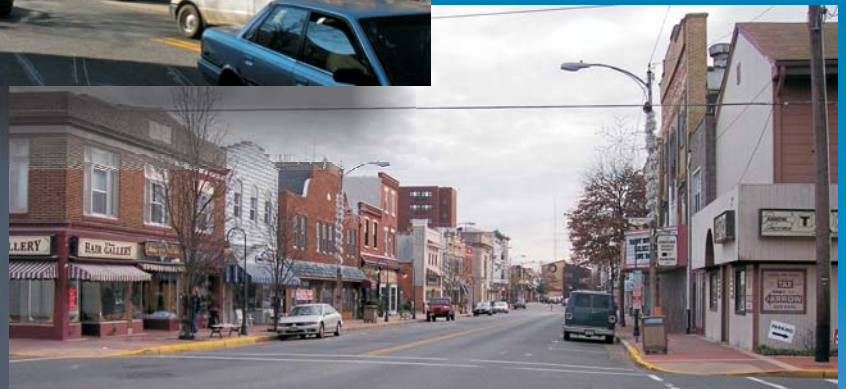


Cumberland County 2015 Human Service Transportation Plan Update



Cumberland County 2015 Human Service Transportation Plan

Final Report

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Introduction

The South Jersey Transportation Planning Organization (SJTPO) contracted with LSC Transportation Consultants, Inc. (LSC) to update the SJTPO Regional Coordinated Human Service Transportation Plan (RCHSTP) for Cumberland County to better meet the transportation needs of the county.



SJTPO is the designated Metropolitan Planning Organization (MPO) for the counties of Atlantic, Cape May, Cumberland, and Salem and has oversight for all federally funded surface transportation planning activities in the region. In this region, there is a segment of population—including senior citizens, persons of low income, and the disabled—that is in need of some form of transportation for work, medical, shopping, and other trips. There are various public and private agencies in each of these counties that provide transportation service and cater to this transportation-dependent population.

A number of state and federal funding programs—such as Job Access Reverse Commute (JARC), New Freedom, and FTA 5310—were provided to the transportation agencies for their service. Despite funding help from the government, there are many challenges faced by the region. SJTPO completed Human Service Transportation Plans for Cumberland County in 2007 and 2010. This effort will update those plans. Regular updates are important as transportation needs and funding programs change. Some Federal Transit Administration programs that were in place when the previous plans were completed no longer exist. Planning service to meet the transportation needs of the county must incorporate current funding programs.

The relationship between transportation providers, local agencies, and human service agencies needs to be encouraged to support a seamless transportation system that provides access to jobs, medical services, and other services that will benefit the transportation disadvantaged and the community as a whole. A Regional Coordinated Human Service Transportation Plan will help SJTPO area

residents to take full advantage of a streamlined transportation system which will be both cost-effective and efficient. Many times this involves educating local residents about the services that are available, forming a coalition of providers and stakeholders, and communication among local providers and human service agencies.

This project will identify the transportation providers in Cumberland County and regional providers in the area, service area profile of Cumberland County, identification of transportation needs and demand, gaps and duplications, strategies to satisfy gaps in service, obtain community input from the stakeholders, identify proposed services, and develop a coordinated transportation plan that will efficiently and effectively meet local transportation needs.

REPORT CONTENTS

Chapter II presents an overview of existing transportation services that operate in Cumberland County.

Chapter III presents a summary of community input obtained through surveys distributed online and through paper format. This chapter also includes a summary of input received from the stakeholder group in Cumberland County.

Chapter IV presents coordination models and strategies that may be explored as part of this Human Service Transportation Plan to address the transportation needs facing the Cumberland County study area.

Chapter V presents a service area profile of Cumberland County that includes existing demographic information, socioeconomic conditions, major transit trip generators, and trip destinations.

Chapter VI presents current and future demand in Cumberland County based on several models of estimation. The product of this chapter is a clear picture of transit demand based on quantitative models. These models were adjusted to reflect actual conditions observed in the Cumberland County area. This chapter also includes qualitative needs that were identified during the stakeholder meeting.

Chapter VII presents a brief analysis of the service gaps and duplications within Cumberland County.

Chapter VIII presents strategies to address gaps and duplications in service within the Cumberland County study area.

Chapter IX presents an implementation plan which includes the various proposed transit services to address unmet transportation needs and coordination strategies for implementing coordinated transportation services in the Cumberland County area and in the four-county SJTPO area.

PROJECT KICK-OFF MEETING

An initial kick-off meeting was held on August 12, 2014. LSC, AECOM, SJTPO, and the lead representatives from each county met to discuss the project goals, priorities, and a timeline for completion of the final study. The Advisory Committee discussed existing transit issues, the project goals and priorities, existing data resources, deliverables, and meeting dates. The project team also identified the local stakeholders who would be critical in completing the transit study for each county.



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Existing Transportation Services

This chapter provides an overview of existing public transportation services in Cumberland County. There are currently two types of public transportation services offered in the county, fixed-route and demand-responsive (paratransit). The primary fixed-route operator in Cumberland County is NJ Transit which serves the county's primary population centers and provides both local service, as well as regional service to Atlantic City, Cape May County and Philadelphia.

Demand-responsive service operators in Cumberland County include the NJ Transit Access Link program, the Cumberland County Office of Employment and Training (OET), and the Cumberland Area Transit System (CATS) as well as various public and private, nonprofit organizations, and private transportation companies. OET provides deviated fixed-route service for local connections within the urban centers of the county.

The regional Transportation Management Agency (TMA) for Cumberland County is Cross County Connection (CCCTMA). CCCTMA is a nonprofit organization that provides transportation-related information, transit planning, marketing and implementation, ridesharing, and bicycle/pedestrian planning for the communities and transit service providers in the region.

Assembling a comprehensive inventory of all services allowed for the development of transit improvement recommendations that utilize existing resources in a more coordinated way and permit the formulation of proposals for the future. The following sections provide a detailed description of each service within each of the service types mentioned above.

INVENTORY OF EXISTING TRANSPORTATION RESOURCES

To gather information about the various service providers in Cumberland County, a SJTPO Transportation Provider Questionnaire was sent to each organization in Cumberland County believed to be providing some type of public transportation service. The questionnaire was sent to 31 organizations (not all

of which provide transportation services); of this number, eleven organizations completed and returned the survey or otherwise provided information, including:

- Bethel Development Corporation
- B.R. Williams
- CGS Family Partnership, Inc.
- Cumberland Area Transit System (CATS)
- Cumberland County Office of Employment and Training (OET)
- Cumberland County Board of Social Services
- Cumberland County Board of Vocational Education
- Cumberland County Improvement Authority
- Easter Seals of New Jersey
- NJ Transit
- Pearl Transit

The service providers were asked to describe their service, clientele, service coverage, vehicle inventory, staffing, and operating and financial statistics. A list of the Cumberland County organizations that were mailed a survey and a copy of the questionnaire itself are provided in Appendix A and Appendix B.

While the response rate was relatively low in Cumberland County, the survey did include the major providers of transportation in the county.

Because of the low response rate and the fact that not all data items in the survey were completed, additional resources were utilized to inventory the existing demand-responsive providers in Cumberland County. These resources included existing plans and studies, agency websites and conversations with agency staff members, input from the SJTPO, and the consultant team's knowledge of the area.

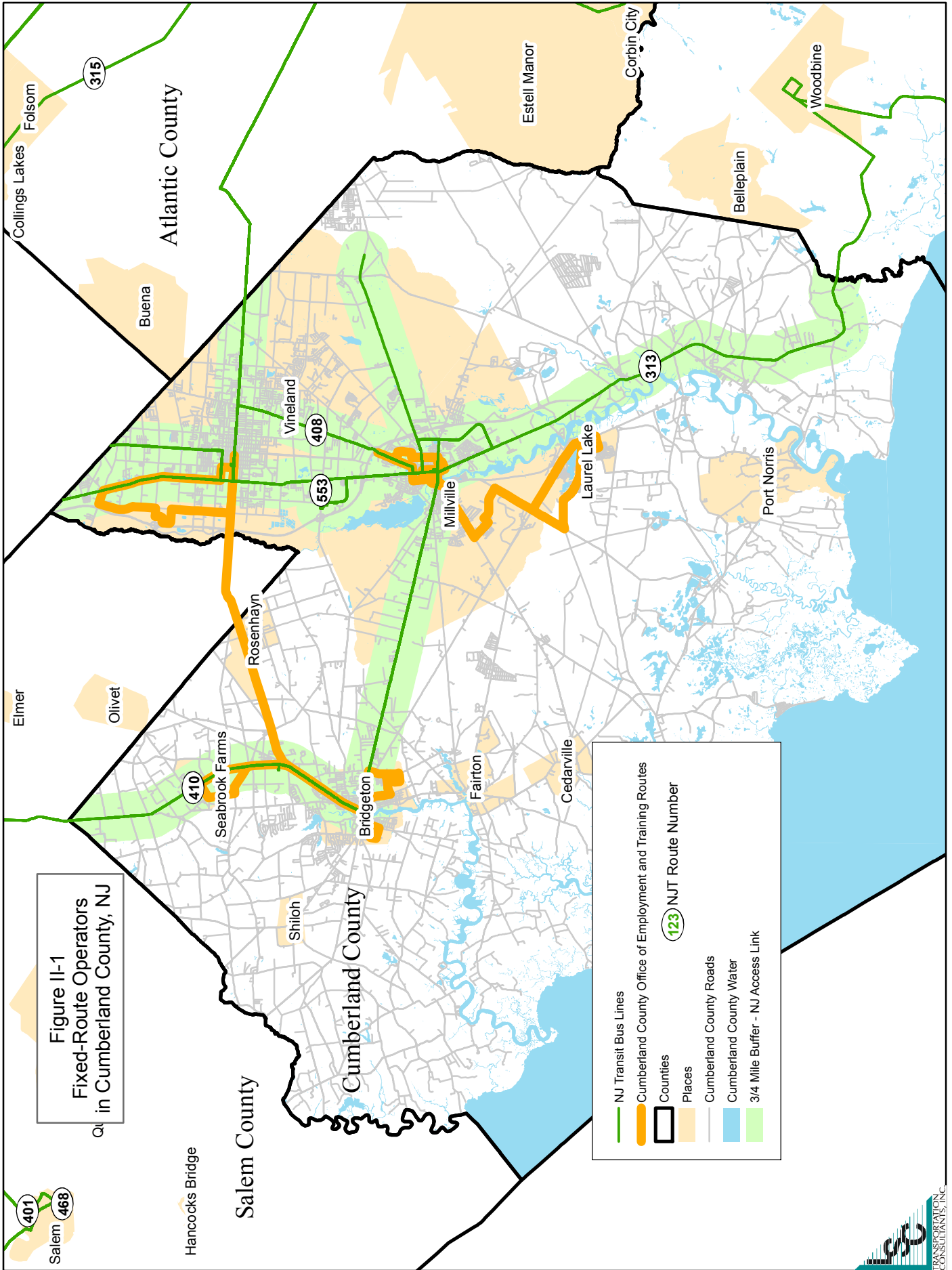
It is likely some organizations that were sent a survey do not actually operate or administer transportation services and did not find it necessary to complete a survey. In addition, changes in the State with regard to Medicaid transportation has likely resulted in various organizations no longer operating or administering

transportation service in Cumberland County. LogistiCare has been currently designated the statewide broker for all Medicaid transportation.

FIXED-ROUTE SERVICE DESCRIPTION

This section describes all of the fixed-route public transportation services available in Cumberland County. Fixed-route bus operations are considered to be public transportation services operating along a fixed alignment and an established schedule. Passengers can board and alight fixed-route bus services at any bus stop along the established route. The services meeting this description in Cumberland County are operated by NJ Transit. The NJ Transit fixed-route services are described below and summarized in Table II-1. Figure II-1 illustrates NJ Transit fixed-routes that serve Cumberland County.

Table II-1 Fixed-Route Services									
Route	From	To	Service Hours	Service Span	Headway (avg.)	Communities Served	Weekday Ridership^	Saturday Ridership^	Sunday Ridership^
NJ Transit									
313	Philadelphia	Cape May	Monday – Sunday	6:30 a.m. to 1:11 a.m.	3 Round-Trips Daily	Maurice River Twp., Millville, Vineland	218	240	207
408	Philadelphia	Millville	Monday – Friday	4:00 a.m. to 12:39 a.m.	Peak 60 Minutes, Off Peak 60 Minutes	Millville, Vineland	1,395	764	587
Saturday				3:48 a.m. to 12:54 a.m.	110 Minutes				
Sunday				5:55 a.m. to 12:41 a.m.	120 Minutes				
410	Philadelphia	Bridgeton	Monday – Friday	4:52 a.m. to 12:39 a.m.	Peak 40 Minutes, Off Peak 110 Minutes	Bridgeton, Upper Deerfield Twp.	1,115	1,033	730
Saturday				5:09 a.m. to 11:05 p.m.	120 Minutes				
Sunday				5:45 a.m. to 10:38 p.m.	120 Minutes				
553	Upper Deerfield Twp.	Atlantic City	Monday – Friday	24 Hours	Peak 45 Minutes, Off Peak 40 Minutes	Bridgeton, Fairfield Twp., Millville, Upper Deerfield Twp., Vineland	3,236	3,193	2,807
Saturday				24 Hours	45 Minutes				
Sunday				24 Hours	45 Minutes				
Source: LSC, 2015. ^2013 Monthly Median Weekday/Saturday/Sunday Ridership from NJ Transit									



NJ Transit Bus Routes

NJ Transit operates four regular bus routes in Cumberland County which are oriented along major roadway corridors and primarily serve the county's urban centers: Bridgeton, Millville, and Vineland. These routes consist of two short distance suburban routes between Millville and Philadelphia (408) and Bridgeton and Philadelphia (410), one long distance route between Atlantic City and Upper Deerfield Township (553), and one long distance suburban route between Philadelphia and Cape May (313).

All NJ Transit bus routes in Cumberland County operate seven days a week. All of the routes operate during the evening with Route 553 offering 24 hour service. The highest frequency offered is on Route 553 which operates approximately every 30-60 minutes throughout the day. The lowest frequency of every 120 minutes occurs on Route 410 on weekends. Only a limited number of trips throughout the service day are provided on Route 313.

DEMAND-RESPONSIVE PARATRANSIT SERVICE DESCRIPTION

Demand-responsive refers to services in which the actual routing and schedule of the vehicles is, to a varying degree, determined by passenger reservations and requests. This includes both flexible fixed-route services and purely demand-responsive services. Flexible fixed-routes do have a set alignment with scheduled time points; however, the vehicle will deviate from that alignment within certain parameters to accommodate a passenger request. Passengers can either board at bus stops along the established route alignment without a reservation or at a requested alternative site by prearrangement. In a purely demand-responsive service, routing between origins and destinations is not set and, in most cases, there are no scheduled stops. Various local and state agencies, public and private, nonprofit organizations, and private transportation companies offer demand-responsive services in Cumberland County and throughout the region.

Based on the survey findings and other information sources utilized to prepare this report, it appears that there are 23 providers operating demand-responsive transportation in Cumberland County. These providers generally operate specific types of trips to agency clients or target populations unable to access

agency programs or specific services without the assistance of public transportation. In some cases these providers accommodate individuals living in areas without access to public transportation, while in other instances, the providers transport individuals unable to use any public transportation services under any conditions.

A summary of each provider is presented below and documented in Table II-2 and II-3. Please note that providers that did not return updated information were not included in Table II-3, but information on each of these services can be found in the text below. It should be noted that several agencies provide service in more than a single county in the SJTPO region. As a result, no attempt was made to segregate providers by an individual county.

Table II-2 Deviated Fixed-Route Services						
Route	From	To	Service Hours	Service Span	Headway (avg.)	Communities Served
Cumberland County Office of Employment and Training (OET)						
GBAT	Bridgeton	Seabrook	Monday - Friday	5:45 a.m. to 6:00 p.m.	60-90 minutes	Bridgeton, Seabrook, Upper Deerfield
Saturday				5:45 a.m. to 3:45 p.m.	90-120 minutes	
MAC-A*	Millville	Laurel Lake	Monday - Friday	6:45 a.m. to 9:35 a.m.; 3:30 p.m. to 6:20 p.m.		Millville Airport, connect to NJT, MAC-C at Riverside Drive Wawa
MAC-C*	Millville	Millville	Monday - Friday	6:15 a.m. to 9:09 a.m.; 2:45 p.m. to 5:39 p.m.		Center City Millville, connect to NJT, MAC-A
LAX*	Vineland	Bridgeton	Monday - Friday	5:55 a.m. to 9:35 a.m.; 3:10 p.m. to 6:46 p.m.		Bridgeton Senior High Rise, Vineland Transit Center
VIP/One Stop Shuttle*	Vineland Transit Center	Vineland Industrial Park	Monday - Friday	5:30 a.m. to 7:55 a.m.; 3:10 p.m. to 6:00 p.m.		One Stop Career Center

Source: LSC, 2015.

**Table II-3
Demand-Response Service Summary**

Organization	Type of Organization	Demand Response Service Span	Type of Operation	Trip Purposes Served	2014 Budget*	2014 Ridership*
NJT Access Link	Statewide Public Transit	Same as NJT fixed routes	Direct Operation	Any trip purpose		8,000
Medicaid Transportation	LogistiCare: Statewide Broker	Monday through Saturday, 4:00 a.m. to 11:00 p.m.	Broker	Health/medical		
B.R. Williams	Private For-profit Transportation Company	Weekdays, 6:00 a.m. to 5:00 p.m.	Direct Operation	Health/medical, nutrition, social, recreational, education/training, employment, shopping, social services		
Cumberland Area Transportation System (CATS)	County Government	Weekdays, 8:00 a.m. to 4:00 p.m.	Direct Operation	Health/medical, nutrition, social, recreational, education/training, employment, shopping, social services	\$2,543,270	1,041,390
Bethel Development Corporation	Faith-Based Private Nonprofit Human Service Organization	7 days per week, 8:30 a.m. to 5:30 p.m.	Direct Operation	Any trip purpose, especially those who need medical attention and for disabled persons		5,546
Cumberland County Board of Vocational Education	Vocational School		Contract	Education/training	\$6,350,000	127,400
Cumberland County Human Services	County Government		Contract	Health/medical, social services		
Easter Seals of NJ Millville	Private Nonprofit Human Service Organization	Weekdays, 6:30 a.m. to 3:30 p.m.	Direct Operation	Education/training	\$11,500	1,300
Easter Seals of NJ Rio CSS	Private Nonprofit Human Service Organization	Weekdays, 8:00 a.m. to 4:00 p.m.	Direct Operation	Day program, recreational, social service	\$256,085	10,920
Pearl Transit	Private Nonprofit Human Service Organization	24 hours a day, 7 days a week	Direct Operation	Health/medical, nutrition, social, recreational, education/training, employment, shopping, social services, child care	\$3,697,460	47,836
Vineland Shoppers Trolley	Municipal Government	Saturdays, 9:00 a.m. to 2:00 p.m.	Direct Operation	Shopping		

Source: LSC, 2015.
*Latest complete year available.

Following the list of demand-responsive services are private transportation companies that serve Cumberland County, which are generally small businesses operating taxicab, ambulance, and general transportation services; these companies complement the demand-responsive network in Cumberland County by offering service to the general public, transporting agency clients on a contractual basis, and in some instances, transporting Medicaid eligible clients.

NJT Access Link

Access Link is NJ Transit's complementary paratransit service, developed in response to the Americans with Disabilities Act of 1990 (ADA). Access Link is a shared ride, curb-to-curb transportation service for eligible people with disabilities. Eligibility is determined by NJ Transit. The hours of Access Link are the same as the regularly scheduled local NJ Transit bus routes with pick up and drop off points limited to no more than $\frac{3}{4}$ of a mile from the bus routes.

Fares for Access Link are the same as the fares for the local NJ Transit bus routes and vary on account of NJ Transit's zone-based fare structure. Accordingly, the fare depends on how far a customer is traveling. Users pay the exact fare upon boarding the vehicle.

To use Access Link, individuals must apply in advance and attend a prescheduled, in-person assessment at a designated local agency. Trips must be scheduled at least one day in advance between 7:30 a.m. and 4:00 p.m. Access Link uses a fully computerized scheduling system to schedule and monitor passenger-trips.

Access Link can be used for any trip purpose and does not deny or prioritize trips based upon trip purpose, in accordance with ADA regulations.

NJ Transit provided the number of passenger-trips in Cumberland County through the Access Link program, with the data indicating that between July 2013 and June 2014 approximately 8,000 trips on the Access Link program originated in Cumberland County. This was the second highest total within the SJTPO region. Atlantic County exhibited the most trips in the region (approx.

57,000), followed by Cape May County (approx. 4,000), and Salem County (approx. 600).

Medicaid Transportation (LogistiCare)¹

Under Title XIX, Medicaid recipients are covered for certain medical services, including travel to and from medical appointments and services, with prior authorization. Eligibility for Medicaid is income based; thus the services span the target populations of persons with low income as well as older adults and persons with disabilities who also have low income.

In 2009 the New Jersey Department of Human Services (DHS), Division of Medical Assistance and Health Services (DMAHS), awarded a contract to LogistiCare—a privately operated transportation broker—to provide fee-for-service non-emergency transportation to all eligible Medicaid and N.J. FamilyCare clients in the state. LogistiCare schedules all trip requests and then assigns the trips to certified local transportation providers based on a negotiated reimbursement rate. Please note that the county needs to initiate the request to LogistiCare to be a provider (ten counties are currently under contract, including Cape May, and LogistiCare is open to sitting down with any of the remaining counties to set up a contract). LogistiCare does not own or directly operate vehicles themselves.

Service is provided Monday through Saturday from 4:00 a.m. to 11:00 p.m. Reservations must be made by 12:00 p.m. two days before the desired trip time.

Cumberland County Department of Employment & Training

The service is a county-run bus service for eligible low income individuals requiring transportation to/from employment, training, or education facilities and one route is open to the general public.

The purpose-constrained routes (work, school, One Stop, welfare office, social service appointment) are generally provided during weekday morning and evening peak periods as follows:

¹ Note that LogistiCare did not respond to requests for updated information for the FY2015 plan.

- Landis Avenue Xpress (LAX) – Bridgeton-Vineland Route: Serving Vineland Transit Center, Bridgeton Transit Center, Deerfield Township, and Industrial Park North, 5:45 a.m. to 9:45 a.m. and 3:00 p.m. to 6:46 p.m.
- Vineland Industrial Park Route (VIP): Serving the Vineland Transit Center, Vineland Industrial Park (north and south), and One Stop Center, connections to NJ Transit, 5:15 a.m. to 9:30 a.m. and 2:45 a.m. to 6:30 p.m.
- Millville Area Connector (MAC): Airport/Laurel Lake Route, serving Millville Airport and Laurel Lake, connections to NJ Transit, 6:15 a.m. to 10:00 a.m. and 3:00 p.m. to 6:45 p.m.
- Millville Area Connector (MAC): Center City Millville Route, serving downtown Millville, connections to NJ Transit, 5:45 a.m. to 9:30 a.m. and 2:15 p.m. to 6:00 p.m.

The general public route (Greater Bridgeton Area Transit) serves the Greater Bridgeton and Upper Deerfield/Seabrook area and shopping areas including Walmart and ShopRite, 5:45 a.m. to 6:00 p.m. (weekdays) and 5:45 a.m. to 3:45 p.m. (Saturdays).

In FY 2013, the OET service was operated for 155,000 miles, 11,000 hours, and provided 62,000 trips. Operating costs were \$343,000. Sources of funding included Federal Transit Administration (FTA) and Temporarily Assistance for Needy Families (TANF) among others.

Cumberland Area Transit System (CATS)

CATS is a service provided by the Cumberland County Office on Aging and provides demand-responsive transportation to county residents in these categories: seniors (60+), persons with disabilities, veterans, and the general public. The service is open to the general public and is available for a variety of trip purposes.

The transit system provides door-to-door service throughout Cumberland County on weekdays between 8:00 a.m. to 4:00 p.m.; the transit system does not operate evening or weekend service. Transportation service is provided on a first-come, first-serve basis with all trips required to be scheduled at least two days in advance. However, CATS does offer same-day service on a space

available basis. The agency uses a computer assisted scheduling system to schedule and monitor passenger-trips (RouteMatch).

All CATS transportation service is directly operated using an active fleet of 35 vehicles. The system is funded by a variety of sources including the Federal Transit Administration (FTA), the New Jersey Casino Revenue Fund, the County of Cumberland, the Title III of the Older Americans Act, the Department of Military and Veterans Affairs, and foundation grants.

Cumberland County Human Services Transportation Program (Southwest Council, Inc.)

The Southwest Council, Inc., a nonprofit health agency provides free non-emergency medical/social services transportation for residents of the outlying geographic areas of Cumberland County through the Cumberland County Human Services Transportation Program (CCHSTP); which is funded by a grant from the Cumberland County Human Services Department. The Southwest Council, Inc. requires 72 hours advance notice for trip reservations and 5 days advance notice for weekend, out-of-county, and out-of-state trip requests.

Pearl Transit

Pearl Transit is a private, nonprofit transportation company that provides subsidized transportation services for low income individuals who require transportation assistance to access employment, job training or child care locations in Salem, Cumberland, and Gloucester Counties when traditional public transportation service such as NJ Transit is not available, either due to the time transportation is needed—early mornings, late evenings or weekends—or because the individual lives in a part of Cumberland County un-served by public transportation. The company uses either demand-responsive or subscription services to accommodate the needs of the riders; however, most trips do not require advance reservations on account of the trips being pre-arranged and serve specific origin and destination points on a reoccurring basis.

Pearl Transit directly operates service seven days a week, 24 hours a day using eight vehicles. The system uses computer scheduling software to assist them in scheduling and monitoring passenger-trips. The system has 32 FTE employees.

Between FY 2013 and FY 2014, the system averaged approximately 50,000 passenger-trips, 625,000 vehicle-miles and 6,900 vehicle-hours each year, with operating costs increasing from approximately \$3.6 million to \$3.7 million over the two year period. The system is funded by a variety of sources including the Federal Transit Administration (FTA), NJ Transit, the State of New Jersey, and private foundations and donations. A very small portion of revenue comes from passenger fares.

B.R. Williams

B.R. Williams, Inc. is a private, for-profit transportation company that operates a variety of service types in Salem and Cumberland Counties depending on the needs of its customers. Service may include demand-response, deviated fixed-route, or subscription service. The company is used by several agencies in Cumberland County such as CATS. The company provides whatever type of trip is requested by its clients on weekdays between 6:00 a.m. and 5:00 p.m. Passengers are required to reserve their trip two days in advance. Scheduling trips is computer assisted. The company has a fleet of over 100 vehicles and over 200 employees.

Bethel Development Corporation

Bethel Development Corporation is a faith-based private non-profit human services organization that provides transportation service for any trip purpose for the general public, the elderly, youths, low income residents, veterans, homeless persons who need medical attention, and disabled persons. Door-to-door service is provided using one vehicle from 8:30 a.m. to 5:30 p.m. seven days per week. Service is primarily provided in Cumberland County and to part of Salem County. Primary generators include health/medical treatment centers, day care centers, food/nutrition sites, veteran services, education/training centers, employment sites, and social services centers.

In providing the transportation service, computers are used to assist in scheduling trips. The vehicle used to provide transportation is an 18-passenger van without a wheelchair lift. The organization employs three full-time administrators, 3 part-time drivers, 2 part-time schedulers, 1 part-time administrator, and uses 6 volunteers. The church funds the service. In 2014,

the service provided 5,546 rides while operating 12,600 vehicle-miles and 2,300 vehicle-hours of service.

Vineland Shoppers Trolley

The City of Vineland Public Works Department operates a shoppers trolley on Saturdays between the hours of 9:00 a.m. and 2:00 p.m. The trolley (a single vehicle) operates up and down the shopping areas on Landis Avenue from the Senior Center on South 6th Street and the senior high rise buildings.

TRANSPORTATION FUNDERS

The agencies below are transportation advocates for the communities that they represent and are funders of public transportation. The agencies involved in the study process are described below:

Gateway Community Action Partnership

The Gateway Community Action Partnership (CAP) is the federally designated Community Action Program for Cumberland and Salem Counties and also provides services in Atlantic and Cape May Counties. Gateway CAP provides child care for more than 1,200 children daily, builds high-quality affordable housing, collaborates to do economic development, operates the Women, Infants & Children (WIC) program, provides literacy services, assists families to maintain stable households, promotes fiscal stability through matched savings programs and serves as an advocate for children and families at the local, state, and federal levels. These inter-connected programs work at dozens of sites throughout the region, addressing the causes and effects of poverty. All programs aim to guide participants toward a future of self-sufficiency.

Pascale Sykes Foundation

The Pascale Sykes Foundation supports a select number of innovative, flexible, holistic, long-range programs that promote the integrity, independence and well-being of the intergenerational family unit. The Foundation focuses on programs targeting low-income families with at least one actual or potential wage earner and those involving open, voluntary enrollment. The Foundation is providing funding for several collaborative transportation services in the region. The Pascale Sykes Foundation offers multi-year grants. Cumberland County is

entering the fourth of the seven years grant after which funding for transportation will run out.

TAXI , AMBULANCE, AND CHARTER TRANSPORTATION²

There are three private taxi companies based in Cumberland County—Green Cab, Green’s Transportation, and Millville Yellow Cab³—and one private medical transportation company—Millville Rescue Squad⁴.

The four transportation companies operate extensive service seven days a week, with Millville Yellow Cab and Millville Rescue Squad operating 24 hour service. Green’s Transportation operates Monday through Friday from 4:00 a.m. to 10:00 p.m. while Green Cab operates 6:00 a.m. to 2:00 a.m. Sunday through Thursday, and provides 24 hour service on Fridays and Saturdays.

The three taxi services are open to the general public and are available for any trip purpose; Millville Rescue Squad is also open to the general public but is available for medical related purposes. The taxi services do not require advance reservations with most trips accommodated within one hour of the requested time of travel. Millville Rescue Squad offers pre-arranged service that does not require advance reservations; however, trips that are not pre-arranged require a two-day advance notice. The service area of the four providers includes Cumberland, Gloucester, Atlantic, and Salem Counties. However, Millville Yellow Cab generally requires most trips to either originate or terminate within the City of Millville.

Green Cab and Millville Yellow Cab operate a total of 11 sedans that are unable to accommodate wheelchair passengers. The vehicle fleet operated by Green’s Transportation was not available at the time of this report. Millville Rescue

² Note that none of the taxi cab or ambulance companies responded to attempts to obtain updated information for the FY 2015 plan; information in this section is from the FY 2010 plan.

³ Additional taxi companies in Cumberland County identified by the South Jersey Healthcare Regional Medical Center include City Cab, Landis Cab, Vineland Yellow Cab, and Go U.S. Cab

⁴ Sheppard Bus Company also provides school bus transportation and charter bus operations in Cumberland County and beyond. Kerry Bus Service provides school bus transportation including specialized transportation for students with special needs in Cumberland County. CJ’s Bus Service also provides transportation for students with special needs in Cumberland County and the region.

Squad operates 23 ambulances and three mini-vans; of this number, 18 of the vehicles are wheel chair accessible.

The companies receive no public operating assistance and are fee-for-service operations. The passenger fare structure is distance based.

In addition to the Cumberland County based private transportation services, there is also one private transportation company in Cape May County—Five Mile Beach Company—that offers service in Cumberland County. Five Mile Beach Company operates on weekdays from 9:00 a.m. to 5:00 p.m. and on weekends from 9:00 a.m. to 12:00 a.m. The transportation company operates 34 vehicles comprised of 25 full-size buses, seven mini-vans, and two passenger vans.

CLIENT TRANSPORTATION

There are six nonprofit organizations serving Cumberland County that provide transportation services to specific client groups or target populations. Two of the six organizations provided updated information. The six organizations include:

- Cumberland County Board of Vocational Education
- Cumberland County Guidance Center
- Easter Seals of New Jersey (Millville and Rio Grande)
- Elwyn Senior Care of Bridgeton
- Shirley Eves Development & Therapeutic Center
- South Jersey AIDS Alliance

Cumberland County Board of Vocational Education

The Cumberland County Board of Vocational Education is a vocational school and provides education and special needs programs. The programs are open to youths aged 15-21 and persons with disabilities. The organization uses contractors to provide transportation services to 14 school districts in Cumberland County for the Educational Cooperative (Co-op). In FY 2014, the program provided an average of 637 trips per day with annual operational costs of \$6.35 million.

Cumberland County Guidance Center

The Cumberland County Guidance Center is a community mental health facility. It provides transportation services for some clients/programs. The organization did not provide updated information for the FY 2015 plan.

Easter Seals of New Jersey

Easter Seals of New Jersey - Rio CSS

The Easter Seals of New Jersey Rio CSS is a private nonprofit human services organization providing adult day care, recreation, and volunteering for persons with disabilities. Transportation services are provided to clients to the adult day program, volunteer sites, and to community activities. The organization directly operates the transportation service using manual scheduling. Service is provided in Cape May and Cumberland Counties on weekdays from 8:00 a.m. to 4:00 p.m. The organization has 10 vehicles and the service is operated with 15 FTE employees. In FY 2014, the organization operated 137,000 miles and 9,600 hours and provided approximately 11,000 trips. Operating costs in FY 2014 were \$256,085.

Easter Seals of New Jersey - Millville

The Easter Seals of New Jersey in Millville is a private nonprofit human services organization providing job/employment training and rehabilitation services for disabled persons. The organization provides transportation for agency clients in Cumberland County between the hours of 6:30 a.m. and 3:30 p.m. on weekdays. The service is directly operated using manual scheduling and is only operated for job/employment training trip purposes. The organization has 2 vehicles. In FY 2013, the operating costs were \$11,500 for 1,300 trips.

Elywn

Elwyn provides a variety of services for adults with disabilities in southern New Jersey including community-based work and adult day programs in Vineland; Elwyn Industries, providing outsourcing solutions to regional businesses and employers; and community living programs with group homes, supervised apartments, and supported living arrangements in Atlantic and Cumberland counties. Elwyn did not provide updated information for the FY 2015 plan.

