



Human Service Transportation Plan Update

Final Report Atlantic County

Prepared for

**South Jersey Transportation
Planning Organization**

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INTRODUCTION

A number of agencies administer several human service programs that are oriented to individuals and families with special needs such as low income, senior citizens or disabled. In large part these are programs specified in federal law with substantial funding providing by numerous departments. While many of these programs did not have a transportation component at the outset, it became clear that the human service needs of clients could not be met unless transportation was provided. To fill this mobility need, many human service agencies provided transportation service either directly or through contractors. Each of the programs had its own funding stream and unique set of guidelines on transportation eligibility and funding.

Transportation programs were administered or operated by a variety of state and county government agencies as well as non-profit organizations and private firms. The federal government, which is a major funding agency for these programs, recognized that this fragmented approach to providing transportation service was not cost efficient. This resulted in the United We Ride Initiative to achieve economies through increased coordination and consolidation of transportation services. Participation in this federal program is by a host of agencies including the Federal Transit Administration. Responsibility for carrying out this federal program in New Jersey was assigned to NJ Transit who is the designated recipient for many of the FTA programs. In addition, New Jersey counties must bring their transportation programs in compliance with United We Ride.

As the regional clearinghouse for all federal transit grants, the South Jersey Transportation Planning Organization (SJTPPO) has been the lead agency for the four counties comprising its service area: Atlantic, Cape May, Cumberland and Salem. Grants under three FTA programs: 5310 Elderly Persons and Persons With Disabilities, 5316 Job Access Reverse Commute and 5317 New Freedoms must be compatible with and support the United We Ride Initiative. In response to this responsibility, SJTPPO conducted a study to develop a Human Service Transportation Plan that coordinates present providers. A separate plan was prepared for each of the four counties in 2007. The plans included an inventory of current services and providers, a description of target populations and needs, assessment of the overall system and a series of steps to achieve coordination. Study recommendations included proposals that related to service expansion and changes to the current organization and management structure for service delivery.

The current analysis is an update of this earlier work and recognizes that coordination is a process, rather than a static event or program. The study includes some of the same steps as those performed previously such as an examination of the service area and the existing transportation system. The current assignment considers both the needs of each individual county, but also explores regional issues that might surface with this update. Further, the study reflects more recent events which relate primarily to constrained and reduced funding levels.

One major difference between the prior and current analysis is the focus is on a process that can be used to identify future projects in the Statewide Transportation Improvement Program (STIP). Throughout the study process communications were maintained with stakeholders in each county as well as other study participants at the regional and state level.

During the course of the study, interim reports were prepared that described particular aspects of the study. In this way, comments received on one work step were included in subsequent steps of the study process.

This report presents the plan update for human service transportation services in Atlantic County. It establishes a coordinated approach for the various transportation programs. The plan update should not be viewed as a static document. In subsequent years, the plan will be further refined and modified to reflect changes to conditions and the success of implementing study proposals. The report contents closely follow the sequence of steps followed in the plan update. This includes the following:

- **Existing Transportation Services** – An overview of existing public transportation services in Atlantic County including fixed route, demand response and commuter rail services.
- **Service Area Profile** – A description of the service area which updates the work completed in 2007 with the initial study effort. The analysis includes population and employment, target populations, commuting patterns, and major generators.
- **Coordination, Regional Issues and Policy Guidelines** – A review of the coordination options and recommendations identified in the 2007 HSTP, which refines and modifies these areas to reflect any changes that have occurred in the county since 2007. Regional issues that extend beyond the boundaries of a single county also were examined. Finally, this chapter presents policy guidelines for assessing projects for consistency with the United We Ride initiative to secure federal funding.
- **Service Plan** – The report concludes with a service plan that identifies projects to be pursued in order to meet the goals of coordinating human service transportation within the County. In addition, this section describes the process that will be used to amend the plan to include projects that have not yet been identified.

EXISTING TRANSPORTATION SERVICES

This chapter provides an overview of existing public transportation services in Atlantic County. There are currently three types of public transportation services offered in the county, fixed route, demand responsive (paratransit), and passenger rail. The primary fixed route operator in Atlantic County is NJ Transit which serves the county's primary population centers seven days a week and provides regional service and long distance service to Philadelphia and New York City. A second fixed route operator is the South Jersey Transportation Authority (SJTA), which operates a shuttle route on weekdays between the Egg Harbor City train station and the Atlantic City International Airport. The third fixed route operator is the Atlantic City Jitney Association (ACJA) which operates four shuttle lines in Atlantic City 24 hours a day and provide frequent connections between the various tourist locations in the city.

The primary demand responsive service operators in Atlantic County include the Atlantic County Transportation Unit (ACTU), the NJ Transit Access Link program, LogistiCare, and various public and private, non-profit organizations and private transportation companies.

Commuter rail service is provided by NJ Transit and consists of two services – the Atlantic City Rail Line operating daily service between Atlantic City and Philadelphia and the Atlantic City Express rail Service (ACES) operating Friday, Saturday, and Sunday between Atlantic City and New York City.

Assembling a comprehensive inventory of all services will allow 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.

Fixed Route Bus Service Description

This section describes all of the fixed route public transportation services operated in Atlantic 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. All of the services meeting this description in Atlantic County are operated by NJ Transit, the South Jersey Transportation Authority (SJTA), and the Atlantic City Jitney Association (ACJA).

NJ Transit Bus Routes – NJ Transit operates 14 bus routes in Atlantic County. These routes consist of seven local routes within Atlantic County that connect various population centers in the county with Atlantic City – 501, 502, 504, 505, 507, 508, and 509; five long distance routes originating in Atlantic City and providing service to points elsewhere in Southern New Jersey – 551, 552, 553, 554, and 559; and two long distance routes that operate from Atlantic City to Philadelphia and New York City – 315 and 319.

All NJ Transit bus routes in Atlantic County operate seven days a week. All of the routes operate during the evening with various routes offering 24 hour service both during the week and on weekends. Certain routes, including Routes 502, 505, and 553, offer service every 40 minutes or less throughout the service day. Other NJ Transit bus routes in Atlantic County offer service typically every 60 minutes throughout the service day. Bus routes 315 and 319 offer service at a much lower frequencies that range from 90 minutes in the peak period to a total of three round trips per day.

South Jersey Transportation Authority (SJTA) – The SJTA operates the Egg Harbor Shuttle in Galloway Township between the Egg Harbor City Rail Station, Richard Stockton College, the FAA Technical Center, and the Atlantic City International Airport. The shuttle route operates five round trips each weekday between approximately 7:00 AM and 8:30 PM, with three of the five trips operated during the AM and PM peak periods. One trip is provided in the midday trip from the rail station to the airport while an evening trip is operated from the airport to the rail station. The service is operated with one 26 passenger bus. One driver is assigned to the weekday service.

Atlantic City Jitney Association (ACJA) – The ACJA operates four fixed route shuttle buses in Atlantic City that provide frequent connections between the various tourist locations in the city. The jitneys operate every 8 to 15 minutes 365 days a year. Three of the four routes – Pink, Blue, and Green – operate 24 hours a day with the Orange Route operating from 7:00 AM to 7:00 PM.

Table 1 lists the fixed route services operated in Atlantic County; Table 2 and Table 3 provide the span of service and the frequency at which these services operate respectively.

The fixed route transit network in Atlantic County is fairly extensive in the southeastern portion of the county, which encompasses the shoreline and bay area communities, as well as the mainland municipalities situated along the Atlantic City Expressway and Garden State Parkway. This is the primary population center in Atlantic County and the area that exhibits the greatest need for public transportation service. However, NJ Transit has a more challenging service environment in serving the lower density residential and commercial development that characterizes the rapidly growing townships located in the central portion of Atlantic County, as well as the western and outlying areas of the county that are still largely rural in character. In these areas of Atlantic County, NJ Transit fixed route bus service is more limited and oriented along major highway routes – US 40, US 322 and State Highway 50 – and focused on serving population concentrations. As a result, transit dependent residents living in the rural and less developed areas of Atlantic County have limited mobility options, particularly those individuals who don't qualify for agency assisted transportation service.

Table 1 – Fixed Route Services

Route	From	To	Atlantic County Communities Served
New Jersey Transit			
315	Philadelphia	Cape May	Weymouth Twp., Cloverleaf Lakes, Corbin City, Hamilton Twp., Estell Manor, Folsom, Mays Landing,
319	New York City	Wildwood	Atlantic City, Somers Point
501	Atlantic City	Brigantine Beach	Atlantic City, Brigantine,
502	Atlantic City	Atlantic Cape Community College	Atlantic City, Cardiff, Egg Harbor Twp., Hamilton, Pleasantville
504	Atlantic City	Ventnor Plaza	Atlantic City, Chelsea Heights, Ventnor
505	Atlantic City	Longport	Atlantic City, Longport, Margate, Ventnor
507	Atlantic City	Ocean City	Atlantic City, Chelsea Heights, Egg Harbor Twp., Linwood, Northfield, Pleasantville, Somers Point (Seasonal)
508	Atlantic City	Hamilton Mall	Absecon, Atlantic City, Chelsea Heights, Egg Harbor Twp., Galloway Twp., Hamilton Twp., Pleasantville
509	Atlantic City	Somers Point	Atlantic City, Chelsea Heights, Linwood, Northfield, Pleasantville, Somers Point (Seasonal)
551	Atlantic City	Philadelphia	Atlantic City, Hamilton Twp., Somers Point (Seasonal)
552	Atlantic City	Cape May	Atlantic City
553	Atlantic City	Upper Deerfield	Atlantic City, Buena Vista, Hamilton Twp., Pleasantville
554	Atlantic City	Lindenwold	Absecon, Atlantic City, Cologne, Egg Harbor City, Elwood, Galloway Twp., Hammonton, Mullica Twp., Pleasantville,
559	Atlantic City	Lakewood	Absecon, Atlantic City, Galloway Twp., Port Republic, Pleasantville
SJTA			
Egg Harbor Shuttle	Egg Harbor Rail Station	AC Intl Airport	Richard Stockton College of New Jersey (Galloway Twp.)
Atlantic City Jitney Association			
1 – Pink	New Hampshire Avenue	Jackson Avenue	Atlantic City
2 – Blue	Trump Marina	Pacific Avenue	Atlantic City
3 – Green	Trump Marina	Pacific Avenue	Atlantic City
4 – Orange	Jackson Avenue	Indiana Avenue	Atlantic City

Table 2 – Span of Service: Fixed Routes

Route	Weekday	Saturday	Sunday
New Jersey Transit			
315	6:25 AM – 8:46 PM	6:25 AM – 8:46 PM	6:25 AM – 8:46 PM
319	7:30 AM – 1:05 AM	7:00 AM – 3:05 AM	7:00 AM – 3:05 AM
501	24 Hours	24 Hours	24 Hours
502	5:05 AM – 11:48 PM	7:45 AM – 11:40 PM	8:15 AM – 8:18 PM
504	6:29 AM – 12:00 AM	6:29 AM – 12:00 AM	7:57 AM – 8:00 PM
505	24 Hours	24 Hours	24 Hours
507	24 Hours	24 Hours	24 Hours
508	5:32 AM – 2:02 AM	5:40 AM – 1:57 AM	5:40 AM – 1:57 AM
509	6:00 AM – 12:49 AM	6:00 AM – 12:49 AM	6:00 AM – 12:49 AM
551	24 Hours	24 Hours	24 Hours
552	24 Hours	24 Hours	24 Hours
553	24 Hours	24 Hours	24 Hours
554	24 Hours	24 Hours	24 Hours
559	24 Hours	24 Hours	24 Hours
SJTA			
Egg Harbor Shuttle	6:52 AM – 8:34 PM	No Service	No Service
Atlantic City Jitney Association			
1 – Pink	24 Hours	24 Hours	24 Hours
2 – Blue	24 Hours	24 Hours	24 Hours
3 – Green	24 Hours	24 Hours	24 Hours
4 – Orange	7:00 AM – 7:00 PM	7:00 AM – 7:00 PM	7:00 AM – 7:00 PM

Table 3 – Frequency of Service: Fixed Routes
(Average frequencies in minutes)

Route	Weekday			Saturday		Sunday	
	Peak	Midday	Evening	Day	Evening	Day	Evening
NJ Transit							
315	3 Round Trips Daily						
319	120	120	130	120	135	120	135
501	30	60	60	60	60	60	60
502	20	20	25	20	30	30	--
504	50	50	50	50	50	90	--
505	12	15	25	15	20	15	25
507	45	60	60	45	60	45	60
508	60	60	60	60	60	60	60
509	60	60	60	60	60	60	60
551	30	60	40	30	30	30	30
552	60	60	60	60	60	60	60
553	30	30	40	30	40	30	40
554	30	60	60	50	60	50	60
559	60	60	120	60	120	60	120
SJTA							
Egg Harbor Shuttle	3 RT	1 Trip	1 Trip	--	--	--	--
Atlantic City Jitney Association							
1 – Pink	8-15 Minutes						
2 – Blue	8-15 Minutes						
3 – Green	8-15 Minutes						
4 – Orange	8-15 Minutes						

Passenger Rail Services

NJ Transit operates two passenger rail services in Atlantic County that serve Philadelphia and New York City. The two rail services are described below and summarized in Table 4.

- Atlantic City Rail Line** – This rail line operates daily service between Atlantic City and Philadelphia. In Atlantic County, the train stops in Absecon, Egg Harbor City, and Hammonton. On weekdays, the train operates from 4:35 AM to 1:20 AM at a frequency of every 90 minutes during the peak period and approximately every 100 minutes during off peak hours. On Saturday and Sunday, the train operates from 6:41 AM to 1:20 AM, with daytime service every 90 minutes and evening service every two hours. A shuttle bus is operated and designed to meet all arriving and departing trains.

- **Atlantic City Express Service (ACES)** – This rail line operates express service between Atlantic City and New York City on Friday, Saturday, and Sunday. Service on this rail line is limited and consists of one northbound and two southbound trips on Friday; three northbound and two southbound trips on Saturday; and one southbound and two northbound trips on Sunday.

