuting needs, including businesses relocating to Camden City Waterfront

900 businesses received commuter information resources for their workforce

Assisted businesses in **Pureland Industrial Complex** with identification of locations for bus shelters and coordinated installation with **NJ TRANSIT**

Assisted 35 employers to qualify for **NJ Smart Work Places Recognition Program**



EMPLOYER & COMMUTER SERVICES

TRANSPORTATION RESOURCES AND SOLUTIONS FOR SOUTHERN NEW JERSEY

PROJECT SPOTLIGHT: AMAZON



Cross County Connection assists Amazon with the commuting needs of its workforce as new fulfillment centers open in southern New Jersey. To date, Cross County Connection has provided assistance to five fulfillment centers in Burlington and Gloucester Counties. For fulfillment centers that are in operation, Cross County Connection conducts on-site Commuter Fairs which include the promotion of car/vanpooling and public transit. These events include personalized trip planning and registration in south Jersey's rideshare database.

Over 100 commuters from Amazon's new W. Deptford fulfillment center have registered to be carpool partners.



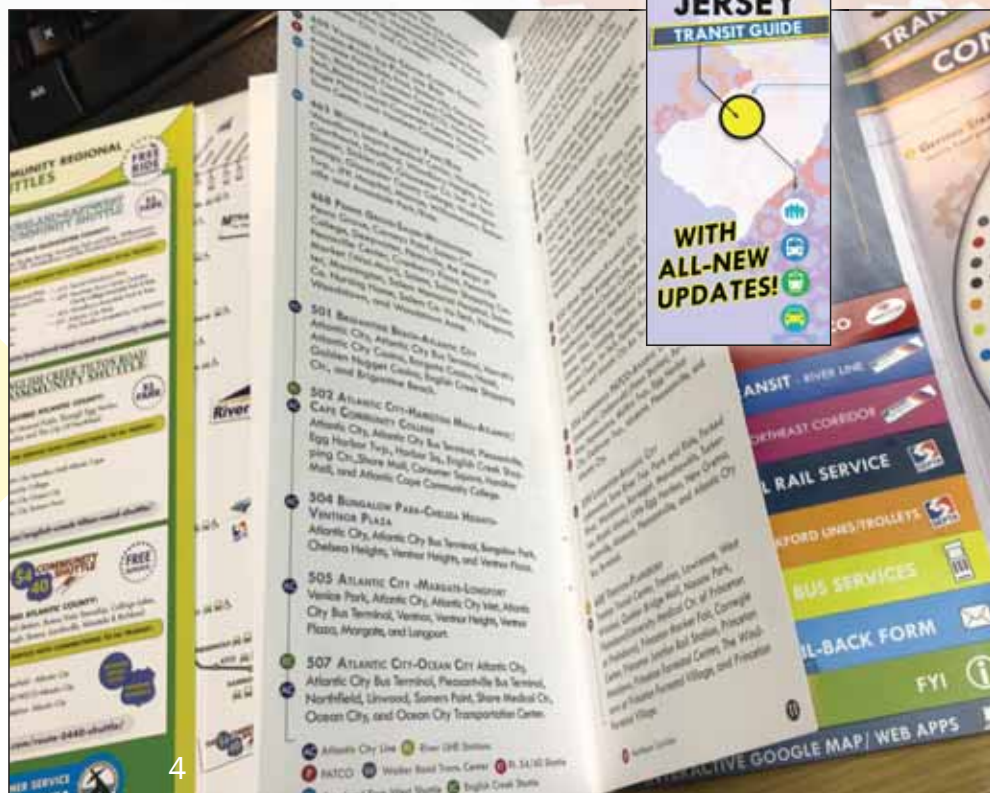
Cross County Connection also distributed an electronic survey to Amazon employees regarding their commuting needs and patterns. Survey results were analyzed, and a summary report was submitted to Amazon with a list of recommendations designed to improve employee retention and recruitment.

Additionally, Cross County Connection coordinated with NJ TRANSIT on the establishment of new bus stops at two Amazon fulfillment centers, as well as promoted new/expanded bus and shuttle routes to these sites. Prior to the opening of new fulfillment centers, Cross County Connection attends Amazon new hire events to inform potential employees of their commute options. **Over 1,000 potential new hires have been assisted** by Cross County Connection.



PROJECT SPOTLIGHT: THE SOUTH JERSEY TRANSIT GUIDE

Cross County Connection's *South Jersey Transit Guide* is a one-stop source for information on every viable public transit option at the disposal of regional commuters, residents and visitors. The guide provides information on available PATCO, NJ TRANSIT, SEPTA, Amtrak, and community shuttle services. It's especially innovative in its ability to convey a massive amount of information in a clean, modern and highly-functional format. Commuters are consistently impressed with the quality of this publication, and its depth of detail. The *South Jersey Transit Guide* is one of few resources that shows the entirety of the region's rail network – spanning from the western suburbs of Philadelphia, and into New York City. **The *South Jersey Transit Guide* is available in print and downloadable from the CCCTMA website www.driveless.com.**



BICYCLE & PEDESTRIAN

PLANNING AND SAFETY INITIATIVES



Bicycle and pedestrian friendly communities are safer, happier, healthier, and more livable places. Proactive planning to accommodate pedestrians and bicyclists improves safety and can improve equity; public health; air quality; the local economy and overall quality of life. Cross County Connection worked with over 100 municipalities on bicycle and pedestrian planning initiatives. These initiatives include bicycle and pedestrian safety audits; public engagement and education campaigns; technical guides; and comprehensive bicycle and pedestrian master plans.

BICYCLE AND PEDESTRIAN SAFETY AUDITS

In addition to providing planning assistance to municipalities, Cross County Connection conducts bicycle and pedestrian safety audits to address safety issues of immediate concern. These short-term audits focus on a specific area such as an intersection or a section of a roadway corridor. The audit recommendations are designed to be easily implemented and low cost solutions to address identified issues.