Senior Care of Bridgeton

Senior Care provides transportation on weekdays between the hours of 8:00 a.m. and 4:00 p.m. for their day program clients. The facility did not provide updated information for the FY 2015 plan.

Shirley Eves Developmental and Therapeutic Center

The Shirley Eves Developmental and Therapeutic Center provides services for families with disabled children and adults. The Center did not provide updated information for the FY 2015 plan.

South Jersey AIDS Alliance

The South Jersey AIDS Alliance provides client transportation for medical, dental, and social services appointments. The agency did not provide updated information for the FY 2015 plan.

SUMMARY OF EXISTING TRANSPORTATION SERVICES

Below is a list of the existing levels of coordinated services and cooperation activities taking place within Cumberland County:

- B.R. Williams, Inc. is used by several agencies in Cumberland County including CATS.
- The regional Transportation Management Agency (TMA) for Cumberland County, Cross County Connection (CCCTMA) provides transportation-related information, transit planning, marketing and implementation, ridesharing, and bicycle/pedestrian planning for the communities and transit service providers in the region.
- There are private transportation companies that serve Cumberland County, which are generally small businesses operating taxicab, ambulance, and general transportation services; these companies offer services to the general public, transporting agency clients on a contractual basis, and in some instances, transporting Medicaid eligible clients.

This report provided a description of the public and human service transportation network available in Cumberland County including fixed-bus service and various types of demand-responsive services. The fixed-route bus network in Cumberland County is provided by NJ Transit and is concentrated in the county's three major population centers—Bridgeton, Millville, and Vineland.



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Community Input

INTRODUCTION

An integral part of any planning process is the public participation effort. This chapter includes input from the community being undertaken through the Community Transportation Survey and Stakeholder meetings. Details about each of these methods used to gather community input are presented in this chapter.

COMMUNITY TRANSPORTATION SURVEY

This section of the chapter presents the analysis of data collected through a survey of South Jersey Transportation Planning Organization (SJTPO) area residents and specifically from Cumberland County residents. This survey was distributed through human service agencies, transportation service providers, and county public information offices. The survey questionnaire was available online from the LSC Transportation Consultants, Inc. website at www.lsccts.com. Questionnaires were distributed both in paper and electronic formats. The questionnaire was provided in English and is included in Appendix A.

A total of 274 usable survey responses were received online and in paper format for the counties of Atlantic, Cape May, Cumberland, and Salem. Two additional responses were received from residents of Gloucester County. Not all questions have this number of responses as not everyone answered every question. Table III-1 shows the responses by county. Information is provided about demographics, travel characteristics and potential use, transportation needs, and services that people would like to see added in southern New Jersey. Responses from the usable questionnaires were entered into a database and an analysis was performed in a spreadsheet program. The responses are summarized in the following sections.

Table III-1 Survey Responses by County	
County	Number of Responses
Atlantic	23
Cape May	81
Cumberland	153
Salem	17
Gloucester	2
Total	276
<i>Source: LSC Community Transportation Survey, 2015</i>	

This survey was not based on a representative sample of the area population. The survey was distributed and promoted through human service organizations participating in the various committees and outreach channels supporting this study. The intent of the questionnaire was to obtain input from as many people as possible, especially those likely to have the greatest need for transportation. Many people will not participate in community meetings, but will provide information in response to a questionnaire. The results should be interpreted as information about those who completed the questionnaire and should not be considered as representative of Southern New Jersey residents in the counties of Atlantic, Cape May, Cumberland, Salem, and Gloucester.

Community Survey Findings

Demographic Characteristics

There were a number of questions asked to determine demographic characteristics of Southern New Jersey counties. This includes demographic characteristics such as age, number of people in a household, annual household income, driver's license availability, and operating vehicles.

Age

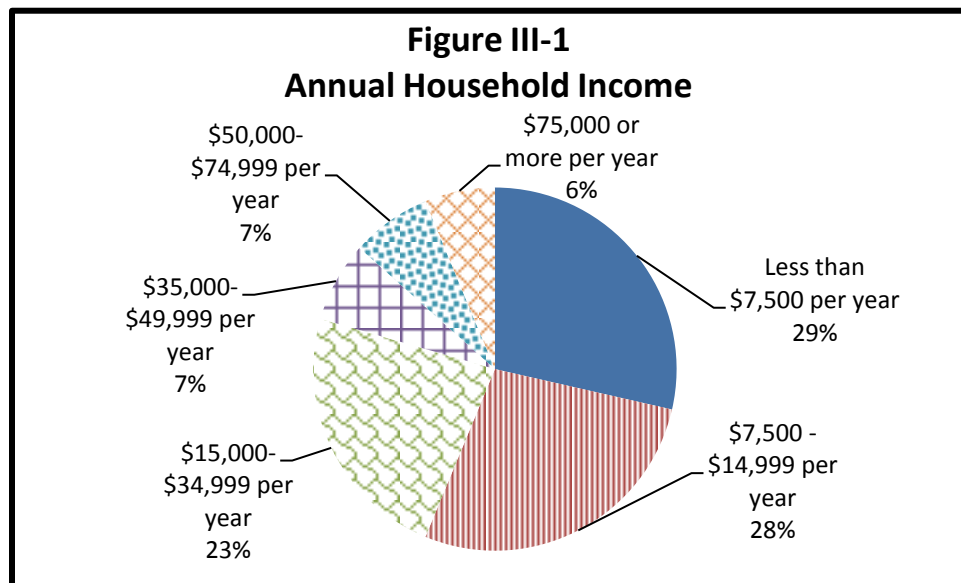
Respondents were asked to report their age as part of the survey. The average age of survey respondents was 46. Survey respondents ranged in age from 17 years to 94 years. The most frequent age reported by survey respondents was 18 years.

Number of People in a Household

Respondents were asked how many people age 10 and older live in their household. On average, there are two persons per household.

Annual Household Income

The annual household income of respondents (includes all income from all household members) is shown in Figure III-1. The largest proportion of respondents (29 percent) indicated an annual household income of less than \$7,500 per year. This is followed by respondents who indicated an annual household income between \$7,500 and \$14,999 (28 percent) and 23 percent of respondents that indicated an annual household income between \$15,000 and \$34,999. Only six percent of respondents indicated an annual household income of more than \$75,000 per year. Overall, 79 percent of the survey respondents had an annual household of less than \$34,999 annually, with a small percent that indicated an annual household income of more than \$75,000 per year.



Vehicle Availability and Licensed Drivers

Lack of a private vehicle influences people to use public transportation. This comparison provides an indication of the number of potential choice riders compared to those who are transit-dependent. Potential choice riders refer to

those respondents that live in households with an operating vehicle and a driver's license, and who may choose to use transit.

Figure III-2 shows the proportion of people in a household that have a valid driver's license including the respondent. The largest proportion of respondents (41 percent) indicated that there was one person in their household with a valid driver's license. This was followed by 23 percent of respondents who indicated that they had two people in their household with a valid driver's license. There are 20 percent (49 people) that do not have a valid driver's license and may possibly use a public transportation service.

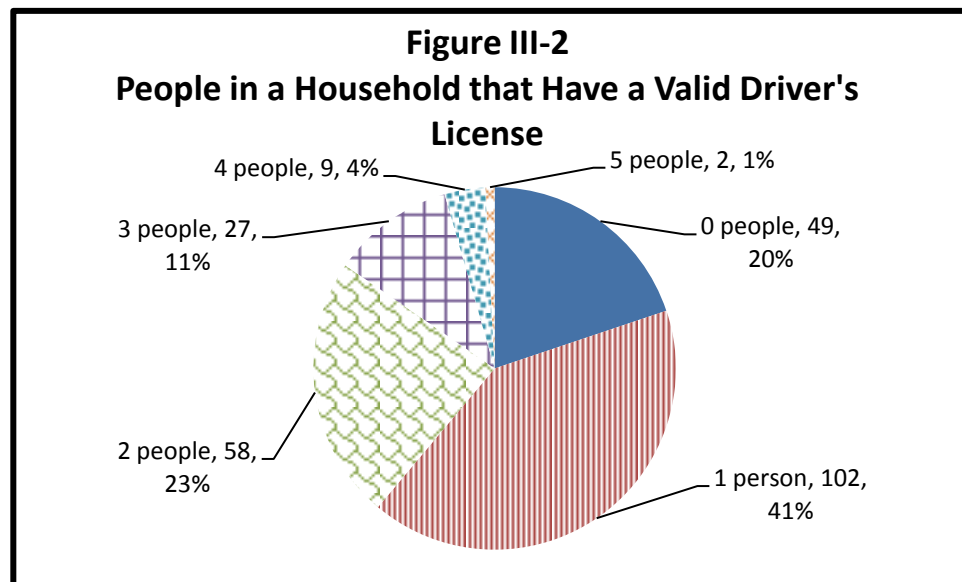
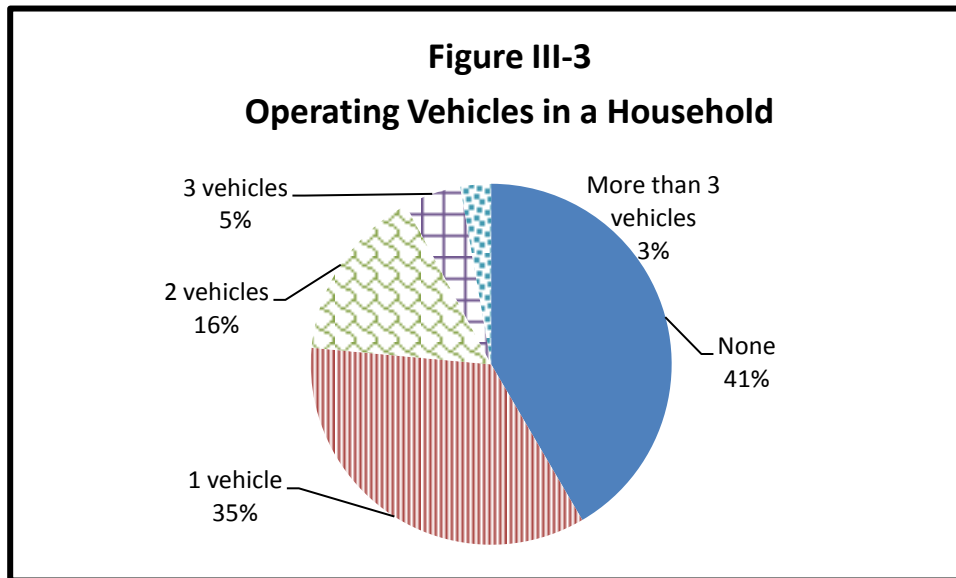


Figure III-3 shows the proportion of operating vehicles available to a household from this recent community survey. Approximately 42 percent of respondents (106 responses) live in zero-vehicle households with no operating vehicles available and would potentially use public transportation for their transportation needs. This is followed by 35 percent of respondents that live in single-vehicle households. Another 16 percent of survey respondents (40 responses) have two operating vehicles in a household.



Residence Location

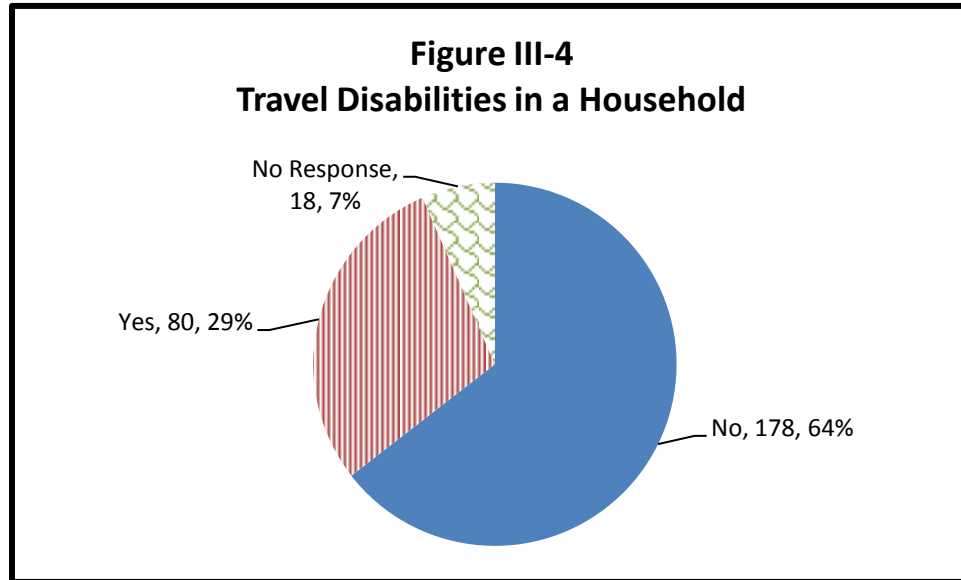
Respondents were asked to indicate the community, town, or village that they live. There were 269 respondents who answered this question. The largest percent of respondents (18 percent, 48 responses) indicated that they live in the Vineland area. Another 14 percent of respondents (39 responses) reside in the Bridgeton area. Approximately 13 percent of respondents (36 responses) indicated that they reside in the Millville area.

Respondents were also asked to indicate their zip code. There were 276 respondents who answered this question. The largest percent of respondents (20 percent, 56 responses) indicated that they live in zip code 08302 which is in the Bridgeton area, followed by 17 percent of respondents (46 responses) that indicated that they live in zip code 08332 which is in the Millville area. This is followed by 14 percent of respondents (40 responses) that indicated that they live in 08360 which is in the Vineland area.

Travel Disabilities

Respondents were asked if they or a family member had a disability, health concern, or other issues that made transportation difficult. Figure III-4 presents the results of that question. Approximately 29 percent of respondents (80 responses) reported that they or a family member have a disability or a health concern which limits their ability to travel. Use of a wheelchair and use of a cane/walker were some of the mobility aids reported by respondents. Inability

to walk distances, procedures where they are not allowed to drive, and arthritis were reported by respondents to specify the types of issues that make transportation difficult.



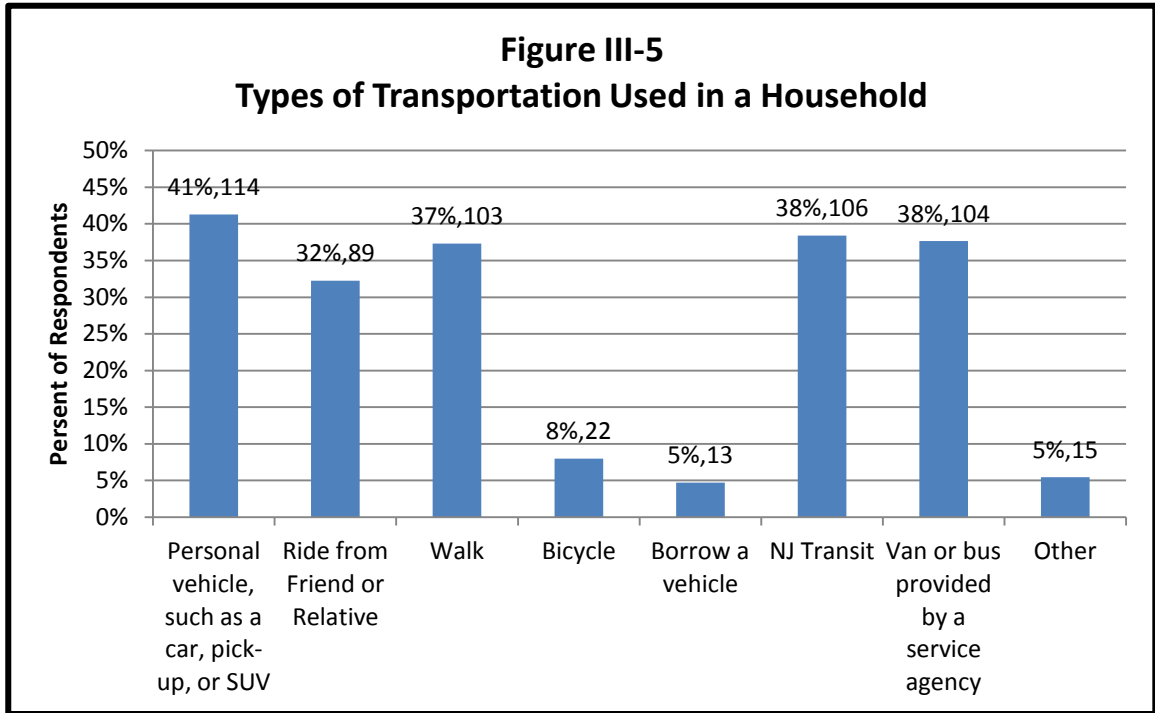
Travel Characteristics and Potential Use

This section of the chapter examines respondents' current travel characteristics and their potential use of a transportation service in the southern New Jersey area.

Types of Transportation Used

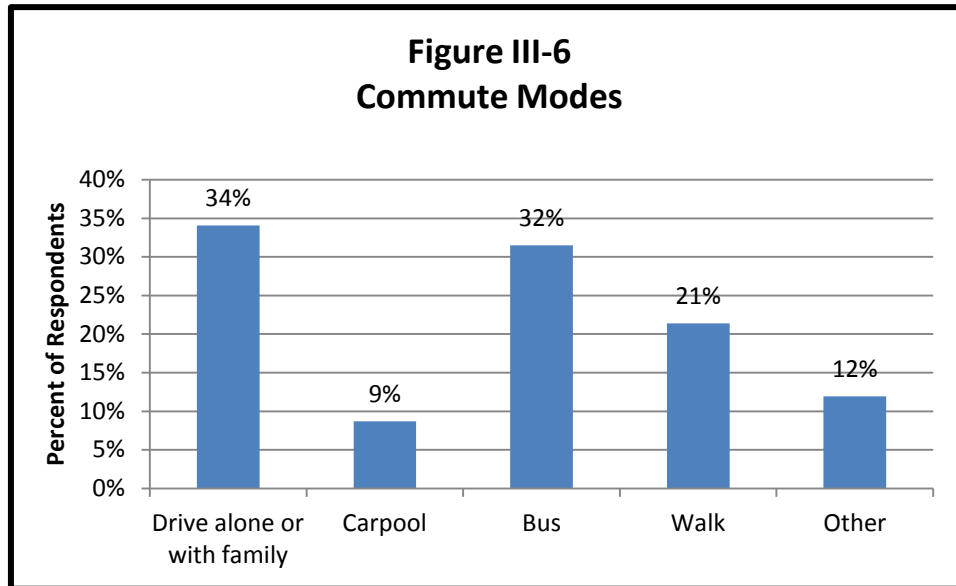
Respondents were asked how they and others in their household get around—drive their own personal vehicle such as a car, pick-up or SUV, get a ride from a friend or relative, walking, using a bicycle, borrow a vehicle, van or a bus provided by a service agency, NJ Transit, or other types of transportation. Respondents were allowed to select multiple responses to explain the types of transportation currently used by their household. The types of transportation used are shown in Figure III-5. Approximately 41 percent of respondents (114 responses) reported that they drive their own car, pick-up or SUV. Approximately 38 percent of respondents (106 responses) reported using NJ Transit. Another 38 percent of respondents (104 responses) reported that they used a van or a bus provided by a service agency. Some of the agencies specified were Landis Avenue Express (LAX) operated by Cumberland County

Public Transit System (CCPTS), Cape May County Fare Free Transportation, and CATS. Approximately 37 percent of respondents (103 responses) use walking as a means of transportation, and another 32 percent (89 responses) indicated they get a ride from a friend or relative.



Commute Modes

Respondents were asked if they or another member of their household work outside the home, and what modes of transportation they currently use to get to work. Respondents were allowed to select multiple responses to explain their travel modes to work. The results of this information are presented in Figure III-6. Approximately 34 percent of respondents (94 responses) drive alone or with family to work. Approximately 32 percent of respondents (87 responses) indicated that they use a bus to work. Another 21 percent of respondents (59 responses) indicated that they walked to work.



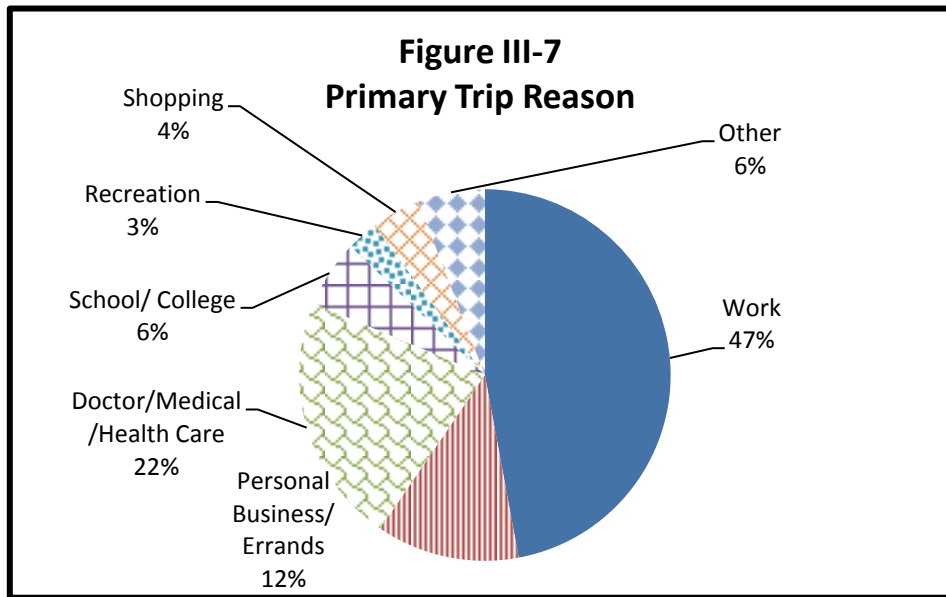
Destinations

Respondents were asked to which destinations/communities do they or a member of their household need transportation most frequently. Along with destination, respondents were asked the community and state in which the destination was located. Respondents were allowed to specify two destinations/communities that they or a member of their household would need transportation most frequently. Approximately 208 respondents responded to this question. Fifteen percent of respondents (32 responses) indicated that they would like to go to work, followed by 13 percent of respondents (26 responses) indicated that they would like to go to a doctor’s appointment. Approximately 12 percent of respondents (25 responses) would like to go to Vineland. This is followed by 10 percent of respondents (21 responses) would like to go to Millville. Other responses to this question were for Bridgeton, One Stop Career Center, the Senior Center, Workshop, Rio Grande, school, and social services.

Primary Trip Reason

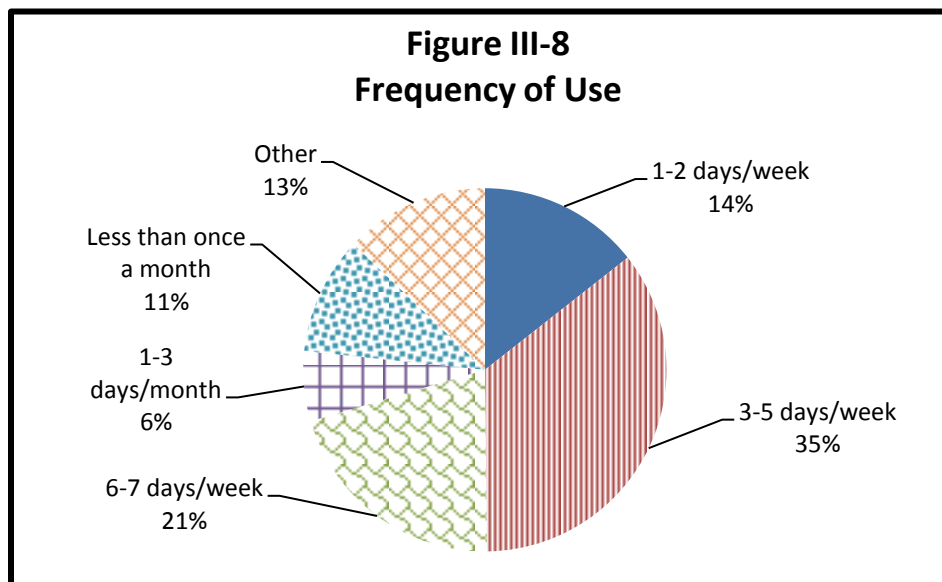
Respondents were asked to indicate what was the primary reason they or a member of their household needed transportation to that community. Primary trip reasons are shown in Figure III-7. The primary trip reasons (47 percent) were to and from work. The second most common purpose (22 percent, 56

responses) was for doctor/medical/healthcare and another 12 percent (32 responses) was personal business/errands.



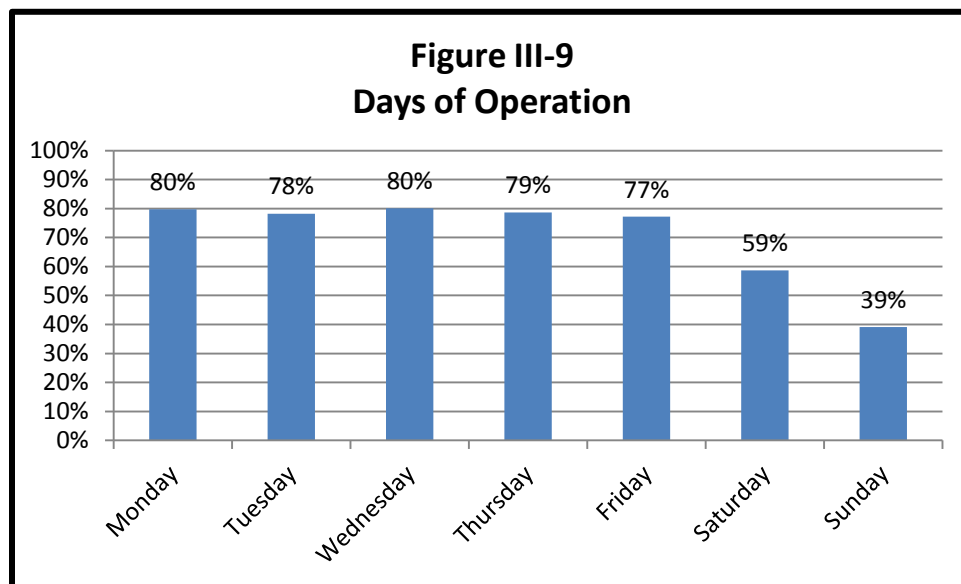
Frequency of Use

Respondents were asked to report how often they or a family member would use public transportation. Figure III-8 presents that information. Approximately 56 percent of respondents (144 responses) indicated that they would be a frequent rider using such a service more than three days a week. Approximately 14 percent of respondents (37 responses) indicated that they would use such a service one to two days a week.



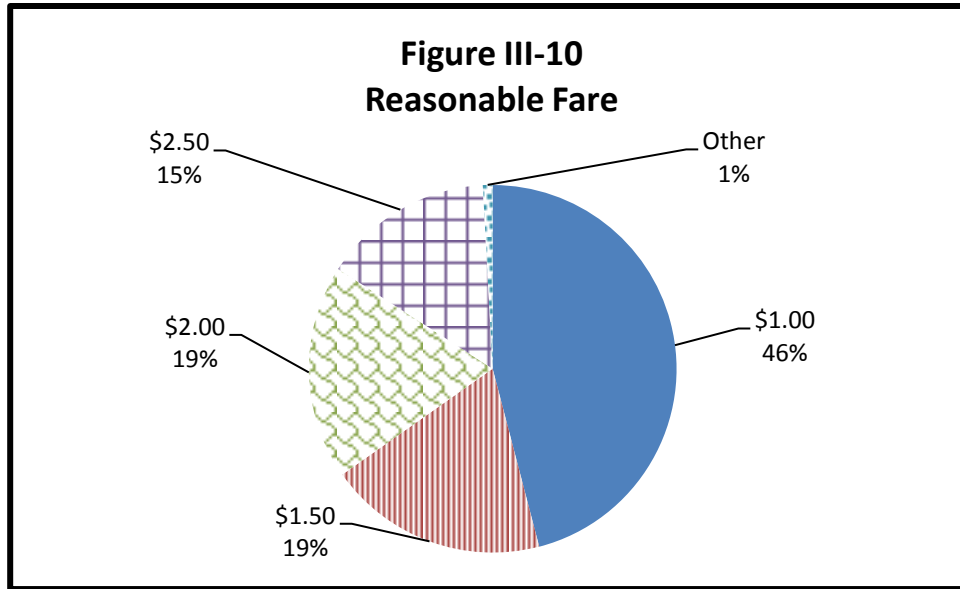
Days of Operation

Respondents were asked to specify the days of operation. Respondents were given a chance to select multiple responses. Figure III-9 presents the responses on the days that people would use such a service. As illustrated, the responses were fairly evenly split among the various days of the week listed, with approximately 77 to 80 percent of responses (213 to 221 responses) reporting that they would use a service Monday through Friday. The proportion of responses on Saturday was lower at 59 percent (162 responses). The proportion of responses on Sunday was still lower at 39 percent (108 responses). The results thus indicate that the days of operation should be Monday through Friday, with the demand for such a service lower on Saturday and still lower on Sundays.



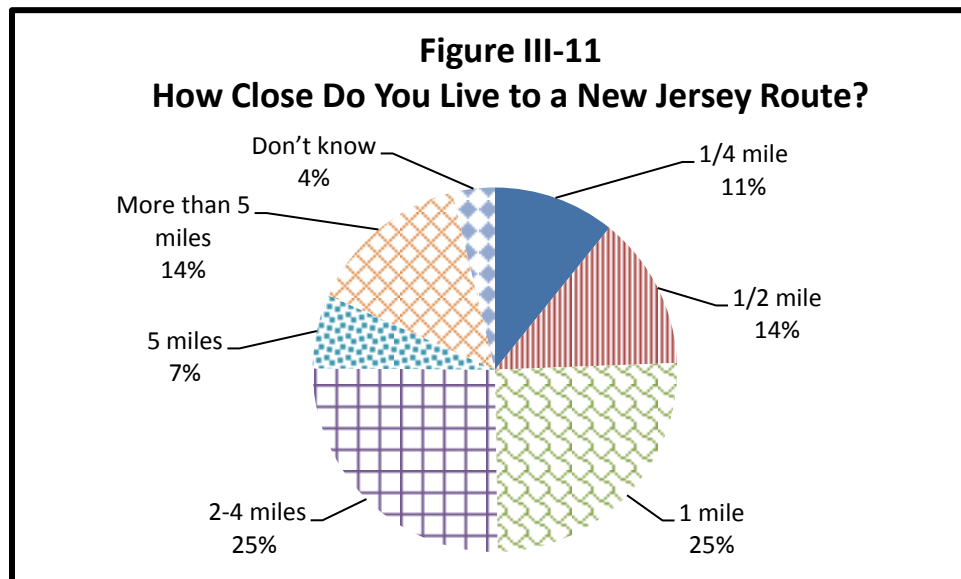
Reasonable Fare

The survey asked respondents what would be a one-way reasonable fare for a trip within your county. Figure III-10 shows the responses to the amount for a reasonable fare. Forty-six percent of the respondents indicated that an amount up to \$1.00 was a reasonable fare. This was followed by 19 percent of respondents indicated that \$1.50 was a reasonable fare. Another 19 percent of respondents indicated that \$2.00 was a reasonable fare.



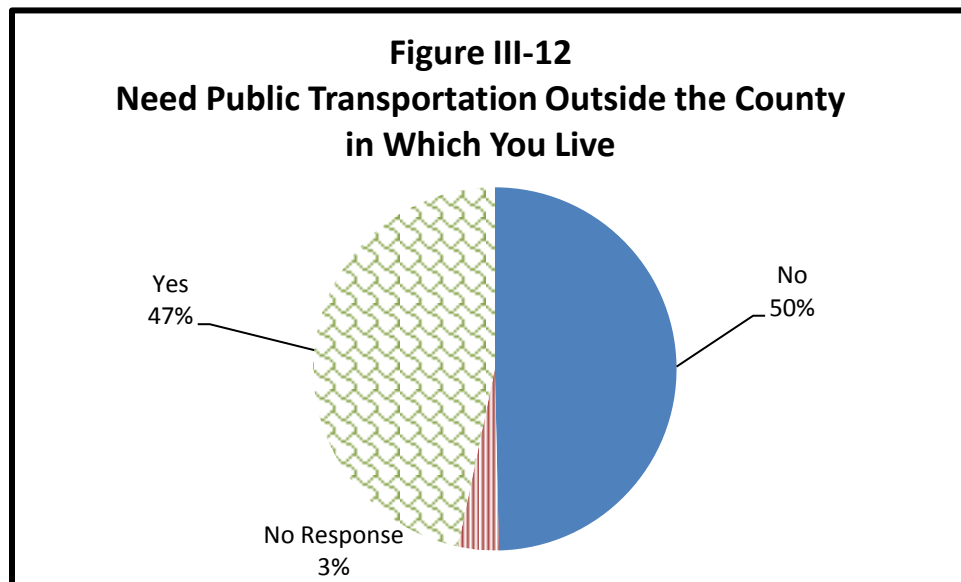
Distance to a New Jersey Transit Route

Respondents were asked how close they live to a New Jersey route. Figure III-11 shows the responses. Approximately 213 respondents responded to this question. Approximately 25 percent of respondents indicated that they live one mile from a New Jersey route. Another 25 percent of respondents indicated that they live two to four miles from a New Jersey route. Approximately 15 percent of respondents indicated that they live more than five miles from a New Jersey route. The average distance from where a survey respondent lives to a New Jersey Route was about two miles.



Need for Public Transportation Outside the County in Which You Live

Respondents were asked if they needed or would use public transportation outside the county in which they live. As shown in Figure III-12, the largest percent of respondents (50 percent, 137 responses) reported they did not need public transportation outside the county in which they live. Approximately 47 percent (129 responses) reported that they needed public transportation outside the county in which they live. If respondents thought there was a need to use public transportation outside the county in which they live, they were given a chance to list the destination. The highest number of responses who indicated a destination outside the county in which they live were Atlantic County (29 responses), Cumberland County (14 responses), Philadelphia (12 responses), Gloucester County (11 responses), Camden County (10 responses), Salem County (8 responses), Vineland (6 responses) and Atlantic City (6 responses).