Table 4 – Passenger Rail Services

Route	From	To	Service Hours	Service Span	Headway (avg.)	Communities Served
Atlantic City Rail Line	Atlantic City	Philadelphia	Monday – Friday	4:35 AM – 1:20 AM	Peak 90 Min Off Peak 100 Min	Atlantic City, Absecon, Egg Harbor Twp., Hammonton
			Saturday	6:41 AM – 1:20 AM	Daytime 90 Min Evening 120 Min	
			Sunday	6:41 AM – 1:20 AM	Daytime 90 Min Evening 120 Min	
Atlantic City Express Service	Atlantic City	New York City	Friday	10:02 AM – 10:57 PM	3 Trips	Atlantic City
			Saturday	12:29 AM – 5:56 PM	5 Trips	
			Sunday	9:16 AM – 4:50 PM	3 Trips	

Demand Responsive Paratransit Services

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, non-profit organizations, and private transportation companies offer demand responsive services in Atlantic County and throughout the region.

To gather information about the various service providers in Atlantic County, a SJTPO Transportation Provider Questionnaire was sent to each organization in Atlantic County believed to be providing some type of public transportation service. The questionnaire was sent to 29 organizations; of this number, eight organizations completed and returned the questionnaire, including:

- The Atlantic County Transportation Unit (ACTU)
- Bacharach Institute of Rehabilitation
- Brigantine Senior Shuttle
- CARING Inc.

- Family Service Association
- Hamilton Township Senior Center
- South Jersey AIDS Alliance
- Ventnor Senior Shuttle

While the response rate was relatively low in Atlantic County, the survey respondents include the major providers in the county.

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

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 Atlantic County. These resources included Federal 5310, 5316 (JARC), and 5317 (New Freedom) grant applications, existing plans and studies, on-line agency websites and conversations with agency staff members, input from the SJTPO, and the consultant team's knowledge of the area. In addition, ridership information pertaining to the Access Link program was provided by NJ Transit.

It is likely that some organizations that were mailed a survey do not actually operate or administer transportation services and did not find it necessary to complete a survey. In addition, recent changes in the State with regard to Medicaid transportation has likely resulted in various organizations no longer operating or administering transportation service in Atlantic County. LogistiCare has been designated the statewide broker for all Medicaid transportation.

Based on the survey findings and other information sources utilized to prepare this report, it appears that there are 24 providers operating some type of demand responsive transportation in Atlantic County. These services are generally limited 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. The list of demand responsive services also includes private transportation companies that serve Atlantic County, which are generally small businesses operating taxicab, ambulance and charter services; these companies complement the demand responsive network in Atlantic County by offering service to the general public, transporting agency clients on a contractual basis, and in some instances, transporting Medicaid eligible clients.

A summary of the 24 providers is presented below and documented in Table 5. It should be noted that several agencies provide service in more than a single county. As a result, no attempt was made to segregate providers by an individual county.

Table 5 – Demand Responsive Transportation Services

System	Service Hours	Service Area	Service Type*	Eligibility	Eligible Trips	Advance Scheduling	Vehicle Fleet
Atlantic Co. Transportation Unit	M-F 4AM-6PM Sat 4AM-5PM Sun 8AM-4PM	Atlantic, Cape May, Cumberland Co's	DR	County Residents seniors (60+), disabled, agency clients accessing social services, rural residents	Medical, Shopping, employment, Job Training, Social Services, Recreational	No Advance Notice is Needed	27 Vans 14 Mini-Buses
NJ Transit Access Link	At same times as applicable fixed route service	Within ¼ mile of NJ Transit fixed route service	DR	Disabled Persons unable to access fixed route service	Any	1 Day	No Information
A.C. Sr. Citizens Transportation	M-F 8AM-4PM	Atlantic Co.	DR	Municipal Residents 60+, Disabled	Medical, Shopping, Recreation	2 Days	4 Sedans (2 w/c)
City of Ventnor Senior Shuttle	M-F 9AM-1PM	Ventnor, Margate, Longport	DR	Municipal Residents Age 60+	Medical, Shopping, Social Services, Recreation	1 Day	1 w/c Van
Hamilton Twp. Social Services	M-F 8AM-3PM	Atlantic, Cumberland Co's	DR	Municipal Residents Age 55+, Low Income	Medical, Nutrition	1 Day	3 Vans 1 Sedan
City of Brigantine	M-F 9AM-1PM	Brigantine	DR	Municipal Residents 60+, Disabled	Medical, Shopping, Social Services, Recreation	1 Day	1 w/c Van
Galloway Twp. Senior Services	M-F 8:30 AM-4:30 PM	Galloway Twp., Port Republic	DR	Municipal Residents 55+, Disabled	Shopping, Recreation	2 Days	2 Mini-Buses 1 Sedan
Margate Senior Citizen Shuttle	M-F 9:15AM-3:00PM	Margate Ventnor, Longport	DR	Municipal Residents 60+, Disabled	Medical, Shopping, Various Errands	No Advance Notice is Needed	1 Mini-Bus
City of Pleasantville	M-F 7AM-1PM	Pleasantville, Northfield, Absecon	DR	Municipal Residents 60+, Disabled	Medical, Shopping, Nutrition, Recreation	1 Day	1 Van
CARING Inc.	M-F 8:00 AM-4:00PM	Atlantic Co.	DR	Agency Clients	Medical, Shopping, Social Services	7 Days	12 Vans 4 Mini-Buses 3 Sedans
South Jersey AIDS Alliance	M-F 8:30 AM-4:40PM	Atlantic, Cape May, Cumberland, Camden Co's	DR	Agency Clients	Medical, Social Services	No Advance Notice is Needed	No Information
Family Service Association	M-F 8:00 AM-3:30PM	Atlantic Co.	DR	Agency Clients	Medical, Social Services	No Advance Notice is Needed	1 w/c Mini-Bus
Bacharach Institute for Rehab	M-F 7AM-5PM Sat 7AM-12PM	Atlantic, Cape May, Ocean Co's	DR	Agency Clients	Medical	No Information	5 Mini-Vans 2 Mini-Buses 1 Van (7 w/c)
Easter Seals of NJ	M-F 8:30 AM-3:00PM	Atlantic Co.	DR	Agency Clients	Adult Day Care	No Advance Notice is Needed	7 Mini-Vans 4 Vans (4 w/c)

Table 5 – Demand Responsive Transportation Services (Continued)

System	Service Hours	Service Area	Service Type*	Eligibility	Eligible Trips	Advance Scheduling	Vehicle Fleet
Shirley Eves Development Therapeutic Center	M-F 8AM-6PM 2 Weekends (other) Sat/Sun 24 Hours (Programs)	Salem, Cumberland, Atlantic, Gloucester Co's	DR	Agency Clients	Medical, Employment, Training	No Advance Notice is Needed	2 Sedans (1 w/c accessible)
Elwyn	M-F 8AM-5PM	Cumberland, Gloucester, Atlantic Co's	DR	Agency Clients & Family Members	Any	No Advance Notice is Needed	Contracts with Sheppard Bus Company
Puerto Rican Action Committee	M-F 8:30 AM-4:30 PM	Salem County, Southern NJ, Philadelphia & Wilmington Areas	DR	Agency Clients	Medical, Employment/T raining, Social Services	2 Days	24 Mini-Vans 2 Sedans
Eastern Shore Nursing & Rehab Center	M-F 8:00 AM-3:00 PM	Cape May & Atlantic Co.'s	DR	Agency Clients	Medical, Shopping, Recreation	No Advance Notice is Needed	1 Van (ADA)
The Shores at Wesley Manor	M-F 8:00 AM-4:00 PM	Cape May & Atlantic Co's	DR	Agency Clients	Medical, Shopping, Recreation	1 Day	1 Bus (ADA) 1 Mini-Van (ADA) 1 Van
Yellow Cab	24 Hours	Atlantic Co.	Taxi	General Public	Any	No Advance Notice is Needed	60 Sedans
Beach Cab & Courier	24 Hours	Atlantic City, Brigantine, Absecon	Taxi	General Public	Any	No Advance Notice is Needed	No Information
Green Cab	Sun-Th. 6AM-2AM Fri-Sat 24 Hours	Cumberland, Atlantic, Gloucester, Salem Co's.	Taxi	General Public	Any	No Advance Notice is Needed	7 Sedans
Millville Rescue Squad	24 Hours/7 Days	Cumberland, Atlantic, Camden, Gloucester, Salem Co's; PA &DE	DR & S	General Public	Medical, Dialysis, Adult Day Care, Nutrition Centers	2 Days If Not Pre- Scheduled	23 Ambulances 3 Mini-Vans 18 Vehicles are w/c Accessible
Five Mile Beach Company	M-F 9AM-5PM Sat-Sun 9AM-12AM	Cape May, Atlantic, Cumberland Co's; Eastern PA and DE	DFR DR,S	General Public	Any	No Information	25 Buses 7 Mini-Vans 2 Vans

* DR – Demand Response, DFR – Deviated Fixed Route, S – Subscription

Atlantic County Transportation Unit (ACTU) – The ACTU provides demand responsive transportation service to any county resident that is a senior citizen (60+), disabled, a veteran, qualified to travel to/from employment, educational, or job training sites, and/or living in the rural areas of the county. However, ACTU does not duplicate services that are available and provided by other service providers which means that residents living in institutional or assisted living facilities, or that qualify for services from another transportation provider, may not be eligible for all of ACTU's transportation services.

Service is provided on a first come, first served basis and is available seven days a week at a minimum of eight hours each day. The system provides door to door service throughout Atlantic County with some trips to Cape May, and Cumberland Counties using a fleet of 41 directly operated vehicles (27 vans and 14 mini-buses), of which, 37 are ADA accessible. Trips are provided free of charge but voluntary donations are accepted from passengers to help defray costs.

Eligible residents can use ACTU to access medical, shopping, social service, recreational/social, employment/training, and nutrition trips. The system classifies the trips that they provide under the various service programs as either “life essential” or “life enhancing.” For example, a senior citizen traveling to a doctor’s appointment is classified as life essential whereas if that same passenger wanted to use the service to visit a friend, they would be classified as life enhancing. For life essential trips, passengers can call for a reservation up to seven days prior to their desired date of travel. For life enhancing trips, passengers must wait until two days before their desired date of travel. This allows for the prioritization of life essential trips. Any passenger can call on the same day that they desire to travel and request service. It will be provided if space is available. It should be noted that all rural general public trips are classified as life essential.

ACTU uses a fully computerized scheduling system to schedule and monitor passenger trips.

Between FY 2008 and FY 2009, ACTU averaged approximately 158,000 passenger trips, 820,000 vehicle miles and 93,000 vehicle hours each year, with operating costs increasing from approximately \$3.8 million to \$4.0 million over the two year period. The majority of the funds to operate the ACTU system come from Atlantic County and New Jersey’s Casino Revenue Fund. The system also receives considerable operating assistance from Title III of the Older Americans Act, the Federal Transit Administration’s (FTA) Section 5311 and 5316 (JARC) programs and the Federal CMAQ program.

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 AM and 4:00 PM.

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.

Access Link is managed on a regional basis with each region encompassing several counties – Atlantic County is included in Region’s 2 and 3. As a result, much of the data regarding the system cannot be disaggregated to the county level. However, NJ Transit was able to provide the number of passenger trips originating in Atlantic County through the Access Link program, with the data indicating that in FY 2009 approximately 53,000 trips on the Access Link program originated in Atlantic County. This was the highest total within the SJTPO region and is consistent with Atlantic County being the most populous county in the SJTPO region. Cape May County was the second highest (approx. 3,200), followed by Cumberland County (approx. 2,900) and Salem County (approx. 600) in FY 2009.

Because most of NJ Transit’s fixed route bus services in Atlantic County serve the population center concentrated in the southeastern portion of the county, the availability of Access Link service in the other areas of the county is limited. As a result, persons with disabilities residing in areas un-served by Access Link must rely on other demand responsive providers that often provide a lower level of service and limited geographical range.

Medicaid Transportation (LogistiCare) – 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. LogistiCare does not own or directly operate vehicles themselves.

Service is provided Monday through Friday from 8:00 AM to 4:00 PM. Reservations must be made by 12:00 PM two days before the desired trip time.

Prior to LogistiCare, non-emergency Medicaid Transportation in Atlantic County was provided by the Atlantic County Transportation Unit (ACTU).

Municipal Transportation Services – Seven municipalities in Atlantic County directly operate their own demand responsive transportation service that is provided specifically for their respective senior citizen and disabled resident populations. In a few instances, the systems will also transport Atlantic County residents and other passenger groups including children and residents traveling to/from employment sites. The municipalities providing demand responsive bus service include:

- Atlantic City
- Ventnor
- Brigantine
- Galloway Township
- Hamilton Township
- Margate
- Pleasantville

The seven municipalities collectively operate a total of 15 vehicles comprised of six sedans, six vans, and three mini-buses; of this number, seven of the vehicles are wheelchair accessible. Atlantic City Senior Citizens Transportation and the Hamilton Township Social Services Center operate the largest vehicle fleets among the seven systems with four vehicles apiece.

Door-to-door transportation is provided Monday through Friday from 7:00 AM to 4:30 PM for medical appointments, shopping, various social services, and recreational activities. The municipal systems do not operate evening or weekend service.

The City of Brigantine shuttle is the only service that does not operate beyond its municipal border. The Ventnor, Galloway Township, Margate, and Pleasantville systems travel into neighboring municipalities; the Atlantic City service operates to regional destinations in Atlantic County, such as shopping centers and medical facilities, while the Hamilton Township system operates throughout Atlantic County and also serves parts of Cumberland County.

The Hamilton Township and Margate services do not require advance reservations to access the services. The Ventnor, Brigantine, and Pleasantville systems require their passengers to reserve trips one day in advance, while the Atlantic City and Galloway Township services require a two-day advance notice.

None of the municipal services charge passengers a fare, with all costs of the services incurred by their respective municipalities. A few of the systems for which data was available indicated that the services are supported by volunteers.