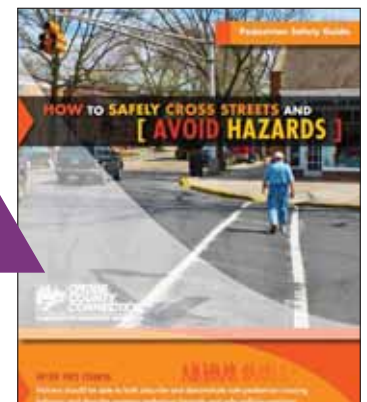


ACCOMPLISHMENTS

- **14 communities assisted** with bicycle and pedestrian initiatives in 2019
- **EIGHT Bicycle & Pedestrian Master Plans**, 2015 -2019
- Created the **Camden County Bike Share Information Guide**



:



**OVER ONE HUNDRED
COMMUNITIES
ASSISTED
WITH BICYCLE & PEDESTRIAN
PLANNING INITIATIVES**

BICYCLE & PEDESTRIAN

PLANNING AND SAFETY INITIATIVES

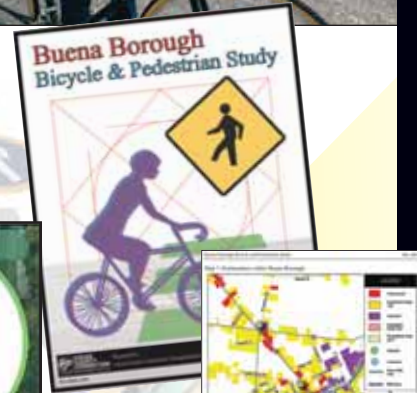


PROJECT SPOTLIGHT: THE BUENA BOROUGH BICYCLE AND PEDESTRIAN STUDY

The Buena Borough Bicycle and Pedestrian Study is a borough-wide audit that provides strategies and recommendations to develop a safe and connected bicycle and pedestrian network. Borough leaders sought Cross County Connection's assistance with their efforts to improve the biking and walking environment and better capitalize on Buena's existing assets, such as its low-traffic street network and the two-mile Buena Bike Path. The study provides Buena Borough with a strategic plan that identifies priority locations for infrastructure improvements that facilitate safe and convenient bicycle and pedestrian travel between residential areas, schools, community destinations and the bike path.

The Buena Borough Bicycle and Pedestrian Study employed innovative methods to assess bicycle and pedestrian conditions. Cross County Connection staff used mobile phone applications to track sidewalk conditions and the comfort level of bicyclists using Buena's roadways and existing bike facilities. This data was uploaded into Cross County Connection's Geographic Information Systems (GIS) software that provides powerful analytical tools. Bicycle conditions were further assessed on-bike through the use of GoPro cameras. Using video allowed Cross County Connection to clearly convey the experiences of bicyclists travelling in their community.

The resulting document helped Buena Borough officials clearly recognize the areas that were ideal for biking and walking and those that needed improvement. Buena now has a roadmap that will guide them through prioritizing capital improvements to meet their goal of having an ideal walking and biking community.



BICYCLE & PEDESTRIAN

PLANNING AND SAFETY INITIATIVES



THE STREET SMART NJ CAMPAIGNS

Cross County Connection works with police departments on pedestrian safety awareness campaigns. Pedestrian safety is a major issue in New Jersey. **Pedestrians accounted for 31% of road fatalities in 2018, despite only comprising an estimated 3% of road users¹.** In New Jersey, a pedestrian is killed once every two days on average. Based on stats such as these, the Federal Highway Administration has identified New Jersey as one of 16 pedestrian safety “focus” states. Street Smart NJ is an education campaign designed to address the state’s pedestrian safety problem. Street Smart NJ aims to educate pedestrians and motorists on traffic laws and change behaviors that lead to pedestrian crashes and fatalities. The campaign consists of targeted public outreach in areas with a high incidence of crashes involving a pedestrian.

Through these campaigns Cross County Connection staff interacts directly with community residents at locations identified as having pedestrian safety issues. Cross County Connection staff distributes safety literature and posters to local businesses, public locations, pedestrians and motorists within the area of concern.

- **HIGHLY-SUCCESSFUL STREET SMART NJ CAMPAIGNS HAVE BEEN COMPLETED IN: CINNAMINSON, DELRAN, BURLINGTON CITY, COLLINGSWOOD, BORDENTOWN, AND VINELAND.**

PROJECT SPOTLIGHT: THE VINELAND STREET SMART NJ CAMPAIGN

Cross County Connection executed a month-long Street Smart NJ pedestrian safety campaign in downtown Vineland, NJ in June 2019. The campaign target location was along Landis Avenue, between 7th and 8th Streets. Cross County Connection partnered with Vineland City officials, the Vineland Police Department and the South Jersey Transportation Planning Organization (SJTPO) to plan and conduct the Street Smart NJ Campaign. Through consultation with these stakeholders and an analysis of reported pedestrian crash data, downtown Vineland was selected as a priority area to conduct a Street Smart NJ Campaign. Landis Avenue, which functions as the community’s main street, saw 16 bicycle and pedestrian crashes between 2013 and 2017. The intersections of 7th and 8th Avenue were reported as high priority locations, due to their central location along the Landis Avenue business district and the high rate of pedestrian activity in that area.

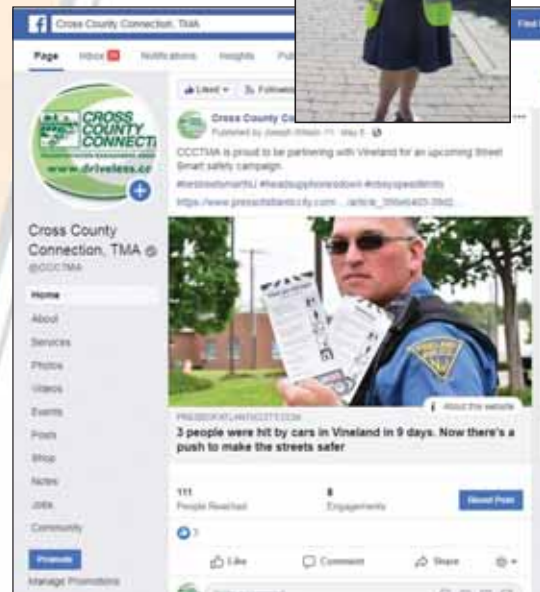
The Street Smart NJ Campaign included:

- An observation period of pedestrian and motorist behaviors before the campaign began
- Public distribution of educational brochures and materials in the target locations
- An observation period of pedestrian and motorist behaviors after the campaign to determine its impact

At the conclusion of the Street Smart NJ Vineland campaign, a 53% increase in the rate of turning vehicles yielding to pedestrians in the crosswalks on Landis Avenue was observed.



CONDUCTED 20 PEDESTRIAN/BICYCLE SAFETY AUDITS AND PEDESTRIAN SAFETY AWARENESS CAMPAIGNS.



¹ North Jersey Transportation Authority, U.S. Census Bureau

BICYCLE & PEDESTRIAN

PLANNING AND SAFETY INITIATIVES



BIKE SHARE INITIATIVES

Cross County Connection has assisted counties and municipalities with establishing bike share programs through research on best practices, staying informed on the fast-developing technologies and bike share models, as well as working directly with communities on the technical aspects associated with starting a program. Much of the organization's bike share work has been with Camden County, helping implement its BikeShare program, which recycles old bikes and reintroduces them into the community.