Ranking the Service Characteristics in Choosing to Use Public Transportation

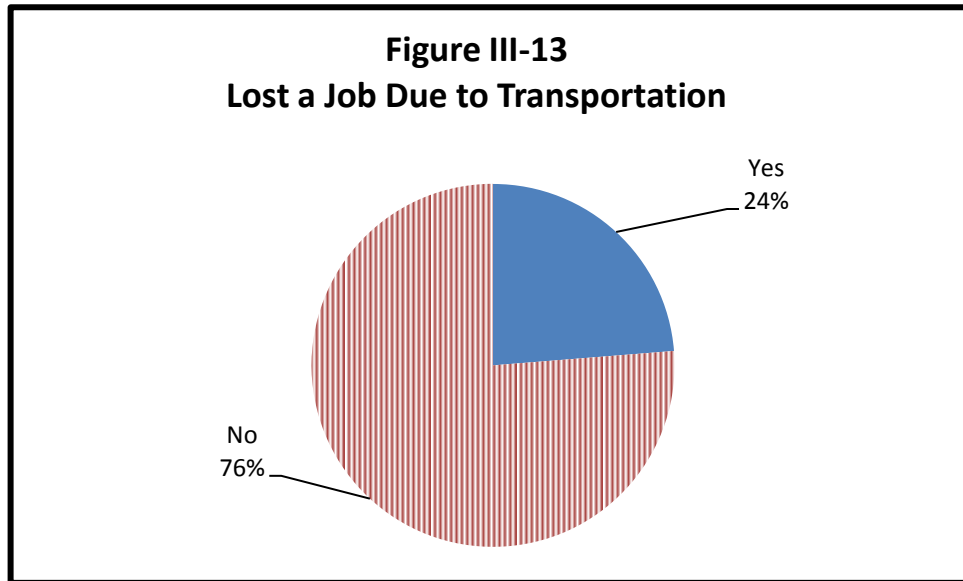
Respondents were asked to rank various service characteristics in their decision to use public transportation. Participants were asked to rank various service characteristics from one to four with one being not important, and four being very important. The average response was then calculated for each service characteristic. The middle point of responses would be 2.5, so an average score of 3.0 or higher would indicate positive perceptions for that particular service characteristic. The responses from the survey are shown in Table III-2. The

table shows the rankings based on response averages. The service characteristics that had the highest scores were other service characteristics (service characteristics that gave respondents an opportunity to identify a characteristic that was not listed and that they felt was important), service close to home, clean buses, service from home to work, service must be flexible in scheduling rides, and evening service. The attribute that had the lowest number of responses was service from a park-and-ride lot to work.

Table III-2 Service Characteristics	
Service Characteristics	Average Score
Other	3.6
Service close to my home	3.4
Clean buses	3.4
Service from home to work	3.4
Service must be flexible in scheduling rides	3.2
Evening service	3.2
Service twice a day	3.1
Service every hour	3.1
Service every few hours	3.0
Attractive buses	2.9
Service from a park-and-ride lot to work	2.7
<i>Source: LSC Community Transportation Survey, 2015</i>	

Lost a Job or Had Problems Finding Work Because of Transportation

Respondents were asked in the last two years if they or someone in their household had lost a job or had problems finding work because they did not have transportation. Figure III-13 shows the responses. Approximately 24 percent of the respondents reported that they lost a job or had problems finding work because they did not have transportation. Reasons for a job loss included lack of public transportation at certain times of the day and in certain areas, lack of vehicle, no ride available, or no driver’s license.



Transportation Needs

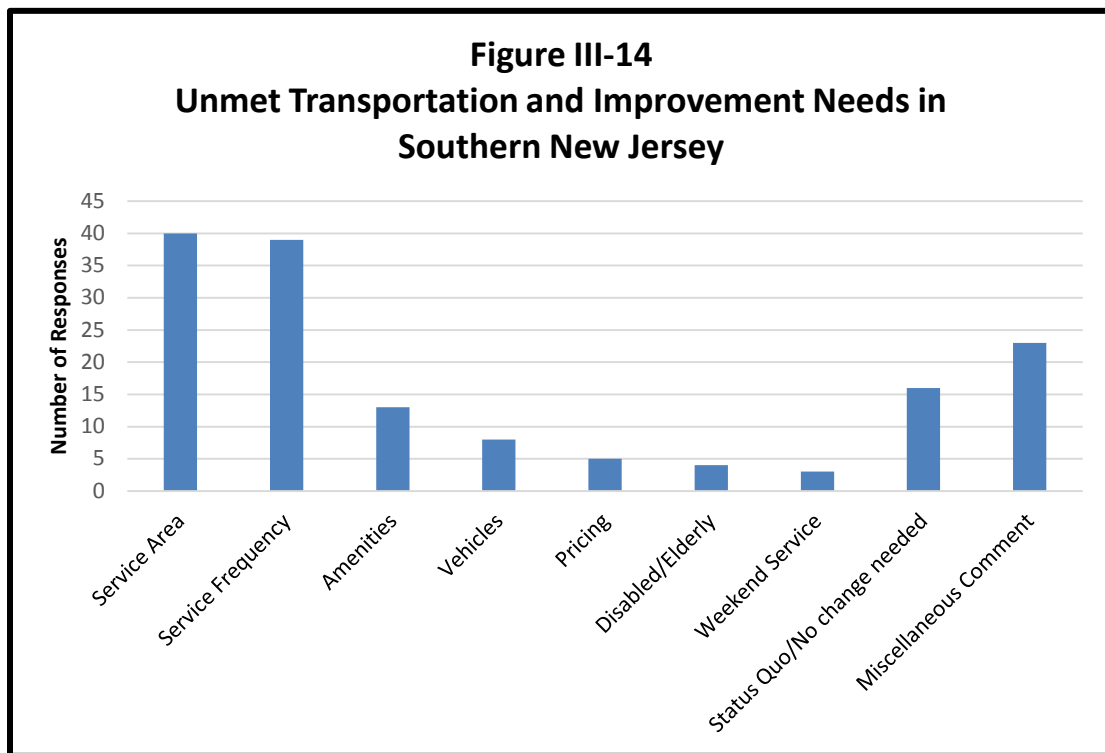
Unmet Transportation Needs or Improvements Needed in Southern New Jersey

Respondents were asked to identify some of their unmet transportation needs or what improvements they would like to see for local or regional transportation services in southern New Jersey. The actual comments on unmet transportation needs by county are included in Appendix B. General categories were used to group the comments based on concerns mentioned. Figure III-14 categorizes the various comments received. If multiple subjects were addressed in one comment, the comment was counted in each of the relevant categories.

Over 150 usable comments were received from all the southern New Jersey counties of Atlantic, Cape May, Salem, and Gloucester. Approximately 26 percent of comments (40 comments) received from all the counties highlighted the need for service to areas currently underserved or not served by transit. Another 26 percent (39 comments) emphasized the importance of increasing bus frequency, including expanding service times into the early morning and later evening hours. Eleven percent of responses (16 comments) stated the current service met their needs and no improvements were needed. Approximately nine percent of respondents (13 comments) indicated the need for improvements of amenities such as bus stops and sidewalks. Other comments included vehicle maintenance/cleanliness (5 percent, 8 comments), fare costs (3 percent, 5 comments), the need for weekend service (2 percent, 3

comments), and disabled/elderly services (3 percent, 4 comments). Fifteen percent of comments (23 comments) were categorized as miscellaneous comments.

The majority of comments received from Cumberland County were focused on providing service to areas and destinations such as the industrial parks, Commercial Township, surrounding areas such as Port Norris, Laurel Lake, Cedarville, Millville (to the gas company and Mall), Bridgeton (Social Security office), and Vineland (Chestnut Avenue, Main Road, Delsea Drive, and Landis Avenue), increasing service frequency and improving amenities such as bus stops.



SURVEY RESULTS FROM CUMBERLAND COUNTY

A total of 155 usable responses were received for Cumberland County. Since there is not a large enough number of responses, a separate analysis was not done for Cumberland County. We did look at responses to a few questions that had responses applicable to Cumberland County.

Residence Location

Cumberland County survey respondents were asked to indicate the community, town, or village where they live. There were 152 respondents who answered this question. The largest percent of respondents (44 responses) indicated that they live in the Vineland area followed by 39 respondents that reside in the Bridgeton area. Another 37 respondents indicated that they reside in the Millville area.

Respondents were also asked to indicate their zip code. There were 155 respondents who answered this question. The largest number of respondents (54 responses) indicated that they live in 08320 which is the Fairton area, followed by 43 responses that indicated that they live in 08332 which is the Millville area. This is followed by 40 responses that indicated they live in 08360 which is the Vineland area.

Destinations

Cumberland County survey respondents were asked to which destinations/communities do they or a member of the household need transportation most frequently. Along with destination, respondents were asked the community and state in which the destination was located. Respondents were allowed to specify two destinations/communities that they or a member of the household would need transportation most frequently. Approximately 124 respondents responded to this question. Twenty-seven responses indicated that they would like to go to work. Another nine responses indicated that they would like to go to the One Stop Career Center. This was followed by eight responses who indicated that they would like to go to Vineland, closely followed by Millville (six responses) as a destination/community where they needed transportation the most. Other responses to this question were doctor's office, social security/welfare office, and Bridgeton.

Need for Public Transportation Outside the County in Which You Live

Respondents were asked if they needed or would use public transportation outside the county in which they live. If respondents thought there was a need to use public transportation outside the county in which they lived (Cumberland County), they were given a chance to list the destination.

Destinations outside Cumberland County included Atlantic, Salem, Philadelphia, and Bridgeton.

REGIONAL TRANSPORTATION NEEDS

Some of the regional transportation needs identified from all the comments received and those that relate to the Cumberland County area are as follows:

- I would like to see improvements to regional transportation services. A convenient and clean rail line with park-and-ride to access connections to Philadelphia or New York lines would be ideal. I would also like to see bus stop infrastructure improved. Unfortunately, they seem to be a target for vandalism.
- Restore Cherry Hill run to Atlantic. Go to Derm One in Mays Landing.
- Rural bus service. Access Link should not have location restrictions.
- Need transportation from Broad Street in Millville to Mays Landing Road in Vineland to all the way where Route 40 meets. Also, need transportation from Landis Avenue in Vineland to Bridgeton. Need transportation service to Laurel Lake, Port Norris, and Cedarville. Service from Millville to Vineland.

PUBLIC PARTICIPATION PROCESS

A major component in the development of the SJTPO Coordinated Public Transit Human Services Transportation Plan included the participation and input from stakeholders. Public Input was sought through the community transportation survey (described above). Individual conversations were also held with some transportation providers. Detailed information about transportation providers were presented in Chapter II.

Advisory Committee

An Advisory Committee was also created for oversight and participation during this project. The Committee met in August 2014 for the project kick-off meeting. Additional meetings with the Advisory Committee were held in October and December 2014 and April 2015 to discuss project deliverables and provide input and feedback during the study. Members of the Advisory Committee included representatives from:

- SJTPO
- Salem County
- Cape May County
- Cumberland County
- Atlantic County
- North Jersey MPO
- North Jersey Transit
- Project consultant team (LSC, AECOM)

Stakeholder Groups

Prior to the start of the project, SJPTO sent a letter to stakeholders describing the purpose of the project as well as an invitation for representatives to attend stakeholder meetings for one or more of the four counties. The summary of findings from each stakeholder meeting are further described in the next section. The types of organizations and agencies that were invited to participate in the development of this plan included:

- Employment and career services
- Nonprofit organizations
- Transit agencies
- Transportation services
- Planning agencies
- Various departments from jurisdictions
- Veteran services
- Social services
- Disability services
- Medical services (including nursing and rehabilitation)
- Senior services
- Members and citizens from committees and boards

For each project document or meeting announcement posted to the project website, LSC contacted the stakeholders by e-mail. If a stakeholder was not reachable by e-mail, LSC contacted them by postcard. A detailed list of each organization and agency contacted is listed in Appendix E. Not all agencies and

organizations listed in the appendix attended the meetings or participated. Some of the agencies on the list were unreachable or did not respond.

Three meetings with Cumberland County Transportation Stakeholders were held to obtain input for the Coordinated Human Services Transportation Plan. The first was held on October 14, 2014 to identify study issues and the second was held on January 13, 2015 to discuss coordination strategies and potential services. A third and last meeting with Cumberland County Transportation Stakeholders was held on April 7, 2015 to obtain input on the proposed services and to finalize the coordination strategies for the Coordinated Human Services Transportation Plan. Stakeholders would be given one more opportunity to comment electronically after the Draft Final Report is posted.

Strategies, services, and needs which were identified from the January 2015 meeting include:

- The trolley service in the Vineland shopping area could be a potential additional provider.
- Regional coordination would provide shared resources and public education.
- Use of technology would help justify funding and help passengers be self-sufficient (e.g., trip planning, maps, etc.).
- Pearl Transit operates in Salem and Cumberland Counties. They do not know what CATS is doing and CATS doesn't know what Pearl Transit is doing. A mobility manager would help coordination and agencies would be aware of one another and what they are doing. Mobility management meetings have been held in the past and some providers haven't participated.
- Look at setting up Travel Trainer in southern New Jersey – Travel Trainer is used in the northern part of the state.
- A need to integrate systems, except for demand response.
- Programs such as Pearl Transit or Easter Seals could contract with a consolidated county service. OET and CATS could contract service with other providers as well (e.g., OET could contract to CATS).

- Working with TMA for education, marketing, and setting up routes on Google Maps.
- 5310 will get more competitive as everyone in the region competes with others for the funding. This is a good opportunity for a local coordinating council to submit joint grant requests.
- Regional one-call center could be set up to target specific population groups, but the services need to be open to the general public.
- Consolidation of services in Cumberland County may reduce service.
- Transit education is important—there is a lack of education and awareness of service in Cumberland County. Some people do not know the OET service exists. Add OET information on CATS brochures. TMA can help education people about transit services.
- Cross County Connection TMA needs to get their name publicized more in southern New Jersey. For example, get the Social Security office to refer travel questions to TMA or printed material is sent to homes.
- Collaboration between OET, NJT, and CATS fill in the first/last mile gap in a NJT trip.
- Possible coordination opportunity between two counties to feed the regional service.
- Two counties could coordinate and contract VA runs.
- Park-and-ride feeder service.
- Need for a transfer hub with parking, shelter, and safety elements.
- Mid-Atlantic should go to Vineland and connect with OET to get to Bridgeton, however, this service is more beneficial to Salem than to Cumberland.
- Desire to add a Penns Grove to Salem to Bridgeton service in Salem County, however, NJT attempted the Salem-Bridgeton service before and it failed due to low frequency and hours of service.
- It is difficult to serve Bay Shore communities because of distance, but there is still a need. CATS does serve the area, but with limited service.
- Potential inter-county agreement between Salem and Cumberland counties for Pittsgrove and Upper Pittsgrove due to unique political geography.



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Coordination Models and Guidelines

Coordination is a technique for better resource management in which improved organization strategies are applied to achieve greater cost-effectiveness in service delivery. Coordination is about shared power, which means shared responsibility, shared management, and shared funding.

Coordination of transportation services is best seen as a process in which two or more organizations interact to jointly accomplish their transportation objectives. Coordination is like many other political processes in that it involves power and control over resources, and coordination can be subject to the usual kinds of political problems and pressures such as competing personalities and changing environments.

Coordination can be used to improve transportation system performance by eliminating duplicate efforts and improving the efficiency of transportation operations. Coordinating transportation means doing better with existing resources. It requires working together with people from different agencies and backgrounds. Coordination has been said to be the best way to stretch scarce resources and improve mobility for everyone.

The fundamental goals of coordinated transportation systems are to increase the number of people served and the number of rides provided with existing resources. Coordination achieves these goals through better resource management.

HISTORY OF COORDINATION

The concept of coordination has been promoted since the late 1960s; however, it was not until recently that a real push for coordination, emphasized at the federal level, has been observed. More and more communities are realizing the scarcity of resources (fuel, vehicles, drivers, and funding) and that the cost-effective and efficient delivery of services is vital if local communities are to continue to ensure access to vital human services, employment, recreation, and

other opportunities and needs. Coordination takes a firm understanding of local needs and resources to develop a plan that, in the end, increases the mobility of residents.

Levels of Coordination

There are varying levels of coordination across a broad spectrum of operating scenarios. Levels can range from very low levels of coordination, such as sharing rides on several different vehicles, to extreme levels such as shared vehicles, shared maintenance, a brokerage established for all agencies, and others. It is important that the Working Group and stakeholders understand that coordination of services generally may take some time and effort on the part of the transportation providers, colleges/universities, and local human service agencies, especially given that several different government and different transit agencies are involved.

Coordination has been interpreted as everything from telephone conversations to transfer of vehicle ownership. There are four different phases or levels of coordination with regard to the shared use and efficient operation of equipment and facilities. These levels are defined below:

- a. Communication** involves recognition and understanding of a problem and discussion of possible solutions. This improves the working relationships among various organizations that are in a position to influence transportation developments within their particular jurisdiction.
- b. Cooperation** involves the active working together of individuals in some loose association in a cooperative way. The individuals or individual agencies retain their separate identities.
- c. Coordination** involves bringing together independent agencies to act together in a concerted way to provide for a smooth interaction of separate units of a transportation system. In coordination, the primary concern is in regard to common funds, equipment, facilities, or operations. Members or agencies preserve their separate identities.
- d. Consolidation** involves joining together or merging agencies for mutual advantage. In the case of transportation services, consolidation is used in reference to a fully integrated transportation system in which the individual entities have been combined or consolidated into one integrated public transportation system. Individual agency identity for the purpose of transportation is no longer maintained.

Consolidation of resources is one which is not likely to be done in most communities. It requires all agencies and providers to fall under one authority, and it is difficult to obtain complete consensus for operations. However, the first three elements represent plausible ways to integrate services in a given area. The goal is to build on that communication and cooperation among providers to determine if *coordination* is a viable option. One of the greatest barriers to coordination is that the key stakeholders are not present or choose not to participate when planning of coordinated services is being done. However, in this case, the largest providers of transportation are local stakeholders who have expressed great interest in this effort.

Resource Management

The first set of resource management objectives, targeted on greater efficiencies, focuses on reducing duplication and fragmentation in operating, administering, and funding transportation services. Specific strategies for achieving these objectives include **reducing** the following:

- Operating and administrative salaries;
- Capital costs on vehicles and other equipment; and
- Other operating costs such as maintenance, fuel, and insurance.

The second set of resource management objectives—targeted on more productive or effective services—focuses on improving acceptability, accessibility, adaptability, affordability, and availability of transportation services within the area. Specific strategies for achieving these objectives include **increasing** the following:

- Days and hours of service;
- Service area;
- The different kinds of persons and trip purposes served;
- The accessibility of vehicles and facilities for people with special needs;
- Public information concerning services; and
- Funding available to help pay the cost of the service.

COMMON COORDINATION STRATEGIES

The following section details the different types of strategies that could be implemented for the Cumberland County study area and reviews the benefits and implementation steps for each strategy.

Joint Procurement

Joint procurement (or bulk purchase) is a cost-effective approach to increasing purchasing power. Joint maintenance and fuel purchase is being more widely used across the country, especially given the rising costs of parts and fuel. Shared maintenance can be done quite easily between agencies in a given locale. Insurance pooling is likely the most difficult joint procurement possibility. CATS and CCPTS have done joint fuel purchases for many years. Joint maintenance has occurred since 2012 and joint insurance has occurred almost as long.

Benefits

- Individual agency capital outlay will be reduced.
- An economy of scale in purchases will be created, thereby reducing the overall operational cost per agency.
- With a decrease in capital and maintenance costs, an agency may be able to shift funding from maintenance and capital to service hours, thereby increasing the level of service or operations of the transit system within the county and the region.

Implementation Steps

- The agencies need to meet to develop a basic understanding of how the procurement process will work.
- Memoranda of Understanding (MOUs) should be developed and agreed upon.

Shared Vehicle Storage and Maintenance Facilities

There appears to be a high level of plausibility for the coordination of storage space and maintenance facilities in several of the areas. Shared storage, especially if and when vehicles are stored outside, can aid in reducing engine wear during cold weather startup. Obviously, if a provider is conducting its own

maintenance on vehicles, it can likely share maintenance costs with another local provider.

Benefits

- Maintenance costs will be reduced, resulting in additional funds available for operations.
- Lost time due to vehicles not starting in cold weather will be reduced, thereby improving the overall performance of the transit service.
- Sharing a facility or building a facility together increases the amount of local match, thereby increasing the level of FTA funding to the county and region.

Implementation Steps

- The agencies need to meet to identify the best existing facility among the coordinated agencies or the best location for a shared facility.
- The facility should be centrally located to reduce the possible deadhead time.
- The amount of space that each agency will get in the facility should be designated based on each agency's funding participation for the facility.
- A grant will need to be developed to purchase or upgrade the facility.

Joint Grant Applications

The transit and human service providers in the region should work together to coordinate grant submissions. Grants should be coordinated so that duplication of requests is minimized. This will look more favorable to FTA and grant reviewers.

Benefits

- The amount of time that each agency needs to spend in developing a grant on their own will be reduced.
- The agencies are able to use each other's knowledge in developing a grant.
- There is a greater likelihood of funding being received if the applications show coordination among providers.

Implementation Steps

- The agencies should review their needs and create a list of capital and operational requirements.
- The agencies should itemize their lists and determine a priority of needs.
- The grant should be developed based on the priority lists.

- The grant should be approved by each of the agencies' boards/councils, along with approval of any local match funding.
- The agencies should ensure each grant references the additional agencies/providers grants for the corridor.

Joint Training Programs

Joint training programs between agencies, in everything from preventative maintenance to safe wheelchair tie-down procedures, can lead to more highly skilled employees. Joint training can also lead to reduced training costs with agencies that each possess a specialized trainer who can be responsible for one or more disciplines. For example, one agency could provide Passenger Service and Safety (PASS), one agency could specialize in preventative maintenance training, etc. The agencies could also purchase special training from reputable organizations/companies and allow other agencies' employees to attend. Training costs should be shared among the agencies.

Benefits

- Each agency's training budget will be reduced.
- The drivers and staff have more opportunities to learn from each other.

Implementation Steps

- The training needs of each agency's staff should be identified.
- The training courses that meet the greatest needs should be determined.
- The agency or organization/company that could provide the needed training should be identified.
- State and federal grants that could assist in paying for the training should be determined.

Sharing Expertise

Similar to sharing training resources, agencies could share their expertise in such areas as grant writing, computer technology, and general assistance in operation of transportation services (such as tips for dispatching or accounting procedures). Sharing expertise may be as general as a list of personnel across the county and regions who have expertise in a particular field that may benefit another agency. A "yellow pages" of subject matter experts made available to each agency may be helpful in operating transportation service.

Benefits

- The need for costly training sessions for drivers and staff will be reduced, thereby decreasing lost production time.
- Knowledge is passed on to other staff members and agencies, thereby increasing the efficiency of the county's transit providers.

Implementation Steps

- The information, field of work, and expertise needed to operate an effective transit service should be identified.
- The individual in each agency that has expertise in each field of work should be determined.
- A "yellow pages" or contact list of the individuals in each agency that have expertise in certain fields of knowledge should be created.

Coalitions

A coalition is a group of agencies and organizations that are committed to coordinating transportation and have access to funding. The coalition should include local stakeholders, providers, decision makers, business leaders, councils of government, users, and others as appropriate. The coalition could be either an informal or formal group that is recognized by the decision makers and that has some standing within the community. Coalitions can be established for a specific purpose (such as to obtain specific funding) or for broad-based purposes (such as to educate local communities about transportation needs).

Benefits

- Development of a broad base of support for the improvement of transit services in the county and region.
- The coalition is able to speak with community and regional decision makers, thereby increasing local support for local funding.

Implementation Steps

- Identify individuals in the county and region who are interested in improving transit's level of service and have the time and skills to develop a true grassroots coalition.
- Set up a meeting of these individuals to present the needs and issues that face the agencies.

- Agencies need to work with the coalition to provide base information and data on the existing and future needs of transit across Cumberland County.

Coordinating Council

Similar to a coalition, a coordinating council is made up of a myriad agencies and partners with a common goal of coordinating transportation resources. This group differs from a coalition in that it is primarily made up of agencies which have a need for service and other groups (such as local municipalities) specifically formed to accomplish a strategic goal (such as to implement a new service).

Benefits

- Allows for greater input from the key transportation agencies in the Cumberland County area.
- Allows members to share information and knowledge on a one-on-one basis.
- Provides greater opportunity to identify possible coordination actions.
- Increases the integration of transit planning within Cumberland County.

Implementation Steps

- Agencies interested in being members of the council need to meet and develop by-laws for the council.
- Council members need to elect a Chair and Vice-Chair.
- Council members need to develop a mission statement, vision, goals, and objectives.
- Council members need to set a date for the monthly or quarterly meeting.

Joint Planning and Decision Making

Joint planning and decision making involves agencies working cooperatively with either other similar agencies or a local provider to make known the needs of their clients and become involved in the local planning of services. Other transportation providers could work with each other in joint planning to meet the needs of their communities and the market segments they serve.

Benefits

- The need for expensive planning documents for each transit agency will be reduced.

- More complex coordination in capital development and operational functions will be allowed.
- The duplication of services among the coordinating agencies will be reduced.

Implementation Steps

- The agencies should meet with regional transit and transportation planners in the county and region to develop a scope of work for the planning process.
- The scope of work should identify the goals and objectives.
- A time line should be developed for the completion of the planning document.
- The planning document should develop recommendations for making decisions about the operation of services, capital, funding, coordination process, and administration functions.

Vehicle Sharing

Vehicle sharing requires that agencies own and operate vehicles. Memoranda of Understanding or Joint Agreements are needed for this strategy to work properly. The agencies that operate vehicles are able to share those vehicles with other agencies in a variety of circumstances, such as when an agency vehicle has a mechanical breakdown or when capacity for a specific trip is at its maximum. This may be limited for some agencies due to funding and insurance restrictions.

Benefits

- The overall local capital outlay will be reduced.
- These funds could be shifted to cover operational costs or increase the level of service.
- These funds could also be used for capital funding for facilities, equipment, and other capital assets.

Implementation Steps

- Agencies need to work closely together to develop MOUs and agreements on vehicle usage.

Contracts for Service

An agency/entity could contract with another agency/entity or another human service agency to provide needed trips. This could be done occasionally on an as-needed basis or as part of scheduled service.

Benefits

- The amount of local match that can be used to pull additional state and federal funding for transit services into Cumberland County and the region will be increased.
- The duplication of services in Cumberland County and the region will be reduced, thereby creating an economy of scale and improving the overall transit performance level.

Implementation Steps

- The agencies should meet to identify the needs and capacities of the contract parties.
- A contract should be developed detailing the responsibility of each party.

Provide Vehicles

An agency could provide a used vehicle—one that is either being replaced or retired—to another agency. This could be done either through a transfer of title, donation for a small price (in the case of a retired vehicle), or sale to a local agency in desperate need of a replacement vehicle. This may be limited for some agencies due to funding restrictions.

Benefits

- The capital outlay for the agency that obtains the used vehicle will be reduced.
- The need to retire older vehicles in the fleet will be reduced.
- Human service transportation providers will be allowed to obtain vehicles that they would otherwise not be able to purchase due to the cost of a new vehicle and the level of federal capital funding they are able to receive.

Implementation Steps

- The agencies should meet to determine the procedures for transferring a vehicle from one agency to another, as well as the level of overall need for vehicles.

- The agencies that receive federally funded vehicles should review their fleet and determine which vehicles can be transferred to other agencies.
- The agencies that wish to receive vehicles should review their fleet needs.

One-Call Center

A shared informational telephone line provides potential users with the most convenient access to information on all transportation services in the region.

Benefits

- The administrative costs for the participating agencies will be reduced.
- A one-call center is the first step to centralized dispatching.
- Users will only need to call one telephone number to obtain all the transit information they need, thereby improving customer service.

Implementation Steps

- The agencies should meet to determine which agency will house the call center, how the call center will be funded, and what information will be provided to customers.
- The telephone line should be set up and the needed communication equipment should be purchased.
- A marketing brochure should be developed detailing the purpose of the call center, hours of service, and telephone number.

Centralized Functions (Reservations, Scheduling, Dispatching)

A single office could oversee the dispatching of vehicles and the scheduling of reservations for all of the participating transportation agencies to provide transportation service within a geographic area.

Benefits

- The duplication of administrative costs will be reduced, based on an economy of scale.
- The marketability of the region's transit service will be increased.
- Fleet coordination will be improved.

Implementation Steps

- The agencies should meet to determine which agency will house the centralized reservations, scheduling, and dispatching.

- Each agency's level of funding for the dispatching service cost should be identified.
- Intergovernmental agreements should be created detailing the responsibility of each agency.

Brokerage

The creation of a brokerage would enable all of the transportation providers to closely coordinate their services while retaining their own services and identities. A brokerage agency could be developed separately or as part of an existing agency. The central function of the brokerage would be to operate the central reservation and dispatch center for all of the services. Potential riders could call one phone number and have the ability to make a reservation or receive information on any transit or dial-a-ride service in the area. Software for reservations and scheduling would be required that could direct individuals in need of rides to the most appropriate service and provide agencies with the most efficient routes of travel. This scenario could develop out of the shared informational phone line described above. The difference is that, with the brokerage, the broker would schedule the trip on the most efficient vehicle regardless of provider. The broker would have service contracts with each of the providers and would pay the transportation provider for the trip and bill the sponsoring agency for the service.

The ability of a brokerage to effectively manage reservations and dispatch vehicles for multiple services requires that agencies provide the broker with up-to-date service information. The software will be necessary for the brokerage agency to administer trips for multiple agencies with minimal staff. The performance of the reservation software will be further enhanced by the installation of mobile data terminals (MDT) and automatic vehicle location systems (AVL). These pieces of hardware would enable drivers and dispatchers to easily communicate essential information. For smaller systems in the Cumberland County area, this equipment is not required, but would enhance the capabilities of the operation.

The ability of a group of transportation providers to create a brokerage or to coordinate under a lead agency is improved if an agency with the necessary

experience and existing infrastructure is able to assume the role of lead agency or broker.

The lead agency not only gains the responsibility of managing reservations and dispatching, it is also responsible for reporting the activities of the brokerage service to member agencies as well as to various federal, state, and local agencies. The creation of a brokerage agency would also require the lead agency to contract with all member agencies to explicitly state what services will be provided at what cost.

The primary costs associated with creating a coordinated public transportation system under a lead agency or brokerage system are related to the software, hardware, and staff requirements of implementing the reservation and dispatch center. A geographic information system (GIS)-based reservation and dispatch software system can be a considerable investment.

Although there are significant costs associated with initiating coordination under a brokerage agency, there are numerous benefits to such a technologically advanced coordination effort. A central reservation system relying on reservation and dispatch software would increase the efficiency of the total system by spreading trips throughout the system and helping each agency to optimize their routes. Additionally, it would make the system easier for riders to use and more responsive to their needs. Since demand for transportation services exceeds the capacity of current services, these gains in efficiency will enable the system to meet more of the demand. Although this may limit the ability of efficiency gains to reduce the number of vehicles operating in the region, increasing ridership may result in a lower cost per trip and a reduction in the distance traveled per trip. Sharing reservation and dispatch services also has the potential to reduce the per-agency cost of managing their service by eliminating duplication of administrative services. However, this type of organization will require extensive time to implement and considerable local resources from the participating agencies. Agreements would need careful consideration so that participating agencies are assured that their clients and township or municipal residents are assured equal and fair treatment for scheduling of trips. Many of the providers have specific client transportation needs, while some current services are only provided to eligible patrons. The

largest barrier to overcome under this model of coordination is local boundaries. Many times throughout the course of discussing coordination of trips, the term “turf wars” emerges. This is common among many areas across the United States and until these turf and boundary issues are resolved, this model of service is likely to fail. For example, if community “X” only provides service within that community for whatever reason, although likely constrained to funding, then under the brokerage model this community must be willing to pool their funds for a larger “system” and provide trips to other agencies or areas.

A third approach would be for the lead agency to establish a contract with the brokerage and for the brokerage to then establish all of the contracts with the operators. In this approach, the lead agency has only a single contract with the brokerage plus funding agreements with the sponsoring agencies.

Benefits

- Reduction in the duplication of administrative costs based on an economy of scale.
- Provides a single point of contact for users.
- Increase in the marketability of the county and region’s transit service.
- Allows for improved fleet coordination.
- Greater efficiencies in service delivery.

Implementation Steps

- Agencies need to meet to determine if the brokerage service will be set up as a new agency or under an existing agency.
- Identify each agency’s level of funding to cover the cost of the dispatching service.
- Intergovernmental agreement needs to be created detailing the responsibility of each agency.

PLAN AMENDMENTS

Although this plan is updated on a regular basis, there may be a need to amend the plan prior to completion of a full update. The process to amend the plan should begin with a request to the County LCC by an individual agency or group of agencies. The LCC should review the amendment request and decide

on a recommendation. If the amendment involves more than one county, the request should also be reviewed by the RCC for a recommendation.

Plan amendments should be made because of unforeseen circumstances or new opportunities to improve coordination which are identified.

Recommendations from the LCC and RCC should then be reviewed for approval by the SJTPO. This should include recommendations from the Citizens Advisory Committee and the Technical Advisory Committee with final approval by the Policy Board. Following approval, the amendment should then be forwarded to New Jersey Transit as an approved and adopted amendment to the plan.

SUMMARY

Coordination is a management strategy for improving the performance of various individual transportation services. It wrings inefficiencies out of the disparate operations and service patterns that often result from a multiplicity of providers. Overlapping, duplicate, and inefficient services can be combined for more efficient service delivery. As a result, coordinated services may achieve economies of scale not available to smaller providers. Coordinated services often provide a higher quality of service with greater efficiency that helps to stretch the limited (and often insufficient) funding and personnel resources of coordinating agencies. Information from this report and existing planning frameworks will lead to a coordinated transportation plan for area providers and residents. A coordinated system of providers in the Cumberland County area appears to be a plausible approach to providing needed services. The types of coordination presented are certainly ways to reduce individual agency costs and maximize the level of ridership.