Taxi, Ambulance and General Transportation – There are two taxi companies in Atlantic County that complement the services offered by fixed route and demand responsive transportation – Yellow Cab based in Atlantic City and Beach Cab and Courier based in

Brigantine. Both companies provide curb to curb service 24 hours a day and are open to the general public for any trip purpose. Advance reservations are not needed as most trips are accommodated within 30 minutes after the trip has been requested.

Yellow Cab operates throughout Atlantic County using 60 sedans that are unable to accommodate wheelchairs. A one-way fare ranges from \$13.00 to \$19.00 depending on the distance traveled.

Beach Cab & Courier serves Atlantic City, Brigantine, and Absecon using a variety of vehicles including sedans, mini-vans, and larger passenger vans with some of these vehicles able to accommodate wheelchair passengers. The exact number of vehicles operated by the cab company was not available at the time of this report. Fares vary depending on the distance travelled; however, flat rates between Atlantic City and Brigantine range from \$9.00 to \$16.00.

In addition to the Atlantic County based taxi services, there are two private transportation companies in Cumberland County – Green Cab and Millville Rescue Squad – and one transportation company in Cape May County – Five Mile Beach Company – that offer service into Atlantic County. These companies operate seven days a week and have a combined total of 67 vehicles ranging from sedans, ambulances, mini-vans, passenger vans and full-size buses.

Client Transportation – There are ten non-profit organizations serving Atlantic County that provide transportation services to specific client groups or target populations. The ten organizations include:

- CARING Inc.
- South Jersey AIDS Alliance
- Family Service Association
- Bacharach institute for Rehabilitation
- Easter Seals of NJ
- Shirley Eves Development & Therapeutic Center
- Puerto Rican Action Committee (PRAC)
- Elwyn
- Eastern Shore Nursing and Rehabilitation
- The Shores at Wesley Manor

With the exception of Elwyn which purchases transportation service from the Sheppard Bus Company based in Bridgeton, all of the non-profit organizations serving Atlantic County directly operate service. Among this group of providers, there is a total active fleet of 71 vehicles consisting of 37 mini-vans, 19 vans, eight mini-buses, and seven sedans; of this number, 16 of the vehicles are known to be wheel chair accessible. No Information was available regarding the operation and vehicle inventory of the South Jersey AIDS Alliance.

PRAC operates the largest fleet among the non-profit organizations serving Atlantic County with a fleet consisting of 24 mini-vans and two sedans.

The transportation services operated by the non-profit organizations provide agency clients' access to medical, employment, job training, adult day care, group home, social service, recreational, and agency facilities. In general, most of the transportation service is available during weekday business hours with no service available on weeknights and only two organizations – the Shirley Eves Development & Therapeutic Center and the Bacharach Institute for Rehabilitation – offering weekend service.

CARING Inc, Easter Seals of NJ, and the Family Service Association operate entirely within Atlantic County. The Eastern Shore Nursing & Rehab Center and the Shores at Wesley Manor serve Atlantic and Cape May Counties, while the South Jersey Aids Alliance, the Bacharach Institute for Rehabilitation, PRAC, the Shirley Eves Development & Therapeutic Center, and Elwyn operate throughout the region.

CARING Inc., PRAC, and the Shores at Wesley Manor require clients to reserve trips in advance. The other systems do not require advance reservations since passenger trips are pre-arranged and serve specific origin and destination points on a reoccurring basis.

Agency clients are not charged a fare to use the transportation services, as the cost of the trips are subsidized by various funding sources including the NJ Department of Human Services (DHS), the NJ Department of Developmental Disabilities (DDD), Medicaid, the Federal Transit Administration's (FTA) Section 5310 program, NJ Transit, Medicaid, the NJ Division of Mental Health, foundation grants.

Summary of Existing Services

This chapter provided a description of the public and human service transportation network available in Atlantic County including fixed bus service and various types of demand responsive services. The fixed route bus network in Atlantic County is provided by NJ Transit, SJTA, and the Atlantic City Jitney Association and is concentrated in the shoreline and adjacent mainland municipalities, with limited fixed route bus service available throughout the other areas of the county. As a result, transit dependent residents who don't qualify for agency programs and live outside of the fixed route transit service area are afforded limited public transportation options except for private taxi services – which are likely to be cost prohibitive for regular use.

The review of existing demand responsive services indicated a total of 24 services consisting of one county system, one state agency, seven municipal systems, ten client oriented systems, and five private transportation companies. With the exception of the private transportation companies, the demand responsive public transportation services operated in

Atlantic County is available to specific client groups and target populations. It was also observed that most of these services are limited to the daytime hours during weekdays only. However, it should be noted that Access Link is available during the same days and hours as the regularly scheduled local NJ Transit fixed route bus service in Atlantic County. This means that Access Link is available along the NJ Transit routes operating evening and weekend service.

The demand responsive services that are currently operated by the various providers in Atlantic County represent a relatively large transportation network comprised of 190 vehicles that provide extensive local and regional coverage. However, in most instances these vehicles are operated independent of each other, with no formal coordination among agencies and no form of centralized scheduling and dispatching. Given the level of activity in Atlantic County and the fact that most of the services are demand responsive in nature, it would suggest that there are opportunities for greater coordination of these services which could lead to a higher level of availability and expanded mobility options. These opportunities will be examined in subsequent steps of this study process. Also, the survey provider questionnaire has provided data on key operating, financial and ridership statistics, which are not reported here, but comprise a resource for future planning as part of the study.

SERVICE AREA PROFILE

This chapter presents a description of the service area which updates the work completed in 2007 with the initial study effort. With that earlier effort, detailed and comprehensive information was available from the 2000 U.S. Census. For the current study, information was obtained on conditions in 2008 from the American Community Survey (ACS). This data source is not as complete as the decennial Census and was supplemented with information from each county's planning department, SJTPO and the New Department of Labor & Workforce Development. Population and employment for recent years also are presented by municipality and described with respect to changes that have occurred since 2000 and those anticipated by 2020. Target populations, such as senior citizens, persons with disabilities and individuals living in poverty are also documented. Information is also presented on commuting patterns in terms of residence and work locations. Of particular interest is the extent of people who commute to jobs outside the county in which they live. The concluding topic is a listing of major generators that includes work sites, shopping centers, medical facilities and subsidized housing locations. It is anticipated that the study area profile will comprise timely input to the subsequent steps of the planning process.

Service Area Description

Atlantic County is located in southeastern New Jersey, approximately 50 miles southeast of Philadelphia, 60 miles southeast of Trenton and 95 miles south of Newark. The County is bordered by Ocean and Burlington Counties to the north, Camden, Gloucester and Salem Counties to the west and Cumberland and Cape May Counties to the south. At 561.1 square miles, Atlantic County is the third largest county in New Jersey but the seventh least densely populated. A significant portion of the interior and coastal areas are comprised of state and federally protected pinelands forests and wetlands.

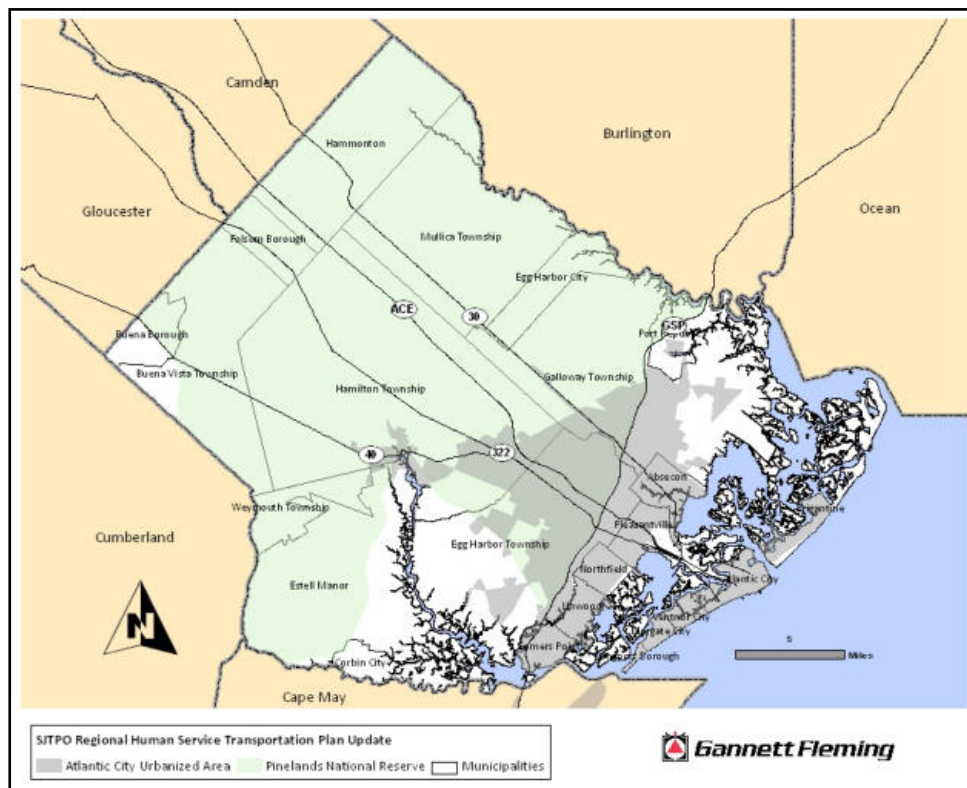
Atlantic County consists of 23 municipalities – 13 cities, six townships, three boroughs, and one town. The largest municipality geographically is Hamilton Township at about 111 square miles; the smallest municipality is Longport Borough at 0.4 square miles. The most populous municipality is Egg Harbor Township (pop. 39,863) with the least populous municipality being Corbin City (pop. 520). A map of Atlantic County and the surrounding region is presented in Figure 1.

According to the 2000 Atlantic County Master Plan, development in the county has been greatly impacted by the Coastal Area Facilities Review Act of 1973 (CAFRA) and the Pinelands Protection Act of 1979. CAFRA attempts to steer growth to designated Coastal Centers throughout the CAFRA area, while enactment of the Pinelands Comprehensive Management Plan concentrates growth, based on zoning, into regional growth areas. Within Atlantic County this has resulted in significant growth in CAFRA Coastal Centers and Pinelands Regional Growth Areas such as Egg Harbor, Galloway, and Hamilton Townships. Overall, three-quarters of the

population is concentrated in 15 municipalities along the southeastern coastal and mainland areas of the county, which encompasses the older shoreline and bay area communities, as well as the rapidly developing suburban townships located along the Atlantic City Expressway and Garden State Parkway corridors. Almost all of these municipalities are located within the Atlantic City urbanized area, which covers most of the southeastern shoreline and mainland area of the county and extends southward to include seven Cape May County municipalities within its boundary.

The major corridors in the county include the Garden State Parkway which runs north-south through the county and the Atlantic City Expressway which runs east-west.

Figure 1 – Atlantic County



The data presented in this report has been analyzed at the municipal and county levels using the 2000 Census and the 2008 American Community Survey. At this time, geographical units under 20,000 persons have not been updated since the 2000 Census, which in the case of Atlantic County includes most of the municipalities and all of the census tracts and census block groups. For a more detailed overview of the Atlantic County population, the 2007 SJTPO Regional Human Service Transportation Plan included a detailed demographic and socioeconomic analysis of Atlantic County using 2000 Census data at the census tract level.

It is expected that detailed population data for smaller geographical units under 20,000 persons – municipalities, census tracts, and census block groups – will be available in about one year with the release of the 2010 Census.

For this analysis, information was drawn from the 2000 Census, the 2008 American Community Survey, the SJTPO, the U.S. Census Bureau LED Origin-Destination Data Base , the Atlantic County Department of Regional Planning and Development, and the New Jersey Department of Labor and Workforce Development.

Population – The 2008 American Community Survey indicated Atlantic County has a population of about 270,681 people, making it the largest county in the SJTPO region and the 15th most populous county in the State. Table 6 shows the population of each municipality in Atlantic County. The largest and most populous municipalities are located in the urban area and include: Egg Harbor Township (pop. 39,863), Atlantic City (pop. 39,408), Galloway Township (pop. 36,450), Hamilton Township (pop. 24,397), and the city of Pleasantville (pop. 18,853). The largest non-urban municipality is the town of Hammonton (pop. 13,424), which is located in the northwestern periphery of the County.

Table 6 – 2008 Population by Municipality

Municipality	2008 Population
Absecon	8,389
Atlantic City	39,408
Brigantine	12,647
Buena	3,710
Buena Vista	7,324
Corbin City	520
Egg Harbor twp.	39,863
Egg Harbor	4,379
Estell Manor	1,716
Folsom	1,907
Galloway	36,450
Hamilton	24,397
Hammonton	13,424
Linwood	7,216
Longport	1,088
Margate	8,501
Mullica	6,020
Northfield	7,885
Pleasantville	18,853
Port Republic	1,215
Somers Point	11,343
Ventnor City	12,187
Weymouth	2,239
Atlantic County	270,681

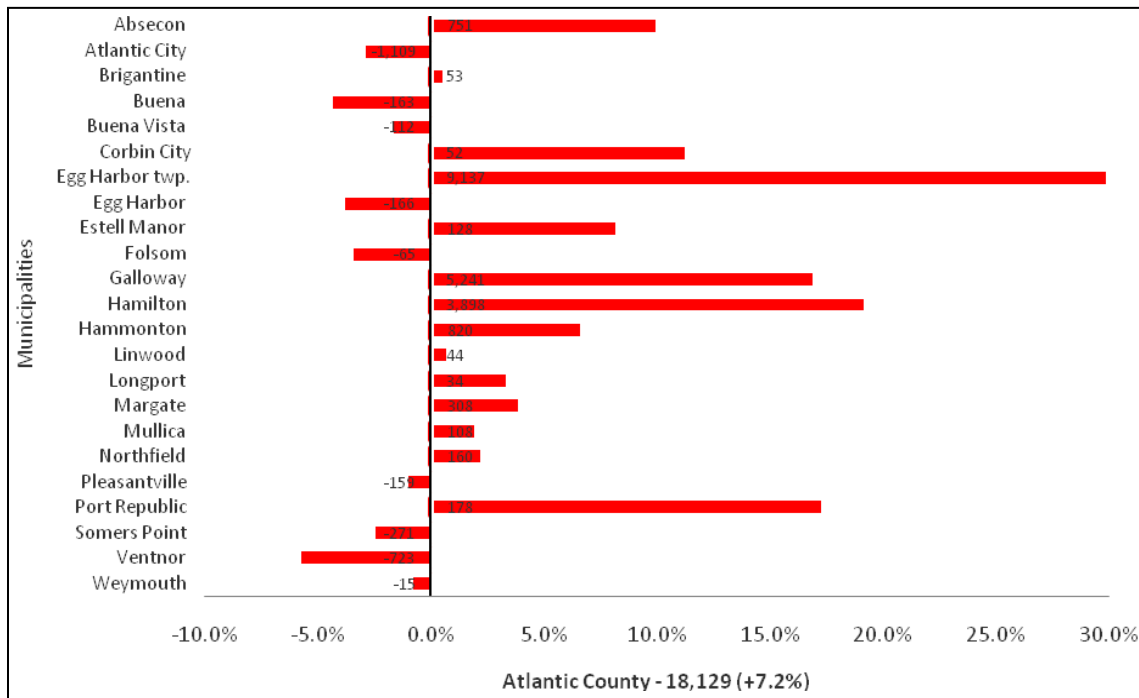
Source: 2008 ACS & the NJ Dept of Labor & Workforce Development

Population Change – Figure 2 shows the population change in Atlantic County since the last decennial census in 2000. Overall, Atlantic County has gained approximately 18,000 residents, an increase of 7.2 percent; this was the largest numeric population growth in the SJTPO region and was the 7th largest countywide growth rate in the State. The vast majority of this population growth occurred in three designated Pineland regional growth areas - Egg Harbor, Galloway, and Hamilton Townships, whose combined growth (+18,276 people) exceeded the overall net-growth in the county.