OVER
100
BIKES

have been lent at the four branches of the **CAMDEN COUNTY BIKESHARE PROGRAM**, providing County residents with access to a **GREEN & AFFORDABLE** means of **TRANSPORTATION**

PROJECT SPOTLIGHT: CAMDEN COUNTY BIKESHARE

The *Camden County BikeShare Information Guide* is for communities interested in establishing their own branch of the Camden County BikeShare program. Camden County BikeShare uses volunteer mechanics to repair abandoned or unwanted bikes. The bikes are distributed to local partners throughout the county, which typically take the form of municipal or neighborhood bike libraries. The libraries lend used bicycles to members, much like books in a traditional library.

The *Camden County BikeShare Information Guide* provides an overview of how the program works and the considerations and initial steps required to establish a municipal bike library. While the guide is directed towards Camden County municipalities, the information provided can guide anyone through the development of a bike library program. The guide provides templates for important procedural and legal documents vital to the start-up of a bike library program.

Templates include:

- Bike share program policies
- Registration form + intake survey
- Membership agreement
- Liability waiver
- Municipal resolution of support
- Potential website content



35 BIKES have been distributed through Camden County's Work Now program, providing bikes to the homeless as a means of transportation to work.

25 BIKES provided to PowerCorps Camden, a program that recruits young people from Camden City to serve full-time in a six-month AmeriCorps program to revitalize public land in the city. The bikes provide these youths a means of transportation to reach worksites.

SAFE ROUTES TO SCHOOL

SRTS SERVICES BY CCCTMA

Safe Routes to School (SRTS) is a federal, state, and local initiative to enable and encourage children in kindergarten through 8th grade to safely walk and bicycle to school. In partnership with the New Jersey Department of Transportation (NJDOT), Cross County Connection administers the SRTS program in southern New Jersey. Cross County Connection's SRTS program improves children's health by encouraging physical activity and promoting the use of travel modes that reduce traffic congestion and harmful vehicle emissions around schools.

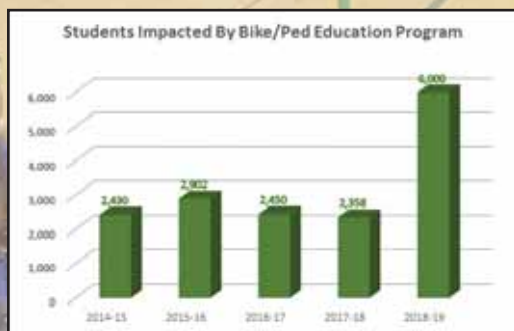
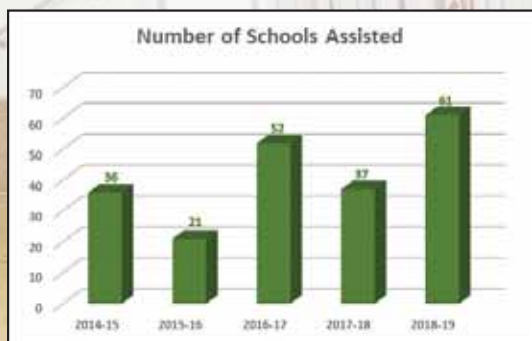
Cross County Connection's SRTS program includes numerous educational and awareness activities, as well as recommends infrastructure improvements.

Over the last five years, Cross County Connection's SRTS Program has grown significantly from working with 36 schools in 2015 to **61 schools in 2019**. With approximately 1,900 public schools serving grades K-8, Cross County Connection has a big service area to cover.

Cross County Connection's in-class **Bicycle and Pedestrian Safety Program** is very popular with school administrators and children. The program's interactive 30-minute lessons focus on everything from how to safely cross the street to bike helmet law. The program aims to ensure 3rd, 4th and 5th graders are equipped to be independent road users by using fun and interactive materials as well as a large scale pedestrian streetscape.

ACCOMPLISHMENTS:

- Taught Bicycle and Pedestrian Safety Program to **16,140 Students**
- 2019 was a record year, with **39 schools** participating in the Bicycle and Pedestrian Safety Program, reaching **6,000 students**



THE SRTS GOAL

"Get more students **WALKING AND BICYCLING** where it is safe, and **WHERE IT IS NOT SAFE, MAKE IT SAFE** to walk and bike to school."



SAFE ROUTES TO SCHOOL

SRTS SERVICES BY CCCTMA



SRTS walking and biking events are very popular at schools and community events. International Walk to School Month takes place in October and Cross County Connection is booked for most of the month. Over the last five years, Cross County Connection has helped **organize and conduct Walking School Buses, Satellite Drop Off, and other walking events** designed to encourage children to be physically active and learn to be safe pedestrians. These fun events involve school principals, police officers, crossing guards, teachers and parents. These events often include contests to see which homeroom has the greatest number of students participating.



As bicycling has become more popular in the region, the number of requests for Cross County Connection's participation at bicycle rodeos has increased. Bicycle rodeos include stations where students learn various safety skills, such as hand signals, how to brake properly, and proper helmet fitting. Cross County Connection provides free bicycle helmets to students who do not have one.



CCCTMA HAS CONDUCTED 299 WALKING AND BIKING EVENTS



Although Cross County Connection's SRTS program emphasizes educational and awareness activities, as Planners we recognize that sometimes the environment surrounding a school is not accommodating for walking and bicycling. Over the last five years **Cross County Connection has created 10 School Travel Plans** which recommend program and policy changes at a school, as well as recommendations to the municipality for infrastructure improvements. School Travel Plans are often used to identify priority infrastructure needs and seek grant funding for implementation through NJDOT's Safe Routes to School Infrastructure grant.

..... **71%**
of the MUNICIPALITIES receiving a CCCTMA School Travel Plan have been awarded SRTS infrastructure GRANTS between 2014 and 2018. To date, these municipalities have received a combined **\$2,185,000** in FUNDING

To recognize the great work schools and municipalities are doing throughout New Jersey, NJDOT has instituted a SRTS Recognition Program. Schools and municipalities can receive one of four levels of recognition based on their achievements.

Thanks to Cross County Connection's SRTS work, 59 schools in southern New Jersey have received recognition.

SOUTH JERSEY SCHOOLS RECEIVING RECOGNITION:

- Award
- First Step = 35
- Bronze = 15
- Silver = 7
- Gold = 2



40,266
SCHOOLCHILDREN



SAFE ROUTES TO SCHOOL

SRTS SERVICES BY CCCTMA



PROJECT SPOTLIGHT: SOMERS POINT SRTS

Somers Point School District has been an active participant in Cross County Connection's SRTS program for many years. The school district sought out Cross County Connection's services as they moved forward with implementing two significant changes. First, they reorganized school assignment based on grade level rather than neighborhood, altering student travel routes. Second, the district discontinued most student busing and transitioned to a walking district.