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Community Conditions

Chapter V consists of two elements. The first element presents the community conditions and demographics for Cumberland County. The second element is a description of the economy of Cumberland County and local travel patterns. Where appropriate, maps and tables are used to demonstrate pertinent information regarding the characteristics being discussed.

DEMOGRAPHIC CHARACTERISTICS

Study Area Location

Cumberland County is located in southern New Jersey and is bordered to the south by the Delaware Bay. The communities of Vineland, Millville and Bridgeton are located within Cumberland County.

The demographic analysis was done by block group, which is a census-defined boundary. These boundaries do not necessarily denote neighborhoods or communities, but rather act as a standardized means for analysis.

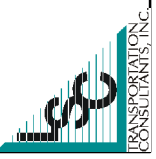
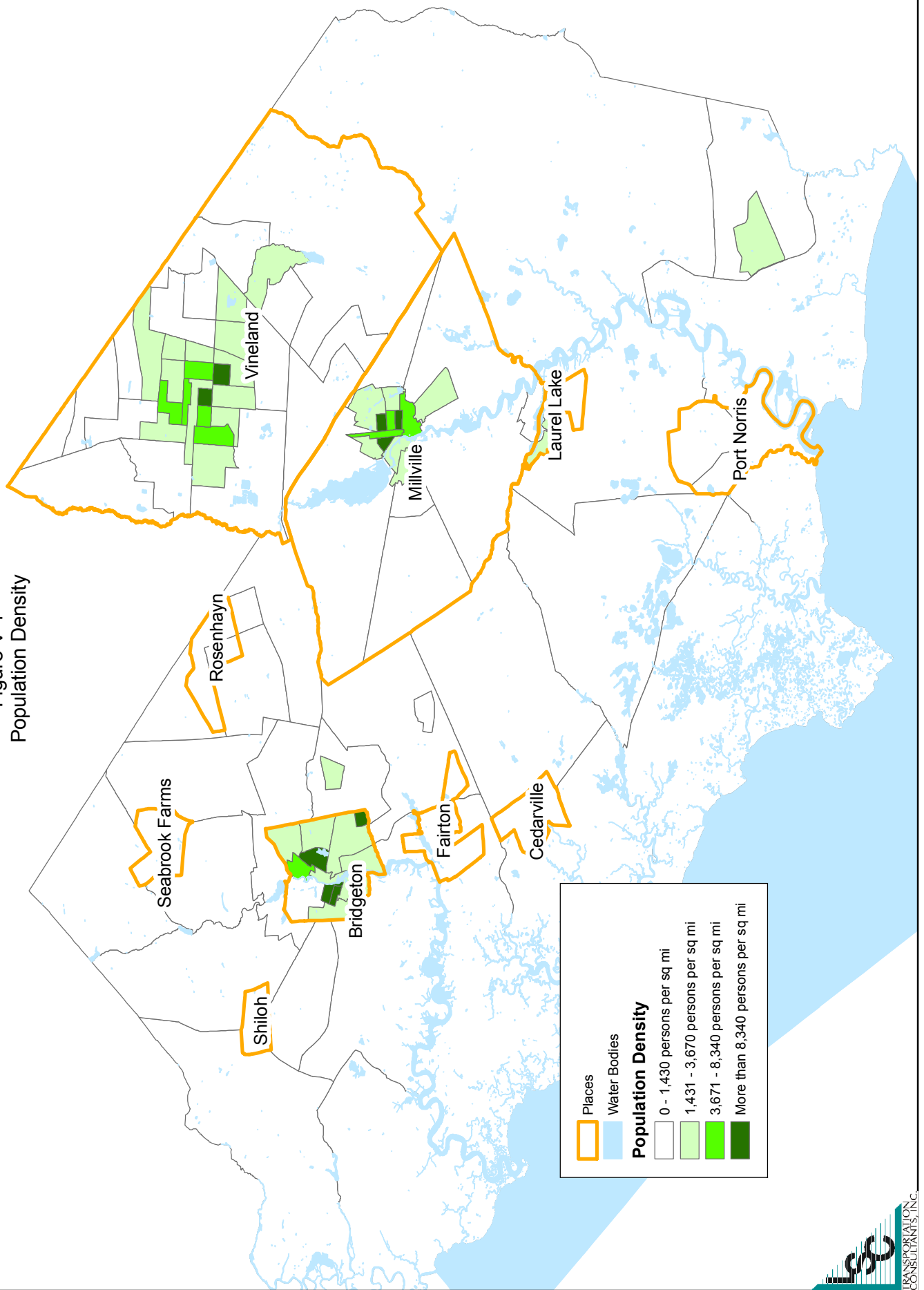
Population Density

Data were taken from the 2008-2012 American Community Survey (2012 ACS) five-year estimates for most of this demographic analysis. While the low-income and ambulatory disability population data were available in the 2008-2012 ACS data, the smallest geographical unit for which information was available was at the tract level. The information from the tract level was then apportioned to the block group level based on the population of the block group compared to the total population in the tract.

Figure V-1 shows the population density for Cumberland County by census block groups using the 2012 ACS data. The size of the census blocks skews the location of population concentrations in some cases. Population density is used to determine where population is concentrated. Transit is generally more successful in areas with greater concentrations of population. As shown in Figure V-1, the

areas with the highest population density are north central Millville, south central Vineland, central Bridgeton, and south east Bridgeton.

Figure V-1
Population Density



Transit-Dependent Population Characteristics

This section provides information on the individuals considered by the transportation profession to be dependent upon public transit. In general, these population characteristics preclude many individuals from driving, leaving carpooling and public transit as the only motorized forms of available transportation.

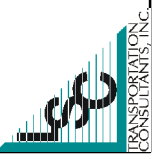
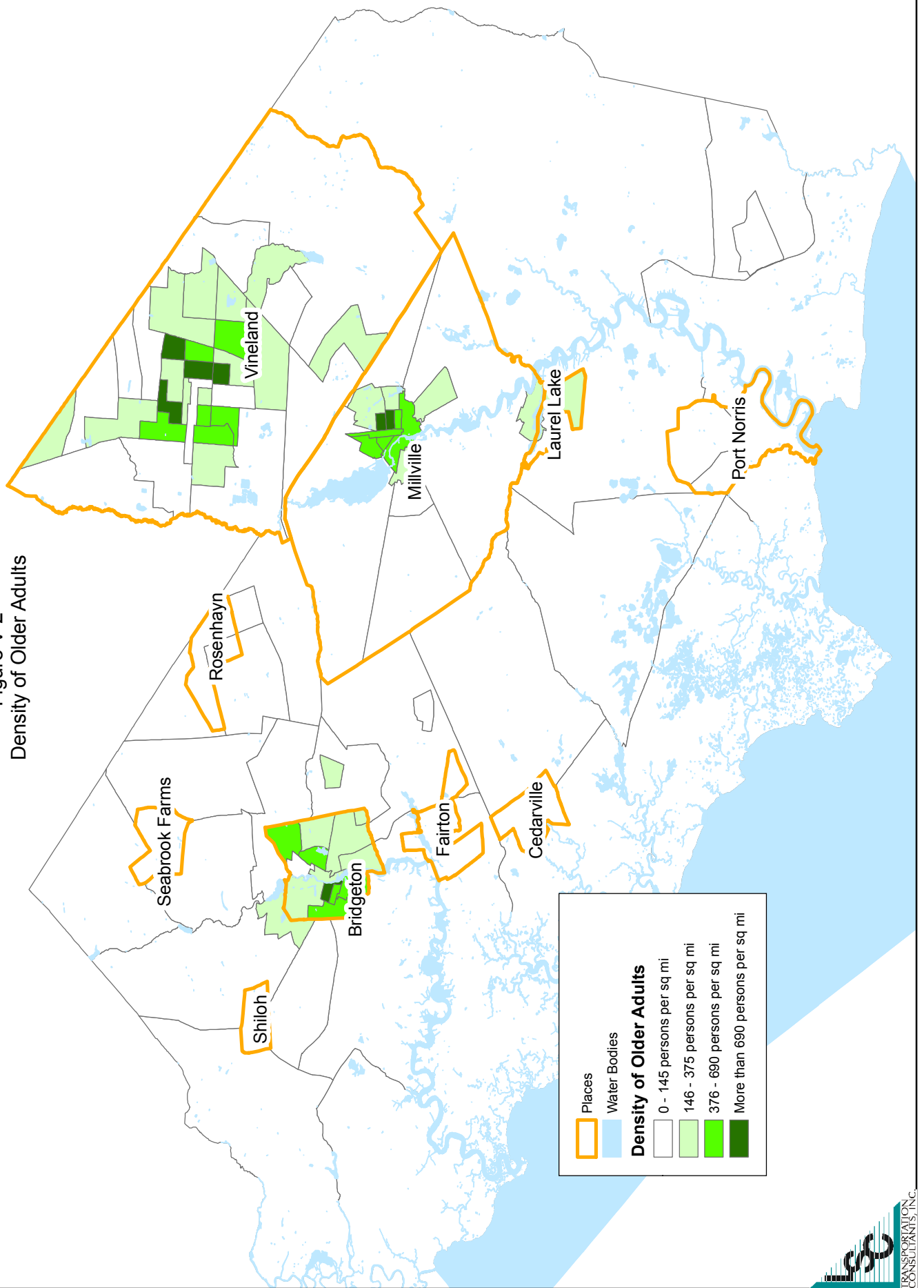
The four types of limitations that preclude people from driving are physical limitations, financial limitations, legal limitations, and self-imposed limitations. Physical limitations may include everything from permanent disabilities such as frailty due to age, blindness, paralysis, or developmental disabilities to temporary disabilities such as acute illnesses and head injuries. Financial limitations essentially include those persons unable to purchase or rent their own vehicle. Legal limitations refer to such limitations as persons who are too young to drive (generally under age 16). Self-imposed limitations refer to those people who choose not to own or drive a vehicle (some or all of the time) for reasons other than those listed in the first three categories.

The US Census is generally capable of providing information about the first three categories of limitation. The fourth category of limitation is typically a relatively small portion of transit ridership, particularly in smaller communities such as Cumberland County. Table 1 of Appendix A presents the study area's US Census statistics regarding the older adult population, ambulatory disability population, low-income population, and zero-vehicle households. These data are important to various methods of transit demand estimation.

Older Adult Population

The older adult population represents a significant number of the national transit-dependent population and represents 12.7 percent (19,936 individuals) of the total population in Cumberland County. The older adult population includes individuals over the age of 65 years. Figure V-2 illustrates the density of older adults in Cumberland County using the 2012 ACS data. The highest density of older adults is in central Vineland, Millville, and Bridgeton. The areas surrounding central Vineland, Millville, and Bridgeton are the areas with the next highest density of older adults.

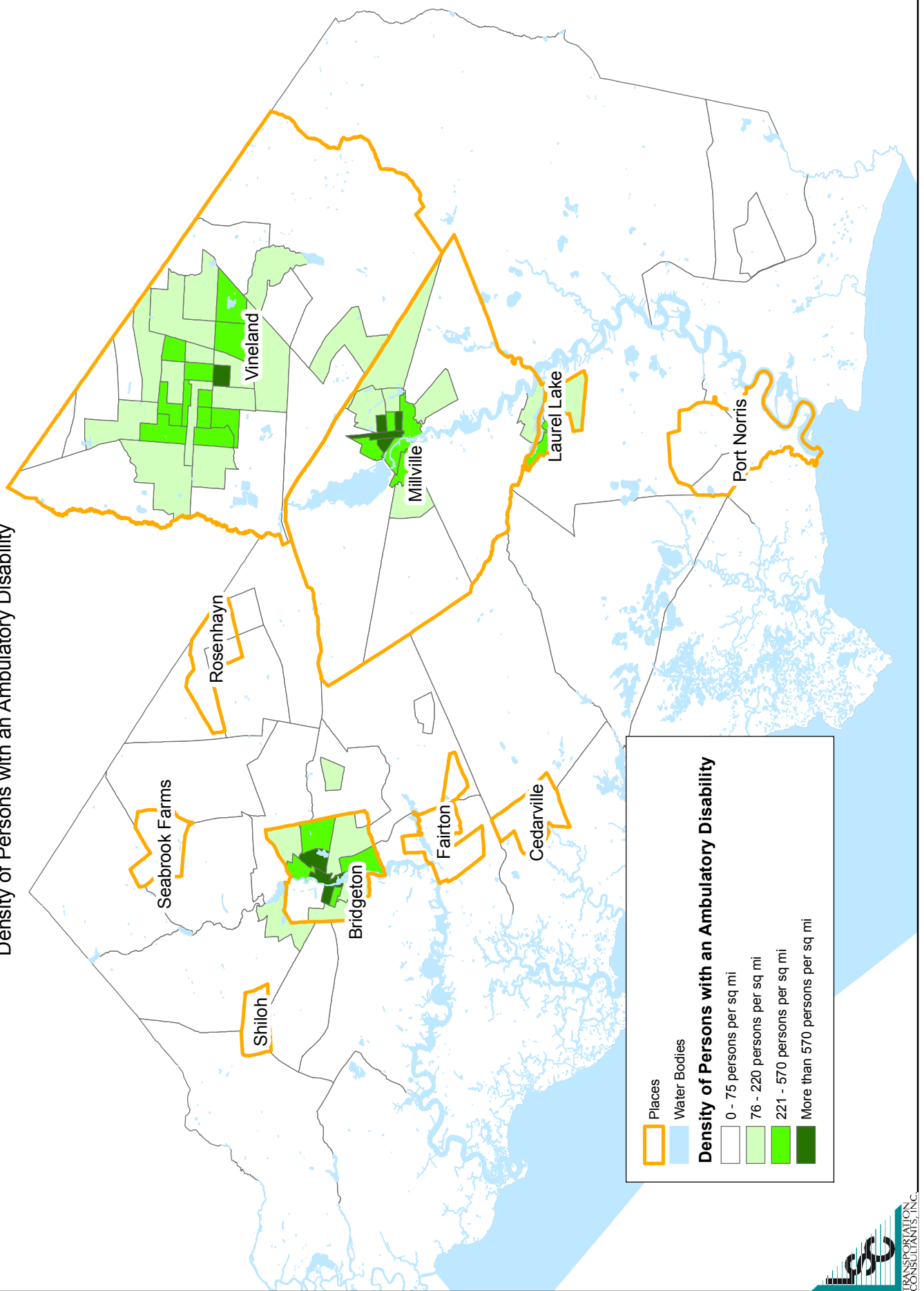
Figure V-2
Density of Older Adults



Population of Persons with Ambulatory Disability

Figure V-3 presents the 2012 ACS population of persons with an ambulatory disability in terms of people-per-square-mile density. An individual is classified as having an “ambulatory disability” if they have serious difficulty walking or climbing stairs. Approximately eight percent of the population in Cumberland County has some type of ambulatory disability. The areas with the greatest density of persons with an ambulatory disability are central Bridgeton and Millville, and southeast Vineland. The areas with the next highest density are southeastern Bridgeton, western Millville, northern Laurel Lake, and central Vineland.

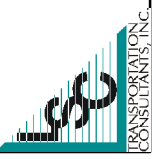
Figure V-3
Density of Persons with an Ambulatory Disability



Places
 Water Bodies

Density of Persons with an Ambulatory Disability

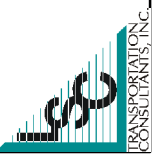
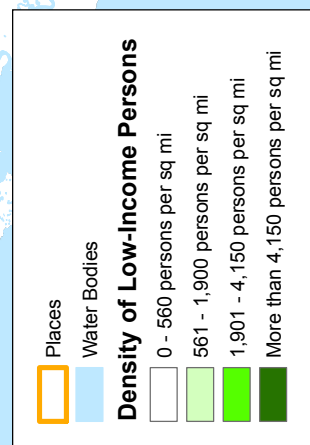
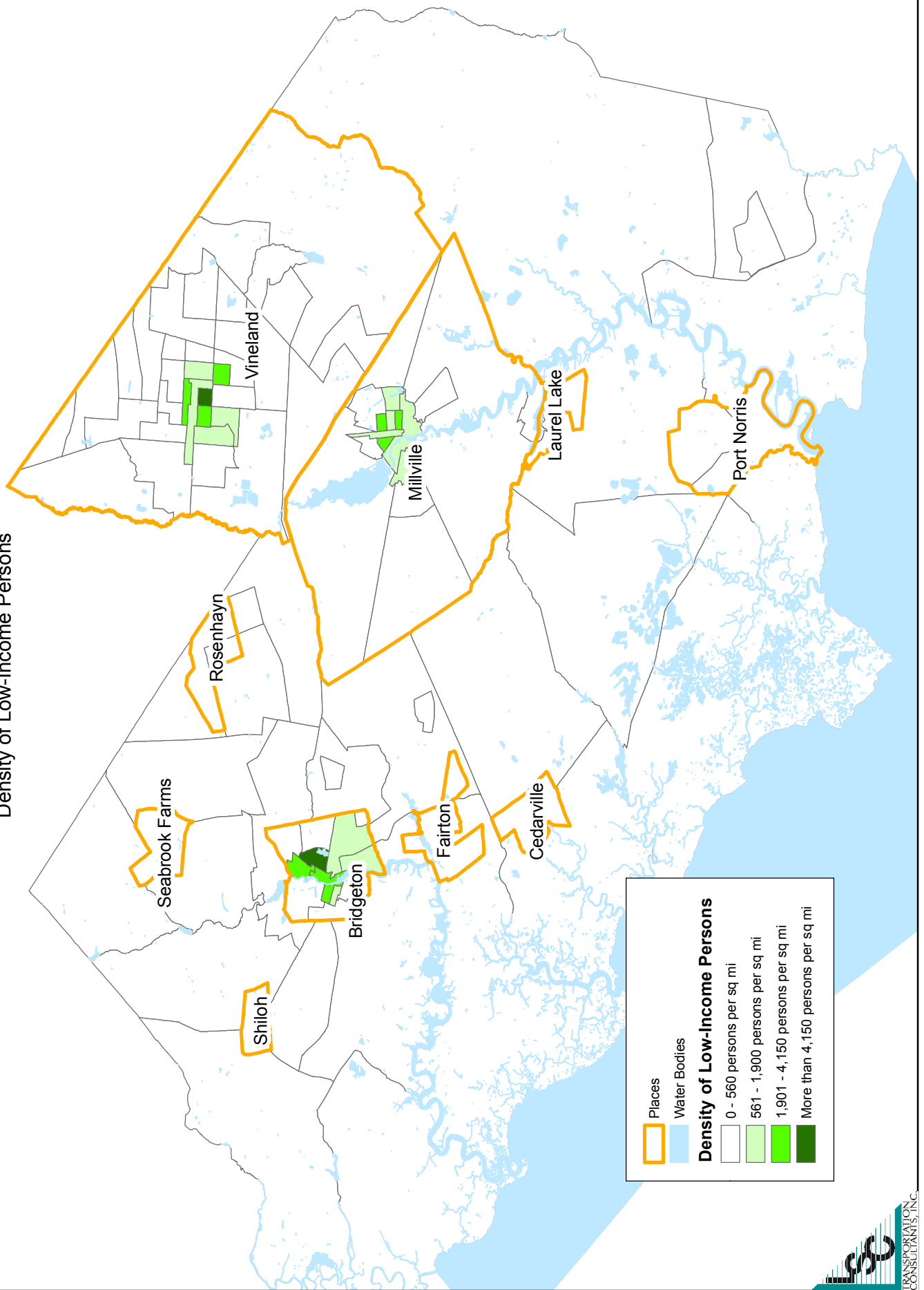
- 0 - 75 persons per sq mi
- 76 - 220 persons per sq mi
- 221 - 570 persons per sq mi
- More than 570 persons per sq mi



Low-Income Population

The low-income population tends to depend upon transit to a greater extent than the wealthy population or those with a high level of disposable income. Figure V-4 illustrates the density of the low-income population in Cumberland County using the 2012 ACS data. Low-income population, as defined by the FTA, includes persons whose household income is at or below the Department of Health and Human Services' poverty guidelines. The low-income population used in the tables and GIS maps include those individuals who are living below the poverty line using the Census Bureau's poverty threshold. Central Bridgeton and Vineland have the highest density of low-income individuals. This is followed by western Bridgeton, areas of central Vineland, and central Millville. Approximately 15 percent (23,460 individuals) of the population of the study area is considered low income.

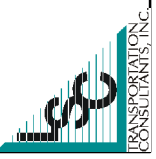
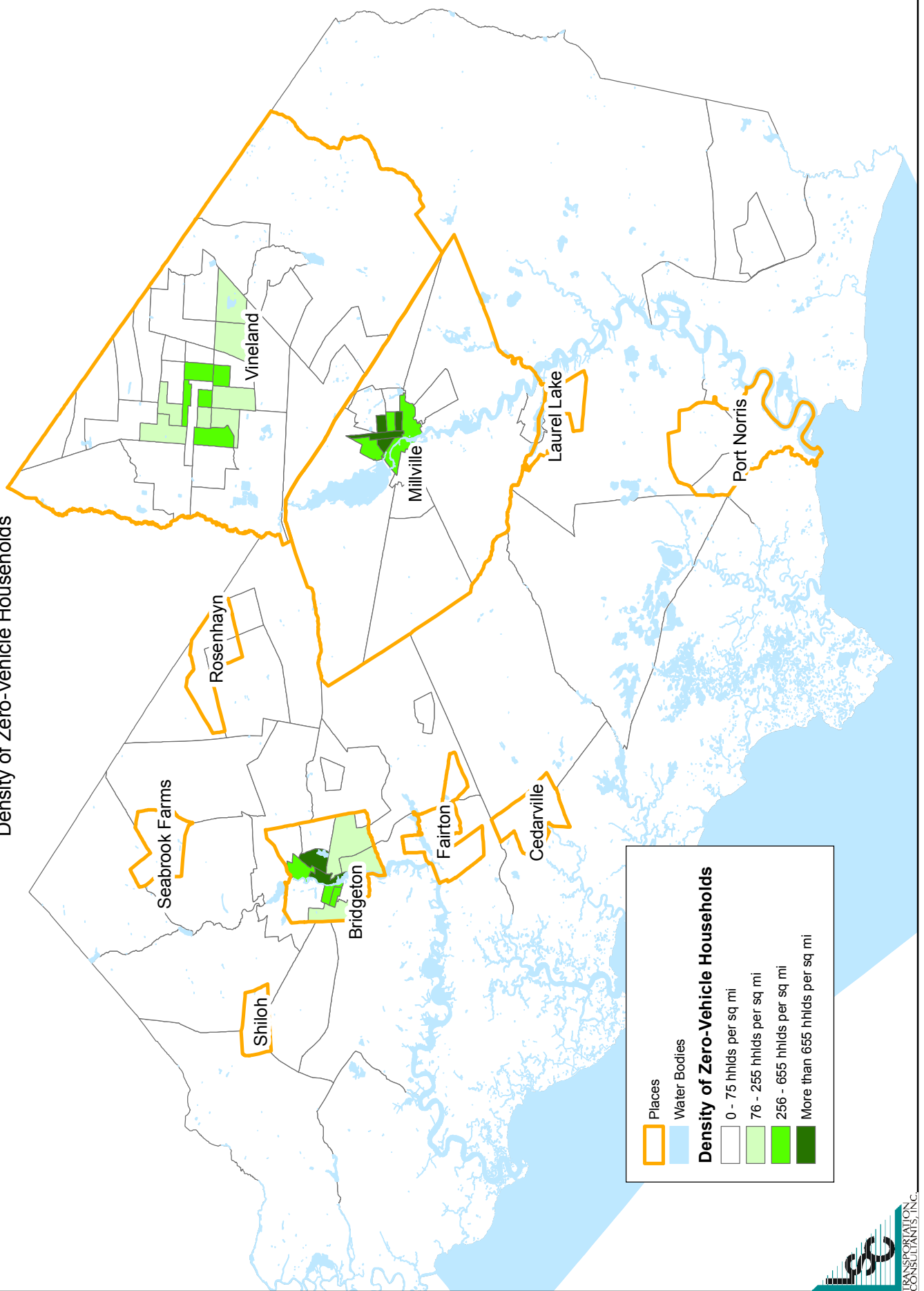
Figure V-4
Density of Low-Income Persons



Zero-Vehicle Households

People who do not own or have access to a private vehicle are also considered transit-dependent. A zero-vehicle household is defined as a household in which an individual does not have access to a vehicle. These individuals are generally transit-dependent as their access to private automobiles is limited. Approximately 10.6 percent (5,378 households) of the study area's households reported no vehicle available for use. The density of zero-vehicle households for the study area using the 2012 ACS data is shown in Figure V-5. The areas with the highest density of zero-vehicle households are central Bridgeton and Millville. The areas with the next highest density of zero-vehicle households are northwestern Bridgeton, south central Millville, and areas of central Vineland.

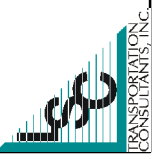
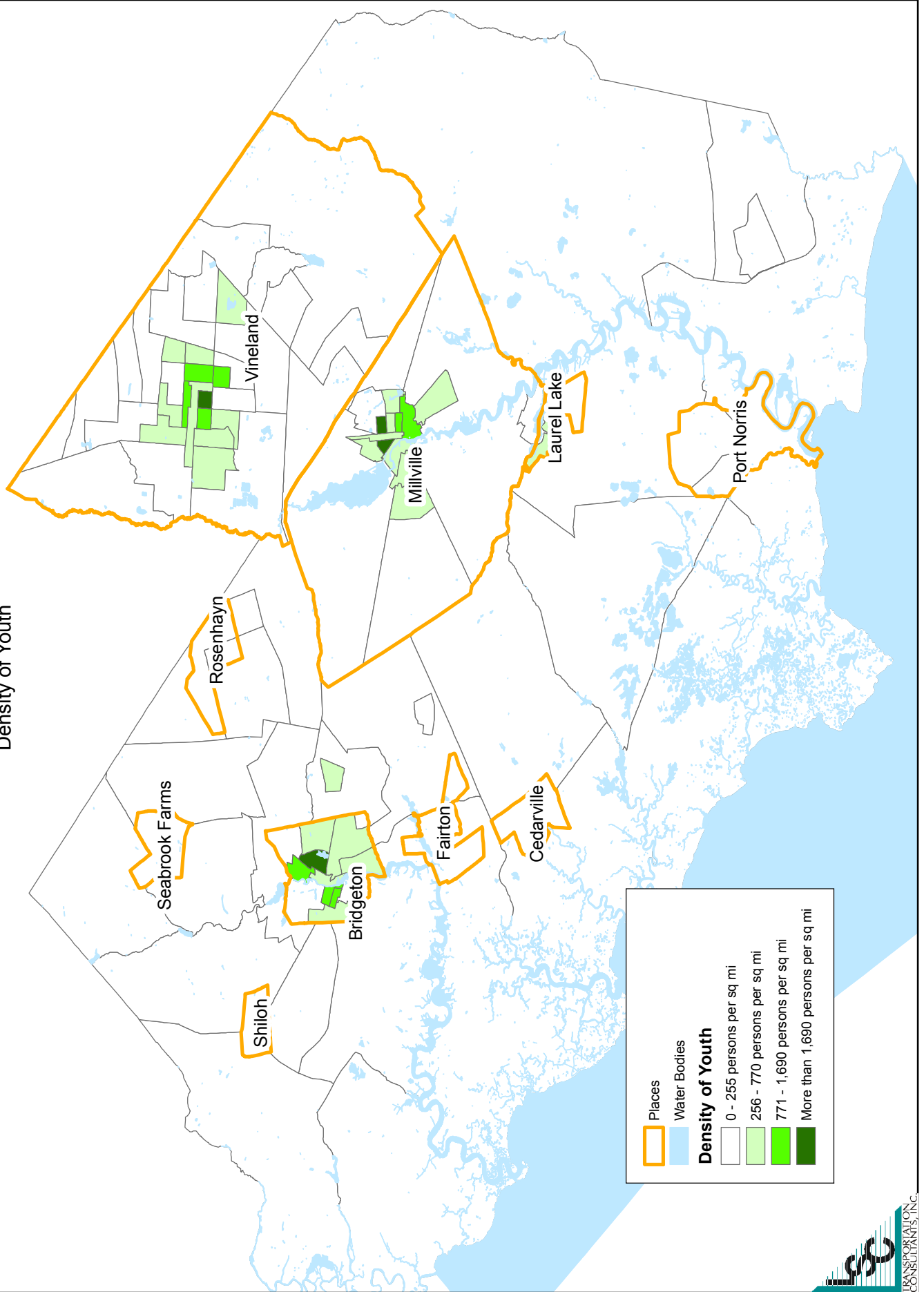
Figure V-5
Density of Zero-Vehicle Households



Youth Population

The population density of youth (10-19 years of age) for Cumberland County using the 2012 ACS data is shown in Figure V-6. The areas with the largest youth population in the study area are central Bridgeton, Millville, and Vineland. These are followed by the areas surrounding central Bridgeton, Millville, and Vineland. Approximately 13.2 percent (20,757 individuals) of the population of the study area are youth.

Figure V-6
Density of Youth



COMMUNITY ECONOMIC CHARACTERISTICS

According to the New Jersey Department of Labor and Workforce Development, the annual average unemployment rate for Cumberland County in 2013 was 12.2 percent. This is slightly higher than the unemployment rate for the State of New York during the same time period (8.2 percent).

Employment Sectors

Table V-1 shows the available 2008-2012 American Community Survey five-year estimates of employment by sector for Cumberland County. The Educational Services/Health Care/Social Assistance sector is the largest sector, accounting for approximately 27 percent of employment. The next highest industry sector is Manufacturing (12 percent), followed by Retail Trade (11 percent), and Arts/Entertainment/Recreation and Accommodation and Food Services (8 percent). The employment numbers reflect a five-year average and do not necessarily reflect current conditions.

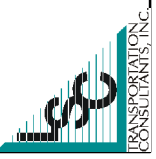
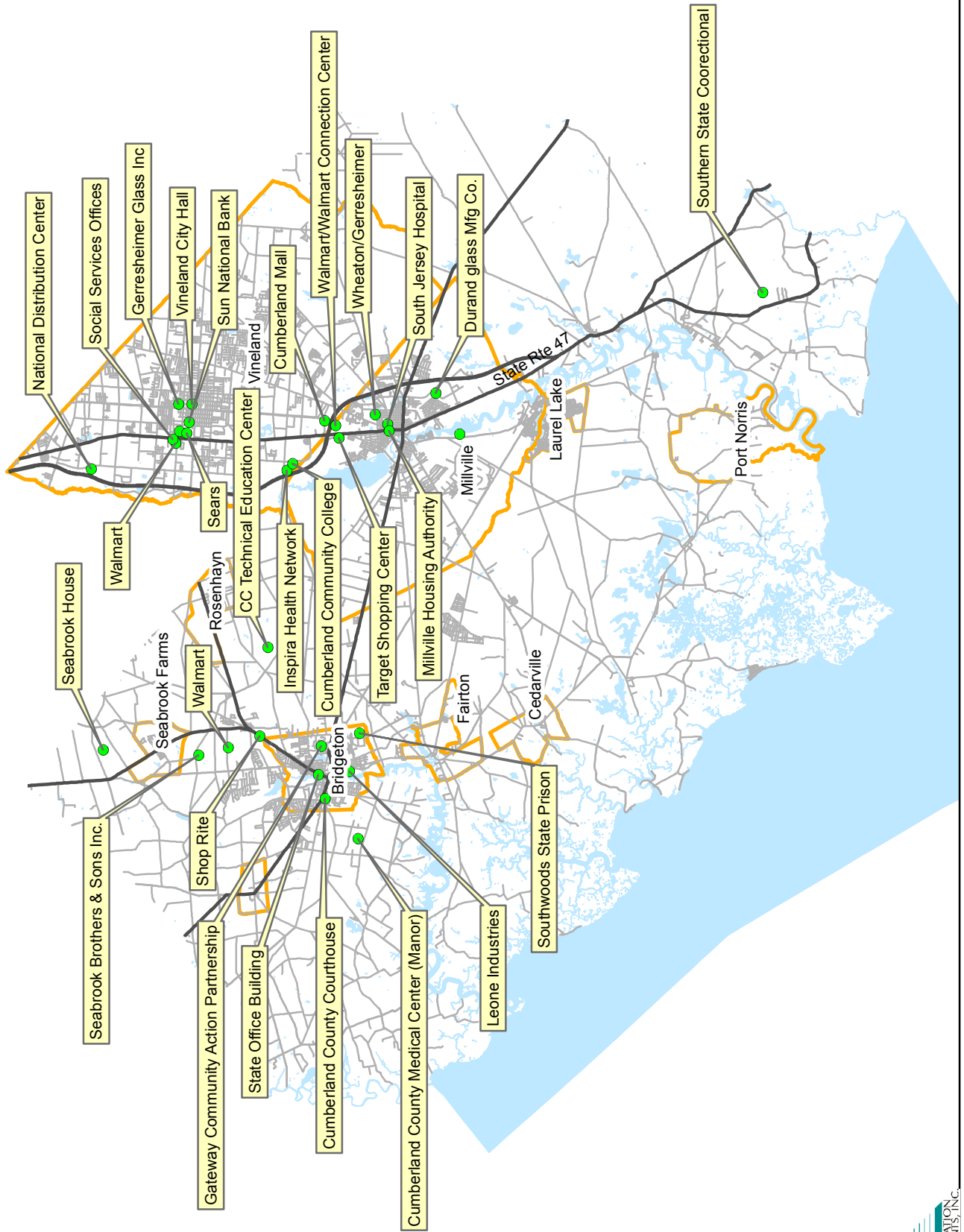
Table V-1 Employment by Sector for Cumberland County, NJ		
Industry	Employees	Percent
Educational services, health care, and social assistance	17,439	27%
Manufacturing	7,821	12%
Retail trade	7,212	11%
Arts, entertainment, recreation, and accommodation and food services	4,933	8%
Public administration	4,654	7%
Professional, scientific, management, and administrative and waste management services	4,608	7%
Construction	3,731	6%
Transportation and warehousing, and utilities	3,449	5%
Finance and insurance, and real estate and rental and leasing	2,717	4%
Other services, except public administration	2,380	4%
Wholesale trade	2,181	3%
Agriculture, forestry, fishing and hunting, and mining	1,942	3%
Information	608	1%
TOTAL	63,675	100%
<i>Source: US Census Bureau, American Community Survey- 2012, LSC 2014.</i>		

Major Employers and Activity Centers

Major transit activity centers are important in terms of land use, trip generation, and the ability to be served by public transit. Many of these points of interest are clustered together into what can be referred to as “activity centers.” Activity centers are locations that are typically shown to generate transit trips because they are prime origins or prime destinations. There is no set formula that is used to derive a list of activity centers as the process is subjective. Activity centers generally include a wide variety of land uses including shopping/retail areas, as well as commercial, hospital, and education centers. These are the most critical land uses for individuals who use transit. Figure V-7 shows the locations of possible transit generators within Cumberland County. Places that have been identified as major transit trip generators within the study area include:

Walmart, Target, Sears, Wheaton Science Products, Cumberland Community College, Cumberland Mall, Inspira Health Network, as well as various correctional facilities, manufacturing companies, other shopping centers, and nursing homes.