Other significant population growth relative to the size of the municipality included the town of Hammonton (pop +820), the city of Port Republic (pop +751), and the city of Port Republic (pop +17.2%).

Conversely, Atlantic City (-1,109) experienced the largest numeric population decline between 2000 and 2008, with Ventnor (-5.7%) showing the largest rate of decline.

Figure 2 – Population Change (2000 to 2008)



Source: 2000 U.S. Census & 2008 American Community Survey

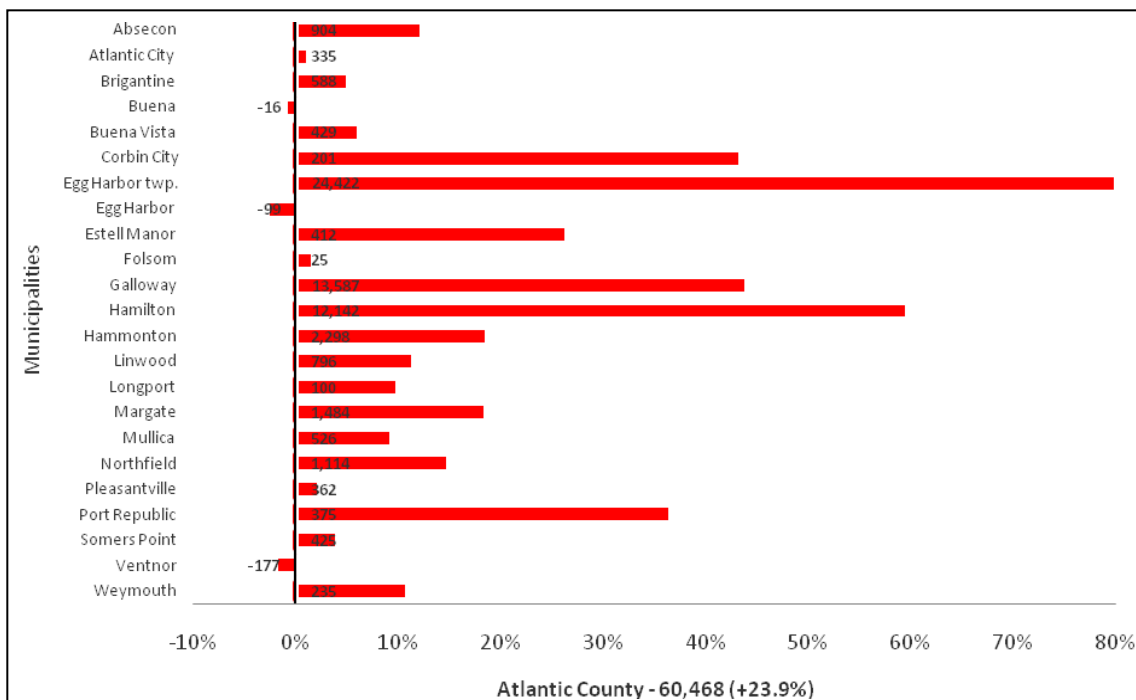
For the period 2000 to 2010, Atlantic County is expected to show a steady growth rate of approximately 12 percent – 270,681 to 283,320; ten years later in 2020, the population is expected to increase by another 11 percent to 313,020. Atlantic County will gain over 60,000 residents during this 20 year period, an increase of almost 25 percent. The projected 2000 to 2020 population change in Atlantic County is presented in Figure 3.

Over three-quarters of the population growth forecasted during the 20-year period will occur in Egg Harbor, Galloway, and Hamilton Townships, with Egg Harbor Township nearly doubling in population during this time period.

Population growth is projected to occur throughout Atlantic County through 2020, with the municipalities in and around the Atlantic City urbanized area expected to experience the highest rates of population growth.

In general, the municipalities with the largest projected growth rates are suburban townships and those municipalities located along the periphery of Atlantic County; vacant land in these municipalities is more abundant compared to many of the cities and boroughs in the other parts of the county, which are largely built-out and/or exhibit land use patterns and zoning restrictions that are incompatible for the large-scale construction of single-family housing.

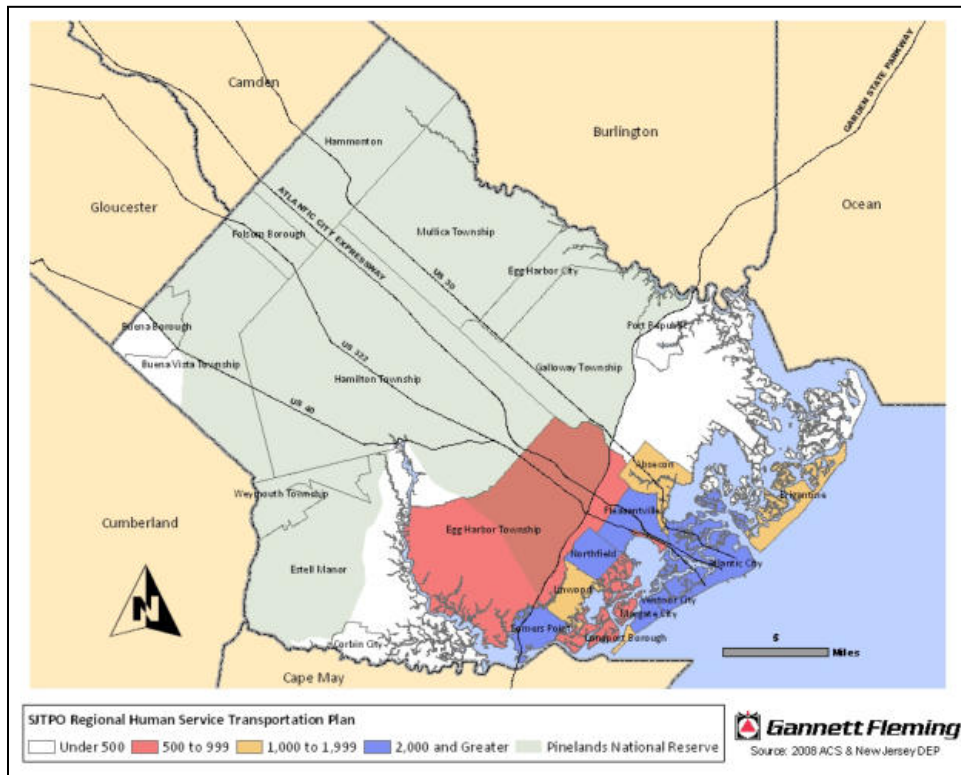
Figure 3 – Population Change (2000 to 2020)



Source: 2000 U.S. Census & South Jersey Transportation Planning Organization (SJTPO)

Population Density – Population density is an important indicator of how rural or urban an area is, which in turn affects the types of public transportation services that may be most viable. In general, fixed-route bus transportation is more practical and successful in areas with at least 2,000 persons per square mile. Lower densities call for low frequency, demand-response, or subscription services. Figure 4 graphically depicts the density of each municipality in the County by persons per square mile.

Figure 4 –2008 Population Density



The average population density in Atlantic County was 478.1 persons per square mile in 2008. For all of New Jersey the population density was 1,171 persons per square mile. Thus, overall population density in Atlantic County was less than half of the statewide density.

However, it is important to recognize that there is a wide variation in population density between the urbanized southeastern coastal area of Atlantic County and the interior and western sections of the county, which are largely defined by the Pinelands National Reserve. The population density in and around the Atlantic City urbanized area is at least 1,000 persons per square mile. (According to the U.S. Census Bureau, an urbanized area is a land area comprising one or more places that together have a residential population of at least 50,000 and an overall population density of at least 1,000 people per square mile).

The most densely populated municipalities are the older cities and boroughs that were built on smaller lots prior to World War II. These municipalities are located along the shoreline and adjacent mainland area and include: Atlantic City, Longport, Margate, Ventnor, Northfield, Pleasantville, and Somers Point.

Municipalities with densities between 1,000 and 2,000 persons per square mile include one shoreline community – Brigantine and two mainland communities – Absecon and Linwood.

The lowest population densities – less than 500 persons per square mile – comprise most of the county’s land area that is west of the Garden State Parkway.

Target Populations

To plan effectively for a public and human service transportation network, it is important to identify key target population groups that largely comprise the customer base for community transportation services. The population groups analyzed in this report are those groups that may have greater transportation needs compared to the general population.

- **Senior Citizens (65+)** – this population group typically exhibits a greater reliance on human service transportation compared to other age groups. Often, these individuals have limited income and in some instances, may have a disability which limits their ability to operate an automobile.
- **Persons with Disabilities** – The Americans with Disabilities Act (ADA) 49 CFR 37.3 protects individuals from transportation discrimination who have either a physical, mental, or sensory disability. This is a more specific definition of disability status compared to the broader definition used in the 2000 U.S. Census long form, which identified six disability categories – physical sensory, mental, going outside of the home, self-care and employment. This inclusive definition resulted in a larger number of people identifying themselves as having a mobility limitation than as having a disability under the Americans with Disabilities Act.

The U.S. Census Bureau revised the disability question beginning in the 2008 ACS, with the question separated into six categories – hearing, vision, cognitive, ambulatory, self-care, and independent living; having an employment disability was eliminated as a possible response.

For the purpose of this study, the disabled population refers to people with either a hearing (sensory), vision (sensory), cognitive (mental), or ambulatory (physical) disability, and did not include the population indicating a self-care or independent living disability.

Because of the change in the disability question, the 2008 ACS data on disabilities is not directly comparable with data from the 2000 Census. Thus, caution should be used in interpreting changes in the disabled population over the eight year period.

- **Persons Living Below the Poverty Line** – Another important indicator of the need for and propensity to use community transportation services among an area population is the number of persons living below the poverty level. This group tends to rely more heavily on public transportation because many are unable to afford an

automobile, cannot afford a second automobile for their household, or choose not to use their limited income for an automobile.

- **Households without Access to a Vehicle** – The final target group used for this analysis is households who do not own or have access to a private automobile. This is an important statistic because households without a vehicle are considered to be entirely dependent upon alternative transportation sources.

These target populations are consistent with the customer base for current and future services and programs funded by FTA Sections 5310, 5316, and 5317.

It is important to remember that in many cases, individuals in the target population groups will have more than one of the transit-dependent characteristics listed above, and in fact, will often exhibit multiple characteristics.

Table 7 through Table 13 present the population characteristics of the target population groups and households for the period 2000 to 2008. The population statistics are presented, both in absolute numbers and as a share of the total population. For comparison purposes, the population changes that occurred statewide and in the SJTPO region – Cape May, Cumberland, and Salem Counties – were also included in the tables.

Senior Citizens – The senior citizen population in Atlantic County rose from 34,081 in 2000 to 38,643 in 2008, a 13.4 percent increase. During the same period, the state of New Jersey experienced a 3.3 percent increase in the senior citizen population, while the senior populations in the region either declined or increased at a lower rate than Atlantic County. At the same time, the concentration of senior citizens living in Atlantic County increased from 13.5 percent to 14.3 of the total population, with the 2008 rate of 14.3 percent exceeding the statewide average of 13.2 percent and representing the second highest rate in the region behind Cape May County (20.6%).

Table 7 – Senior Citizen Population (2000 to 2008)

Area	2000		2008		Changes: 2000-2008	
	Number	Percent	Number	Percent	Number	Percent
Atlantic County	34,081	13.5	38,643	14.3	4,562	13.4
Cape May	20,772	20.3	19,711	20.6	-1,061	-5.1
Cumberland	18,899	12.9	20,352	13.0	1,453	7.7
Salem	9,278	14.4	9,105	13.8	-173	-1.9
New Jersey	1,113,035	13.2	1,149,946	13.2	36,911	3.3

Source: 2000 U.S. Census & 2008 American Community Survey

Approximately 40 percent of Atlantic County’s senior citizen population growth between 2000 and 2008 occurred within the 75 to 85 age group, with about one-third over 85 years of

age, and one-quarter between 65 and 74. Senior citizens 85 years of age and older was the most rapidly increasing age group among the senior population during the eight year period. Overall, approximately one-half of the senior citizen population in the Atlantic County is at least 75 years old, which research indicates is the age when senior citizens begin to curtail their driving habits.

Even though the total number of residents age 65 and older is small relative to other age categories in Atlantic County, the demographic change suggests that services and programs for senior citizens will increase now and in the coming years, especially as the “baby-boom” generation – those born between 1946 and 1964 – begin entering the senior citizen cohort; in fact, as “baby-boomers” age, the senior citizen population age group will grow at a rate nearly four times faster than the population as a whole during the next 20 years.