Cross County Connection carried out multiple Walk and Bike to School Day events at Somers Point schools and taught pedestrian safety classes to 3rd and 4th graders. Additionally, Cross County Connection oversaw a mapping exercise where parents identified student travel corridors and shared their concerns related to student travel. Cross County Connection worked with parents to identify priority areas to improve walking and biking safety. Somers Point has secured grants to install infrastructure that will improve student travel safety and all three district schools have received awards from the New Jersey Safe Routes to School Recognition Program.



“Cross County Connection has been extremely helpful with coordinating Walk to School events, as we transitioned to a walking district. They make themselves available to help with whatever events we needed.”

**— Dr. Michelle CarneyRay-Yoder,
Somers Point School District Superintendent**



COMPLETE STREETS

SERVICES TO MUNICIPAL GOVERNMENTS

Complete Streets are safe streets. They are streets that balance the needs of all road users, including pedestrians, bicyclists, public transit riders, people with disabilities, seniors, and children. **Cross County Connection is a recognized leader in southern New Jersey for working with municipalities to find simple, yet effective, solutions that consider the needs and safety of EVERYONE using the street – not just vehicles.**

Cross County Connection staff sit on two statewide committees influencing the future of Complete Streets in New Jersey:

- New Jersey Complete Streets Working Group
- Sustainable Jersey Complete Streets Subcommittee



During the past five years, Cross County Connection has conducted Complete Streets workshops, municipal staff training, and presented to numerous local governing bodies, planning boards, environmental commissions and green teams. Cross County Connection has been instrumental in the writing and adoption of Complete Streets policies and implementation plans and published *Complete Street: Lessons Learned*, which presents successful case studies from southern New Jersey communities.

Cross County Connection recognizes that Complete Streets strategies do not have to be extensive or costly. Strategies that are recommended are sensitive to the context of the unique south Jersey region comprised of urban, suburban, rural and resort settings. Complete Streets does not always require sidewalks and bike lanes. Often, making a street “complete” just takes doing something small, like crosswalks.



IT'S NEAT TO BE COMPLETE!

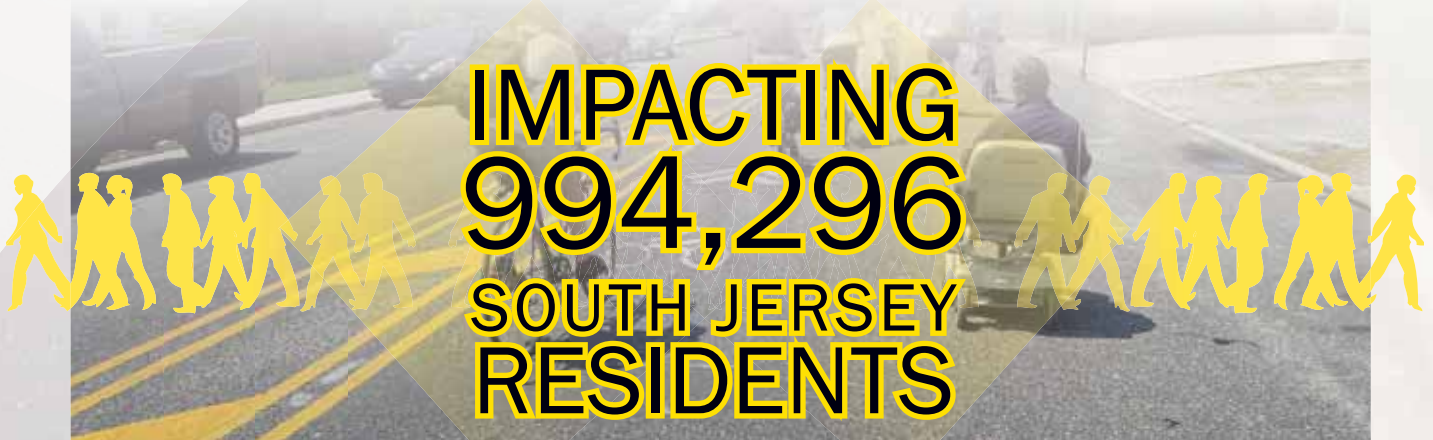


BY THE NUMBERS

CCCTMA'S COMPLETE STREETS ACCOMPLISHMENTS



- **44 municipalities and one county** in southern New Jersey have Complete Streets policies
- Assisted **14 municipalities with drafting and adopting** policies
- Assisted **9 municipalities** with implementing Complete Streets improvements in FY 19
- **994,296 South Jersey residents** reside in a jurisdiction with a Complete Streets policy
- Approximately **30% of Complete Streets policies in NJ adopted by South Jersey municipalities**



PROJECT SPOTLIGHT: COMPLETE STREETS LESSONS LEARNED AND WORKSHOP

In January 2016, Cross County Connection hosted a very special event to assist south Jersey communities make their streets safe for everyone. **The South Jersey Complete Streets Implementation Workshop drew over 70 attendees from various municipalities, counties, agencies, and organizations working to make the region's streets safe for all users.**

The workshop provided an opportunity for Cross County Connection to share the findings from its publication *Complete Streets in South Jersey: Lessons Learned*, which highlights effective implementation strategies discovered through interviews with the individual's responsible for turning their municipality's Complete Streets policy into action.

This highly successful workshop functioned as a direct peer-to-peer exchange, where elected officials, planners, engineers and other departmental staff shared their experiences and addressed attendees' questions. This workshop offered an opportunity to get a real, ground level perspective on what has, and what has not, worked from the individuals responsible for implementing their community's Complete Streets policy.



COMPLETE STREETS FREE WORKSHOP

Register to attend the FREE Complete Streets in South Jersey Implementation Workshop! For individualizing workshop in Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester, and Salem Counties. [Click here to register and learn more.](#)

WED: Wednesday, January 20, 2016 @ 9:00 am to 2:00 pm

WHO: Planners, engineers, public officials, Cross Team members and others involved with shaping communities throughout South Jersey

WHAT: Sessions to include:

- *Complete Streets in South Jersey: Lessons Learned*
- *Business Implementation and Partnerships*
- *Forward Thinking Planning and Engineering*
- *How to Fund Complete Streets Projects*
- *Measuring Success and Getting Reorganized*

Networking refreshments and a post-workshop lunch will be provided where you can learn more from the presenters and your peers.

WHERE: Borough College at Gloucester County Community College (formerly Gloucester County Community College) 1400 Forrest Road, Sewell, NJ 08080 Instructional Center - Room 430 [View Map and Directions](#) [View Facility to handicap accessible](#)

WHY: Learn directly from the planners, engineers, elected officials, and organizations successfully implementing Complete Streets in South Jersey Communities. Learn why they can take to make your community's transportation network safe and comfortable for everyone.