Figure V-7
Transit Generators and Major Employers



TRAVEL PATTERNS

Work Transportation Mode

The 2012 American Community Survey from the US Census Bureau yields information useful to the study area regarding the means of transportation to and from work for the study area’s residents. Table V-2 shows the number of people in Cumberland County’s workforce and their modes of travel. These data were tabulated for employees 16 years of age and older who were at work when the American Community Survey questionnaire was completed.

Table V-2 Means of Transportation to Work Cumberland County, NJ		
Means of Transportation	Workers	Percent
Drove alone	48,601	79.3%
Carpooled	8,019	13.1%
Taxicab, motorcycle, bicycle or other means	1,481	2.4%
Public transportation (excluding taxicab)	1,165	1.9%
Walked	1,027	1.7%
Worked at home	1,014	1.7%
Note*: Workers 16 years and over Source: U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates		

The majority of the workforce drives alone to work (48,601 people or 79.3 percent). Carpooling (8,019 people or 13.1 percent) is the next highest mode of transportation to work. Less than 2 percent of employees used public transportation.

Table V-3 shows that the mean commute time for Cumberland County residents was 23.7 minutes. The most frequent responses for residents’ travel time to work were 10-14 minutes (18 percent of respondents) followed by 5-9 minutes (15 percent of respondents) and 15-19 minutes (14 percent of the respondents). This is followed by workers commuting between 20 to 24 minutes (12 percent of respondents) and 60 or more minutes (10 percent of respondents).

Table V-3 Travel Time to Work Cumberland County, NJ		
Travel Time	Workers	Percent
Less than 5 minutes	3,189	5%
5 to 9 minutes	9,304	15%
10 to 14 minutes	10,953	18%
15 to 19 minutes	8,735	14%
20 to 24 minutes	7,082	12%
25 to 29 minutes	2,734	5%
30 to 34 minutes	5,431	9%
35 to 39 minutes	954	2%
40 to 44 minutes	1,671	3%
45 to 59 minutes	4,437	7%
60 or more minutes	5,803	10%
Mean travel time to work		23.7 minutes
<i>Source: 2008-2012 American Community Survey Five-Year Estimates.</i>		

Table V-4 shows the time ranges for Cumberland County residents leaving home to go to work. The most frequent responses were between 7:00 and 7:29 a.m. (14 percent), 7:30 and 7:59 a.m. (13 percent), 6:00 and 6:29 a.m. (10 percent), and 6:30 and 6:59 a.m. (10 percent). The next most frequent response was between 8:00 and 8:29 a.m. (9 percent). This was followed by residents leaving between 12:00 and 3:59 p.m. (8 percent), and 4:00 and 11:59 p.m. (8 percent).

Table V-4 Time Leaving Home to Go to Work Cumberland County, NJ		
Time Ranges	Workers	Percent
12:00 a.m. to 4:59 a.m.	2,459	4%
5:00 a.m. to 5:29 a.m.	2,573	4%
5:30 a.m. to 5:59 a.m.	4,240	7%
6:00 a.m. to 6:29 a.m.	5,884	10%
6:30 a.m. to 6:59 a.m.	6,177	10%
7:00 a.m. to 7:29 a.m.	8,711	14%
7:30 a.m. to 7:59 a.m.	7,594	13%
8:00 a.m. to 8:29 a.m.	5,565	9%
8:30 a.m. to 8:59 a.m.	3,580	6%
9:00 a.m. to 9:59 a.m.	2,377	4%
10:00 a.m. to 10:59 a.m.	1,216	2%
11:00 a.m. to 11:59 a.m.	569	1%
12:00 p.m. to 3:59 p.m.	4,717	8%
4:00 p.m. to 11:59 p.m.	4,631	8%
Total	60,293	100%
<i>Source: U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates</i>		

Commute Patterns

Commuter patterns were analyzed to and from Cumberland County using Longitudinal Employer-Household Dynamics (LEHD) data. In the absence of a better source of commuter pattern data, it is worthwhile to include these data as a general indicator of commute patterns to and from the study area. However, it should be noted that LEHD data represent estimates of commute patterns, synthesized from several sources of US Census residential locations, business locations, and commute data. These figures exclude federal, railroad, and self-employed employees, and include trips that are not made each workday. As such, these data should be used to provide only a general commuting pattern.

Table V-5 shows where Cumberland County residents are employed. The table shows a variety of counties Cumberland County residents are traveling to for work. The table shows that approximately 52 percent of Cumberland County residents are employed within the county itself, followed by approximately 8 percent being employed in Atlantic County, NJ and approximately 6 percent being employed in Gloucester County, NJ.

Table V-5		
Residents in Cumberland County are Employed		
County of Work	Cumberland County Residents	
	#	%
Cumberland County, NJ	27,489	52%
Atlantic County, NJ	4,172	8%
Gloucester County, NJ	3,195	6%
Mercer County, NJ	2,531	5%
Camden County, NJ	2,469	5%
Salem County, NJ	1,885	4%
Burlington County, NJ	1,539	3%
Cape May County, NJ	1,343	3%
Middlesex County, NJ	1,181	2%
Essex County, NJ	720	1%
All Other Locations	6,378	12%
<i>Source: LEHD; LSC, 2014.</i>		

Table V-6 shows where Cumberland County workers live. The table shows 55 percent of Cumberland County workers are from Cumberland County itself. Approximately 9 percent are from Gloucester County and 7 percent from Atlantic County.

Table V-6		
Workers in Cumberland County Live		
County of Residence	Cumberland County Workers	
	#	%
Cumberland County, NJ	27,489	55%
Gloucester County, NJ	4,429	9%
Atlantic County, NJ	3,678	7%
Salem County, NJ	2,858	6%
Camden County, NJ	2,427	5%
Cape May County, NJ	1,141	2%
Burlington County, NJ	1,085	2%
Ocean County, NJ	685	1%
Middlesex County, NJ	557	1%
Monmouth County, NJ	407	1%
All Other Locations	4,791	10%
<i>Source: LEHD; LSC, 2014.</i>		



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Transit Need and Demand Analysis

INTRODUCTION

A key step in coordinating transportation services is a careful analysis of the mobility needs of various segments of the population and the potential ridership of transit services. There are several factors that affect demand, not all of which can be forecasted. However, as demand estimation is an important task in developing any transportation plan, several methods of estimation have been developed in the transit field. The analysis makes intensive use of the demographic data discussed in Chapter III.

This chapter presents an analysis of the demand for transit services in Cumberland County based upon standard estimation techniques. The transit demand identified in this section will be used in the identification of potential coordination opportunities and the evaluation of the various service improvements. This chapter uses numerous models and formulas to help quantify different segments of transit need and demand, such as:

- Mobility Gap Analysis
- Greatest Transit Need Index
- Input from Stakeholder Meetings

Data were taken from the 2008-2012 American Community Survey (ACS) five-year estimates for all of the population groups. Each of these approaches helps to show the patterns that are likely to arise regarding transit needs within the area. Estimating demand for services is not an exact science and therefore must be carefully judged for reasonableness. Across the country, transit use remains a relatively low proportion of overall passenger travel compared to the use of the personal automobile. Average use for transit, where it exists, represents approximately one percent of the total travel mode split. The travel demand for transit in the Cumberland County study area, according to the U.S. Census

Bureau is a comparatively large portion of the total regional travel representing two percent of the total travel mode split.

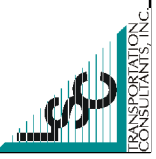
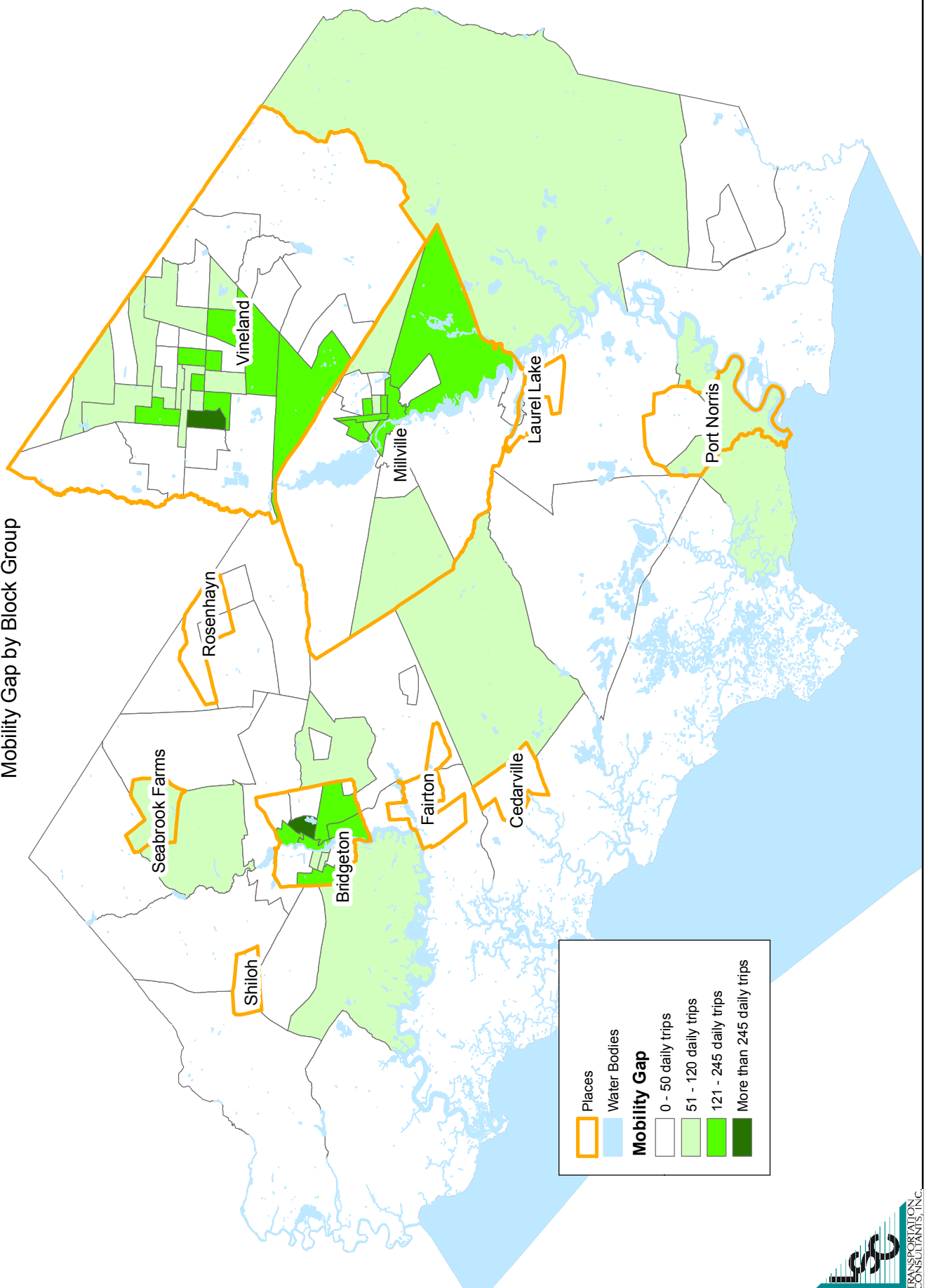
MOBILITY GAP ANALYSIS

The mobility gap methodology is used to identify the amount of service required to provide an equal mobility to households that have access to vehicles and those that do not. The National Household Travel Survey (NHTS) provides data that allow for calculations to be made relating to trip rates. Separate trip rates are generated for various regions throughout the United States to help account for any locational inequities. Trip rates are also separated by general density and other factors such as age. This methodology was updated using the 2009 NHTS data available.

New Jersey is part of Division Two, the Middle Region. The trip rate for zero-vehicle households in rural areas of the Middle Region was determined to be 3.5 daily trips. For rural households with at least one vehicle, the trip rate was 4.8 daily trips. The mobility gap is calculated by subtracting the daily trip rate of zero-vehicle households from the daily trip rate of households with at least one vehicle. Thus, the mobility gap is represented as 1.3 household trips per day. This mobility gap is slightly lower than the national average of 1.5 for rural households.

To calculate the transit need for each census block group in the Cumberland County study area, the number of zero-vehicle households is multiplied by the mobility gap number. Table 1 of Appendix B and Figure VI-1 illustrates this information broken out by block group. In total, 6,991 daily trips need to be provided by transit to make up for the gap in mobility. This calculates to an annual transit need of 2.09 million trips.

Figure VI-1
Mobility Gap by Block Group



GREATEST TRANSIT NEED INDEX

“Greatest transit need” is defined as those areas in the Cumberland County area with the highest density of zero-vehicle households, older adult population, disabled, and low-income population. These populations are generally considered to be the individuals that have the greatest need for public transit services.

Methodology

The US Census and the American Community Survey data were used to calculate the greatest transit need index. The categories used for the calculation were zero-vehicle households, older adult population, disabled population, and low-income population. Using these categories, LSC developed a “transit need index” to determine the areas with the greatest transit need. The density of the population for each census block group within each category was calculated, placed in numerical order, and divided into six segments. Six segments were chosen to reflect a reasonable range. Each segment contained an approximately equal number of census block groups to provide equal representation.

The census block groups in the segment with the lowest densities were given a score of 1. The census block groups in the segment with the next lowest densities were given a score of 2. This process continued for the remainder of the block groups. The block groups in the segment with the highest densities were given a score of 6. This scoring was completed for each of the categories (zero-vehicle households, older adult population, disabled population, and low-income population). After each census block group was scored for the four categories, the four scores were added to achieve an overall score. Table 2 of Appendix B presents the rank for each block group in Cumberland County. The scores range from 4 (lowest need) to 24 (highest need).

Results

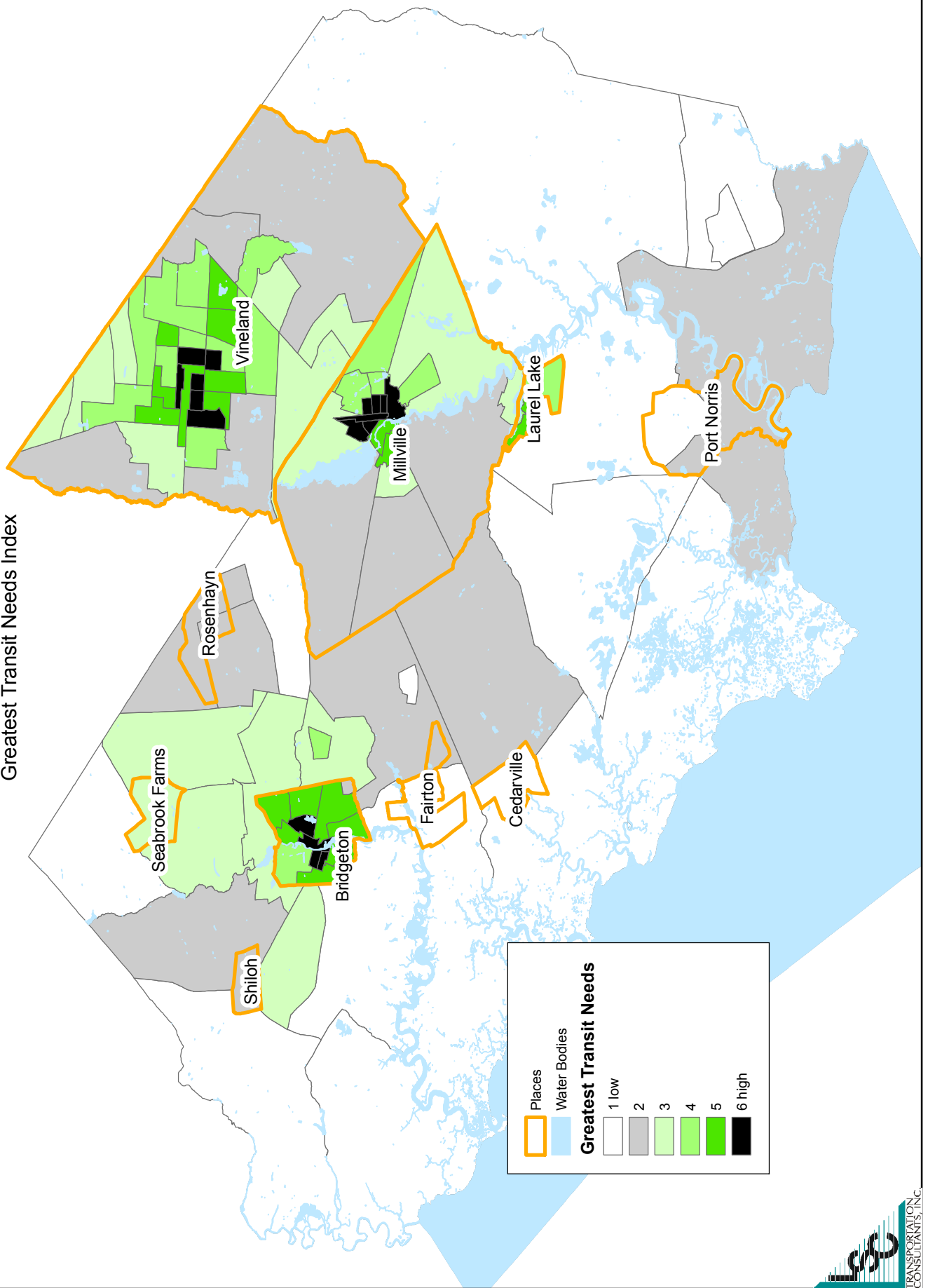
Figure VI-2 presents the Cumberland County study area’s block groups with the greatest transit need, along with the transit need index. Seventeen block groups were determined to have the greatest transit needs based on zero-vehicle households, older adult population, ambulatory disability population, and low-

income population. Table VI-1 presents information on these 17 block groups. As shown in Figure VI-2, the greatest transit need is mainly in the cities of Bridgeton, Millville and Vineland.

By identifying those areas with a high need for public transportation, LSC was able to uncover a pattern for the areas with the highest propensity to use transit service. As LSC examines service alternatives, Figure VI-2 can be used in the analysis to ensure that areas with a high transit need would be adequately served. Those U.S. Census block groups not scoring in the highest category, but still having a high score, could still be considered a high priority for transit service.

Table VI-1 Census Block Groups with Greatest Transit Need Cumberland County			
Community	Census Tracts	Census Block Groups	Overall Score
Bridgeton	020200	2	24
Millville	030100	1	24
Millville	030200	2	24
Millville	030200	3	24
Millville	030200	4	24
Millville	030200	5	24
Millville	030300	1	24
Vineland	040500	1	24
Vineland	040600	2	24
Bridgeton	020200	1	23
Bridgeton	020300	2	23
Vineland	040300	2	23
Bridgeton	020100	1	22
Millville	030400	2	22
Vineland	041100	1	22
Vineland	041100	3	22
Vineland	041100	4	22
<i>Source: LSC, 2014</i>			

Figure VI-2
Greatest Transit Needs Index



INPUT FROM STAKEHOLDER MEETINGS

As part of the development of this Regional Coordinated Human Services Transportation Plan, stakeholders from the Cumberland County area met on October 14, 2014 to discuss transportation needs and issues in the region as well as the strategies to meet those needs.

The stakeholders highlighted the needs to expand the service areas, improve the coordination and communication between agencies, address funding needs, and provide public education about the transportation services available. Some of the needs identified at this Cumberland County stakeholder meeting are categorized and listed below:

Service Area

- The public requested for a free taxi-like service or a door-to-door service.
- Need to add a Vineland route along Boulevard where the Millville route ends. Since this study, this route is believed to have already started.
- When there is a corridor with a strong demand-response ridership, there is a need to consider a deviated fixed route.

Funding

- Need to address silos and funding eligibility limitations.
- Need for non-grant revenue.

Coordination and Communication between Agencies

- Need for clearer communication between agencies.
- Need for a one-call number/call center.
- Need for routing software with shared access. This would create a place to coordinate transportation.
- Need for a “blackboard” where providers could list trips they need help with so other providers can step in.
- Need to integrate bus information (e.g., NJT) into scheduling process.
- Need to coordinate transfers and schedules with NJT.

- Need to coordinate with Pearl Transit to provide transportation to and from industrial park for shifts currently not served.
- Need for travel training for staff, so staff is knowledgeable about transportation services available when helping a client.

Education

- Need for more dissemination information to the public about existing service. The general public may not be aware that some services are not only for seniors. People need to be educated about available services.
- Need for an organization with time and funding implementing current technologies such as smart phone applications with transportation service information.
- Need for travel training. Educates the public about what services are available, how to read a schedule, etc. Travel training helps break down the barriers/fears of the unknown.
- Need to educate clients about transfers. With funding cuts, transfers may be their only option.



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Service Gaps and Duplications

INTRODUCTION

Chapter II details the various agencies that provide transportation services in Cumberland County. They include public, private, and human service agencies and include fixed-route services, demand-response services, and client transportation services in Cumberland County. The fixed-route operators in Cumberland County are NJ Transit and Cumberland County Department of Employment and Training's Cumberland County Public Transit System (CCPTS). NJ Transit operates four regular bus routes in Cumberland County which are oriented along major roadway corridors and primarily serve the county's urban centers of Bridgeton, Millville, and Vineland. CCPTS consists of five deviated fixed routes that provide local connections to employment destinations within the urban centers of the county for eligible low-income individuals requiring transportation to/from employment, training, or education facilities. Cumberland Area Transit System (CATS) is the demand-response operator that serves all of Cumberland County and is open to the general public. There are many private transportation services that serve only agency clients.

This chapter presents a brief analysis of the service gaps and duplications within Cumberland County. The identified gaps in services were used in identifying possible service improvements for the area.

EXISTING SERVICE GAPS

Service gaps include spatial gaps where service is not provided or transportation service is limited to a particular geographical area, market gaps where service is not provided for a specific market segment, and temporal gaps where service is limited during certain times of the day or during certain days of the week. Gaps in service are geographic in nature as well as related to various market segments and service hours of operation. Identified service gaps are detailed below.

Geographic Service Gaps

Figure VII-1 shows existing transportation services in Cumberland County overlaid with the greatest transit need index (detailed in Chapter VI) and major transit destinations (detailed in Chapter V) in Cumberland County. Figure VII-1 also illustrates the existing transit service gaps. (Note: Some of the general public transit services such as CATS, and human services agencies such as the Cumberland County Board of Vocational Education, Easter Seals of New Jersey, and Pearl Transit, serve all or most areas within Cumberland County and were therefore not mapped in Figure VII-1). As illustrated in the figure, there are no geographical gaps in Cumberland County. NJ Transit/NJ Access Link and CCPTS are concentrated in the county's major population centers of Bridgeton, Millville, and Vineland. These are the same areas with the greatest transit needs (as detailed in Chapter VI) that serve the major transit destinations in Cumberland County. Cumberland Area Transit System (CATS) provides demand-response service that is open to the general public and is available for a variety of trip purposes and so there are no geographical gaps in Cumberland County.

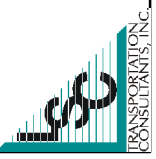
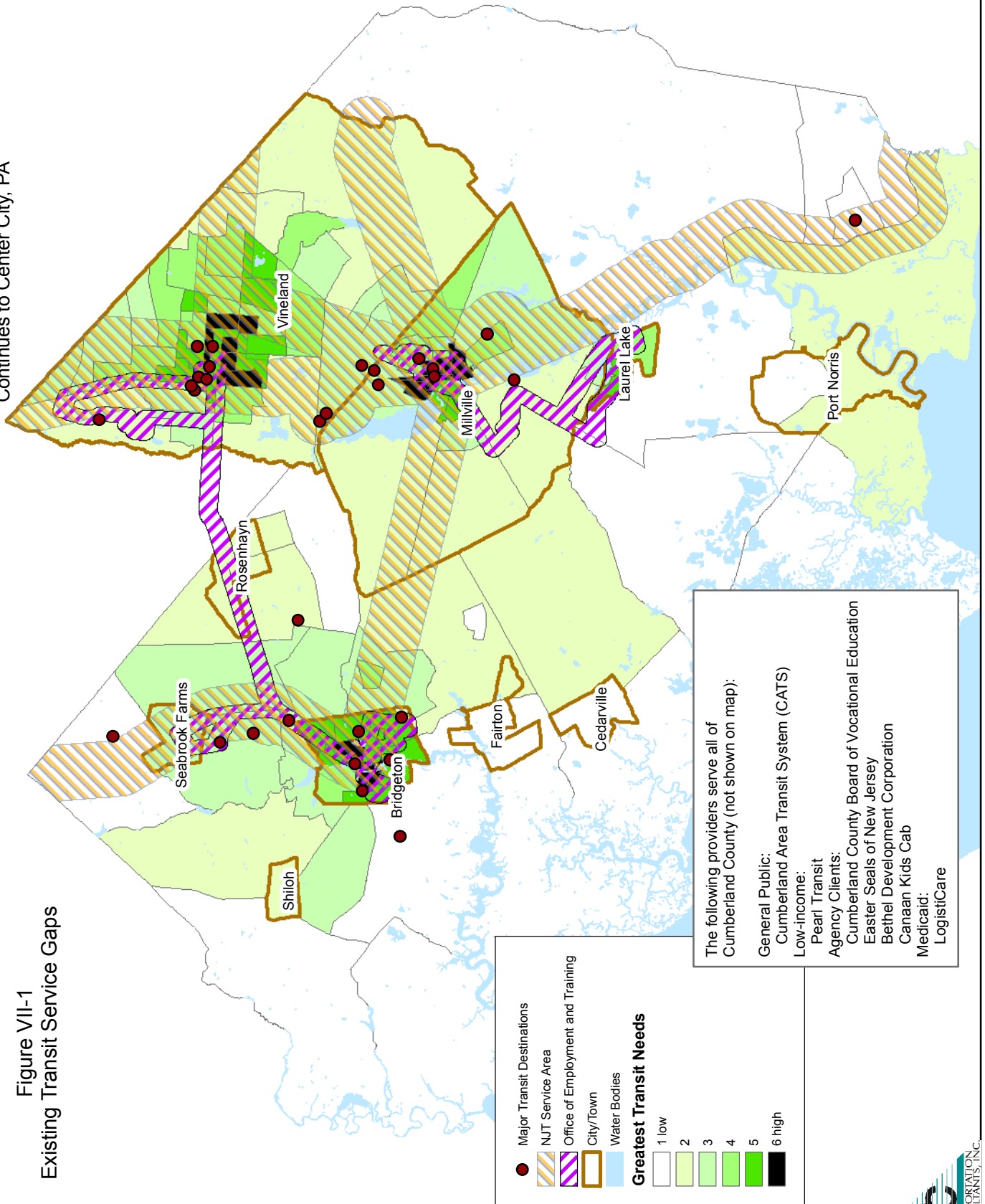
Market Gaps

Market gaps include gaps in service for specific market segments like the elderly, persons with disabilities, and low-income individuals within Cumberland County.

There are approximately 17 demand-responsive transportation service operators in Cumberland County including the NJ Transit Access Link program and the Cumberland Area Transit System (CATS) as well as various public and private transportation organizations and companies that provide transportation services to specific agency client groups that serve specific target populations. The general public in Cumberland County is served by the current services provided through NJ Transit/NJ Access Link, CCPTS, and CATS, and hence there is no market gap.

Continues to Center City, PA

Figure VII-1
Existing Transit Service Gaps



Temporal Gaps

Most residents in Cumberland County have access to NJ Transit, NJ Access Link, and CATS. NJ Transit and NJ Access Link provide transportation services seven days a week between the hours of 8:00 a.m. and 8:45 p.m., with some fixed routes being provided 24 hours a day. Cumberland Area Transit System (CATS) provides transportation Monday through Friday approximately between the hours of 8:00 a.m. and 4:00 p.m. CCPTS provides transportation Monday through Friday from 6:00 a.m. to 9:30 a.m. and from 3:00 p.m. to 6:30 p.m. So there a temporal gap in the outlying areas of Cumberland County not served by NJ Transit/NJ Access Link service areas during the evening hours and on weekends.

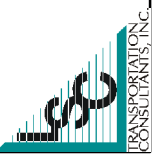
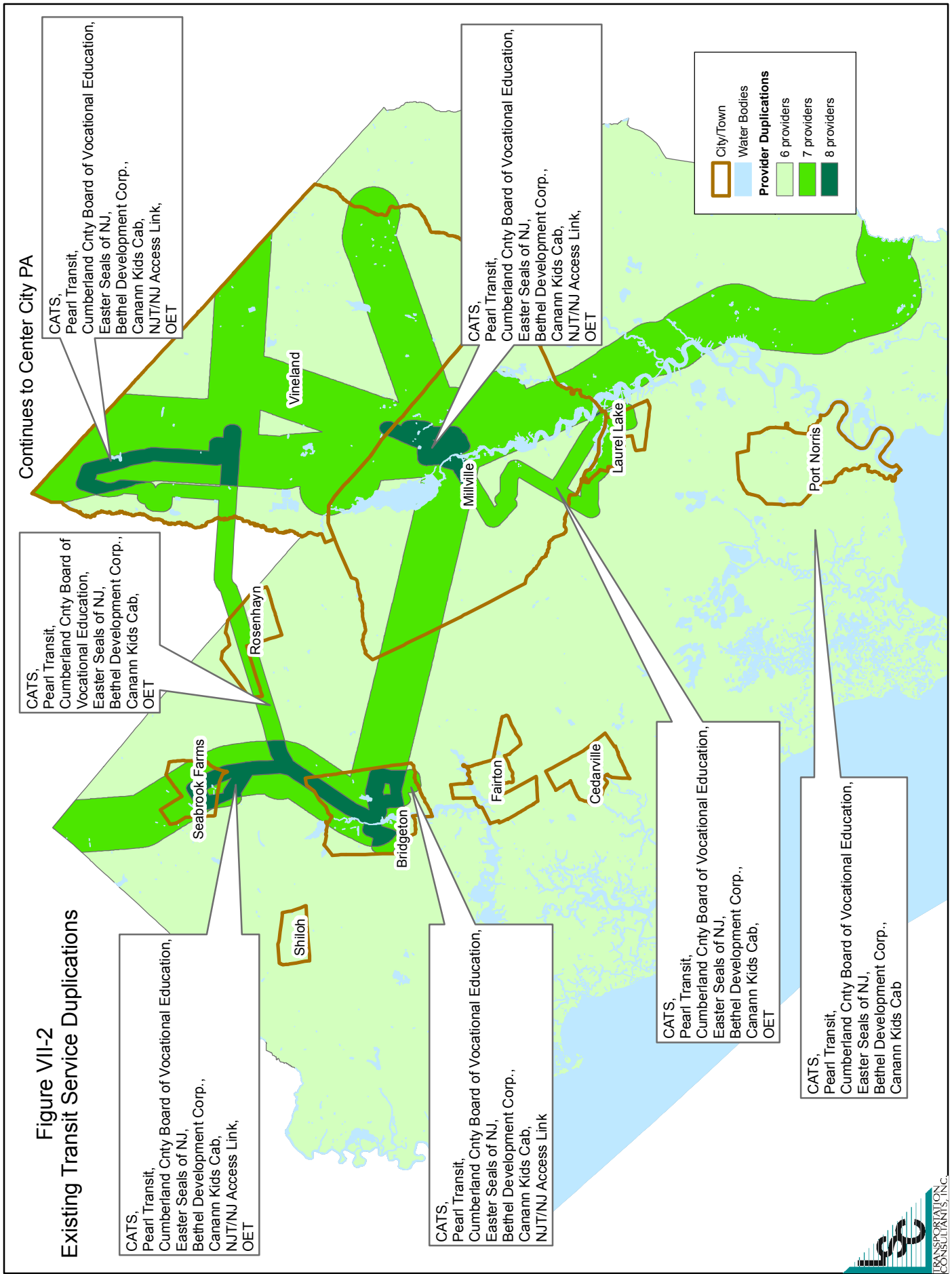
Cumberland Area Transit System (CATS) serves Cumberland County residents. It requires a two-day advance reservation to schedule a trip on the service. That is longer than the typical advance reservation of one day and might be considered a temporal gap in service.

IDENTIFIED SERVICE DUPLICATIONS

There are some service duplications due to the geographical areas served and type of market segments served. Figure VII-2 illustrates the various service duplications in Cumberland County. (Note: The State Medicaid provider for the State of New Jersey was not mapped). Duplication of service is not always recognized as many programs are established to meet specific unmet needs. The programs often end up serving the same areas, but different clients. This leads to duplication of service with opportunities to improve efficiency. Some of the service duplications identified in Cumberland County include the following.