Table 8 – Senior Citizen Population by Age Group (2000 to 2008)

Age Group	2000		2008		Changes: 2000-2008	
	Number	Percent	Number	Percent	Number	Percent
65 to 75	18,321	53.8	19,445	50.3	1,124	24.6
75 to 85	11,963	35.1	13,870	35.9	1,904	41.8
85 and older	3,797	11.1	5,328	13.8	1,531	33.6
Total	34,081	100.0	38,643	100.0	4,562	100.0

Source: 2000 U.S. Census & 2008 American Community Survey

Commensurate with the growth in the senior citizen population since 2000, the median age in Atlantic County increased from 37.0 to 38.5 years of age. This trend is comparable to median age increases incurred regionally and statewide.

Table 9 – Median Age (2000 to 2008)

Area	Median Age		Percent Change
	2000	2008	
Atlantic	37.0	38.5	4.1
Cape May	42.3	43.6	3.1
Cumberland	35.6	36.2	1.7
Salem	38.0	38.4	1.1
New Jersey	36.7	38.7	5.4

Source: 2000 U.S. Census & 2008 American Community Survey

Persons with Disabilities – The disabled population in Atlantic County, defined as having a physical, mental, or sensory disability, totaled 45,870 persons according to the 2008 ACS, representing an increase of over 7,000 people – or 18.8 percent – compared to the 2000 Census population of 38,623. This rate of growth was more than three times higher than the increase incurred statewide (+6.2%) and was in sharp contrast to the region, where only one other

county – Salem County – exhibited a growing disabled population, albeit, a disabled population that increased by approximately two percent.

The disabled population residing in Atlantic County made up approximately 17 percent of the population in 2008, up slightly from 16.5 percent in 2000. Statewide, disabled residents comprise 13.3 percent of the overall population. In the region, the share of disabled residents compared to the total population in each county is similar; however, Atlantic County was the only county where disabled residents accounted for a larger share of the population in 2008 compared to 2000.

Additionally, it is also worth noting that over one-third of the 45,870 residents living in Atlantic County with a disability are of working age. Among this disabled cohort group, approximately 45 percent are employed. This is far lower than the 78.4 percent of employed working-age adults without disabilities. This type of discrepancy is common, but it could indicate that there are many working-age residents with disabilities who desire to work but cannot for various reasons. Various industry studies, including the report *Meeting the Employment Transportation Needs of people with Disabilities in New Jersey* prepared by the Voorhees Transportation Center of Rutgers University in 2005, show that a lack of reliable transportation is a major impediment to people with disabilities who desire to work but cannot. Therefore, it is important to identify where these individuals reside in the county.

Table 10 – Persons with Disabilities (2000 to 2008)

Area	2000		2008		Changes: 2000-2008	
	Number	Percent	Number	Percent	Number	Percent
Atlantic	38,623	16.5	45,870	17.1	7,247	18.8
Cape May	16,992	18.0	15,146	16.3	-1,846	-10.9
Cumberland	27,479	21.6	26,488	18.1	-991	-3.6
Salem	10,905	18.3	11,172	17.1	267	2.4
New Jersey	1,071,134	13.8	1,137,362	13.3	66,228	6.2

Source: 2000 U.S. Census & 2008 American Community Survey

Persons Living In Poverty – In 2008, 11.8 percent of Atlantic County residents lived in poverty, which was higher than the statewide average of 8.7 percent and was the second highest poverty rate in the region after Cumberland County (12.5%). Since the 2000 Census, the number of Atlantic County residents living in poverty has increased by approximately 18 percent, which exceeds the statewide average of six percent and was the second highest increase in the region after Salem County (+27.5%).

Table 11 – Persons Living In Poverty (2000 to 2008)

Area	2000		2008		Changes: 2000-2008	
	Number	Percent	Number	Percent	Number	Percent
Atlantic County	25,906	10.5	30,599	11.8	4,693	18.1
Cape May	8,549	8.6	6,001	6.4	-2,548	-29.8
Cumberland	20,367	15.0	18,225	12.5	-2,142	-10.5
Salem	5,980	9.5	7,624	11.5	1,644	27.5
New Jersey	699,668	8.5	741,472	8.7	41,804	6.0

Source: 2000 U.S. Census & 2008 American Community Survey

Over three-quarters (82%) of the low income population growth in Atlantic County between 2000 and 2008 was comprised of persons under the age of 18, with the poverty rate among this age group increasing by almost half during the eight year period. Persons between the ages of 18 and 64 represented approximately 15 percent of low income population growth followed by senior citizens at roughly three percent.

The much higher incidence of poverty among Atlantic County’s youth population compared to the county’s working age and senior citizen populations is likely attributed to the number of low income families in the county headed by a single mother more than tripling from 2,380 in 2000 to 9,387 in 2008. According to the 2008 U.S. Census, almost half of children living in single mother families in the United States lived in poverty compared to about 10 percent of children living in married-couple families. This is an important statistic that indicates a potential market for public transportation to job training and/or child-care facilities, as well as the provision of transit service during non-traditional working hours to accommodate the schedule of a single-parent.

Table 12 –Low Income Population by Age Group (2000 to 2008)

Age Group	2000			2008			Changes: 2000-2008	
	Total Pop.	Poverty Pop.	% Total Pop.	Total Pop.	Poverty Pop.	% Total Pop.	Number	Percent
Under 18	62,810	8,267	13.2	63,656	12,114	19.0	3,847	46.5
18 to 64	151,287	14,220	9.4	157,036	14,919	9.5	699	4.9
65 and older	32,690	3,419	10.5	37,789	3,566	9.4	147	4.3
Total	246,787	25,906	10.5	258,481	30,599	11.8	4,693	18.1

Source: 2000 U.S. Census & 2008 American Community Survey

Households Without Access to a Vehicle – From 2000 to 2008, the percentage of Atlantic County households with zero vehicles dropped eight percent, from 15.5 percent to 13.4 percent. This trend was comparable to the decline exhibited statewide (-6.9%) and the 10.5 percent decline that occurred in Cumberland County, but was considerably lower than the rate of decline experienced in Cape May (-33.6%) and Salem Counties (-27.0%).

With a carless household rate of 13.4 percent, Atlantic County exceeds the statewide average (11.5%) and exhibits the highest carless household ratio in the region – Cape May (5.8%), Cumberland (11.5%), and Salem (7.1%). This finding is not surprising considering that the Atlantic City urbanized area in the southeastern portion of the county is the most densely developed area in the region and thus, supports a high level of public transportation services, including several NJ Transit bus routes, the NJ Transit Atlantic City Rail Line, and various human service transportation programs. This public transit network combined with a relatively compact development pattern – particularly in and around Atlantic City – provides one of the few places in the region where residents have the option of using public transportation to meet their daily travel needs.

Table 13 – Households Without A Vehicle (2000 to 2008)

Area	2000		2008		Changes: 2000-2008	
	Number	Percent	Number	Percent	Number	Percent
Atlantic	14,736	15.5	13,561	13.4	-1,175	-8.0
Cape May	4,145	9.8	2,751	5.8	-1,394	-33.6
Cumberland	6,595	13.4	5,905	11.5	-690	-10.5
Salem	2,372	9.8	1,731	7.1	-641	-27.0
New Jersey	388,950	12.7	362,145	11.5	-26,805	-6.9

Source: 2000 U.S. Census & 2008 American Community Survey

Economic Indicators

The need for and the nature of the public transportation services in an area also depends on certain economic factors such as employment and the commuting patterns of employees in a given area. It is essential to understand these factors when planning for employment related transportation services.

Employment data for Atlantic County was obtained from the U.S. Census and the SJTPO, with the commuting patterns obtained from the U.S. Census Bureau LED on the Map Origin Destination Database for the years 2002 to 2007.

It is important to recognize that most of the employment and commuting data included in this analysis does not reflect current economic conditions, with 2007 being the most current year for the commuting and employment data – which is one year before the economic downturn began in force in the fall of 2008. As a result, the projections included in the analysis for the period 2010 to 2020 are likely to be impacted by the economic downtown and should be interpreted with caution.

Another point worth noting is that the projected employment data used in this analysis was prepared before the advent of casino gaming in neighboring states, such as Pennsylvania. With other states readying to enter the gaming industry, Atlantic City casinos as a whole are

losing market share and posting declining revenue. Although it is too early to tell if this trend will persist long term, it may have a significant impact on future employment growth in the County.

Table 14 shows the ramifications of the nationwide recession that began in 2008, with the unemployment rate increasing significantly at the local, regional, and statewide levels over a three year period between 2007 and 2009. In 2009, Atlantic County’s unemployment rate of 12.1 percent exceeded the statewide average of 10.2 percent and was the second highest rate in the SJTPO region.

Table 14 – Employment Statistics (2007 to 2009)

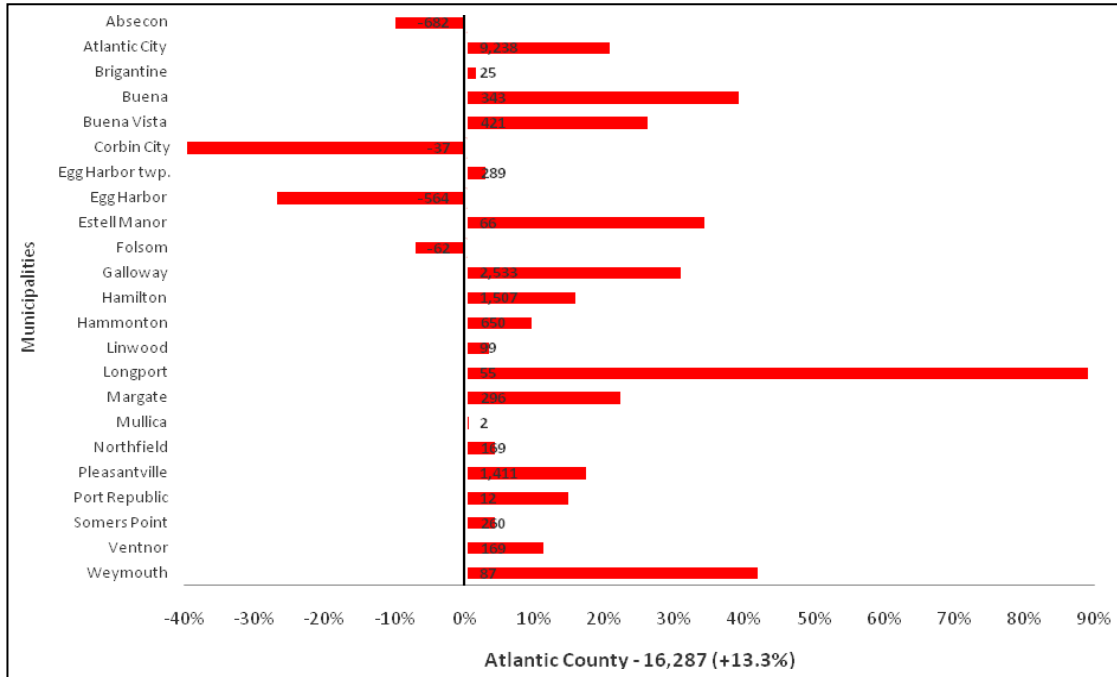
Area	2009			2007		
	Labor Force	Employed	% Unemployed	Labor Force	Employed	% Unemployed
Atlantic	136,423	119,893	12.1	135,581	127,634	5.9
Cumberland	71,036	62,038	12.7	68,415	63,949	6.5
Salem	32,196	28,757	10.7	31,390	29,836	5.0
Cape May	57,881	51,292	11.4	56,664	52,951	6.6
New Jersey	4,536,658	4,118,367	9.2	4,457,636	4,267,108	4.3

Source: NJ Development of Workforce and Labor Development

Employment Trends and Characteristics – Figure 5 shows the employment change for each municipality in Atlantic County for the period 2002 to 2007. Overall, Atlantic County gained approximately 16,000 jobs during the six year period, an increase of 13.3 percent. Of this number, over half of the jobs were located in Atlantic City (+9,238), with Galloway Township (+2,533) and Hamilton Township (+1,507) exhibiting the second and third highest job growth in absolute terms during the six year period. On a percentage basis, Longport experienced the largest job growth (+88.7%), followed by Buena (+38.8%) and Weymouth (+41.4%). Job losses were confined to the smaller urban areas in the County; these areas included Corbin City (-39.4%), Egg Harbor (-26.6%), Absecon (-9.5%), and Folsom (-6.6%).

In general, most of the employment growth occurred in the heavily populated southeastern area of the county, which is consistent with this area being Atlantic County’s primary population and employment center.