QUESTIONS: For agenda and questions, visit [drcross.com](#) or contact Patrick Farber, Senior Land Use & Transportation Planner, via [email](#) or phone at 610-966-6218

ACPC/CM credits pending

LET'S CROSS THE COUNTY CONNECTION



SUSTAINABLE JERSEY SERVICES



Sustainable Jersey certification is a prestigious designation for municipal governments that are working towards sustainability in New Jersey. Municipalities that achieve the certification are considered by their residents, peer municipalities, sustainability experts and community organizations in New Jersey, to be among the leading municipalities in building environmentally healthy and equitable communities.

Sustainable transportation is at the core of Cross County Connection's mission. Many of our programs and services have a natural tie-in to some of Sustainable Jersey's Actions. Cross County Connection has been actively engaged in a mutually beneficial collaboration with Sustainable Jersey, assisting communities in completing certification Actions, and also sitting on their Complete Streets Subcommittees.



CROSS COUNTY CONNECTION HAS ASSISTED MUNICIPAL LEADERS AND GREEN TEAMS WITH THE FOLLOWING ACTIONS LEADING TO SUSTAINABLE JERSEY CERTIFICATION:

- Safe Routes to School
- Complete Streets Program
- Bicycle and Pedestrian Audits
- Anti-Idling Education & Enforcement
- Green Fairs



ACCOMPLISHMENTS:

- Assisted **13 certified municipalities** with Sustainable Jersey Actions
- **59** Sustainable Jersey Certified Municipalities in the CCCTMA Region
- **Sit on the Sustainable Jersey Complete Streets Subcommittee**, shaping the requirements of the action in order to move municipalities forward with adopting best practices in policy development and implementation

59 SUSTAINABLE JERSEY CERTIFIED MUNICIPALITIES IN SOUTH JERSEY



SUSTAINABLE JERSEY

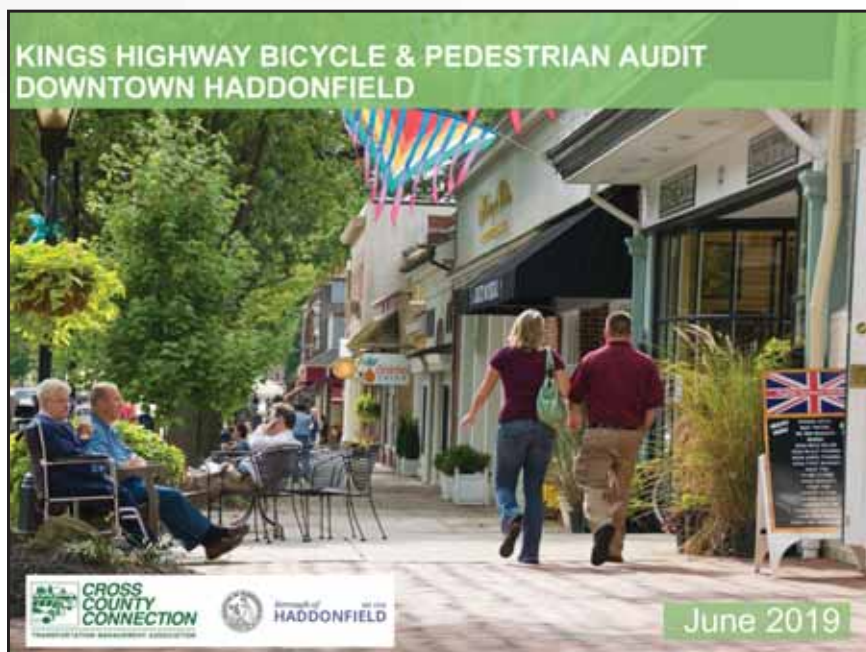
SERVICES



PROJECT SPOTLIGHT: SUSTAINABLE JERSEY ACTION — HADDONFIELD BOROUGH KINGS HIGHWAY BICYCLE & PEDESTRIAN AUDIT

Haddonfield Borough sought Cross County Connection’s assistance with conducting a bicycle and pedestrian safety audit in their downtown business district. Haddonfield approached Cross County Connection as a means to complete Sustainable Jersey’s *Bicycle and Pedestrian Audit* Action. The Borough not only submitted the resulting audit report as part of their certification application, but has taken immediate action to address some of the safety concerns identified in the audit. Haddonfield has been approved for a grant through Cross County Connection’s TDM grant program, open to TMA members, to repaint crosswalks and install pedestrian crossing warning signs.

Cross County Connection led Borough staff, police and citizens on a walk along Kings Highway and guided discussions about the positive and negative attributes of the pedestrian and bicycling environment. Cross County Connection prepared a report providing recommendations to improve Kings Highway’s biking and walking environment which was submitted as part of Haddonfield’s Sustainable Jersey Certification application. This will greatly guide the Borough as they work towards improving community safety and quality of life.



“Cross County Connection was recommended to us by the Delaware Valley Regional Planning Commission. We were impressed with their work for other municipalities and are so grateful for their help with completing a bicycle and pedestrian audit for the Sustainable Jersey program! As a small municipal government, we appreciate the help to provide our residents with the highest standard of service to improve the quality of life in the Borough. The work performed was exceptional and we look forward to continuing to work with Cross County Connection in the future!”

— Erin Purcell, Assistant to the Haddonfield Borough Administrator

TRANSIT PLANNING

COMMUNITY SHUTTLE SERVICES



Public transportation is critical to our region's transportation system and is the back bone of a prosperous community. Public transit's broad reach extends to all communities, large and small, as it helps revitalize business districts, allows employers to tap into the regional workforce, builds economic revenues and increases property values. On an individual level, public transportation saves people money and provides access to essential goods and services.

A critical component of any public transit system is community shuttles. Cross County Connection works with agencies and businesses to plan, design, fund, implement, promote, and evaluate existing and proposed shuttle services. Shuttle services are vital to filling in the gaps of south Jersey's public transit network and provide last mile solutions so people can get to work. In the last five years, ridership on Cross County Connection's three south Jersey shuttles has grown exponentially indicating the tremendous need for, and success of, these shuttles.

Filling the gaps in the transportation network and making connections are particularly important in the rural and suburban areas served by these community shuttles. Without these shuttles, residents would have limited or no access to public transit. These shuttles provide much needed access to jobs, social services, health care, educational opportunities and more. In essence, they are a **lifeline for transit-dependent individuals**.



SHUTTLE RIDERSHIP

has grown by **159%** in the last five years, from approximately **29,000 trips in 2015** to **80,000+ trips in 2019**.

OVERALL, OVER 300,000 passenger trips have been provided.