- CCPTS operates deviated fixed routes that provide local connections for individuals requiring transportation to/from employment, training, or social services. Some CCPTS service areas overlap with services provided by NJ Transit/NJ Access Link in the populous communities of Cumberland County.

**Figure VII-2
Existing Transit Service Duplications**



- There is also overlap in transportation services offered by the two departments within Cumberland County—CCPTS and CATS—in the outlying areas of Cumberland County (areas outside the NJ Transit/NJ Access Link service area). There is also duplication in management, scheduling, and dispatch. In addition, there is some potential overlap in services provided by Pearl Transit, whose services are only available to low-income individuals when traditional public transportation service is not available in that area. Although Pearl Transit provides service when other public transportation is not available, these agencies should work closely to ensure that service is not duplicated.
- Human service agencies such as Cumberland County Board of Vocational Education, Easter Seals of New Jersey-Rio CSS and Millville, Canaan Kids Cab, and Bethel Development Corporation provide program-specific transportation to their agency clients. These identified human service agencies and others that did not provide updated information, such as the Puerto Rican Action Committee (PRAC), Shirley Eves Development & Therapeutic Center, Elwyn, Gateway Community Action Partnership, South Jersey AIDS Alliance, and SJH Adult Day Programs, have service areas that overlap with the public transit services provided by the NJ Transit/NJ Access Link and CATS. Some coordination opportunities exist where the human service agency that needs transportation on an as-needed basis or as part of scheduled service could contract their transportation services to a general public transit service or CATS that provide service in that area. This could allow for more efficient use of vehicles and drivers and could increase the amount of local match that can be used to leverage additional state and federal funding for transit services. Moreover, it would reduce duplication of services in Cumberland County, thereby creating an economy of scale and improving the overall transit performance level. On the other hand, there is some level of coordination effort going on in Cumberland County, as a number of agencies and organizations in Cumberland County purchase transportation from providers such as B.R. Williams.
- There is also need for coordinated out of state service to hospitals and clinics in Philadelphia and Delaware (The Wilmington VA Medical Center). These

duplicate regional services could be coordinated and/or consolidated into a single multi-county regional service.



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Strategies to Address Service Gaps and Duplications

INTRODUCTION

The transit service gaps and duplications in Cumberland County are detailed in Chapter VII. These service duplications and gaps can be addressed through coordination, implementation of consolidation strategies, and new services that might fill the gaps in service as discussed in this chapter. Coordination benefits include improvement in the cost-effectiveness of service delivery, resource management, and shared funding, while supporting agencies and organizations to accomplish their transportation service objectives.

Chapter VIII discusses the types of common coordination strategies. This chapter identifies of those strategies, which strategies can be specifically applied to Cumberland County as well as the four-county region (Cape May, Cumberland, Salem, and Atlantic Counties). Strategies include establishment of a regional coordination council, creation of a one-call center, and coordination and consolidation of county and regional-wide services.

In this chapter, coordination and consolidation strategies are presented at a high-level; these strategies were then further defined in more detail (specific locations, roles and responsibilities, funding, etc.).

COORDINATING COUNCIL

Currently, Cumberland County has an informal Coordinating Council. A Local Coordinating Council (LCC) should be established in Cumberland County to provide a central forum where agencies and organizations with the common goal of coordinating transportation resources can meet to share information, identify coordination opportunities, and establish priorities for implementation of coordination strategies and funding opportunities available for Cumberland County. All transportation grant requests should be reviewed, prioritized and approved by the Local Coordinating Council with recommendations provided to

the South Jersey Transportation Planning Organization (SJTPO). A Regional Coordination Council (RCC) could also be developed that includes the counties of Salem, Cape May, Cumberland, and Atlantic. The RCC could address coordination issues across county boundaries.

The various transportation and human service providers in the region should then work together to coordinate grant submissions for existing services, especially within Cumberland County or a corridor that serves multiple counties within the SJTPO service area. As services are coordinated to a greater degree, are expanded, or as new services are initiated, joint grant writing efforts will become increasingly important.

Education and Marketing

Both current and potential users of the transit system may not be aware of the different transit service options available in their area. The Regional Coordination Council creates an opportunity for agencies and organizations to jointly develop and implement public education and marketing materials and programs about transit services. The One-Call Center, as discussed in the following section, can also be utilized as a public education tool to inform the public about the available services in Cumberland County.

In addition to providing transit service education to the public, the Regional Coordination Council also provides an opportunity for representatives from agencies and organizations to share information with one another about the services they provide, which can lead to the identification of duplicate services, and for potentially sharing resources, etc.

SERVICE CONSOLIDATION AND COORDINATION

While there are existing transportation services, many times clients and potential users are not aware of the available services in their area and how to request these services—this is when the dissemination of existing transportation services information and resources to the public is important.

Regional One-Call Center

A One-Call Center provides a centralized telephone line where users only need to call one telephone number to obtain transit information (hours of operation, eligibility requirements, etc.) and schedule a reservation. The One-Call Center would be housed in a single office that provides callers with information on the transportation services and oversees the dispatching vehicles and scheduling of reservations for all the participating transportation agencies. The benefits of a One-Call Center include reduction in administrative costs, fleet coordination, and reduction in the duplication and gaps in services.

Funds have been identified to establish a One-Call Center in Atlantic County (managed by Atlantic County). Currently, only Atlantic City has been identified as an agency participant in this One-Call Center, with anticipation for more agencies and organizations within Atlantic County to participate in the near term.

Once in operation, this county One-Call Center could be expanded into a Regional One-Call Center to coordinate transit agency and organization activities over a larger geographic area. This Regional One-Call Center could coordinate services within Cumberland County and between services that extend into neighboring counties.

With the establishment of a Regional One-Call Center, a Mobility Manager position could be created to serve as a central point of contact for the transit service agencies and organizations participating in county and regional forums and programs such as the Regional Coordination Council and/or One-Call Center. The Mobility Manager position could also be assigned to create the Regional One-Call Center.

Service Consolidation and Service Expansion to the General Public

In Cumberland County, there are a number of transit services which overlap in either a geographic area or serve a specific market segment (elderly, persons with disabilities, low-income, etc.). Service duplications in Cumberland County are detailed in Chapter VII. In summary, there are a number of duplicated services in Cumberland County, including the overlapping of CCPTS services,

with services provided by NJ Transit/NJ Access Link in the populous communities of Cumberland County. Cumberland County Department of Employment and Training/Cumberland County Public Transit Service (CCPTS) also overlap with Cumberland Area Transit System (CATS) in the outlying areas of Cumberland County. There could be benefits if the two transit operators, CCPTS and CATS, were consolidated into a single operation that serves the rural areas of Cumberland County and is open to the general public. Presently, CATS uses RouteMatch software for scheduling, dispatching, routing abilities, and for reporting purposes. On the other hand, CCPTS does not have software or technology for scheduling, dispatching, routing abilities, or for reporting purposes. A consolidation of the two transit operations will make sure that a resource such as RouteMatch software can be used for providing a more efficient and effective transit service. Pearl Transit also serves the same areas as CCPTS, CATS, and NJ Transit/NJ Access Link. Pearl Transit should work closely with the County Coordinating Council and other providers to avoid duplicating other transportation services in Cumberland County. Human service agencies such as the Cumberland County Board of Vocational Education, Easter Seals of New Jersey-Rio CSS and Millville, Canaan Kids Cab, and Bethel Development Corporation services also overlap public transit services provided by NJ Transit/NJ Access Link and CATS. Similarly, these human service agencies could pay existing transportation providers or give transportation vouchers to their clients to use transportation services already available, rather than directly operating transportation services for their agency clients.

Coordination and/or consolidation of these overlapping services would not only reduce redundant services but could also reduce administration cost and improve resource management.

Additionally, the service gap in outlying communities of Cumberland County that are not served by NJ Transit/NJ Access Link service on the weekends and the weekday evening hours could possibly be served if transportation service agencies would coordinate and extend their service hours and service areas.

Medicaid

A central agency such as CATS could be added as a local carrier/provider for Medicaid transportation within Cumberland County. Local services increase cost-effectiveness and in turn, more funds become available locally. Coordination agreements with the broker and providers such as CATS are an effective method for coordinating Medicaid and non-Medicaid passenger-trips among a variety of providers.

Use of a regional one-call center would provide the mechanism for scheduling trips requested through a regional Medicaid brokerage while being able to make cost-effective use of local transportation resources. After the one-call center is established, the State Medicaid broker could complete all eligibility determinations and then refer the trip request to the Regional One-Call Center where it would be scheduled with the appropriate provider.

Public Transit Service Connections

One of the reasons potential transit patrons don't use public transit is because there is no NJ Transit directly serving their community or there is no transit connection between their community and the NJ Transit system. These users could be served by a feeder service which would provide service from their community to the transit network (e.g., a shuttle service picks up passengers at a stop in their community and takes them to a major transit stop along a NJ Transit line or major transfer point in the network). Please note that all CCPTS routes connect with NJ Transit in at least two locations to provide for easy transfer from NJ transit services to the locally operated services during their operational hours of service.

REGIONAL SERVICES COORDINATION AND CONSOLIDATION

Currently, Salem and Cumberland Counties provide transit services to hospitals and clinics in Philadelphia and Delaware. Cape May County, through the Cape May County Fare Free program, is currently providing similar transit services to these neighboring states. These duplicate regional services could be coordinated and/or consolidated into a single multi-county, regional service.



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Implementation Plan

INTRODUCTION

The basis for any transit plan is the careful consideration of realistic transit service alternatives. Each transit service alternative must be evaluated using locally established goals and objectives. Any alternative that does not support the mission statement or the corresponding goals and objectives of coordinated public transportation should not be considered for implementation.

The first section of this chapter describes the various proposed transit services. The second section of this chapter provides some coordination strategies, and the last section of the chapter provides funding alternatives for implementing coordinated transportation services in the Cumberland County area and in the four-county SJTPO area.

PROPOSED SERVICES

This section of the chapter describes the various proposed transit services. The proposed transit services are based on information and input gathered from the stakeholder meetings. These proposed services are designed to meet demand that may not currently be met. Implementation of the services should be accomplished through coordination among existing transportation providers.

Feeder Service to Connect Fairton, Cedarville, and Port Norris

Presently, there is limited demand-response transit service in Fairton, Cedarville, and Port Norris. This proposed feeder service would connect Fairton, Cedarville, and Port Norris (as shown in Figure IX-1). This proposed service is currently planned to start within the next year through a partnership between Cumberland County Department of Employment and Training/Cumberland County Public Transit Service (CCPTS) and Cumberland Area Transit System (CATS). CCPTS would operate this service and CATS would manage the grant.

Daily Service between Laurel Lake and Commercial Township

Presently, there is no transit service between Laurel Lake and Commercial Township. CCPTS and CATS are working together to put an application and shared service agreement in place. This planned daily service would connect the outer communities to high frequency service areas by serving Laurel Lake to Port Norris, Commercial Township, and the Bay Shore communities (as shown in Figure IX-1). This would reduce the need to run demand-response vehicles into the outer areas of the community, would increase the passengers per hour served, and reduce the cost of providing a demand-response service in this area.

Service between Northwestern Quarter Salem County (Penns Grove) and Bridgeton

Bridgeton is the location for the Social Security office, Division of Vocational Rehabilitation, Parole office, and Rent Assistance program. Based on the stakeholder meeting, it was reported that a lot of people lose their social security cards and need to go to Bridgeton to get a new one. Currently, people must go through Gloucester in order to get to Bridgeton by bus, which takes all day. As there is no transit route directly serving the Northwestern quarter Salem County (Penns Grove) and Bridgeton, this proposed service would include a direct transit service between Northwestern quarter Salem County (Penns Grove) and Bridgeton City, and would provide the needed connection from Salem to the various services in Bridgeton (as shown in Figure IX-1). The distance between Penns Grove and Bridgeton City is approximately 29 miles. It is estimated that a one-way trip will take 1 hour 15 minutes. This transit service is proposed to operate Monday through Friday and would expand into weekend service based on demand. The Mid-Atlantic States Career and Education Center (MASCEC)—a private nonprofit provider in Salem County—have expressed interest in operating a service from Salem to Bridgeton. Bridgeton/Millville would act as a transit hub for the New Jersey Transit routes.



Service from Eastern Salem County to Vineland Transit Hub

This proposed service would provide service from Elmer and Olivet (communities located on the eastern portion of Salem County) to Vineland Transit Hub (as shown in Figure IX-1). While current NJ Transit Bus Route 410 provides service from eastern Salem County into Bridgeton and NJ Transit Bus Route 553 provides service from Upper Deerfield Township into the Vineland Transit Hub. These existing routes along with transfers would take a long time for passengers from Eastern Salem County to reach the Vineland Transit Hub. The distance between Elmer/Olivet and the Vineland Transit Hub is approximately 14 miles. It is estimated that a one-way trip will take 35 minutes. This transit service is proposed to operate Monday through Friday and would expand into weekend service based on demand. CATS currently provides limited service from Cumberland County to Elmer Hospital. This proposed service would be operated by the consolidated Cumberland County service.

Feeder Service to NJ Transit Routes

In Chapter VII it was identified that one of the reasons potential transit patrons don't use public transit is because there is no New Jersey Transit routes directly serving their community, or there is no transit connection between their community and the NJ Transit system. This proposed service would provide feeder services from communities such as Seabrook Farms, Shiloh, the greater Bridgeton area, and the greater Vineland/Millville to the NJ transit network. The feeder service would include a shuttle service (as shown in Figure IX-1) that provides demand-response and picks up passengers from their community, and takes them to a major transit stop along a NJ Transit line or major transfer point in the transit network. In cases where the demand for such a feeder service is much higher, a fixed-route circulator service could be provided. This transit service is proposed to operate Monday through Friday and would expand into weekend service based on demand.

Daily Service to Vineland from Cape May

In this case, people are not able to use public transit because some of the communities currently served by NJ Transit Bus routes have limited numbers of trips a day. NJ Transit Bus Route 313 provides three to four round-trips a

day that serves Vineland to Cape May County. This proposed service would include increasing daily service hours on the existing NJ Transit Routes 313.

This service also connects Cape May to major employers in Vineland and other major locations such as Cumberland County College. With low trip frequency between these communities, this proposed service increases the number of round-trips per day between these communities, supplements the existing New Jersey Transit route, and would be operated by either consolidated service in Cumberland County or by Cape May Fare Free Transportation. The proposed service would have a similar route structure to existing New Jersey Route 313 and would connect Woodbine to Vineland (as shown in Figure IX-1).

Summary

These new services are designed to address needs that have been identified by the stakeholder groups and through the community survey. While not all of them may come to fruition as actual service, they are options that address the needs of the communities in Cumberland County and other regional transit issues in the four-county SJTPO area. Most of the services will require new sources of funding.

COORDINATION STRATEGIES

This section of the chapter provides strategies for implementing coordinated transportation services in the Cumberland County area and in the four-county SJTPO area. These coordination strategies provide opportunities for enhanced and expanded services in the SJTPO service area. This chapter describes those strategies which may be appropriate for the Cumberland County area and has the greatest potential benefits for Cumberland County residents and regional transportation services in southern New Jersey.

Regional Mobility Manager

A Regional Mobility Manager should be hired for promoting and facilitating coordination of the various transportation services and to improve the service delivery provided to customers in the four-county SJPTO area, including Cumberland County. The Regional Mobility Manager would lead a group of transportation providers and human services agencies to work together on

getting Cumberland County residents and other residents from the four-county SJTPO area where they need to go. The Regional Mobility Manager would help towards the establishment of the proposed Regional One-Call Center (mentioned below in the Implementation of a Regional One-Call Center) that will provide all trips for Cumberland County residents, along with the residents of Atlantic, Cape May, and Salem counties. This position would be housed under the Cross County Connection TMA.

The Regional Mobility Manager identifies transportation options and methods for coordination. This would include the use of existing community transportation services and use of information technology for travel information, trip planning, and service coordination. Coordination by a Regional Mobility Manager helps agencies fill more vehicles to improve efficiency and reduce the overall cost per passenger for transportation. A Regional Mobility Manager makes public presentations on the benefits of mobility management for the community and directs and develops marketing activities to increase transit ridership.

The Regional Mobility Manager would serve as staff for the Regional Coordinating Council and could facilitate meetings and provide support for the proposed Transit Coalition. The success of these two strategies often depends on having a good Regional Mobility Manager to maintain momentum and provide support for these volunteer organizations.

The Regional Mobility Manager will monitor all the available transportation services in the four-county SJTPO area to provide assistance to individuals in planning and coordinating their transit trips. In addition to trip planning, this position could provide community outreach to increase public awareness of available services. The Regional Mobility Manager could make presentations to various groups. Where appropriate, when presenting to potential users, they should include an actual ride on the transit service. This can effectively reduce residents' uncertainties regarding the use of public transit (especially any fears by elderly or disabled passengers concerning the use of wheelchair lifts and tie-downs, and the uncertainty of reaching their destination safely). A Regional Mobility Manager position may cost \$50,000 to \$100,000 depending on the level of experience, the hiring agency, and the level of benefits provided. A Regional

Mobility Manager is eligible for funding up to 80 percent through Federal Transit Administration programs administered by NJT.

Merge CCPTS and CATS in a Single County Department

Cumberland County Department of Employment and Training/Cumberland County Public Transit Service (CCPTS) overlaps service with Cumberland Area Transit System (CATS) in the outlying areas of Cumberland County. It would make sense that the two transit operators, CCPTS and CATS be consolidated into a single County System under the Cumberland County Department. This consolidated service would continue to serve the rural areas of Cumberland County and be open to the general public for all types of trip purposes. An interim step to the consolidation of CATS and CCPTS is to use CATS funding to create an expansion of existing CCPTS routes to include a midday route designed to serve more of the non-employment trips, senior trips, and persons with disabilities. Presently, CATS uses RouteMatch software for scheduling, dispatching, routing abilities, and for reporting purposes. On the other hand, CCPTS does not have software or technology for scheduling, dispatching, routing abilities, or for reporting purposes. A consolidation of the two transit services will make sure that a resource such as RouteMatch software can be used for providing a more efficient and effective transit service that serves the rural areas of Cumberland County. Advertising of CATS and CCPTS can also be consolidated possibly by having a shared advertising broker under contract. Merging of these overlapping transportation services would not only reduce redundant services but could also reduce administration cost and improve resource management.

Contracts for Service

An agency could contract with Cumberland County to provide needed trips. This would reduce duplication of services in the county, thereby creating an economy of scale and improving the overall transit performance level. The contract documents will need to describe in detail the services to be provided to each participating agency. It is recommended that Pearl Transit, Cumberland County Board of Vocational Education, the Bethel Development Corporation, the state Medicaid broker, Easter Seals of New Jersey-Rio CSS and Millville, and NJ Access Link set up contracts for services with Cumberland County. The

state Medicaid broker should work with Cumberland County, CATS, and other public transit services. The state Medicaid broker should add the newly proposed consolidated Cumberland County service as a local carrier/provider for Medicaid transportation within Cumberland County. The state Medicaid broker would continue to complete all eligibility requirements and then refer the trip request to the regional one-call center where it would be scheduled with newly proposed consolidated Cumberland County service or the appropriate provider. This would increase cost-effectiveness, and the number of coordinated trips in Cumberland County and the southern New Jersey area. Coordination agreements with the Medicaid broker and providers, and between agencies and providers would be an effective method for coordinating Medicaid and non-Medicaid passenger-trips among the various providers.

Local Coordinating Council

Currently, Cumberland County has an informal Coordinating Council. A local Coordinating Council (LCC) should be established to provide a forum where agencies and organizations with the common goal of coordinating transportation resources can meet to share information, identify coordination opportunities, and establish priorities for implementation of coordination strategies and funding opportunities available for Cumberland County. The Human Services Advisory Council that operates in Cumberland County should provide their input on issues to the LCC. Bylaws should be set up to formalize the LCC by defining its mission, goals and objectives, membership, and the operating procedures of the LCC. This step is helpful for generating interest and support among other agencies and organizations that would like to be members of the LCC. The formalized LCC will create an opportunity for agencies and organizations to do joint grant application that pertains to a service in Cumberland County. All transportation grant requests should be reviewed, prioritized, and approved by the Local Coordinating Council with recommendations provided to the South Jersey Transportation Planning Organization (SJTPO). The LCC can also make sure that transportation providers cross reference other transportation services on their brochure, especially services provided by NJ Transit. It is recommended that the LCC meet at least twice a year to see how are things are going and in time for a

consolidated grant application that covers Cumberland County, making sure that local priorities are set and grant requests are not competing with each other. The Cumberland County representatives on the Regional Coordinating Council would bring the local priorities to the Regional Coordinating Council and SJTPO. The Regional Coordinating Council would then determine regional priorities and coordination opportunities.

Regional Coordinating Council

A Regional Coordination Council (RCC) could be formalized that includes the counties of Cumberland, Atlantic, Cape May, and Salem. The RCC could address coordination issues across county and state boundaries.

The various transportation and human service providers in the region should then work together to coordinate grant submissions for existing services especially within Cumberland County or a corridor that serves multiple counties within the SJTPO service area. As services are coordinated to a greater degree, are expanded, or as new services are initiated, joint grant writing efforts will become increasingly important. Similar, to the LCC, bylaws should be set up to formalize the RCC by defining its mission, goals and objectives, membership, and the operating procedures of the RCC. A Regional Coordinating Council would help create a regional one-call center in the South Jersey area. As mentioned above, the Cumberland County representatives on the Regional Coordinating Council would bring the local priorities to the Regional Coordinating Council and SJTPO. The Regional Coordinating Council would then determine regional priorities and coordination opportunities.

Use Resources of Cross County Connection

Cross County Connection Transportation Management Association (CCTMA) is a nonprofit organization that provides information services such as ridesharing, bus and train options, carpool and vanpool matching services, and other transportation resources and programs available to the southern New Jersey region encompassing Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties. CCTMA has a website <http://www.driveless.com> and a brochure that can be used to provide public information about transit options available in Cumberland County and some of the counties in the SJTPO

service area and would help with marketing assistance to transportation services available in Cumberland County. CCTMA has also agreed that would work with fixed route operators to create General Transit Feed Specification (GTFS) to provide schedules and geographic information to Google Maps, and Google trip planning applications that show transit information. It is important to use resources of the Cross County TMA in the coordination plan for Cumberland County and the southern New Jersey area.

Establish a Transportation Coalition

Currently, Cumberland County has a Citizen's Advisory Committee which can be a good starting point for a Transportation Coalition. It is recommended that a Transportation Coalition be formed and include users of the NJ Transit/NJ Access, CCPTS, CATS, and the various other transportation services available in Cumberland County, as well as local stakeholders, providers, community leaders, business leaders, and others as appropriate. Currently, the elected officials and decision makers hear from transit staff and not from people who use these services. It is important to develop such a grassroots coalition that is recognized by elected officials and decision makers. Communities with successful transit systems have broad community support. The purpose of this coalition is to educate elected officials and decision makers on the transportation needs of the community, increase the local support for transportation services, and address statewide issues that are barriers to coordination in Cumberland County and the four-county SJTPO area. The coalition should meet at least quarterly to ensure that individuals can present their needs and agencies can present the issues they are facing. Transportation providers and agencies need to work with this coalition to provide data on existing and future needs in Cumberland County and the southern New Jersey area. At the April 2014 Cumberland County stakeholder group, the Cumberland County Council for Young Children parent advocacy group expressed interest in a transportation coalition as they had already identified many transportation issues and would be supportive of a transportation coalition.

The established transportation coalition should look at Department of Human Service (DHS) policies and identify any barriers for coordination of transportation services. At the stakeholder meetings, some of the barrier/

restriction mentioned were the specified amount of time a Medicaid client can spend on a vehicle to be reimbursed. Any changes required in Department of Human Service policies would require lobbying at the state level.

Coordinated Regional Service

Currently, Salem and Cumberland Counties provide transit services to hospitals and clinics in Philadelphia and Delaware (The Wilmington VA Medical Center). Cape May County, through the Cape May County Fare Free program, is currently providing similar transit services to these neighboring states. These duplicate regional services could be coordinated and/or consolidated into a single multi-county, regional service that goes from Cape May County through Cumberland County and Salem County to Philadelphia and Wilmington. This is an example of a strategy that should be addressed by a Regional Coordinating Council. Salem County Office of Aging is willing to start coordinating and has already reached out to Cape May County/Cape May Fare Free and Cumberland County on potentially coordinating these long distance trips. CATS in Cumberland County is working with Gloucester County on shared service agreements to get to Wilmington and Philadelphia. The route and logistics of doing this route would still need to be worked out by the various entities involved. SJTPO would also need to talk to the Wilmington Area Planning Council (WILMAPCO) about coordination possibilities into Delaware. While this coordinated regional service is primarily for medical trips, there is also a need for employment trips as well.

Regional One-Call Center

With the existence of many existing transportation services provided in Cumberland County and regional transportation services in southern New Jersey, many potential users and clients are not aware of the available transportation services and how to request these transportation services. A One-Call Center would provide a centralized telephone line where users only need to call one telephone number to obtain information about the hours of operation, eligibility requirements, and ways to schedule a trip. A One-Call Center would also oversee the dispatching vehicles and scheduling of reservations for all the participating transportation agencies. The benefits of a

One-Call Center include reduction in administrative costs, fleet coordination, and reduction in the duplication and gaps in services.

Funds have been identified to establish an Atlantic County One-Call Center, managed by Atlantic County Transportation Unit (ACTU). Once in operation, the Atlantic County One-Call Center can be used as the foundation for more Atlantic County agencies and other organizations in the SJTPO to encourage participation in the One-Call Center. This One-Call Center could then be expanded into a regional One-Call center that covers the counties of Cape May, Cumberland, and Salem County. An initial step to implement a Regional One-Call Center is for CCPTS and CATS calls to go through the CATS One-Call center and be scheduled using the software maintained by CATS.

With establishment of a Regional One-Call Center, a Regional Mobility Manager position would be created for the four-county SJTPO area to serve as a central point of contact for all participating transportation agencies in the four-county SJTPO area, including Cumberland County (as mentioned above in the Mobility Manager section).

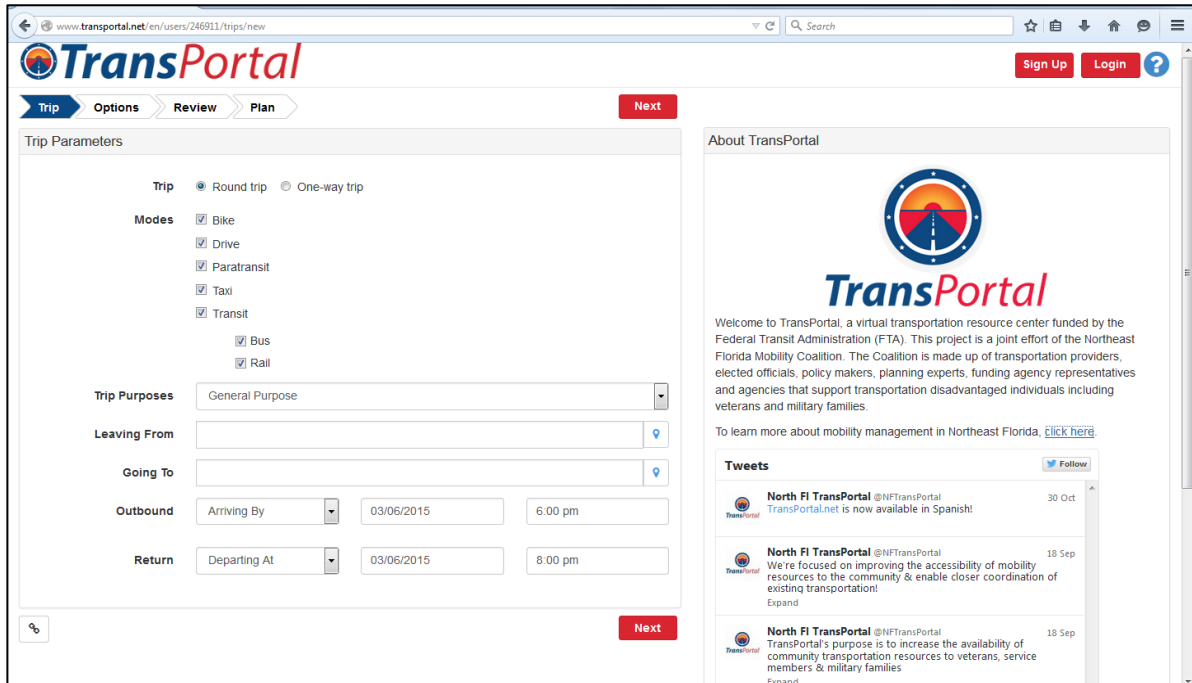
Examples of Regional One-Call Centers

Below are examples of regional One-Call centers:

TransPortal, Jacksonville Transportation Authority (Florida)

In fall 2014, the Jacksonville Transportation Authority (JTA), in partnership with the Northeast Florida Mobility Coalition, launched TransPortal, a one-call/one-click virtual transportation resource center for the 13-county region of northeast Florida. While TransPortal focuses on transportation resources for veterans and military families, the resource center is also available to the general public.

TransPortal is accessed through a website (<http://www.transportal.net>). Customers can also reserve, modify, or cancel paratransit trips on the TransPortal website. A screen capture of the first step of the TransPortal website trip planner tool is shown below.



Funded by the Federal Transit Administration (FTA), TransPortal provides a one-stop regional information source of transportation option costs, travel times, and availability, including:

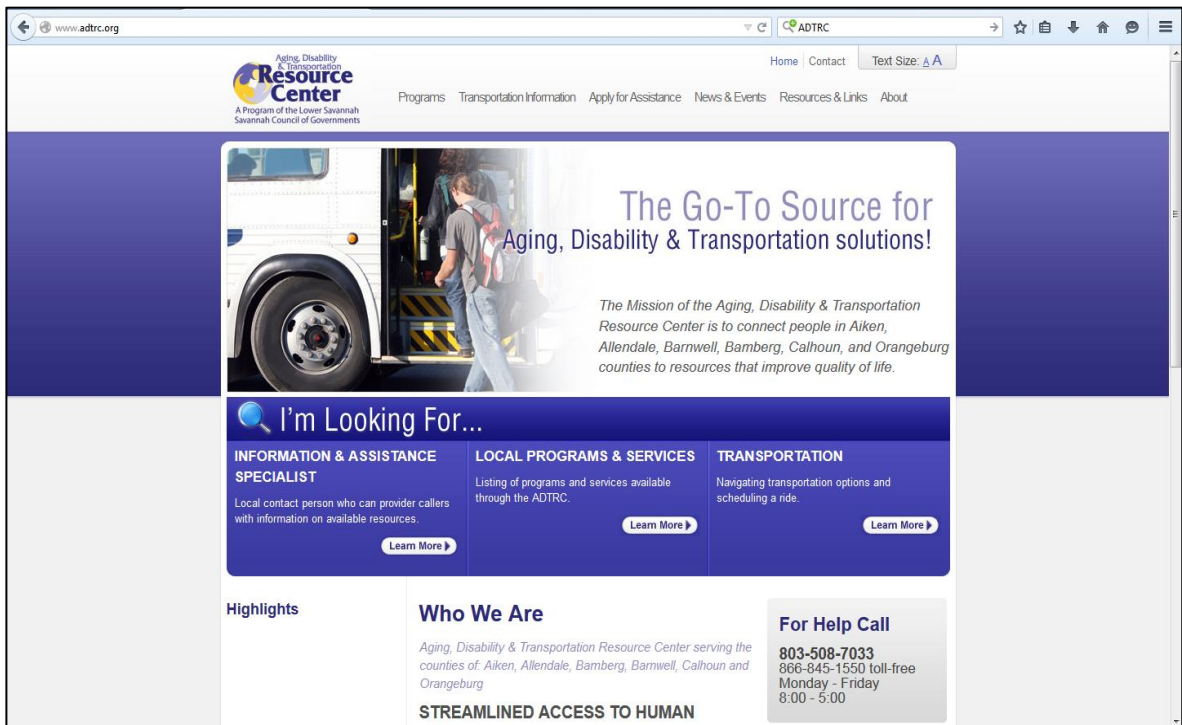
- transit and paratransit services
- bicycling and walking
- carpools and vanpools
- volunteer driver programs
- taxis
- motor or long-distance coaches (Greyhound and Megabus)
- passenger rail
- social and not-for-profit agency services

As stated on the TransPortal website, the purpose of the program is to build on the success of the FTA Office of United We Ride (UWR) One Call Center model and to:

- Increase the availability of community transportation resources to veterans, service members and military families.
- Improve the accessibility of existing mobility resources and other transportation information to the whole community.
- Enable closer coordination of existing transportation services to improve customer experiences and overall efficiency.

Aging, Disability and Transportation Resource Center, Lower Savannah Council of Governments (South Carolina)

The Human Services Division of the Lower Savannah Council of Governments (LSCOG) operates the Aging, Disability, and Transportation Resource Center (ADTRC) for the 6-county region of southwestern South Carolina. With formal opening in 2010, this resource center provides information and assistance to people on varying topics including aging, disabilities, family care-giving, and transportation options. The ADTRC also provides services to directly schedule trips as well as referrals to other agencies. The ADTRC is accessed by a toll-free phone number, website (<http://www.adtrc.org>), and in-person. A screen capture of the website is shown below.



According to LSCOG, the ADTRC staff is cross-trained to listen for needs beyond the present need, and staff spends time listening to each caller to help with other resource or benefit needs. The ADTRC uses technologies to coordinate rides and vehicles among the partnering transportation agencies. For real-time coordination, the ADTRC is directly linked to on-board technology on transit partner vehicles.

Eight partner agencies provided funding for the creation of the resource center, including the state DOT, FTA, and Mobility Services for All Americans (MSAA) initiative (2007, 2009). FTA section 5307, 5316, 5317, 5303, 5304, 5310, and state, county, and local transit authority funds services through the ADTRC.

A FTA final report about the development and implementation of the ADTRAC is available at: http://www.fta.dot.gov/about/12351_8850.html (report number 0065).