Figure 5 – Employment Change (2002 to 2007)

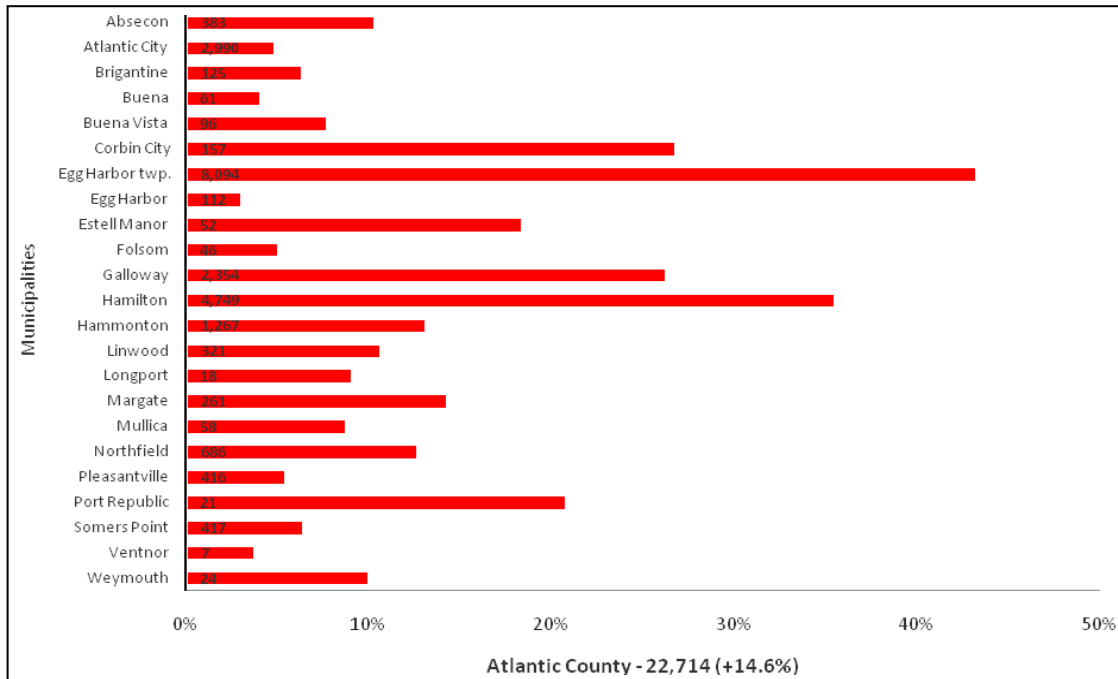


Source: U.S. Census Bureau LED Origin-Destination Data Base

Figure 6 shows the employment projections for each municipality in Atlantic County for the period 2007 to 2020. The employment numbers used in Figure 6 were obtained from the SJTPO and are based on estimates using New Jersey Department of Labor records and economic databases developed by Moody’s. As a result, the 2007 employment numbers shown in Figure 5, which are derived from the U.S. Census, are not the same as the 2007 employment numbers used in the SJTPO data.

The SJTPO indicates that Atlantic County will gain almost 23,000 jobs between 2007 and 2020, which represents an increase of 14.6 percent, with over three-quarters of the jobs located in Atlantic City (+2,990 jobs), Egg Harbor Township, (+8,094 jobs) Hamilton Township, (+4,749 jobs), and Galloway Township (+2,354 jobs). Overall, the entire County is expected to experience varying degrees of job growth during this 13-year period

Figure 6 – Employment Change (2007 to 2020)



Source: South Jersey Regional Planning Organization (SJTPO)

Commuting Patterns – Table 15 describes county-to-county work flow from 2002 and 2007 for the Atlantic County labor force, as well as shows the municipalities where Atlantic County residents work. Table 16 provides similar information for people who work in Atlantic County.

The majority of the Atlantic County labor force also works in Atlantic County (71.7%). The second and third most common commuting destinations are Camden and Cape May Counties. The fourth and fifth are Burlington and Cumberland Counties. The table also shows that the most common intra-county commutes are to Atlantic

Since 2002, the number of Atlantic County residents who also work in the county increased by almost 13 percent, with the number of Atlantic County residents working in Ocean County increasing by almost two-thirds.

Table 15 – Place of Work of Atlantic County Residents (2002 to 2007)

Work Location	2002		2007		Percent Change
	Number	Percent	Number	Percent	
County					
Atlantic	83,206	74.5	93,649	71.7	12.6
Camden	3,768	3.4	4,549	3.5	20.7
Cape May	3,279	2.9	4,140	3.2	26.3
Burlington	3,125	2.8	3,692	2.8	18.1
Cumberland	2,881	2.6	3,574	2.7	24.1
Gloucester	1,965	1.8	2,443	1.9	24.3
Mercer	1,637	1.5	2,287	1.8	39.7
Ocean	1,303	1.2	2,119	1.6	62.6
Middlesex	2,000	1.8	2,071	1.6	3.6
Monmouth	1,062	1.0	1,440	1.1	35.6
Other Locations	7,528	6.7	10,611	8.1	41.0
Total	111,754	100.0	130,575	100.0	16.8
Municipality					
Atlantic City	35,860	32.1	45,502	34.1	26.9
Egg Harbor Township	6,523	5.8	7,137	5.3	9.4
Galloway Township	5,441	4.9	6,656	5.0	22.3
Pleasantville	5,253	4.7	6,118	4.6	16.5
Hamilton Township	5,136	4.6	6,003	4.5	16.9
Absecon	5,158	4.6	4,784	3.6	-7.3
Somers Point	4,151	3.7	4,246	3.2	2.3
Hammonton	3,552	3.2	3,437	2.6	-3.2
Northfield	3,091	2.8	3,274	2.5	5.9
Vineland	2,057	1.8	2,608	2.0	26.8
Other	35,532	31.8	43,810	32.8	23.3
Total	111,754	100.0	133,575	100.0	19.5

Source: U.S. Census Bureau LED Origin-Destination Data Base

The majority of Atlantic County employees also live in Atlantic County (77.6 percent), with about half of the employees living in the Atlantic City urbanized area. Additionally, approximately five percent of Atlantic County employees live in Cape May County and 4.7 percent of employees live in Camden County. The residence location of Atlantic County employees also shifted from 2002 to 2007. The number of Gloucester County residents commuting into Atlantic County increased by almost two-thirds, with the number of Salem County and Cape May County residents commuting into Atlantic County declining by 31.2 percent and 3.8 percent, respectively. Additionally, employees residing in Egg Harbor, Galloway, and Hamilton Townships increased by approximately 28 percent between 2002 and

2007 and comprise the fastest growing residence location of Atlantic County employees. This is consistent with these communities being the fastest growing municipalities in Atlantic County in recent years.

Table 16 – County of Residence of Atlantic County Employees (2002 to 2007)

Residence Location	2002		2007		Percent Change
	Number	Percent	Number	Percent	
County					
Atlantic	83,206	68.0	93,649	67.5	12.6
Cape May	6,897	5.6	6,632	4.8	-3.8
Camden	6,050	4.9	6,482	4.7	7.1
Cumberland	5,425	4.4	6,072	4.4	11.9
Ocean	5,774	4.7	5,988	4.3	3.7
Gloucester	2,570	2.1	4,181	3.0	62.7
Burlington	2,816	2.3	3,423	2.5	21.6
Middlesex	889	0.7	1,268	0.9	42.6
Monmouth	974	0.8	1,209	0.9	24.1
Salem	1,446	1.2	995	0.7	-31.2
Other Locations	6,355	5.2	8,790	6.3	38.3
Total	122,402	100.0	138,689	100.0	13.3
Municipality					
Egg Harbor Township	10,977	9.0	15,275	11.0	39.2
Atlantic City	14,146	11.6	15,156	10.9	7.1
Galloway Township	10,267	8.4	12,666	9.1	23.4
Hamilton Township	6,802	5.6	8,045	5.8	18.3
Pleasantville	6,844	5.6	8,014	5.8	17.1
Ventnor City	4,305	3.5	4,237	3.1	-1.6
Somers Point	4,147	3.4	3,745	2.7	-9.7
Brigantine	4,185	3.4	3,685	2.7	-11.9
Hammonton	3,557	2.9	3,644	2.6	2.4
Absecon	3,278	2.7	3,486	2.5	6.3
Other	53,894	44.0	60,736	43.8	12.7
Total	122,402	100.0	138,689	100.0	13.3

Source: U.S. Census Bureau LED Origin-Destination Data Base

Major Generators

To ensure the convenience and responsiveness of a public and human service transportation system, it is important to provide service to certain locations where area residents, especially transit dependent populations, generally need to travel. These locations are referred to as major generators and include such destinations as major area employers (one

employer or a grouping of employers such as in a business/industrial park); retail centers and malls; health care and senior citizen facilities, multi-family subsidized housing units and post secondary educational facilities (colleges and vocational/technical schools). Therefore, as part of this public and human service transportation analysis, it is necessary to assemble a comprehensive inventory of the destinations in the service area which fall into these categories. This type of inventory is provided in Table 17 and Table 18.

Major employers with at least 500 employees at one location were obtained from the New Jersey Department of Labor and Workforce Development; the subsidized multi-family housing units were obtained from the Department of Housing and Urban Development; the other generators were provided by the Atlantic County Planning Department.

Table 17 – Major Employers

Site	Location	Employees
Borgata Hotel and Casino & Spa	Atlantic City	5,000-9,999
Tropicana Casino & Resort	Atlantic City	5,000-9,999
Bally's Atlantic City	Atlantic City	5,000-9,999
Atlanticare Regional Medical Center	Atlantic City	1,000-4,999
Bally's Atlantic City	Atlantic City	1,000-4,999
Buffet	Atlantic City	1,000-4,999
Caesars Atlantic City Casino	Atlantic City	1,000-4,999
Harrah's Atlantic City	Atlantic City	1,000-4,999
Polistina	Atlantic City	1,000-4,999
Resorts Atlantic City	Atlantic City	1,000-4,999
Trump Marina Hotel & Casino	Atlantic City	1,000-4,999
Trump Plaza Hotel & Casino	Atlantic City	1,000-4,999
Trump Taj Mahal Casino Resort	Atlantic City	1,000-4,999
WJH Technical Center	Atlantic City	1,000-4,999
SRA Intl Inc	Egg Harbor Twp	1,000-4,999
Ancora Psychiatric Hospital	Hammonton	1,000-4,999
Mainland Division Hospital	Pomona	1,000-4,999
Shore Memorial Hospital	Somers Point	1,000-4,999
Kessler Memorial Hospital	Hammonton	500-999
Marriott-Seaview	Galloway	500-999
Atlantic Cape Community College	Atlantic City	500-999
Bacharach Institute-Rehab Inc	Pomona	500-999
Richard Stockton College	Pomona	500-999

Source: New Jersey Department of Labor and Workforce Development

As shown in Table 17, a total of 15 of the 23 major employers in Atlantic County are located in Atlantic City. This shows that Atlantic City acts as the major employment center for

the region. Many of these major employers are hotel/casino resorts which highlights the importance of the gaming industry in the county. Table 18 lists the other major generators in Atlantic County. In general, shopping centers, senior citizen facilities, educational facilities, medical centers, and subsidized housing units are concentrated in Atlantic City, Egg Harbor Township, Galloway Township, and Hamilton Township. Transit generators are evident throughout most areas of the Atlantic County, but as expected, the vast majority of generators are located in and around the Atlantic City urbanized area.

Table 18 – Other Major Generators

Site	Location	Category
Hamilton Mall	Hamilton	Shopping Center
Festival Mall	Hamilton	Shopping Center
Consumer Square	Hamilton	Shopping Center
Hamilton Commons	Hamilton	Shopping Center
English Creek Shopping Center	Egg Harbor Township	Shopping Center
Harbor Town Center	Egg Harbor Township	Shopping Center
Cardiff Center Shopping Center	Egg Harbor Township	Shopping Center
Shore Mall	Egg Harbor Township	Shopping Center
Sandpiper Square	Absecon	Shopping Center
Marketplace at Absecon	Absecon	Shopping Center
Somers Point Plaza	Somers Point	Shopping Center
Harbor Village Square	Egg Harbor Township	Shopping Center
Renaissance Shopping Center	Atlantic City	Shopping Center
Wal-Mart Plaza	Hammonton	Shopping Center
Peach Tree Plaza	Hammonton	Shopping Center
Blueberry Crossings	Hammonton	Shopping Center
Pleasantville Center	Pleasantville	Shopping Center
Tilton Shopping Center	Northfield	Shopping Center
Ventnor Plaza	Ventnor	Shopping Center
The Pier at Caesars	Atlantic City	Shopping Center
The Walk	Atlantic City	Shopping Center
The Quarter at Tropicana	Atlantic City	Shopping Center
Tilton Plaza	Northfield	Shopping Center
Island Gym Plaza	Northfield	Shopping Center
Central Point Plaza	Northfield	Shopping Center
Atlantic Cape Community College City Campus	Atlantic City	Educational Facility
Richard Stockton College of New Jersey	Galloway	Educational Facility
Atlantic Cape Community College	Hamilton	Educational Facility
Buena Community Reading Center	Buena Vista Township	Educational Facility
Atlantic County Vocational School	Mays Landing	Educational Facility

Table 18 – Other Major Generators (Continued)

Site	Location	Category
Bel-Aire Lakes	Absecon	Senior Citizen Facilities
Stoneybrook Of Absecon	Absecon	Senior Citizen Facilities
Woodland Village	Absecon	Senior Citizen Facilities
Altman Terrace	Atlantic City	Senior Citizen Facilities
Atlantic Adult Day Healthcare	Atlantic City	Senior Citizen Facilities
Atlantic City Townhouses	Atlantic City	Senior Citizen Facilities
Baltic Plaza	Atlantic City	Senior Citizen Facilities
Best Of Life Park	Atlantic City	Senior Citizen Facilities
C.P. Jeffries Towers	Atlantic City	Senior Citizen Facilities
Community Haven Senior Citizens Housing	Atlantic City	Senior Citizen Facilities
Elliott House	Atlantic City	Senior Citizen Facilities
Inlet Towers	Atlantic City	Senior Citizen Facilities
Liberty Apartments	Atlantic City	Senior Citizen Facilities
Lighthouse Plaza	Atlantic City	Senior Citizen Facilities
Metropolitan Plaza	Atlantic City	Senior Citizen Facilities
New York Avenue Apartments	Atlantic City	Senior Citizen Facilities
Ocean View Facility	Atlantic City	Senior Citizen Facilities
Shore Park	Atlantic City	Senior Citizen Facilities
The Waterside	Atlantic City	Senior Citizen Facilities
Brigantine Civic Center	Brigantine	Senior Citizen Facilities
Buena Terrace	Buena Borough	Senior Citizen Facilities
Parkview Gardens	Buena Borough	Senior Citizen Facilities
Cranbury Run	Buena Vista Township	Senior Citizen Facilities
English Mill Estates	Egg Harbor Township	Senior Citizen Facilities
Mey House	Egg Harbor Township	Senior Citizen Facilities
Village Grande at Little Mill	Egg Harbor Township	Senior Citizen Facilities
Aloe Villages 1-4	Galloway Township	Senior Citizen Facilities
Blue Heron Pines - East	Galloway Township	Senior Citizen Facilities
Cambridge	Galloway Township	Senior Citizen Facilities
Galloway Township Senior Services	Galloway Township	Senior Citizen Facilities
Chatham	Galloway Township	Senior Citizen Facilities
Chatham	Galloway Township	Senior Citizen Facilities
Countryside Meadows	Galloway Township	Senior Citizen Facilities
Devonshire	Galloway Township	Senior Citizen Facilities
Devonshire	Galloway Township	Senior Citizen Facilities
Parcel N	Galloway Township	Senior Citizen Facilities
Parcels L & M	Galloway Township	Senior Citizen Facilities
Pembroke	Galloway Township	Senior Citizen Facilities