PUBLIC SUPPORT FOR SHUTTLE SERVICES

"A very relaxing ride, drivers are very friendly; service that this community and all communities it serves needed"

— Marva H.

Pureland East-West Shuttle Passenger

"Without the shuttle, I would have to find another job"

— Walden L.

Pureland East-West Shuttle Passenger

"I take the shuttle mainly for work, shopping and connect with friends and family"

— Jerome T.

Rt. 54/40 Community Shuttle Passenger



SHUTTLE SERVICES INCLUDE:

- Service planning
- Route design
- Performance evaluation
- Marketing
- Branding and logo creation
- Outreach campaigns
- Social media campaigns
- Customer service
- Passenger surveys
- Trip-planning assistance

TRANSIT PLANNING

COMMUNITY SHUTTLE SERVICES



PROJECT SPOTLIGHT: SOUTH JERSEY COMMUNITY SHUTTLES

Nine years ago Cross County Connection formed a unique public/private partnership to create the **English Creek-Tilton Road Community Shuttle**. This shuttle provides connections to employment in Atlantic City, education centers such as the Atlantic Cape Community College, and major shopping destinations. This original partnership was the impetus for all of the other community shuttles and has been hailed as a huge success, and received the “**Best Collaboration of the Year**” award from the *Nonprofit Development Center* and *SNJ Business People*. The key to the success of this shuttle has been and continues to be the Work Group.



Building off of the success of the English Creek-Tilton Road shuttle, the Atlantic County Work Group launched the **Rt. 54/40 Community Shuttle** in western Atlantic County. Cross County Connection helped to form another Work Group, in Gloucester County, which oversees the **Pureland East-West Community Shuttle**. These partnerships, in the form of Work Groups, constantly monitor, evaluate and adjust the shuttle routes. The Work Groups consist of representatives from the municipalities and counties that the shuttles travel through, as well as social service organizations, faith based and community leaders, transit operators and private sector representatives. Cross County Connection’s primary role in the Work Groups is to provide technical assistance such as route design, operating schedules and marketing plans based on community input.

Another essential component of a successful community shuttle program is their connections with NJ TRANSIT. Each shuttle route connects with NJ TRANSIT bus and rail services providing passengers access to the regional transit network, as well as enabling employers to recruit from greater distances.

As part of this partnership, Cross County Connection and NJ TRANSIT have a reciprocal agreement to enable passengers to transfer between both services and receive a free ride. This unique arrangement provides considerable cost savings to both transit systems’ passengers.

These shuttles are funded by NJ TRANSIT and the Pascale Sykes Foundation and operated by South Jersey Transportation Authority (SJTA).



GIS MAPPING SERVICES

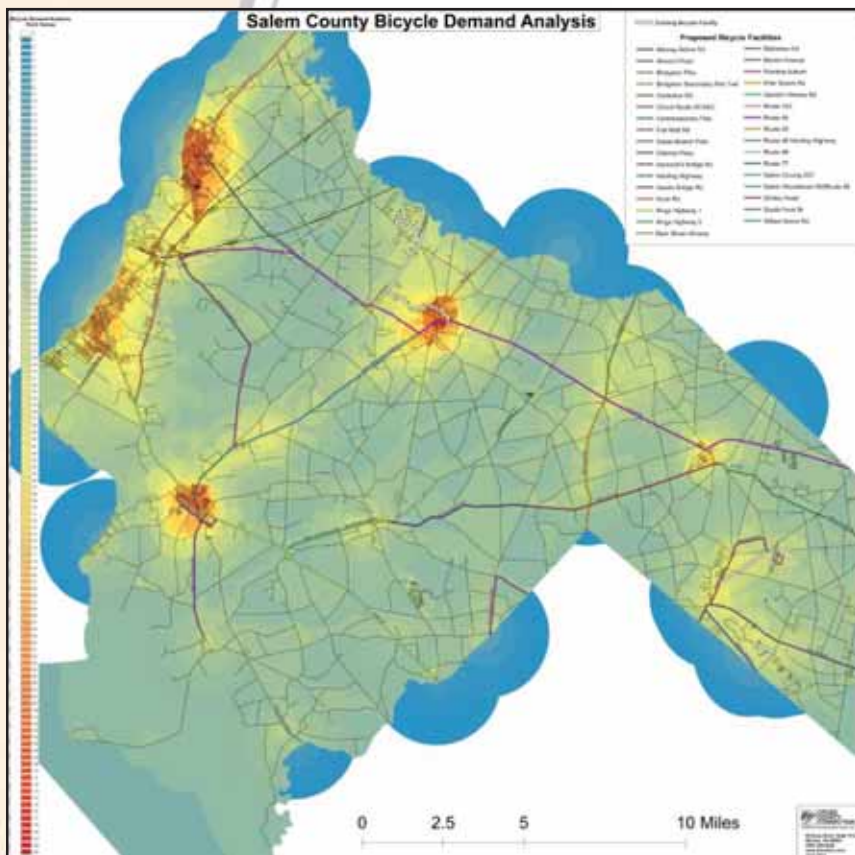
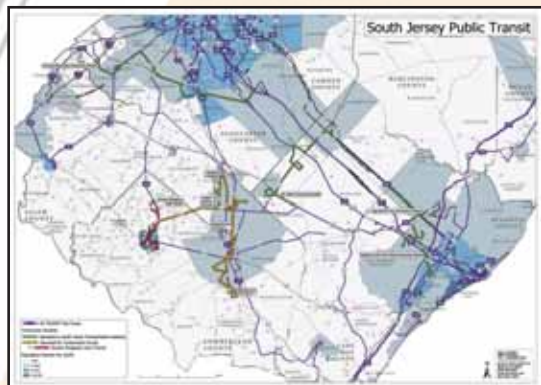
GEOGRAPHIC INFORMATION SYSTEMS



Geographic Information Systems (GIS) helps communities and businesses visualize, prioritize, and plan sustainable transportation projects more effectively. Visualizing data communicates issues and their solutions in a clear and impactful way. Cross County Connection has the ability to collect, maintain, and map spatial data to support local planning efforts and transportation decisions with a full service GIS division.