Summary

There are a number of opportunities to enhance the existing transportation services in Cumberland County and the southern New Jersey area through coordination of existing services. This chapter has identified several of these opportunities which will be reviewed by local stakeholders for selection of the preferred strategies.

FUNDING ALTERNATIVES

This section provides an evaluation of potential funding alternatives for Atlantic County and the SJTPO area. There are a variety of funding sources, many of which are currently supporting the human services and transportation service providers in the SJTPO four-county region. This includes a variety of Federal Transit Administration (FTA) funds. One of the principal challenges facing any transit service is developing a funding system that supports capital investment (such as buses/transit vehicles, bus stops, shelters, etc.) and provides a stable source of revenue for operations and maintenance. An important objective of this study is to present recommendations for funding alternatives for public transit. With this goal in mind, the following discussion presents an analysis of the most appropriate funding sources.

Funding Sources

Successful transit systems are strategic about funding and attempt to develop funding bases that enable them to operate reliably and efficiently within a set of clear goals and objectives according to both short-range and long-range plans. Potential strategies for funding the transit services in South Jersey are described below.

Capital Funding

The transit services will require capital funding for bus/transit vehicle fleet procurement, bus stops, computers, automatic vehicle locator (AVL), and other administration capital. The following strategies for funding the capital development should be considered:



- Federal funding should be applied for within the existing Federal Transit Administration (FTA) Sections 5310 and 5311 programs. Small transit systems often under achieve their potential for federal grant assistance because they assume that they cannot compete in this arena. Close coordination with the New Jersey Department of Transportation's (NJDOT) will help SJTPO and its providers remain aware of funding opportunities and compete for funding.
- Planning for capital facilities (such as vehicles and transit and maintenance facilities) considers the long-range transit system's development needs. Many transit systems outgrow their facilities quickly and face costly relocation and expansion needs because of inadequate space or other constraints. SJTPO and its providers should continue to include specific provisions for fleet replacement and other capital investments. Note that buses/transit vehicles and certain other capital facilities purchased with federal participation (80 percent under MAP-21) are also eligible for federal participation toward replacement costs once the buses, transit vehicles, and facilities reach maturity (as defined in the FTA rules).

Operations and Maintenance Funding

Over time, the primary financial requirement of a transit system will be funding routine operations and maintenance, including daily transit service, vehicle maintenance, and system administration. In general, labor represents about 75 percent of the costs of operating transportation, with much of that going to drivers' salaries. The following strategies for funding operations and maintenance should be considered:

- Reliance on general fund appropriations from local governments should be avoided, if possible. It is common for local and regional transit agencies to be dependent on annual appropriations from their constituent towns, cities, and/or counties. As a practical matter, this means it will not be possible to forecast future funding levels, given the exigencies of local government funding. Such an agency will be unable to undertake capital planning and will continually face potential service cutbacks. This, in turn, makes it difficult or impossible for the transit agency to enter into partnership arrangements with other agencies or with private entities. Transit agencies, like highway agencies, require that most or all of their operations and maintenance funding comes from dedicated sources so that they can undertake responsible planning and offer reliable, consistent service.
- Operations and maintenance funding mechanisms should be designed to anticipate transit system growth. Successful rural and small urban transit systems around the country are experiencing annual growth in ridership. It is important to be able to respond to such growth by increasing the service levels to meet the transit demand. This means that the ideal funding sources for operations and maintenance are those that have the flexibility to be increased or expanded as the transit demand grows. Such flexibility will, in most cases, require voter approval. The advantages of the various funding sources are described in the following paragraphs. The important consideration is that the need for growth has been anticipated, and that the potential for larger budgets is not precluded by the choice of a specific funding source.

Overall Service Considerations

There are also a few overarching considerations in developing a coherent transit system funding strategy including the following:

- Issues of funding and service equity are of paramount importance in designing funding systems. Informal systems based on annual appropriations and systems without specific accounting for the distribution of costs and benefits struggle with local elected bodies to find

acceptable allocations of cost responsibility. This can become a significant barrier to coordinated system establishment and, later, to system growth.

- The strongest transportation systems are those that make extensive use of partnerships. Examples include partnerships with private companies such as casinos, partnerships with bridge authorities, and partnerships with adjacent jurisdictions. Partnership arrangements enable a transit system to broaden its base of beneficiaries, expand its funding source alternatives, achieve better governance, and improve public support.

Potential Local and Regional Funding Sources

The principal funding sources for local and regional transit systems in South Jersey are described below.

General Fund Appropriations

Counties and municipalities may appropriate funds for transit operations, maintenance, and capital needs. Money to be appropriated generally comes from local gross receipts taxes. Competition for such funding is high and local governments generally do not have the capacity to undertake major new annual funding responsibilities for transit.

Advertising

One modest but important source of funding for many transit agencies is on-vehicle advertising. The largest portion of this potential is for exterior advertising, rather than interior “bus card” advertising. The potential funds generated by advertising placed within the vehicles are comparatively low. Advertising on bus shelters has also been used to pay for the cost of providing the shelter. Some systems have used full bus “wraps” as a means of generating significant revenue.

Voluntary Assessments

The voluntary assessments alternative requires each participating governmental entity and private business to contribute to the funding of the transit system on a year-to-year basis. This alternative is common with transit agencies that provide regional service rather than service limited to a single jurisdiction. The

main advantage of voluntary assessment funding is that it does not require voter approval. However, the funding is not steady and may be discontinued at any time.

Private Support

Financial support from private industry such as casinos is essential to providing adequate transportation services in South Jersey and especially in Atlantic City, New Jersey. Major employers may be willing to help support the cost of alternative fuel vehicles or the operating costs for employee transportation. With the downturn in Atlantic City New Jersey's casino industry, funding for paratransit services for senior citizens and disabled residents statewide is affected. Hence, this source of transit funding may be a difficult funding source.

Transportation Impact Fees

Traditional methods of funding the transportation improvements required by new development, raises questions of equity. Sales taxes and property taxes are applied to both existing residents and new residents attracted by the development. However, existing residents then inadvertently pay for the public services required by the new residents. As a means of correcting this inequity, many communities nationwide (faced with strong growth pressures) have implemented development impact fee programs that place a fee upon new developments equal to the costs imposed on the community.

Previous work by LSC indicates that the levy of impact fees on real estate development has become a commonplace tool in many regions, to ensure that the costs associated with a development do not fall entirely upon the existing residents. Impact fees have been used primarily for highways and roadways, followed by water and sewer projects. A program specifically for mass transit has been established in San Francisco. However, this is not a likely source for transit funding in rural New Jersey.

A number of administrative and long-term considerations must be addressed:

- It is necessary to legally ensure that the use on which the fees are computed, would not change in the future to a new use with a high

impact, by placing a note restricting the use on the face of the plat recorded in public records.

- The fee program should be reviewed annually.
- The validity of the program, and its acceptability to the community, is increased if a time limit is placed on the spending of collected funds.
- TIF funds need to be strictly segregated from other funds.
- The imposition of a TIF program could constrain capital funding sources developed in the future, as a new source may result in a double payment.
- TIF fees should be collected at the time that a building permit is issued.

Lodging Tax

The appropriate use of lodging taxes (occupancy taxes) has long been the subject of debate. Historically, the bulk of lodging taxes are used for marketing and promotion efforts for conferences and general tourism. In other areas, such as resorts, the lodging tax is an important element of the local transit funding formula. A lodging tax can be considered a specialized sales tax placed only upon lodging bills. As such, it shares many of the advantages and disadvantages of a sales tax. Taxation of this type has been used successfully in Park City, Utah; Sun Valley, Idaho; Telluride, Colorado; and Durango, Colorado. A lodging tax creates inequities between different classes of visitors as it is only paid by overnight visitors. The day visitors (particularly prevalent in the summer) and condominium/second home owners, who may use the transit system as much as the lodging guests, do not contribute to this transit funding source.

Sales Tax

Sales tax could be held with funds to go to transit services. Sales tax or a gross receipts tax is the financial base for many transit services in the western United States. The required level of sales tax would depend upon the service alternatives chosen. One advantage is that sales tax revenues are relatively stable and can be forecast with a high degree of confidence. In addition, sales tax can be collected efficiently, and it allows the community to generate revenues from visitors in the area.

This source, of course, would require legislative approval and a vote of the people to implement. In addition, a sales tax increase could be seen as inequitable to residents not served by transit. This disadvantage could be offset by the fact that sales tax could be rebated to incorporated areas not served by transit. Transit services, moreover, would face competition from other services which may seek to gain financial support through sales tax.

State Transit Agency

New Jersey Transit is an example of a transit agency created by the state government. The transit operations are owned, funded and managed by the state of New Jersey.

Federal Transit Funding Sources

On July 6, 2012, President Obama signed Moving Ahead for Progress in the 21st Century Act (MAP-21) and extended the current law Safe, Accountable, Flexible, and Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU) providing \$10.578 billion in authorized funding for federal surface transportation programs for FY2013. MAP-21 and the new provisions of the law went into full effect October 1, 2012. It authorized programs for two years, through September 30, 2014.

MAP-21 builds on many of the strengths of rural transit's favorable treatment in SAFETEA-LU, TEA-21, and the Intermodal Surface Transportation Efficiency Act (ISTEA), the preceding highway and transit authorizations. Some of the desirable aspects of the rural transit program are brought into other elements of federal transit investment and an increased share of the total federal transit program will be invested in rural areas under this new legislation.

The highlights of MAP-21 for FTA grantees are listed below:

- It is a steady and predictable funding.
- It consolidates certain transit programs to improve efficiencies.
- There are targeted funding increases particularly for improving the state of good repair.
- There are new reporting requirements.

- It requires performance measures for the state of good repair, planning, and safety.

Information provided below was gathered from FTA's implementation of MAP-21. Listed below are descriptions of federal funding programs that may be used by the area's providers:

- **Safety Authority 5329:** This is a new program under MAP-21. FTA granted new Public Transportation Safety Authority. It provides additional authority to set minimum safety standards, conduct investigations, audits, and examinations. It overhauls state safety oversight. There are new safety requirements for all recipients.
- **FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities (New Freedom):** This grant consolidates the 5310 and New Freedom program eligibilities into a single formula program. In fiscal years 2013 and 2014, \$255 million and \$258 million in funding are authorized, respectively.
- **FTA Section 5311 Rural Area Formula Grants:** This program consolidates the 5311 and JARC-eligible activities into a single program. This program provides funding to states for the purpose of supporting public transportation in rural areas (population less than \$50,000). The program establishes a \$5 million discretionary and \$25 million formula tribal grant program. In fiscal years 2013 and 2014, there are \$600 million and \$608 million in funding authorized, respectively.
- **FTA Section 5312 Research, Development, Demonstration, and Deployment:** This grant separates research from technical assistance, training, and workforce development. It creates a competitive deployment program dedicated to the acquisition of low- or no-emission vehicles and related equipment and facilities. In fiscal years 2013 and 2014, there are \$70 million in general fund authorization each year.

Transportation and Community System Preservation Program

The Transportation and Community System Preservation Program is funded by the Federal Highway Administration to provide discretionary grants for developing strategic transportation plans for local governments and communities. The goal of the program is to promote livable neighborhoods. Grant funds may be used to improve the safety and efficiency of the transportation system; reduce adverse environmental impacts caused by transportation; and encourage economic development through access to jobs, services, and centers of trade.

Temporary Assistance for Needy Families

States receive the Temporary Assistance for Needy Families (TANF) grants to provide cash assistance, work opportunities, and necessary support services for needy families with children. States may choose to spend some of their TANF funding on transportation and related services for program beneficiaries.

Head Start Program

Head Start is a program of comprehensive services for economically disadvantaged preschool children. Funds are distributed to local public and nonprofit agencies to provide child development and education services, as well as supportive services such as transportation. Head Start funding can be used to provide transportation service, acquire vehicles, and provide technical assistance to local Head Start centers.

Other Federal Funds

The US Department of Transportation funds other programs, including the Research and Special Programs Administration and the National Highway Traffic Safety Administration's State and Community Highway Grants Program (which funds transit projects that promote safety). A wide variety of other federal funding programs provide support for elderly and handicapped transportation programs, including the following:

- Retired Senior Volunteer Program
- Title IIIB of The Older Americans Act
- Medicaid Title XIX
- Veterans' Affairs
- Job Training Partnership Act

- Developmental Disabilities
- Housing and Urban Development - Bridges to Work and Community Development Block Grants
- Department of Energy
- Vocational Rehabilitation
- Health Resources and Services Administration
- Senior Opportunity Services
- Special Education Transportation
- Justice Department - Weed and Seed Program
- National Endowment for the Arts
- Agriculture Department - Rural Enterprise Community Grants
- Department of Commerce - Economic Development and Assistance Programs
- Environmental Protection Agency - Pollution Prevention Projects

New Jersey Transit Funding

FTA Section 5311 Innovation Grant

The FTA Section 5311 Innovation Grant is a portion of unused funding allocated to Section 5311 eligible counties. This grant is made available to these Section 5311 eligible counties on a competitive application basis. The objective is to provide funding to promote coordinated transit services, and connection to NJ Transit bus and rail services in rural counties. Some of the grant qualification criteria include:

1. Project must provide a direct connection with an existing NJ Transit bus, private fixed-route bus or rail service.
2. Route must serve residential locations within Cumberland County.
3. The service must consist of a deviated fixed-route service with a service frequency of at least 60 minutes.
4. Service must be provided at least five days per week.
5. The proposed service may be either a new service or an expansion of an existing service.
6. The proposer must submit a marketing distribution plan that includes a bus schedule with major time-points with a map showing major pickup/drop-off points, fare information, and connecting bus and rail services.

7. Proposed service operator must demonstrate the ability to meet operating requirements including meeting New Jersey Motor Vehicle Commission requirements if charging a fare, having a sufficient vehicle fleet with a 15 percent spare ratio.

Funding Requirements

Funding may be used only for operating expenses for driver salary and benefits, fuel, vehicle parts and maintenance. This excludes operations management, dispatch and training. A 25 percent local match and a 25 percent NJ Transit match is required for operating expenses. The maximum funding request for a single project cannot exceed \$200,000.00 (including the local match).

The service must provide a minimum of four passenger-trips per revenue hour by the end of the initial service period. Services not meeting the minimum operating standard will not be eligible for continued funding.

Atlantic County has applied for this grant to fund the proposed Route 40/54 Community Shuttle, with the Pascale Sykes Foundation providing the necessary match funding. Cape May County has also applied for this grant source.

Funding Summary

Experience with transit systems across the nation underscores the critical importance of dependable (preferably dedicated) sources of funding if the long-term viability of transit service is to be assured. Transit agencies that are dependent upon annual appropriations and informal agreements have suffered from reduced ridership (because passengers are not sure if service will be provided from one year to the next), high driver turnover (contributing to low morale and a resulting high accident rate), and inhibited investment in both vehicles and facilities.

The advantages of financial stability indicate that a mix of revenue sources is prudent. The availability of multiple revenue sources helps to avoid large swings in available funds which can lead to detrimental reductions in service. As the benefits of transit service extend over more than one segment of the community, dependence upon more than one revenue source helps to ensure that costs and

benefits are equitably allocated. It is clear that a hybrid of these alternatives will be necessary if the short-term and long-range goals of the transit system and the community are to be met.

RESOURCES

Below is a list of resources for technical assistance related to transit operations and management:

Community Transportation Association of America (CTAA) provides technical assistance to transit providers through several programs. Their website is located at <http://.ctaa.org>.

National Rural Transit Assistance Program (National RTAP) is a program of the Federal Transit Administration (FTA) dedicated to creating rural transit solutions through technical assistance, partner collaboration, peer-to-peer assistance, technology tools, FREE training materials, and other transit industry products. Access to all of the free National RTAP best practices, reports, training videos, workbooks, surveys, and direct one-on-one technical assistance can be found through the resource center, www.nationalrtap.org, or toll-free, (888) 589-6821.

United We Ride provides best practices for human service organizations at the state and community levels. Their website is located at http://www.unitedweride.gov/1_948_ENG_HTML.htm.

The Transit Cooperative Research Program (TCRP) is a program of the Transportation Research Board (TRB) of the National Academies. TCRP carries out research that is useful for public transportation systems. TCRP is funded through the Federal Transit Administration. It is governed by an independent board—the TCRP Oversight and Project Selection (TOPS) Committee. The TOPS Committee sets priorities to decide what research studies will be undertaken. All publications may be found online at <http://www.tcrponline.org/>. Some of the useful TCRP reports for coordination can be found below:

- **Transit Cooperative Research Project (TCRP) Report 91: Economic Benefits of Coordinating Human Service Transportation and Transit Services.**

- **TCRP Report 101:** Toolkit for Community Coordinated Transportation Services.
- **TCRP Report 105:** Strategies to Increase Coordination of Transportation Services for the Transportation Disadvantaged.
- **TCRP Report 144:** Sharing the Costs of Human Services Transportation.

The **National Center for Mobility Management** is an initiative of the United We Ride program, and is supported through a cooperative agreement with the Federal Transit Administration. The Center’s primary activities are “to support Federal Transit Administration (FTA) grantees, mobility managers, and partners in adopting proven, sustainable, and replicable transportation coordination, mobility management, and one call–one click transportation information practices.” Their website is located at <http://nationalcenterformobilitymanagement.org/>.

Appendix A: Agencies Contacted



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Agencies Contacted for Cumberland County

- CGS Family Partnership, Inc.
- City of Bridgeton
- City of Millville - City Hall
- City of Vineland
- Community Medical Day Care Center
- Cross County Connection TMA
- Cumberland County
- Cumberland County Board of Social Services
- Cumberland County College
- Cumberland County Department of Workforce Development
- Cumberland County Empowerment Zone Company
- Cumberland County Improvement Authority
- Cumberland County Office on Aging (CATS)
- Cumberland County Office & Services for the Disabled
- Cumberland County Vocation Technical Education Center
- Cumberland Family Shelter
- Easter Seals Employment Services
- Gateway Community Action Partnership
- Human Services Advisory Council
- Millville Rescue Squad
- New Jersey Transit
- NJDOL Service Office
- Pascale - Sykes Foundation
- Shirley Eves Development & Therapeutic Center
- Inspira Health Network
- The Training School at Vineland
- UEZ
- Veterans Commission

Appendix B: Transportation Provider Questionnaire



Transportation Provider Questionnaire

The South Jersey Transportation Planning Organization (SJTPO) is updating and refining the Regional Coordinated Human Service Transportation Plan completed in 2010. As part of this planning process, an inventory of existing county, community, and local agency transportation programs is being undertaken. This survey is designed to gather information about transportation resources and needs specific to the four-county SJTPO regional – Atlantic, Cape May, Cumberland, and Salem Counties. Please complete the requested information that is presented below and mail it to our consultant:

Ms. Jill Cahoon
AECOM USA, Inc.
32 Trent Road
Hooksett, NH 03106
603-289-3531
Jill.Cahoon@aecom.com

Please feel free to contact Jill by phone or e-mail should you have any questions. We will review your survey responses and will contact you to clarify any responses and obtain more information, if necessary.

Please provide contact information for the agency/organization responding to the questionnaire.

Organization: _____
Contact: _____
Title: _____
Address 1: _____
City: _____ State: _____ Zip _____
Phone: _____ E-mail: _____

1. Which of the following best describes your organization?
 - Municipal Government
 - Private Nonprofit Human Services Org.
 - Private For-Profit Transportation Co.
 - Other (please specify): _____
 - County Government
 - Private, Nonprofit Transportation Co.
 - State Government
2. What services does your organization provide?
 - Medical/Dental
 - Job/Employment Training
 - Transportation
 - Adult Day Care
 - Recreation
 - Other (please specify): _____
 - Welfare/Public Assistance
 - Veterans Services
 - Child Day Care
 - Rehabilitation Services
 - Counseling
 - Nutrition/Meals
 - Head Start
 - Residential Care

3. What population segments does your organization serve? (Please check all that apply)

- General Public
- Elderly; ages _____
- Youth; ages _____
- Veterans
- Unemployed
- Other (please specify): _____
- Low Income/TANF
- Mental or Cognitive Disability
- Physical Disabilities
- Visually Impaired

4. Service Levels – Fixed Route

Some operators provide transit service on a fixed-route and fixed-schedule basis. If you provide such service, please **attach** a list of all routes and include public timetables or internal data that include the bus times and the hours and days when service is available.

5. Service Levels – Demand Responsive

Some operators provide demand-responsive/paratransit service that responds to specific requests for service. Indicate in the space below the areas and generators served.

Geographical Boundaries: _____

Generators Served (example: major employers, shopping malls, hospitals, etc.):

Hours of Operation:

Weekday: Start _____ End _____
Saturday: Start _____ End _____
Sunday: Start _____ End _____

How would you describe your service? Curb-to-curb Door-to-door Door through door

6. How does your agency provide service? (Check all that apply)

- Directly operate
- Use contractors

7. What is your use of computers in scheduling drivers and trips?

- No, manual
- Yes, assisted
- Yes, completely automated

8. For which of the following trip purposes does your organization provide transportation services? Please estimate the percentage of your total trips devoted to each purpose.

- Health/Medical (e.g., trips to doctor, clinic, drug store, treatment center)
- Nutrition (e.g., trips to a congregate meal site)
- Social (e.g., trips to friends/relatives)
- Recreational (e.g., trips to cultural, social, athletic events)
- Education/training (e.g., trips to training centers, schools, etc.)
- Employment (e.g., trips to job interview sites and places of employment)
- Shopping/personal needs (e.g., trips to the mall, barber, beauty salons, etc.)
- Social services (e.g., trips to social service agencies, adult daycare, etc.)
- Other (please specify) _____

12. Financial Trends – To establish the financial requirements of the transportation system for which you have responsibility, complete the form below or provide financial amounts in the way your agency records revenues and expenses. Similarly, list all the funding sources by program. Please provide revenue and cost data for the last four years and budget for the current year we are in. We are assuming that each fiscal year begins July 1 and ends June 30 of the year shown below. If this is not the case with your agency, please indicate when your fiscal year begins _____ ends _____.

Category	Past Years				Current
	FY2010	FY2011	FY2012	FY2013	FY2014
COSTS					
Operations					
Maintenance					
Administration					
Capital					
Total					
REVENUE					
Fares/Donations					
Other Revenue					
Total					
FUNDING ASSISTANCE					
County					
Municipalities					
State Casino Funding					
Federal Transit Administration					
Older Americans Acts					
Medicaid					
TANF					
Veterans					
Other					
Other					
Other					
Total					

13. Ridership Statistics – To indicate the level of ridership, complete the form and indicate the daily ridership information for a typical weekday, Saturday, and Sunday and ridership for the entire year.

Period	Past Years				Current
	FY2010	FY2011	FY2012	FY2013	FY2014
Weekday					
Saturday					
Sunday					
Entire Year					

14. Operating Statistics – To indicate the level of service operated, complete the form and indicate miles, hours, and vehicles in service for a typical weekday, Saturday, and Sunday and ridership for the entire year.

Period	Past Years				Current
	FY2010	FY2011	FY2012	FY2013	FY2014
VEHICLE-MILES					
Weekday					
Saturday					
Sunday					
Entire Year					
VEHICLE-HOURS					
Weekday					
Saturday					
Sunday					
Entire Year					
VEHICLES IN SERVICE					
Weekday					
Saturday					
Sunday					

15. Needs – Use the space provided below to indicate any transportation needs that you feel are currently not met or will become a need in the future that present transit service cannot accommodate.

16. Comments – please use the space below to provide any additional comments.

Thank you for your assistance.
Please mail or e-mail the completed survey form to:

Ms. Jill Cahoon
AECOM USA, Inc.
32 Trent Road
Hooksett, NH 03106
603-289-3531
Jill.Cahoon@aecom.com

Appendix C: Survey Questionnaire



SOUTH JERSEY TRANSPORTATION SURVEY

Residents of Southern New Jersey,

Please take a few minutes to answer the following questions about your personal/household transportation needs. Your answers will help identify transportation needs of Southern New Jersey. If you prefer to complete this survey online, go to: www.lscs.com/surveys/sjersey/community.php.

Please only complete one survey, either paper OR online.

1. Which of the following types of transportation does your household currently use?

(Check all that apply)

- Your own/personal vehicle, such as a car, pick-up, or SUV Ride from Friend or Relative
 Walk Bicycle Borrow a vehicle
 Van or bus provided by a service agency (Please specify) _____
 NJ Transit
 Other (Please specify): _____

2. In which community, town, or village do you live? (Please specify) _____

3. What is your Zip Code? _____

4. To which destinations/communities do you or a member of the household need transportation most frequently?

Destination _____ Community _____ State _____

(e.g., Social Security Office, Bridgeton, NJ)

Destination _____ Community _____ State _____

5. What is the primary reason you or a member of the household need transportation to that community? (Check only one)

- Work Personal Business/Errands Doctor/Medical/Health Care
 School/College Recreation Shopping
 Other (Please specify): _____

6. If available, how often would you or a household member use public transportation?

- 1-2 days/week 3-5 days/week 6-7 days/week
 1-3 days/month Less than once a month
 Other (Please specify): _____

7. Do you or a household member who needs transportation have a disability, health concern, or other issue that makes travel difficult?

- No Yes (Please specify – e.g., I use a wheelchair): _____

8. What do you think the days of operation should be? (Check all that apply)

- Monday Tuesday Wednesday Thursday Friday
 Saturday Sunday

Other (Please specify): _____

9. Do you need or would you use public transportation to go outside the county in which you live?

- Yes No

If yes, to which county/counties do or would you require transportation? _____

Please continue to the next page

10. In the last two years, have you or someone in your household lost a job or had problems finding work due to lack of transportation? (Check one) Yes No
 If yes, please describe _____

11. What would you be willing to pay as a one-way reasonable fare for a trip within your county?
 \$1.00 \$1.50 \$2.00 \$2.50

12. What is your age? _____

13. What is your total annual HOUSEHOLD income? (Include all income from all household members)
 Less than \$7,500 per year \$7,500-\$14,999 per year \$15,000-\$34,999 per year
 \$35,000-\$49,999 per year \$50,000-\$74,999 per year \$75,000 or more per year

14. How many operating vehicles are available to your household?
 None 1 vehicle 2 vehicles 3 vehicles More than 3 vehicles

15. How many people, age 10 and over, live in your household? _____

16. Including yourself, how many people living in your household have a valid driver's license?
 _____ People

17. If you or another member of the household work outside your home, how do you travel to work?
 (Check all that apply)
 Drive alone or with family Carpool Bus Walk
 Other (Please specify): _____

18. How important would each characteristic be in your decision to use public transportation? Please circle the appropriate number to rate each characteristic. (1 = Not important; 2 = Desirable; 3 = Important; 4 = Very important)

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
Service from home to work	1	2	3	4
Service must be flexible in scheduling rides	1	2	3	4
Service from a park-and-ride lot to work	1	2	3	4
Evening service	1	2	3	4
Service twice a day	1	2	3	4
Service every few hours	1	2	3	4
Service every hour	1	2	3	4
Service close to my home	1	2	3	4
Clean buses	1	2	3	4
Attractive buses	1	2	3	4
Other (Please specify)_____	1	2	3	4

19. What unmet transportation needs do you have or what improvements would you like to see for local or regional transportation services in southern New Jersey?

20. How close do you live to a New Jersey Transit route? _____ miles.

Please return this questionnaire by February 20 to:
 LSC Transportation Consultants, Inc.
 516 North Tejon Street
 Colorado Springs, CO 80903

Appendix D: Survey Comments



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What unmet transportation needs do you have or what improvements would you like to see for local or regional transportation services in southern New Jersey?

ATLANTIC COUNTY

Service Area

- A decent airport that goes where needed.
- Closer routes.
- Local shopping route--dedicated only to shopping.
- More OR service on back roads...Zion Road, etc.

Disabled/Elderly

- I am single and live alone. I have had medical procedures that require that I do not drive. I have to find someone able to drive, that doesn't work or they need to take a day off. There should be some form of transportation for a 60 year old single person, not counting on Taxi service. Volunteers to drive seniors for a nominal fee.

Miscellaneous Comment

- Don't know.

CAPE MAY COUNTY

Service Area

- Bus route locations--more frequent stops.
- Buses in West Wildwood.
- For transportation to go more places in one county.
- Little public transportation options exist for Upper Township in Cape May County, NJ.
- More accessible public transportation for Woodbine, Upper Township, and Marmora too. Regular hourly transportation to under-served areas. Last summer I could have worked barrier islands, but no transportation.
- Need more trips into North Wildwood.
- Public transportation closer to home. Have at least a 15-20 min walk to nearest bus stop on a highly trafficked road that has no sidewalks.

Service Frequency

- Bus should run more during winter hours.
- Buses every hour would be fine and to make sure that they are always on time and not late. Buses being maybe like 2-3 minutes late is ok but if the bus is about 10-15 minutes late then it's not ok because that can take time from us as

civilians out of our jobs we are trying to get to due to our work schedules. That's what I think should be improved.

- Infrequent.
- More buses hourly.
- More buses that can provide transportation in a time close to what it takes in a car.
- More buses that come every hour.
- More buses.
- More routes, please - have a bus on 47.
- Public transportation as a rule tends to take too long from one place to another. In most cases I have found that it doubles my commute time which is unacceptable. Only when the times come closer to what my drive time is would I be willing to use the system.
- Service every hour and many more service routes. Service through Ocean City, NJ.
- More accessible public transportation for Woodbine, Upper Township, and Marmora too. Regular hourly transportation to under-served areas. Last summer I could have worked barrier islands, but no transportation.
- Bus route locations--more frequent stops.

Amenities

- Better sidewalks to get there.
- Easier access to bus stop.
- Easier access to bus stops.
- Easier access--closer bus stops and sidewalks.
- More bus stops in Upper Township, please!
- More bus stops.
- More stops along major roads, such as Route 9.
- Sidewalk improvements.

Vehicles

- Better maintenance of buses.
- Friendly and clean.
- Less stains on seats.
- All buses need wheelchair lifts and spaces for wheelchairs or I can't ride them.

Disabled/Elderly

- All buses need wheelchair lifts and spaces for wheelchairs or I can't ride them.

Status Quo/No Change Needed

- Current service is satisfactory. Adequate to cover all of our current needs.
- None.

- None at this time.
- None yet.
- None, I don't use a bus as I have a car.
- Very content.

Miscellaneous Comment

- Bus drivers being more friendly.
- Hard to get to public transit stops as I have to walk. Better scheduling when appointments are needed. When I schedule my transportation for LogistiCare it takes a very long time when I do it for 2 weeks or the month and minutes on my parents cell phone are high. Maybe easier to schedule appointments/transportation online?
- I've never used public transportation.
- Nicer drivers, slow down - use turn signals.

CUMBERLAND COUNTY

Service Area

- Broad St in Millville to Mayslanding Rd Vineland to all the way to Route 40 meet. Landis Ave. Vineland to Bridgeton. Need service Laurel Lake, Port Norris, Cederville. I recommend that Rocko should deserve a big raise. He is very polite, kind and with respect. He should "Best Citizen of Millville, High Honors."
- Bus service to rural areas.
- Cover a larger area in Cumberland County. Many people work in Millville, at the glass factories.
- I would like to see more routes to the industrial parks and route that go out to commercial Township and other nearby and surrounding areas like Port Norris.
- Many residents in Vineland, NJ need transportation to and from work. Many cannot take jobs because of transportation barriers. Transportation is also needed for clients to go to medical appointments outside of Cumberland county to Camden county for themselves and their children. Transportation for clients to pay bills and run errands along downtown routes (electric company), Millville (gas company and mall), Bridgeton (Social Security Office), Up and down the main streets in Vineland (Chestnut, Main Rd., Delsea, Landis).
- Maybe the city of Millville will come along and have something like Bridgeton -- ride to work in Vineland.
- More transportation to other cities.
- More transportation to the outskirts.
- Need more transportation in the country areas. City areas have lots of buses, but it's hard for people who live out of town.
- Need service to Landis Ave. Vineland all the way to Bridgeton. Broad St Millville on Mayslanding Rd Vineland to Rt 40 meet. Wheaton Ave Millville, NJ 408 bus. All drivers should be like Rocko. Courtesy, kind and he respects and helps

people. He deserves a big raise. Best driver of Millville, NJ. He should be awarded.

- NJ Transit buses running through or close to Vineland Industrial Park.
- NJ Transit route on Landis Ave to Bridgeton.
- Restore Cherry Hill run to Atlantic. Go to Derm One in Mays Landing.
- Rides to Shopping, Grocery Shopping, Healthcare.
- Route 40 bus.
- Routes on Chestnut Avenue. More night time hours to and from hospital.
- Rural bus service. Access link, not having location restriction.
- Rural transportation
- Service every half a hour, going anywhere no matter how far should be one consistent rate, such as \$2.00, like NYC.
- Service from Millville to Vineland.
- That I get to my location.
- The bus transportation is very nice now. I would just like to see one go from Millville to Vineland.
- There is a lack of public transportation services in Commercial Township, with 2 working adults and one vehicle, we cannot always rely on family friends and carpooling for transportation. There is also a lack of resources in the area, no grocery stores, doctors, social services, and activities, we must travel 10 miles to Millville or 17 to Vineland for groceries, diapers, medicines, medical visits. Since these things will unlikely be brought out to our community having affordable public transportation available would make it easier. Also most have to travel outside of the community for work, having transportation services that can be navigated with a regular work schedule would benefit my family. My husband can use public transportation to and from work until we can afford to have a second vehicle in working condition. Or I can use public transportation for shopping and errands so he can use the vehicle some days.
- To have service in Commercial Township.
- We need reasonable, cheap transportation, daily bus routes everyday all day, we need some kind of transport for our community cause there are people who really need it as far as doctors appointments, running errands, etc.

Service Frequency

- Buses every hour.
- Closer to home services every few hours
- Driving more (time frame) every hour.
- Every hour travel.
- Hours.
- Inconvenient timetables for buses, unable to make connections.
- Later pick-ups.
- Longer, more flexible hours, weekends.
- More bus stops, run 24/7.
- More buses.