Table 18 – Other Major Generators (Continued)

Site	Location	Category
Pembroke	Galloway Township	Senior Citizen Facilities
Seashore Gardens Living Center	Galloway Township	Senior Citizen Facilities
Senior Care of Galloway	Galloway Township	Senior Citizen Facilities
Sunrise of Galloway	Galloway Township	Senior Citizen Facilities
Sunrise of Galloway Reminiscence	Galloway Township	Senior Citizen Facilities
Wayland	Galloway Township	Senior Citizen Facilities
Tavistock	Hamilton Township	Senior Citizen Facilities
The Fairways	Hamilton Township	Senior Citizen Facilities
The Horizons At Woods Landing	Hamilton Township	Senior Citizen Facilities
Wood View Estates	Hamilton Township	Senior Citizen Facilities
Heritage Assisted Living	Hammonton	Senior Citizen Facilities
Plymouth Place	Hammonton	Senior Citizen Facilities
Silver Terrace	Hammonton	Senior Citizen Facilities
Traditions at Blueberry Ridge	Hammonton	Senior Citizen Facilities
Brandall Estates (Brandywine)	Linwood	Senior Citizen Facilities
The Village at Linwood	Linwood	Senior Citizen Facilities
Margate Terrace	Margate	Senior Citizen Facilities
Margate Senior Services	Margate	Senior Citizen Facilities
Mullica Woods	Mullica Township	Senior Citizen Facilities
Four Seasons Northfield	Northfield	Senior Citizen Facilities
Pleasantville Manor North	Pleasantville	Senior Citizen Facilities
Pleasantville Towers Annex	Pleasantville	Senior Citizen Facilities
Pleasantville Towers North	Pleasantville	Senior Citizen Facilities
Pleasantville Towers North	Pleasantville	Senior Citizen Facilities
Pleasantville Nutrition Site	Pleasantville	Senior Citizen Facilities
Senior Citizen Midrise	Pleasantville	Senior Citizen Facilities
Villa Raffaella Assisted Living Community	Pleasantville	Senior Citizen Facilities
Shalom House	Ventnor	Senior Citizen Facilities
The Oaks Of Weymouth	Weymouth	Senior Citizen Facilities

Table 18 – Other Major Generators (Continued)

Site	Location	Category
AtlanticCare Regional Medical Center	Atlantic City	Hospital/Medical Facility
AtlanticCare Regional Medical Center	Galloway Township	Hospital/Medical Facility
AtlantiCare Surgery Center	Egg Harbor Township	Hospital/Medical Facility
Shore Memorial Hospital	Somers Point	Hospital/Medical Facility
Ancora Psychiatric Hospital	Hammonton	Hospital/Medical Facility
Kessler Memorial Hospital	Hammonton	Hospital/Medical Facility
Absecon Consumer Home	Absecon	Subsidized Housing
Atlantic City Consumer Home	Atlantic City	Subsidized Housing
Barclay Arms	Atlantic City	Subsidized Housing
Barlinvis Apartments	Atlantic City	Subsidized Housing
Best of Life Park	Atlantic City	Subsidized Housing
Carver Hall Apartments	Atlantic City	Subsidized Housing
Community Haven	Atlantic City	Subsidized Housing
Elliot House	Atlantic City	Subsidized Housing
Si-Hy Apartments	Atlantic City	Subsidized Housing
Townhouse Terrace East 1	Atlantic City	Subsidized Housing
Caring Homes 2004	Egg Harbor Township	Subsidized Housing
Caring Homes 2007	Egg Harbor Township	Subsidized Housing
Countryside Meadows	Galloway Township	Subsidized Housing
Margate Terrace Apartments	Margate	Subsidized Housing
Northfield Consumer Home	Northfield	Subsidized Housing
Atlantic County Independent Living Complex	Pleasantville	Subsidized Housing
Caring, Inc.	Pleasantville	Subsidized Housing
Penny Point Park	Pleasantville	Subsidized Housing
The ARC	Pleasantville	Subsidized Housing
Somers Point Consumer Home	Somers Point	Subsidized Housing
Shalom House	Ventnor	Subsidized Housing

Source: Atlantic County Department of Regional Planning & Development and the Department of Housing and Urban Development

Summary of Key Findings

The key findings of the analysis of community characteristics in Atlantic County are summarized in the bullet points below.

Population

- Over three-quarters of the Atlantic County population reside in the Atlantic City urbanized area, which covers the southeastern portion of the county and includes the older population centers located on the shoreline and around the Bay, as well as

the rapidly developing suburban townships located along the Atlantic City Expressway and Garden State Parkway corridors. Not surprisingly, the most populous municipalities are located in this area, including Egg Harbor Township (pop. 39,863), Atlantic City (pop. 39,408), Galloway Township (pop. 36,450), Hamilton Township (pop. 24,397), and the city of Pleasantville (pop. 18,853).

Atlantic County experienced a growth rate of approximately seven percent between 2000 and 2008, and is expected to increase approximately 11 percent between 2010 and 2020, for an overall growth rate of almost 24 percent over the 20-year period.

The Pinelands regional growth areas – Egg Harbor, Galloway, and Hamilton Townships are expected to account for the majority of the county’s population growth through 2020.

Population Density

- Atlantic County exhibits an overall density of approximately 500 persons per square mile, which is primarily attributed to the interior and western portions of the county being covered by the Pinelands National Reserve; however, in the urbanized portion of the county, where most of the population resides, the population densities are in excess of 1,000 persons per square mile and are even higher in certain municipalities.

Target Groups

- Atlantic County is the most populous county in the SJTPO region and thus, has a much larger transit-dependent population compared with the other counties in the region. Overall, the transit-dependent population groups – senior citizens, persons with disabilities, and persons living below the poverty level – increased at a much faster rate and represented a larger share of the overall population compared to the statewide average. At the regional level, Atlantic County’s senior citizen and disabled population growth rates were the highest in the region, with its low income population exhibiting the second highest growth rate behind Salem County. In terms of overall share of the population, Atlantic County had a lower concentration of senior citizens compared to Cape May County and had lower concentrations of disabled and low income residents compared to Cumberland County.

Atlantic County has the highest percentage of autoless households in the region and also exceeds the statewide average; although the number of autoless households decreased between 2000 and 2008, the State and the three regional counties experienced larger declines over the eight year period.

Employment

- For the period 2002 to 2007, Atlantic County gained approximately 16,000 jobs, an increase of 13.3 percent. Over half of the job growth occurred in Atlantic City (+9,238), with Galloway Township (+2,533) and Hamilton Township (+1,507) accounting for second and third highest job totals during the six year period.

Between 2007 and 2020, Atlantic County is projected to gain approximately 23,000 jobs (+14.6%), with over three-quarters of these jobs expected to locate in Atlantic City, Egg Harbor Township, Hamilton Township, and Galloway Township.

Commuting Patterns

- Almost three-quarters of Atlantic County's labor force are employed in Atlantic County, with Atlantic City being the largest intra-county commute destination for county residents. The three primary inter-county commuting destinations made by county residents are Camden, Cape May, and Burlington Counties.

Of the Atlantic County residents who also work in the county, the majority live in Egg Harbor, Galloway, and Hamilton Counties, with Cape May, Cumberland, and Camden Counties representing the top residence locations for people who commute into Atlantic County for work.

Major Generators

- In general, most of the major employers in Atlantic County are located in Atlantic City and represent the gaming industry; outside of the Atlantic City, the major employers are primarily medical centers or institutions of higher learning.

Other generators that would be frequented by public transportation riders – shopping centers, senior citizen facilities, and subsidized housing units – are primarily concentrated in Atlantic City, Egg Harbor Township, Galloway Township, and Hamilton Township.

COORDINATION, REGIONAL ISSUES AND POLICY GUIDELINES

This chapter reviews the coordination options and recommendations identified in the 2007 HSTP for Atlantic County and refines and modifies these areas to reflect any changes that have occurred in the county since 2007. Another aspect of the current analysis is to delineate regional issues that extend beyond the boundaries of a single county. Finally, this chapter presents policy guidelines for assessing projects for consistency with the United We Ride initiative to secure federal funding.

A significant component of the HSTP Update for Atlantic County is to analyze how the existing human service transportation agencies in the county are organized and whether the various demand responsive services administered and operated by various providers, can be improved through organizational changes in the county. The current analysis of the existing transportation network in Atlantic County and the setting in which they are operated support and confirm the earlier conclusion that a more coordinated organizational framework would be beneficial to public transportation in the county, particularly in terms of eliminating or reducing duplication in services, filling service gaps, and providing more efficient utilization of transportation services and resources for agency clients and transit dependent population groups. It is recognized that Atlantic County already has a partially consolidated system with most all of the human service transportation functions in Atlantic County provided by the Atlantic County Transportation Unit (ACTU).

Coordination Models

The 2007 HSTP for Atlantic County presented and analyzed five coordination alternatives for organizing human service transportation in the county and eliminating or reducing duplicative services, filling service gaps, and providing more efficient utilization of transportation services and resources for agency clients and transit dependent population groups. The five models included: (1) multiple independent transportation providers and operators; (2) creation of a coordinating committee between some or all of the current service providers; (3) consolidation of functions into one or more agencies (partial consolidation); (4) consolidation of all functions into a single agency responsible for the oversight and administration of all human service transportation in Atlantic County (full consolidation); and (5) creation of a broker system which would create a framework for the purchase and delivery of transportation services. A summary of the key aspects of each model is presented in Table 19.

Table 19 – Summary of 2007 Atlantic County HSTP Coordination Models

Coordination Models	Characteristics of Coordination Models
<p>Multiple Independent Providers and Operators</p>	<ul style="list-style-type: none"> • Each service provider in Atlantic County continues to operate their own service or purchase transportation service from a third party. • None of the major functional areas involved in providing demand responsive transportation service are coordinated in Atlantic County, such as administration, public information, scheduling, reservations, operations, vehicle maintenance, and funding. • Only clients and the sponsored groups of the organizations providing transportation service have access to service in areas not served by NJ Transit fixed route bus service. • The span of service will continue to be limited, which impacts the types of service that can be provided and the types of trips that can be served.
<p>Coordinating Committee</p>	<ul style="list-style-type: none"> • Service providers would informally coordinate their services in one or more the major functional areas involved in providing demand responsive transportation service (i.e., administration, public information, scheduling, reservations, operations, vehicle maintenance, and funding) with the participating agencies responsible for identifying local service needs, priorities, and coverage solutions. • Benefits to participating organizations can include lowering administrative costs with trip sharing and identifying service redundancies, combine resources to expand availability & distribution of public information materials, improve service efficiency by developing uniform data collection techniques, and encourage greater cooperation in terms of identifying and pursuing funding sources. • Each service provider would continue to be responsible for its clients/passengers and continue to have primary responsibility for the functional areas involved in transportation. • The ability to make fundamental policy changes is limited to those functional areas which are informally negotiated between the organizations participating in the process. Accountability is limited since coordination does not include a single oversight group. Also, this model does not address the need to expand service and respond to new markets.

Table 19 – Summary of 2007 Atlantic County HSTP Coordination Models (Continued)

Coordination Models	Characteristics of Coordination Models
<p>Partial Consolidation</p>	<ul style="list-style-type: none"> • This model would establish formal transportation coordination agreements, either through the partial consolidation of certain transportation functional area(s) to specific provider(s) or consolidate transportation from many providers to few providers. • Partial consolidation would still allow existing providers administrative control over their service while complete consolidation would transfer all transportation functions to the delegated providers. • Many aspects of partial consolidation currently exist in Atlantic County, with the majority of human service transportation functions handled by ACTU and the recipient of transportation funding programs administered by the county. • Benefits of complete consolidation into fewer organizations include economies of scale, professional public transportation management, greater accountability, more organized pursuit of funding, and more responsive to meeting mobility needs and serving emerging markets.
<p>Consolidation Into Single Entity</p>	<ul style="list-style-type: none"> • All existing service providers in Atlantic County would eliminate their transportation function and one organization would be selected to serve as the operating entity in the county. Organizations that act as both service provider and operator could continue as service providers only or could choose to direct their transportation funding to the designated provider and no longer be responsible for administering transportation service. • One example would be to designate the ACTU as Atlantic County’s public transportation operating agency for all services. • Benefits of complete consolidation into a single organization include economies of scale, a more consistent policy and direction of service to address mobility needs and serve new markets, clear and consistent direction of service, professional public transportation management, greater accountability, more organized pursuit of funding, the need to contact one organization for all public and human service transportation, and more responsive to mobility needs and serving emerging markets. • One potential concern under this model is that labor rates may increase with one organization compared to multiple smaller providers.

Table 19 – Summary of 2007 Atlantic County HSTP Coordination Models (Continued)

Coordination Models	Characteristics of Coordination Models
<p style="text-align: center;">Brokered System</p>	<ul style="list-style-type: none"> • A single organization is responsible for reservations and scheduling and then assigns trips to various operators that have a contract with the broker. • Existing service providers could continue to operating service under contract with the broker or delegate all transportation functions to the broker and its contracted operators. • Benefits of a brokered system include enhanced efficiency and effectiveness since all trips in Atlantic County are considered when assigning vehicles and drivers; clients/passengers need to call one organization to make a reservation; broker would provide a more consistent policy and direction of service to address mobility needs and serve new markets; and a single organization is more effective at securing funding since this organization serves a larger number of groups and constituencies. • Compared to a single organization responsible for transportation service in Atlantic County, a brokered system would likely not result in higher labor rates as each contracted operator would set their own wage rates. • The Broker could be an outside party under contract with Atlantic County or an existing service provider, such as ACTU, designated by the county. In some instances, one agency can perform the role of service provider, broker, and contracted operator.