Cross County Connection provided the following services to local governments and businesses:

- Mapping a wide variety of spatial data including transportation routes, existing and planned infrastructure, demographic data, crash locations and more
- Utilizing GPS equipment to collect and geocode data to create customized spatial datasets
- Conducting advanced safety and planning analyses such as walksheds, bikesheds and crash densities to identify locations of highest concern in the community
- Creating inventories of existing and proposed bike and pedestrian facilities to share information with the public and prioritize projects that will have the greatest return on public investment
- Creating maps for inclusion in grant applications to enable reviewers to visualize and understand proposed projects for funding
- Creating online interactive maps and surveys to conduct community outreach
- Mapping and analyzing employee home locations to enable businesses to evaluate the commuting needs of their employees
- Creating customized maps for businesses demonstrating employee commute options
- Mapping of public transit routes to promote ridership or propose new services



GIS MAPPING SERVICES

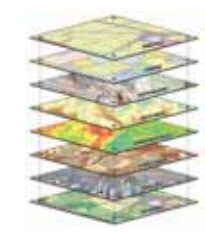
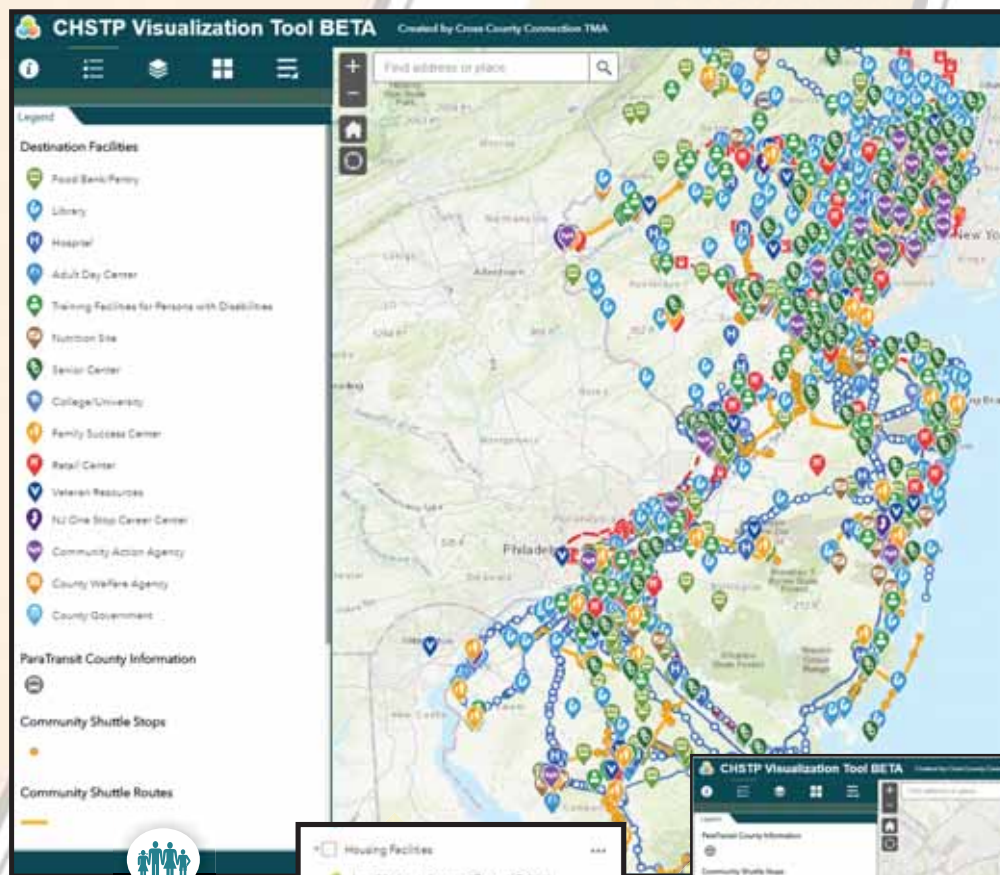
GEOGRAPHIC INFORMATION SYSTEMS



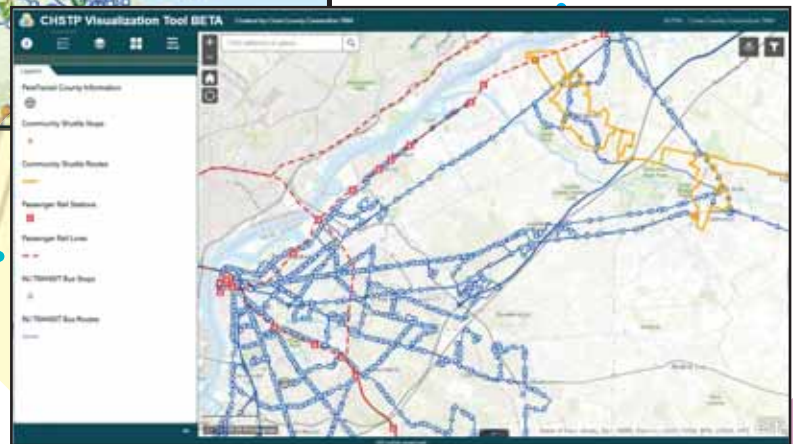
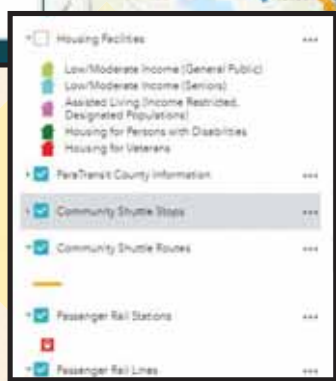
PROJECT SPOTLIGHT: GO FURTHER VISUALIZATION TOOL (VIZ TOOL)

Based on Cross County Connection's GIS capabilities, the organization was asked to develop a statewide interactive mapping application that will be used to identify human services destinations of importance to vulnerable populations groups: seniors; individuals with low incomes; persons with disabilities; and veterans. The Visualization Tool (VizTool) is part of the North Jersey Transportation Authority's **Coordinated Human Services Transportation Plan (CHSTP)**. As part of this effort, the VizTool was designed to map and identify destinations of importance to vulnerable populations and overlay transit routes to reach these destinations.

The tool includes over **3,200 locations of importance to vulnerable populations**, such as adult day centers, nutrition sites, One-Stop Career Centers, libraries, housing facilities and more. The VizTool includes most fixed-route transit systems in New Jersey, including **68 community shuttle routes** that operate throughout the state. Users can overlay layers from different datasets and explore the relationship between different origin or destination facilities and public transit options. All destinations and transit routes are searchable and links are provided to their respective websites.