- More buses going back.
- More buses, time tables.
- More flexible daily services.
- More frequent trips.
- More hours of operation.
- More transportation.
- On time.
- Putting more than 2 buses on road for late workers.
- Service every hour.
- The buses take too long, in Millville we need a light rail (train)service.
- We need reasonable, cheap transportation, daily bus routes everyday all day we need some kind of transport for our community cause there are people who really need it as far as doctor's appointments, running errands, etc.
- Routes on Chestnut Avenue; more night time hours to and from hospital.

Amenities

- Better bus shelters.
- Good, clean, safe, inviting bus stops that would protect me from the elements and make me feel more secluded from traffic.
- I would like to see improvements to regional transportation. A convenient and clean rail line with park-and-ride to access connections to Philadelphia or New York lines would be ideal. I would also like to see bus stop infrastructure improved, unfortunately, they seem to be a target for vandalism.
- Move the bus stop from Sasafra and High St. making impossible for me to ride the bus.
- Stop at every corner.

Vehicles

- Heat, clean.
- More, bigger space, warmer, more comfortable.
- The buses need to be clean and on time.
- The drivers are very friendly and helpful and keep the buses clean. I don't see where there needs to be improvement an where.

Pricing

- Free bus to and from work every day.
- I would like to see cheaper prices
- We need reasonable, cheap transportation, daily bus routes everyday all day. We need some kind of transport for our community cause there are people who really need it as far as doctors appointments, running errands, etc.
- Service every half a hour, going anywhere no matter how far should be one consistent rate, such as \$2.00, like NYC.

Disabled/Elderly

- More vehicles for elderly people and people who do not have a means of transportation or funds in which to attend doctor visits etc...

Weekend Service

- Being available on weekends.
- Just weekend schedules would be an improvement.
- Longer, more flexible hours, weekends.

Status Quo/No Change Needed

- Good for now.
- I am happy with CATS service.
- I have no complaints.
- Keep same times and routes.
- No improvements; fine how it is.
- None.
- Satisfied.
- The drivers are very friendly and helpful and keep the buses clean. I don't see where there needs to be improvement anywhere.
- The bus transportation is very nice now. I would just like to see one go from Millville to Vineland.

Miscellaneous Comments

- Bus.
- Don't care.
- For everyone on work and welfare, have a pass showing that they are doing something with their life and to show where they are going and how they are getting back.
- For people to go to work and not ride for fun.
- I do not require public transportation; however, it is definitely a very needed service in our community.
- I don't know, haven't used any at this time.
- I don't know.
- I would like to just get the bus if I need it.
- LAGISTIC CARE NOT PICKING ME UP FOR THE GUIDES CENTER 01.
- My transportation needs are fine but work with low income families that all seem to have a great need for transportation.
- Service needs to be updated.
- To feel safe where the bus will pick me up and drop me off.
- Transportation for welfare appointments.

- When I'm out of gas, it's hard to get things done.
- Yes.
- Need service Landis Ave. Vineland to all the way to Bridgeton. Broad St Millville on Mayslanding Rd Vineland to Rt 40 meet. Wheaton Ave Millville, NJ 408 bus. All drivers should be like Rocko. Courtesy, kind and he respects and helps people. He deserves a big raise. Best driver of Millville, NJ. He should be awarded.
- Broad St in Millville to Mays Landing Rd Vineland to all the way to Route 40 meet. Landis Ave. Vineland to Bridgeton. Need service Laurel Lake, Port Norris, Cederville. I recommend that Rocko should deserve a big raise. He is very polite, kind and with respect. He should "Best Citizen of Millville, High Honors."
- I would like to see improvements to regional transportation. A convenient and clean rail line with park and ride to access connections to Philadelphia or New York lines would be ideal. I would also like to see bus stop infrastructure improved, unfortunately, they seem to be a target for vandalism.

GLOUCESTER COUNTY

Service Area

- More buses in other counties.

SALEM COUNTY

Service Area

- Bus comes to PV Towers.
- There is no public transportation in our area.
- Earlier and later hours, more shopping trips, better out of county service, rides to the polls, cheaper cost for multi-stop trips.

Service Frequency

- Earlier and later hours, more shopping trips, better out of county service, rides to the polls, cheaper cost for multi-stop trips.
- I would like to see if the bus could do 2 Walmart trips in a month.
- IF WE HAVE A DRS APPT AT 3:30 I WISH WE COULD TAKE TRANSP BUT IT STOPS EARLY AND SOMETIMES WE DO KNOW HOW LONG WE WOULD BE. AND IF WE WANT TO GO SHOPPING AT A MALL AND WOULD LIKE TO MEET FRIENDS FOR DINNER SOME WHERE THAT WE DO NOT HAVE TO PAY FOR EACH STOP. MY HUSBAND IS GOING BLIND AND I HAD A SATROKE SO TRANSP. IS IMPORTANT TO US. BUT SOMETIMES IS NOT SO CONVIENT. MY HUSBAND IS ON THE DISABILITY BOARD AND WE CAN GET THER BUT THE TRANSP. IS DONE WHEN THE MEETING IS OVER SO WE HAVE TO FIND SOMEONE TO BRING US BACK.
- To get to clinic that runs in evening.

- Transportation on other days besides Wednesday due to Dr. appointments being scheduled on other days.

Pricing

- Earlier and later hours, more shopping trips, better out of county service, rides to the polls, cheaper cost for multi-stop trips.

Disabled/Elderly

- Due to Gerry's disability, needs specialized transportation. He is not capable of understanding bus stops or when to get off bus.

Status Quo/No Change Needed

- I have no complaints, very satisfied. I appreciate your service.

Appendix E: Stakeholders Contacted



Appendix E

Stakeholders Contacted

Below is a list of stakeholders who were contacted to participate in the development of the SJTPO Coordinated Public Transit Human Services Transportation Plan for Cumberland County. All organizations listed were contacted, but some organizations were unreachable or did not respond.

- CGS Family Partnership, Inc.
- City Hall Annex
- City of Millville - City Hall
- Community Medical Day Care Center
- Cross County Connection
- Cumberland Area Transit System CATS
- Cumberland County
- Cumberland County Board of Social Services
- Cumberland County College
- Cumberland County Council for Young Children
- Cumberland County Dept. of Employment and Training
- Cumberland County Empowerment Zone Company
- Cumberland County Engineer
- Cumberland County Improvement Authority
- Cumberland County Office on Aging and Disabled
- Cumberland County Planning Department
- Cumberland County Vocation Technical Education Center
- Cumberland Family Shelter
- Easter Seals Employment Services
- Economic Development
- Family Success Center
- Gateway Community Action Partnership
- Human Services Advisory Council
- Millville Rescue Squad
- New Jersey Transit
- NJDOL Service Office
- Office & Services for the Disabled
- Shirley Eves Development & Therapeutic Center
- SJ Hospital - Regional Medical Center
- SJTPO
- SJTPO CAC
- The Training School at Vineland
- UEZ
- Veterans Commission

Appendix F: Population Characteristics



Table 1
Estimated Population Characteristics using American Community Survey 2012
Cumberland County, NJ

Census Tract	Census Block Group	Total Population 2012 ACS	Land Area (sq. miles)	Total Number of Households 2012 ACS			Zero-Vehicle Households 2012 ACS		Youth Population 10-19 years 2012 ACS		Total Number of Older Adults 65 and Over 2012 ACS		Ambulatory Disability Population 2012 ACS		Low-Income Population 2012 ACS	
				#	#	%	#	%	#	%	#	%	#	%	#	%
010101	1	1780	63.17	644	44	6.8%	135	7.6%	206	11.6%	170	9.6%	156	8.7%		
010101	2	586	8.27	94	6	6.4%	10	1.7%	18	3.1%	56	9.6%	51	8.7%		
010101	3	1936	20.00	699	23	3.3%	228	11.8%	444	22.9%	185	9.6%	169	8.7%		
010103	1	3663	1.66	0	0	0.0%	12	0.3%	3	0.1%	0	0.0%	0	0.0%		
010200	1	1138	1.06	464	17	3.7%	118	10.4%	173	15.2%	151	13.3%	251	22.1%		
010200	2	1731	0.68	645	22	3.4%	226	13.1%	67	3.9%	230	13.3%	382	22.1%		
010200	3	1537	11.64	548	61	11.1%	261	17.0%	149	9.7%	204	13.3%	339	22.1%		
010200	4	789	18.74	304	17	5.6%	118	15.0%	187	23.7%	105	13.3%	174	22.1%		
010301	1	1199	17.94	412	0	0.0%	149	12.4%	149	12.4%	88	7.4%	98	8.2%		
010301	2	2069	18.94	753	48	6.4%	326	15.8%	185	8.9%	153	7.4%	170	8.2%		
010302	1	746	19.54	253	10	4.0%	99	13.3%	129	17.3%	95	12.7%	142	19.0%		
010302	2	628	29.10	281	17	6.0%	81	12.9%	129	20.5%	80	12.7%	119	19.0%		
010401	1	1788	26.03	600	20	3.3%	221	12.4%	292	16.3%	133	7.4%	218	12.2%		
010401	2	1200	3.63	478	68	14.2%	139	11.6%	160	13.3%	89	7.4%	147	12.2%		
010401	3	743	0.38	234	16	6.8%	102	13.7%	113	15.2%	55	7.4%	91	12.2%		
010401	4	2695	10.80	496	17	3.4%	216	8.0%	229	8.5%	200	7.4%	329	12.2%		
010402	1	0	0.42	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
010500	1	1414	18.30	516	3	0.6%	191	13.5%	189	13.4%	84	5.9%	118	8.3%		
010500	2	924	17.84	382	24	6.3%	131	14.2%	147	15.9%	55	5.9%	77	8.3%		
010600	1	1074	0.97	448	0	0.0%	99	9.2%	316	29.4%	84	7.8%	59	5.5%		
010600	2	1706	11.68	585	10	1.7%	245	14.4%	212	12.4%	133	7.8%	93	5.5%		
010600	3	1275	4.52	559	30	5.4%	144	11.3%	281	22.0%	99	7.8%	70	5.5%		
010600	4	1135	13.91	334	42	12.6%	168	14.8%	211	18.6%	89	7.8%	62	5.5%		
010700	1	2014	5.08	806	0	0.0%	203	10.1%	323	16.0%	160	7.9%	156	7.7%		
010700	2	1144	2.17	390	57	14.6%	172	15.0%	76	6.6%	91	7.9%	88	7.7%		
010700	3	824	9.95	265	0	0.0%	114	13.8%	90	10.9%	65	7.9%	64	7.7%		
010700	4	2058	7.83	885	30	3.4%	327	15.9%	472	22.9%	163	7.9%	159	7.7%		
010700	5	1657	6.08	556	54	9.7%	325	19.6%	400	24.1%	131	7.9%	128	7.7%		
010800	1	774	6.43	267	7	2.6%	105	13.6%	85	11.0%	40	5.2%	47	6.1%		
010800	2	795	4.64	244	4	1.6%	83	10.4%	100	12.6%	41	5.2%	49	6.1%		
010800	3	1542	5.69	501	0	0.0%	256	16.6%	191	12.4%	80	5.2%	94	6.1%		
020100	1	748	0.21	284	184	64.8%	74	9.9%	51	6.8%	135	18.0%	418	55.9%		
020200	1	1941	0.14	333	48	14.4%	233	12.0%	109	5.6%	97	5.0%	415	21.4%		
020200	2	812	0.10	278	44	15.8%	135	16.6%	53	6.5%	40	5.0%	173	21.4%		
020300	1	2275	0.30	477	132	27.7%	292	12.8%	42	1.8%	118	5.2%	832	36.6%		
020300	2	5566	0.30	1077	280	26.0%	962	17.3%	139	2.5%	290	5.2%	2035	36.6%		
020400	1	1280	0.68	426	14	3.3%	109	8.5%	324	25.3%	129	10.1%	188	14.7%		
020400	2	1867	0.68	641	19	3.0%	281	15.1%	199	10.7%	188	10.1%	275	14.7%		
020502	1	2503	0.14	0	0	0.0%	6	0.2%	28	1.1%	0	0.0%	0	0.0%		
020503	1	1700	0.58	543	110	20.3%	337	19.8%	146	8.6%	128	7.6%	558	32.8%		
020503	2	2628	1.14	578	187	32.4%	362	13.8%	166	6.3%	199	7.6%	862	32.8%		
020600	1	1226	0.93	407	14	3.4%	54	4.4%	144	11.7%	68	5.6%	193	15.7%		
020600	2	1597	0.57	629	104	16.5%	283	17.7%	269	16.8%	89	5.6%	251	15.7%		
020600	3	1109	0.42	369	31	8.4%	91	8.2%	157	14.2%	62	5.6%	175	15.7%		
030100	1	895	0.20	469	133	28.4%	148	16.5%	139	15.5%	116	13.0%	319	35.6%		
030200	1	586	0.26	203	0	0.0%	89	15.2%	82	14.0%	44	7.5%	171	29.3%		
030200	2	1883	0.41	736	150	20.4%	380	20.2%	220	11.7%	141	7.5%	551	29.3%		
030200	3	1151	0.10	353	104	29.5%	75	6.5%	56	4.9%	86	7.5%	337	29.3%		
030200	4	603	0.12	233	71	30.5%	42	7.0%	99	16.4%	45	7.5%	176	29.3%		
030200	5	1432	0.12	349	119	34.1%	269	18.8%	135	9.4%	107	7.5%	419	29.3%		
030300	1	1070	0.10	299	75	25.1%	218	20.4%	68	6.4%	92	8.6%	264	24.7%		
030300	2	1387	0.42	599	159	26.5%	108	7.8%	184	13.3%	119	8.6%	342	24.7%		
030300	3	1253	0.40	528	22	4.2%	171	13.6%	114	9.1%	107	8.6%	309	24.7%		
030400	1	1469	0.80	607	0	0.0%	134	9.1%	248	16.9%	119	8.1%	154	10.5%		
030400	2	1016	0.28	487	143	29.4%	210	20.7%	174	17.1%	82	8.1%	107	10.5%		
030400	3	1594	8.80	557	16	2.9%	224	14.1%	197	12.4%	129	8.1%	167	10.5%		
030400	4	1115	2.60	415	14	3.4%	184	16.5%	291	26.1%	90	8.1%	117	10.5%		
030400	5	2655	2.30	909	76	8.4%	307	11.6%	189	7.1%	215	8.1%	279	10.5%		
030501	1	1343	0.95	500	30	6.0%	270	20.1%	137	10.2%	143	10.6%	24	1.8%		
030501	2	722	0.56	253	0	0.0%	87	12.0%	115	15.9%	77	10.6%	13	1.8%		
030501	3	2449	8.21	800	34	4.3%	242	9.9%	243	9.9%	260	10.6%	44	1.8%		
030501	4	1665	6.54	691	48	6.9%	128	7.7%	249	15.0%	177	10.6%	30	1.8%		
030502	1	2603	7.98	821	94	11.4%	426	16.4%	453	17.4%	241	9.3%	625	24.0%		
030502	2	1547	0.83	481	10	2.1%	233	15.1%	278	18.0%	143	9.3%	372	24.0%		
040300	1	1107	0.36	378	0	0.0%	205	18.5%	180	16.3%	65	5.9%	128	11.5%		
040300	2	2750	0.36	1036	170	16.4%	501	18.2%	379	13.8%	163	5.9%	317	11.5%		
040400	1	1338	0.36	551	13	2.4%	182	13.6%	316	23.6%	106	7.9%	74	5.6%		
040400	2	945	0.59	357	22	6.2%	131	13.9%	149	15.8%	75	7.9%	53	5.6%		
040400	3	1839	0.41	489	90	18.4%	229	12.5%	364	19.8%	145	7.9%	102	5.6%		
040400	4	2394	0.67	742	147	19.8%	272	11.4%	462	19.3%	189	7.9%	133	5.6%		
040500	1	2689	0.52	904	278	30.8%	319	11.9%	280	10.4%	238	8.9%	583	21.7%		
040500	2	1958	1.12	583	0	0.0%	353	18.0%	285	14.6%	174	8.9%	424	21.7%		
040500	3	1387	0.45	518	115	22.2%	225	16.2%	258	18.6%	123	8.9%	301	21.7%		
040600	1	2165	0.97	926	155	16.7%	221	10.2%	451	20.8%	266	12.3%	391	18.1%		
040600	2	2622	0.25	739	130	17.6%	384	14.6%	279	10.6%	322	12.3%	473	18.1%		
040600	3	1210	0.68	549	79	14.4%	113	9.3%	73	6.0%	148	12.3%	218	18.1%		
040600	4	987	0.62	365	22	6.0%	65	6.6%	158	16.0%	121	12.3%	178	18.1%		
040700	1	1396	1.28	554	17	3.1%	95	6.8%	302	21.6%	165	11.8%	158	11.3%		
040700	2	1863	0.80	704	85	12.1%	277	14.9%	255	13.7%	220	11.8%	211	11.3%		
040700	3	2160	1.86	503	79	15.7%	325	15.0%	366	16.9%	256	11.8%	244	11.3%		
040700	4	2726	2.17	947	138	14.6%	439	16.1%	547	20.1%	323	11.8%	308	11.3%		
040800	1	833	3.28	251	33	13.1%	101	12.1%	64	7.7%	44	5.3%	54	6.5%		
040800	2	2868	1.37	984	28	2.8%	342	11.9%	420	14.6%	153	5.3%	186	6.5%		
040800	3	1638	1.55	529	0	0.0%	168	10.3%	191	11.7%	87	5.3%	106	6.5%		
040901	1	1110	5.28	367	0	0.0%	226	20.4%	125	11.3%	131	11.8%	113	10.2%		
040901	2	1875	2.51	699	6	0.9%	301	16.1%	215	11.5%	222	11.8%	190	10.2%		
040902	1	750	1.06	274	12	4.4%	205	27.3%	169	22.5%	69	9.2%	59	7.8%		
040902	2	1361	2.17	599	39	6.5%	101	7.4%	301	22.1%	126	9.2%	107	7.8%		
040902	3	1513	1.44	531	68	12.8%	237	15.7%	338	22.3%	140	9.2%	119	7.8%		
040902	4	758	1.23	367	15	4.1%	18	2.4%	50	6.6%	70	9.2%	59	7.8%		
040902	5	2159	1.51	696	63	9.1%	170	7.9%	104	4.8%	200	9.2%	169	7.8%		
041000	1	2359	21.17	855	26	3.0%	412	17.5%	382	16.2%	181	7.7%	143	6.1%		
041000	2	1720	1.76	636	13	2.0%	220	12.8%	413	24.0%	132	7.7%	104	6.1%		
041000	3	2073	4.29	779												

Appendix G: Transit Need and Demand



Table 1 Mobility Gap Transit Need Cumberland County Study Area							
Census Tract	Census Block Group	2012 ACS Population	2012 ACS Households	No Vehicle	One Plus Vehicle	Mobility Gap	Transit Need
010101	1	1780	644	44	600	1.3	57
010101	2	586	94	6	88	1.3	8
010101	3	1936	699	23	676	1.3	30
010103	1	3663	0	0	-	1.3	-
010200	1	1138	464	17	447	1.3	22
010200	2	1731	645	22	623	1.3	29
010200	3	1537	548	61	487	1.3	79
010200	4	789	304	17	287	1.3	22
010301	1	1199	412	0	412	1.3	-
010301	2	2069	753	48	705	1.3	62
010302	1	746	253	10	243	1.3	13
010302	2	628	281	17	264	1.3	22
010401	1	1788	600	20	580	1.3	26
010401	2	1200	478	68	410	1.3	88
010401	3	743	234	16	218	1.3	21
010401	4	2695	496	17	479	1.3	22
010402	1	0	0	0	-	1.3	-
010500	1	1414	516	3	513	1.3	4
010500	2	924	382	24	358	1.3	31
010600	1	1074	448	0	448	1.3	-
010600	2	1706	585	10	575	1.3	13
010600	3	1275	559	30	529	1.3	39
010600	4	1135	334	42	292	1.3	55
010700	1	2014	806	0	806	1.3	-
010700	2	1144	390	57	333	1.3	74
010700	3	824	265	0	265	1.3	-
010700	4	2058	885	30	855	1.3	39
010700	5	1657	556	54	502	1.3	70
010800	1	774	267	7	260	1.3	9
010800	2	795	244	4	240	1.3	5
010800	3	1542	501	0	501	1.3	-
020100	1	748	284	184	100	1.3	239
020200	1	1941	333	48	285	1.3	62
020200	2	812	278	44	234	1.3	57
020300	1	2275	477	132	345	1.3	172
020300	2	5566	1077	280	797	1.3	364
020400	1	1280	426	14	412	1.3	18
020400	2	1867	641	19	622	1.3	25
020502	1	2503	0	0	-	1.3	-
020503	1	1700	543	110	433	1.3	143
020503	2	2628	578	187	391	1.3	243
020600	1	1226	407	14	393	1.3	18
020600	2	1597	629	104	525	1.3	135
020600	3	1109	369	31	338	1.3	40
030100	1	895	469	133	336	1.3	173
030200	1	586	203	0	203	1.3	-
030200	2	1883	736	150	586	1.3	195
030200	3	1151	353	104	249	1.3	135
030200	4	603	233	71	162	1.3	92
030200	5	1432	349	119	230	1.3	155
030300	1	1070	299	75	224	1.3	98
030300	2	1387	599	159	440	1.3	207
030300	3	1253	528	22	506	1.3	29
030400	1	1469	607	0	607	1.3	-
030400	2	1016	487	143	344	1.3	186
030400	3	1594	557	16	541	1.3	21
030400	4	1115	415	14	401	1.3	18
030400	5	2655	909	76	833	1.3	99
030501	1	1343	500	30	470	1.3	39
030501	2	722	253	0	253	1.3	-
030501	3	2449	800	34	766	1.3	44
030501	4	1665	691	48	643	1.3	62
030502	1	2603	821	94	727	1.3	122
030502	2	1547	481	10	471	1.3	13
040300	1	1107	378	0	378	1.3	-
040300	2	2750	1036	170	866	1.3	221
040400	1	1338	551	13	538	1.3	17
040400	2	945	357	22	335	1.3	29
040400	3	1839	489	90	399	1.3	117
040400	4	2394	742	147	595	1.3	191
040500	1	2689	904	278	626	1.3	361
040500	2	1958	583	0	583	1.3	-
040500	3	1387	518	115	403	1.3	150
040600	1	2165	926	155	771	1.3	202
040600	2	2622	739	130	609	1.3	169
040600	3	1210	549	79	470	1.3	103
040600	4	987	365	22	343	1.3	29
040700	1	1396	554	17	537	1.3	22
040700	2	1863	704	85	619	1.3	111
040700	3	2160	503	79	424	1.3	103
040700	4	2726	947	138	809	1.3	179
040800	1	833	251	33	218	1.3	43
040800	2	2868	984	28	956	1.3	36
040800	3	1638	529	0	529	1.3	-
040901	1	1110	367	0	367	1.3	-
040901	2	1875	699	6	693	1.3	8
040902	1	750	274	12	262	1.3	16
040902	2	1361	599	39	560	1.3	51
040902	3	1513	531	68	463	1.3	88
040902	4	758	367	15	352	1.3	20
040902	5	2159	696	63	633	1.3	82
041000	1	2359	855	26	829	1.3	34
041000	2	1720	636	13	623	1.3	17
041000	3	2073	779	138	641	1.3	179
041000	4	1426	543	11	532	1.3	14
041100	1	1385	435	84	351	1.3	109
041100	2	1820	544	43	501	1.3	56
041100	3	1318	366	40	326	1.3	52
041100	4	2108	458	107	351	1.3	139
990000	0	0	0	0	-	1.3	-
Cumberland County Study Area		156,864	50,733	5,378	45,355	1.3	6,991

Source: 2009 NHTS data; LSC, 2014.

**Table 2
Greatest Transit Need Model - Census Block Groups
Cumberland County Study Area**

Census Tract	Census Block Group	Land Area (sq. miles)	Total Population 2012 ACS	Total Number of Households 2012 ACS	Zero-Vehicle Households 2012 ACS			Total Number of Older Adults 65 & Over 2012 ACS			Low-Income Population* 2012 ACS			Ambulatory Disability Population 2012 ACS			Overall Score (4-24)	Final (1-6)
					#	Density (Hhlds. Per Sq. Miles)	Rank	#	Density (Persons Per Sq. Miles)	Rank	#	Density (Persons Per Sq. Miles)	Rank	#	Density (Persons Per Sq. Miles)	Rank		
010101	1	63.17	1780	644	44	0.7	2	206	3.3	1	156	2.5	1	170	2.7	1	5	1
010101	2	8.27	586	94	6	0.7	2	18	2.2	1	51	6.2	1	56	6.8	1	5	1
010101	3	20.00	1936	699	23	1.2	2	444	22.2	2	169	8.5	2	185	9.2	2	8	2
010103	1	1.66	3663	0	0	0.0	1	3	1.8	1	0	0.0	1	0	0.0	1	4	1
010200	1	1.06	1138	464	17	16.1	4	173	163.7	4	251	237.8	4	151	143.2	4	16	4
010200	2	0.68	1731	645	22	32.2	4	67	98.0	3	382	559.0	5	230	336.8	6	18	5
010200	3	11.64	1537	548	61	5.2	3	149	12.8	1	339	29.1	3	204	17.6	2	9	2
010200	4	18.74	789	304	17	0.9	2	187	10.0	1	174	9.3	2	105	5.6	1	6	1
010301	1	17.94	1199	412	0	0.0	1	149	8.3	1	98	5.5	1	88	4.9	1	4	1
010301	2	18.94	2069	753	48	2.5	3	185	9.8	1	170	9.0	2	153	8.1	2	8	2
010302	1	19.54	746	253	10	0.5	2	129	6.6	1	142	7.3	1	95	4.9	1	5	1
010302	2	29.10	628	281	17	0.6	2	129	4.4	1	119	4.1	1	80	2.7	1	5	1
010401	1	26.03	1788	600	20	0.8	2	292	11.2	1	218	8.4	2	133	5.1	1	6	1
010401	2	3.63	1200	478	68	18.8	4	160	44.1	2	147	40.4	3	89	24.6	2	11	3
010401	3	0.38	743	234	16	42.1	4	113	297.5	5	91	239.0	4	55	145.5	4	17	4
010401	4	10.80	2695	496	17	1.6	2	229	21.2	2	329	30.5	3	200	18.6	2	9	2
010402	1	0.42	0	0	0	0.0	1	0	0.0	1	0	0.0	1	0	0.0	1	4	1
010500	1	18.30	1414	516	3	0.2	2	189	10.3	1	118	6.4	1	84	4.6	1	5	1
010500	2	17.84	924	382	24	1.3	2	147	8.2	1	77	4.3	1	55	3.1	1	5	1
010600	1	0.97	1074	448	0	0.0	1	316	326.3	5	59	60.5	3	84	86.6	3	12	3
010600	2	11.68	1706	585	10	0.9	2	212	18.2	2	93	8.0	2	133	11.4	2	8	2
010600	3	4.52	1275	559	30	6.6	3	281	62.1	3	70	15.4	2	99	22.0	2	10	3
010600	4	13.91	1135	334	42	3.0	3	211	15.2	1	62	4.4	1	89	6.4	1	6	1
010700	1	5.08	2014	806	0	0.0	1	323	63.6	3	156	30.7	3	160	31.4	3	10	3
010700	2	2.17	1144	390	57	26.3	4	76	35.1	2	88	40.8	3	91	41.8	3	12	3
010700	3	9.95	824	265	0	0.0	1	90	9.0	1	64	6.4	1	65	6.6	1	4	1
010700	4	7.83	2058	885	30	3.8	3	472	60.3	3	159	20.3	2	163	20.8	2	10	3
010700	5	6.08	1657	556	54	8.9	3	400	65.8	3	128	21.1	2	131	21.6	2	10	3
010800	1	6.43	774	267	7	1.1	2	85	13.2	1	47	7.4	1	40	6.2	1	5	1
010800	2	4.64	795	244	4	0.9	2	100	21.6	2	49	10.5	2	41	8.9	2	8	2
010800	3	5.69	1542	501	0	0.0	1	191	33.6	2	94	16.5	2	80	14.0	2	7	2
020100	1	0.21	748	284	184	889.3	6	51	246.5	4	418	2020.4	6	135	652.5	6	22	6
020200	1	0.14	1941	333	48	347.6	5	109	789.4	6	415	3002.5	6	97	699.6	6	23	6
020200	2	0.10	812	278	44	452.1	6	53	544.6	6	173	1782.1	6	40	415.2	6	24	6
020300	1	0.30	2275	477	132	441.7	6	42	140.5	3	832	2783.2	6	118	396.1	6	21	5
020300	2	0.30	5566	1077	280	930.1	6	139	461.7	5	2035	6760.1	6	290	962.0	6	23	6
020400	1	0.68	1280	426	14	20.6	4	324	477.8	5	188	277.7	4	129	190.2	5	18	5
020400	2	0.68	1867	641	19	27.9	4	199	291.9	5	275	402.9	5	188	275.8	5	19	5
020502	1	0.14	2503	0	0	0.0	1	28	205.1	4	0	0.0	1	0	0.0	1	7	2
020503	1	0.58	1700	543	110	189.0	5	146	250.8	4	558	958.2	5	128	220.7	5	19	5
020503	2	1.14	2628	578	187	164.0	5	166	145.5	4	862	756.0	5	199	174.1	4	18	5
020600	1	0.93	1226	407	14	15.1	3	144	155.2	4	193	208.1	4	68	73.6	3	14	4
020600	2	0.57	1597	629	104	181.9	5	269	470.4	5	251	439.6	5	89	155.5	4	19	5
020600	3	0.42	1109	369	31	74.1	5	157	375.4	5	175	417.4	5	62	147.7	4	19	5
030100	1	0.20	895	469	133	656.5	6	139	686.1	6	319	1574.5	6	116	572.6	6	24	6
030200	1	0.26	586	203	0	0.0	1	82	311.6	5	171	651.7	5	44	167.0	4	15	4
030200	2	0.41	1883	736	150	362.2	6	220	531.2	6	551	1330.6	6	141	340.9	6	24	6
030200	3	0.10	1151	353	104	1,072.0	6	56	577.2	6	337	3472.2	6	86	889.6	6	24	6
030200	4	0.12	603	233	71	584.4	6	99	814.9	6	176	1452.6	6	45	372.1	6	24	6
030200	5	0.12	1432	349	119	980.4	6	135	1,112.2	6	419	3452.6	6	107	884.5	6	24	6
030300	1	0.10	1070	299	75	721.0	6	68	653.7	6	264	2539.7	6	92	881.7	6	24	6
030300	2	0.42	1387	599	159	376.2	6	184	435.4	5	342	810.3	5	119	281.3	5	21	5
030300	3	0.40	1253	528	22	55.5	5	114	287.7	5	309	780.8	5	107	271.1	5	20	5
030400	1	0.80	1469	607	0	0.0	1	248	311.1	5	154	193.5	4	119	149.6	4	14	4
030400	2	0.28	1016	487	143	502.8	6	174	611.8	6	107	375.1	5	82	289.9	5	22	6
030400	3	8.80	1594	557	16	1.8	2	197	22.4	2	167	19.0	2	129	14.7	2	8	3
030400	4	2.60	1115	415	14	5.4	3	291	111.8	3	117	45.0	3	90	34.8	3	12	3
030400	5	2.30	2655	909	76	33.0	4	189	82.1	3	279	121.1	4	215	93.6	3	14	4
030501	1	0.95	1343	500	30	31.5	4	137	143.9	3	24	25.1	2	143	150.0	4	13	3
030501	2	0.56	722	253	0	0.0	1	115	206.9	4	13	23.1	2	77	138.1	4	11	3
030501	3	8.21	2449	800	34	4.1	3	243	29.6	2	44	5.3	1	260	31.7	3	9	2
030501	4	6.54	1665	691	48	7.3	3	249	38.1	2	30	4.5	1	177	27.1	2	8	2
030502	1	7.98	2603	821	94	11.8	3	453	56.7	2	625	78.3	3	241	30.2	3	11	3
030502	2	0.83	1547	481	10	12.0	3	278	334.4	5	372	447.0	5	143	172.2	4	17	4
040300	1	0.36	1107	378	0	0.0	1	180	494.4	5	128	350.8	5	65	179.7	5	16	4
040300	2	0.36	2750	1036	170	470.5	6	379	1,048.9	6	317	878.1	5	163	449.9	6	23	6
040400	1	0.36	1338	551	13	35.6	4	316	866.1	6	74	203.7	4	106	289.8	5	19	5
040400	2	0.59	945	357	22	37.1	4	149	251.5	4	53	88.6	3	75	126.1	4	15	4
040400	3	0.41	1839	489	90	217.2	5	364	878.7	6	102	246.6	4	145	350.9	6	21	5
040400	4	0.67	2394	742	147	219.0	5	462	688.3	6	133	198.2	4	189	281.9	5	20	5
040500	1	0.52	2689	904	278	538.4	6	280	542.3	6	583	1128.9	6	238	461.7	6	24	6
040500	2	1.12	1958	583	0	0.0	1	285	255.0	4	424	379.8	5	174	155.4	4	14	4
040500	3	0.45	1387	518	115	254.3	5	258	570.4	6	301	664.8	5	123	271.9	5	21	5
040600	1	0.97	2165	926	155	160.3	5	451	466.3	5	391	404.2	5	266	274.7	5	20	5
040600	2	0.25	2622	739	130	521.8	6	279	1,119.8	6	473	1900.1	6	322	1291.3	6	24	6
040600	3	0.68	1210	549	79	116.4	5	73	107.6	3	218	322.0	5	148	218.6	5	18	5
040600	4	0.62	987	365	22	35.7	4	158	256.7	4	178	289.5	4	121	196.8	5	17	4
040700	1	1.28	1396	554	17	13.3	3	302	236.8	4	158	123.8	4	165	129.6	4	15	4
040700	2	0.80	1863	704	85	106.4	5	255	319.1	5	211	263.6	4	220				