CHSTP Viz Tool



OUTREACH & COMMUNITY ENGAGEMENT

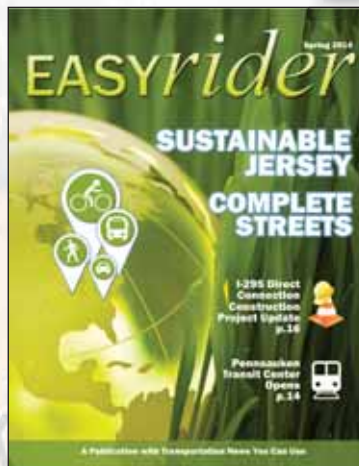
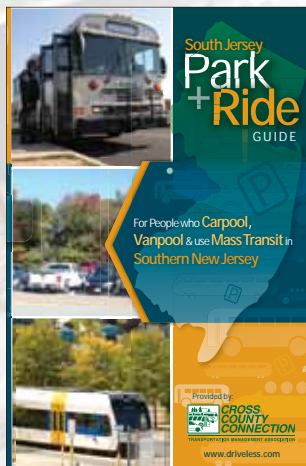
CCCTMA'S COMMUNICATIONS REACH

Cross County Connection maintains a professional, in-house, marketing communications and public outreach team which designs and produces exclusive content to promote the organization's mission to individuals throughout the region. From designing engaging print publications and literature, to electronic transit and travel resources, and online, transportation content highlighting commute alternatives -- to external public engagement at schools, appearances at community green festivals, community outreach for planning projects, and employer job/employee benefits' fairs **Cross County Connection is all about connecting with people.**

For over 30 years, CCCTMA has been dedicated to helping improve the quality of life through transportation solutions.

APPROX. 1.5
MILLION
UNIQUE WEB
VISITORS to
DRIVELESS.COM
SINCE 2014

COLLATERAL PROMOTIONAL MATERIALS & PUBLICATIONS



OUTREACH & ENGAGEMENT

- Public Appearances, Events, Presentations
- Original Web Content
- Original Social Media
- SRTS School Programs
- Senior Safety Education
- StreetSmart NJ Campaigns

PROMOTIONS

- Print Publications
- Direct Mail
- Outdoor Billboards
- Radio
- Cable TV
- Internet and Digital Media



LITERATURE DISTRIBUTION

Numerous print materials designed in house, disseminated through seven-County region. **Approximately 200,000 pieces distributed to nearly 400 locations in 2019.**



TDM GRANT PROGRAM

TRANSPORTATION DEMAND MANAGEMENT DUES REIMBURSEMENT FOR MEMBERS



Cross County Connection's primary sources of funding are State and Federal grants, however the organization is also a membership organization and many of the members pay dues for services rendered. Cross County Connection's innovative Transportation Demand Management grant program rewards its members for their transportation-related efforts by returning a large percentage of dues in the form of a reimbursement for projects implemented. Cross County Connection members do not just "talk the talk"; they truly "walk the walk" by implementing projects that encourage their employees, constituents and visitors to use commute alternatives.

Cross County Connection has awarded \$110,000 to its members as dues reimbursement for transportation-related projects since 2015 and over \$500,000 since the program's inception.

CROSS COUNTY CONNECTION MEMBERS HAVE IMPLEMENTED:

- **Car/vanpool incentive programs** including prizes for contests and preferential parking stalls and signage
- **Public transit incentives** including bus shelters and free transit fare
- Protected **bicycle parking and bicycle repair** stations
- **Pedestrian safety infrastructure** including crosswalks and solar-powered pedestrian crossing warning signals
- **Bicycle facilities** including bike lanes, bike path signage and bike-friendly storm water grates
- **Teleworking** equipment including hardware and software
- **Public awareness and educational materials** including bike and transit maps and GPS equipment



CROSS COUNTY CONNECTION COMMENDS ITS MEMBERS FOR THEIR COMMITMENT AND SUCCESSFUL EFFORTS TO IMPROVE THE QUALITY OF LIFE IN SOUTHERN NEW JERSEY THROUGH TRANSPORTATION SOLUTIONS.



MEMBERS

- ARCHER ATTORNEYS AT LAW
- BARRY LEM
- BURLINGTON COUNTY
- BURLINGTON COUNTY CHAMBER OF COMMERCE
- CAMDEN COUNTY
- COLLINGSWOOD BOROUGH
- COMMUTE WITH ENTERPRISE
- DELAWARE VALLEY REGIONAL PLANNING COMMISSION (DVRPC)
- EVESHAM TOWNSHIP
- FEDERAL HIGHWAY ADMINISTRATION (FHWA)
- HADDONFIELD BOROUGH
- NASSIMI REALTY
- NEW JERSEY DEPARTMENT OF TRANSPORTATION (NJDOT)
- NJ TRANSIT
- NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY (NJTPA)
- PASCAL SYKES FOUNDATION
- PORT AUTHORITY TRANSIT CORPORATION (PATCO)
- RAPID ROVER AIRPORT SHUTTLE
- RICHARD ORTH
- SIERRA CLUB WEST JERSEY GROUP
- SOUTH JERSEY TRANSPORTATION AUTHORITY (SJTA)
- SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION (SJTPO)
- SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL
- TAYLOR, WISEMAN & TAYLOR
- TRAFFIC PLANNING AND DESIGN, INC.
- VOORHEES TOWNSHIP
- WINSLOW TOWNSHIP

CROSS COUNTY CONNECTION TMA BOARD OF TRUSTEES



Mr. Andrew Levecchia, P.P., AICP*
PRESIDENT
County of Camden

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

Ms. Carol Thomas*
TREASURER
County of Burlington

Mr. Richard Orth, P.P., P.E.*
SECRETARY
Member at Large

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

Mr. Barry Lem*
Member at Large

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

***Executive Committee**

Ms. Nancy W. Jamanow, P.E., CME, P.P.
Township of Evesham

Mr. William Riviere
NJ Department of Transportation (NJDOT)

Ms. Beth Waltrip
NJ TRANSIT

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

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

Ms. Deanna B. Drumm, P.E., P.P., PTOE
Traffic Planning and Design, Inc.

Ms. Mary Ameen
North Jersey Transportation Planning Authority
(NJTPA)

Vacant
Federal Highway Administration (FHWA)
NJ Division

CROSS COUNTY CONNECTION TMA STAFF



Executive Director: Ronda R. Urkowitz P.P., AICP
Program Director: Patrick Farley P.P., AICP
Marketing Director: Joseph Wilson
Office Manager: Marianne E. Sperry
GIS Specialist: Brooke Iacone
Transportation Specialist: Jason Simmons
Associate Transportation Specialist: Eric Derer
SRTS Coordinator: Latifah Sunkett
Marketing Outreach Specialist: Michele Geiger
Graphic Artist: Nashay Craig
Executive Assistant: Jill N. Vandenburg
Administrative Assistant: Brianna Casal
Web Development Associate: Joseph Zupko

FOR:

PLANNING ASSISTANCE
RESOURCES
PUBLICATIONS
TRANSIT SCHEDULES
TRIP PLANNING
COMMUTING SOLUTIONS



AND MUCH MORE!



CONTACT | LIKE | FOLLOW:



Ph: 856-596-8228

Email: ccctma@driveless.com

www.facebook.com/CCCTMA



twitter.com/CCCTMA