Of the five organizational alternatives presented in the 2007 HSTP for Atlantic County, the implementation of a brokered system was recommended as the preferred ultimate approach to meeting the mobility needs in the county. Using this model, all transportation providers in Atlantic County would eventually be consolidated under ACTU with ACTU acting as the broker. This organizational model is a continuation of the transportation goals established in the *Atlantic County Mobility Plan for Transit Dependent Populations* completed in 1998 and updated in 2002, which recommended the development of a pure brokerage system to coordinate the services of the Atlantic County Transportation Unit, Medicaid transportation program, Access Link, Work First New Jersey services, client services of private and public organizations as well as a vanpool/ridesharing program.

Since most of the transportation functions in Atlantic County are already provided by ACTU – which has dedicated staff trained in transportation management and operations, is the designated recipient of transportation funding programs administered by the county, and uses the same scheduling software as Access Link – the system is best equipped to lead the implementation of a brokered system. In addition, as the brokered system emerges in the county the opportunity exists for ACTU to operate certain trips sponsored under the Access Link and Medicaid programs which are currently handled on a statewide basis.

While a fully consolidated system can provide many of the same benefits as a brokered system, the broker concept is better suited for Atlantic County, which is comprised of various service providers who desire to maintain control over the transportation services available to their clients. For example, some of the providers in the county are municipal systems designed for senior citizens and persons with disabilities who typically use volunteer drivers to operate their service. These providers may not perceive a benefit in participating in a consolidated system.

It is recognized that coordination of human service transportation is a process of incremental steps, rather than a single activity. To implement a brokered system in Atlantic County, ACTU would be responsible for forming a Public and Human Service Transportation Coordinated Planning Committee comprised of current service providers, Atlantic County administration, appropriate state agencies, and system users. This coordinating committee would be responsible for developing policy issues detailing the structure and operation of a brokered system, as well as continue the ongoing coordinated planning process required under the United We Ride program. The coordinating committee would also be responsible for identifying local priorities for service improvements and how federal, state, and local funds should be pursued.

In addition, the coordinating committee would address the following issues:

- creating a single source of public information for the combined system;
- establishing a forum for solving problems and sharing expertise;
- making joint purchases to reduce operating costs;
- developing a database of clients and services;
- use of common forms and data collection and processing procedures;
- a mechanism for the purchase of service among agencies;
- facilitating joint or reciprocal fare arrangements, if applicable;
- coordinating the scheduling of difficult or long distance trips;
- sharing in the cost of vehicle maintenance;
- encouraging the participation of other area organizations such as NJ Transit; and
- acting as an advocate on behalf of the public and human service transportation system.

Several transportation functional areas were considered for how they would be affected under a brokered system. The breakdown of each function is highlighted below:

- **Administration** – ACTU would assume responsibility for many administrative functions and report to the various participating agencies. The agencies would establish eligibility requirements for their clients and maintain their own eligible client lists if applicable.
- **Public Information** – Individual agencies could continue to market their various programs or delegate this activity to ACTU. If delegated to ACTU, there is significant opportunity for improved awareness of the services available through a centralized public information effort.
- **Reservations** – The public calls one number for the transportation services of all participating agencies. ACTU then takes and processes all reservations. Ease of access for the clientele of the participating agencies is increased significantly.
- **Scheduling** – All reservations, both standing and one-time trips, are centrally scheduled. A larger pool of passenger trips allows for increases in scheduling efficiency. Trips are assigned to vehicle runs based on efficiency criteria. Vehicles only operate in close proximity to one another when necessary due to capacity or the nature of the trips being provided. Therefore, supply and demand are more evenly matched.
- **Transportation/Operations** – The brokered system would allow for the participation of various private operators currently available in the county which could minimize costs and enhance financial efficiency. Day to day operations would remain the responsibility of the operators.
- **Maintenance** – Each operator will assume responsibility for their vehicle maintenance. Some consistency in quality can be assured through vehicle maintenance requirements included in the contract with ACTU.
- **Revenue/Subsidy** – Although the transportation services currently provided in Atlantic County by the various providers do not charge a fare to passengers, the brokered system offers the potential to develop a single fare structure. Also, a single, concentrated effort at securing additional funding sources will increase the likelihood of success. The broader nature of the services offered will also be more attractive to a wider audience thereby creating a larger pool of support for new or expanded funding. Also, the pooling of local resources used for services could be used as local match to leverage additional federal funds.

The brokered system would create significant changes in the transportation structure in Atlantic County by offering the current service providers various options for offering transportation services to their clients. Under this system, the current providers could continue

to act as an operator or purchase service through the broker and significantly reduce the administrative burden of their transportation services by delegating reservations, scheduling, public information, and billing to the broker. The current providers could also choose to become simply a purchaser of service. In this case, the agency would only need to determine the eligibility of their clients, communicate that eligibility to the broker, and then purchase the service as it is needed.

A brokered system could respond to the policy changes and would be better positioned to expand service to all residents as well as to meet new and emerging travel needs. This would improve the system's ability to provide greater access, more transit coverage, longer hours of weekday service and possibly weekend service. The majority of service that is currently provided in Atlantic County is available during weekday business hours.

This model will also establish consistent operating parameters which will enhance the overall quality of transportation services through consistency ensured by quality of service requirements included in the operators' contracts with the broker. Another advantage to the brokered system is that public transportation would be managed by a staff trained in the management and operation of human service transportation. All of these factors will greatly enhance the accountability of the system overall.

The brokered system should be able to achieve increased efficiency and effectiveness. Rising costs due to labor compensation is not as much of a concern under the brokered option because each of the contracted operators would set their own wage rates. Economies could be obtained in terms of administrative positions. Also, schedule efficiencies would increase since all trips are considered when assigning vehicles and drivers.

The presence of the brokered system would allow various agencies and non-profit organizations to secure funding for various transportation needs by demonstrating the cost efficiencies gained through purchasing service on the brokered system. Agencies seeking funding to meet transportation needs will be able to show that they had no need to administer and operate a transportation system or purchase and maintain vehicles. A broker system comprised of multiple organizations is also generally more effective at securing funding compared to individual organizations attempting to secure smaller portions of the same funding on their own.

In the interim, the 2007 HSTP for Atlantic County also recommended the development of a single source of public information regarding transportation services currently available in Atlantic County. This recommendation has been implemented with Atlantic County and Cross County Connection, the Transportation Management Association (TMA) for southern New Jersey, partnering in the development of a resource guide of the transportation services available in the county. This guide is posted on the Cross County Connection website and is published as a pamphlet that is available to the public. The resource guide includes the contact number for ACTU and other county services such as municipal systems, NJ Transit, and private

transportation operators. Also included is information on eligibility, service area parameters, and service availability. ACTU is presented as the primary transportation provider for Atlantic County.

Updated Human Service Transportation Coordination Recommendations

Since the 2007 Atlantic County HSTP, the implementation of a brokered system has progressed to the establishment of the Coordinating Committee to prioritize funding programs and the establishment of ACTU as the lead contact regarding transportation coordination. Although ACTU is the designated county-based coordinated transportation system in Atlantic County, there are still various organizations in the county separate from ACTU serving specific clients or population groups (i.e., Access Link).

The New Jersey Department of Human Services (DHS), Division of Medical Assistance and Health Services (DMAHS) recently awarded a contract to a privately operated transportation broker (i.e., LogistiCare) to administer all eligible Medicaid and N.J. FamilyCare clients in the state. This company schedules all trip requests and then assigns the trips to certified local transportation providers based on a negotiated reimbursement rate. Medicaid transportation in Atlantic County was previously provided by ACTU.

The fact that Access Link and Medicaid transportation services are independent operations that do not coordinate service with ACTU is an issue that will need to be addressed as Atlantic County moves forward with an efficient and effective brokered system. Access Link provides a considerable number of trips in Atlantic County and would provide the greatest efficiency gains under coordination with ACTU. Further, the Medicaid program helped to financially support the overall transportation operations of ACTU and contributed to its financial viability. The Medicaid trips resulted in economies of scale since the number of trips served was relatively high. Accordingly, ACTU should explore opportunities to operate the in-county Medicaid sponsored trips. Since LogistiCare is serving as a statewide broker for medical transportation, ACTU could serve as a contractor.

Near term activities, as part of the coordination process, would be for ACTU to assume responsibilities for and perform the following:

- Continue to serve as the lead agency for human service transportation and implementation of increased coordination.
- Chair the Atlantic County Coordination Committee which includes providers, social service agencies and other interested parties.
- Serve as the Atlantic County member of the SJTPO steering committee concerned with human service transportation and the United We Ride initiative. This would

include participation in the development and update of the Statewide Transportation Improvement Program (STIP).

- Atlantic County, through ACTU, should continue to maintain and expand the level of coordination and eventually lead the county into a broker system. As part of this process, transportation information and scheduling should eventually become centralized so any individual or their representative can make one contact (phone or computer) to know how and with whom they can make a trip, at what cost, and have the trip scheduled and confirmed before the contact is completed.
- Recognizing the need to incorporate Access Link and Medicaid trips, ACTU should pursue coordination opportunities with NJ Transit and the New Jersey Department of Human Services, Division of Medical Assistance and Health Services and their contractors.
- ACTU should explore service and move forward with implementation of the expansion proposals that emerged from the 2007 study. It is recognized that the funding situation is constrained which may limit the ability to expand service in the near term.

It is important to recognize that a broker system will continue to allow smaller service providers (e.g., van at a group home) in the county the autonomy to control the amount and type of service they provide to their clients/passengers with the additional benefit of providing these individuals access to a larger array of transportation options to meet their mobility needs.

ACTU will need to convince organizations to participate in a broker system by identifying the cost ramifications of the system and identify funding sources to offset any cost impacts to participating service providers. Funding sources may include new grant funding, a per trip charge assessed to the service providers participating in the system or potentially through instituting a fare on county services that at this time are provided at no cost to the rider.

Further, it is vital that ACTU present the benefits of greater coordination in terms of how it can improve the efficiency and effectiveness of operations, provide more flexibility in the provision of service, and maximize limited resources. Further, a coordinated system comprised of multiple organizations is also generally more effective at securing funding compared to individual organizations attempting to secure smaller portions of the same funding on their own.

Regional Issues

Another element of the current analysis is to incorporate a regional perspective in the planning process for updating Atlantic County's Human Service Transportation Coordination Plan. In similar studies, a consistent trend in the nature of these issues has been observed.

Also, some of these issues are addressed at both the county and regional levels. In the broadest sense, regional issues typically fall into one or more of the following categories: Institutional/Policy Issues, Services/Eligibility, Public Information/Customer Service, Financial, and ITS & Technology.

- **Institutional/Policy Issues** – Issues in this category address the roles and responsibilities of local, regional, and statewide agencies in fostering improved coordination at the regional levels. Some issues may focus on organizations and programs themselves, while others may focus on regulatory issues that are perceived to impede coordination (e.g., rules and regulations regarding vehicle insurance that impede coordination efforts).
- **Services/Eligibility** – These are issues related to client eligibility for human service transportation as well as service improvements, or modifications that might be considered in order to improve coordination and overall access to transportation (e.g., requests for additional services on nights and weekends and more access for non-agency clients to transportation).
- **Public Information/Customer Services** – This category address issues related to enhancing the amount and quality of information provided to customers of existing services and improvements to customer education regarding changes in programs and the services they provide. Also, included in this category are enhancements to the information provided to agencies on federal program requirements (e.g., United We Ride policy related findings and recommendations, such as vehicle sharing).
- **Financial** – Issues in this category focus on such things as use of federal and state funds, especially SCADRTAP funds, cost sharing, agency billing and client user charges. The ability to attract more agencies to the table may require some type of incentives. In the current environment, funding levels are of particular concern because of the economy, stress on local budgets and the reduced SCADTRAP funding with reduced casino revenues.
- **ITS/Technology Improvements** – Intelligent transportation system (ITS) technologies may be implemented to address operational barriers to coordination in the future, including fare coordination. There are many opportunities for ITS to improve both the service delivery and background infrastructure.

The work that has been conducted as part of this study has not yielded any particular regional themes. Most of the needs and issues that have been identified are particular to each county. However, this does not mean that regional issues do not exist. Rather, it may just indicate that issues of regional significance are not as urgent as those at the county level. The Regional Human Service Transportation Plans that were developed in June 2007 identified a series of items to be addressed by the coordinating committees for each of the four counties. A

number of these items also have relevance to the entire region and are identified in Table 20. As shown in this exhibit, the issues of regional significance are mainly related to the administration of HST (e.g., joint procurements, fare reciprocity). However, there are opportunities to improve services where inter-county trips are concerned.

Table 20 – Issues Relevant to the SJTPO Region

Coordination Item	Relevance	
	County	Region
• creating a single source of public information for the combined system	✓	
• establishing a forum for solving problems and sharing expertise	✓	✓
• making joint purchases (which could also result in cost savings)	✓	✓
• sharing the cost of major purchases	✓	✓
• developing a data base of clients and service through the use of common forms and data collection/processing procedures	✓	
• creating a mechanism for purchases of service among agencies	✓	
• facilitating joint or reciprocal fare arrangements	✓	✓
• coordinating the scheduling of difficult or costly trips (e.g., out of county)	✓	✓
• creating a mechanism for purchase of vehicle maintenance services among agencies	✓	
• working to secure the participation of other area organizations	✓	
• acting as an advocate on behalf of the public and human service transportation system	✓	✓
• facilitating acquisition and use of similar technologies (e.g., software packages, to obtain economies of scale and permit the exchange of information among agencies	✓	✓

Presented below is a brief description of six areas where consideration of regional issues will benefit the human service transportation system.

- **Regional Coordination Committee**
Coordination Item: Establishing a Forum for Solving Problems and Sharing Expertise

It was recommended in the prior HSTPs that each of the counties in the SJTPO region establish a forum for addressing problems and sharing expertise. While this has progressed in each county to some degree, there has not been a similar effort made on a regional level. The benefits of establishing such a forum would include:

- Improved communication among the counties;
- Identifying common needs;

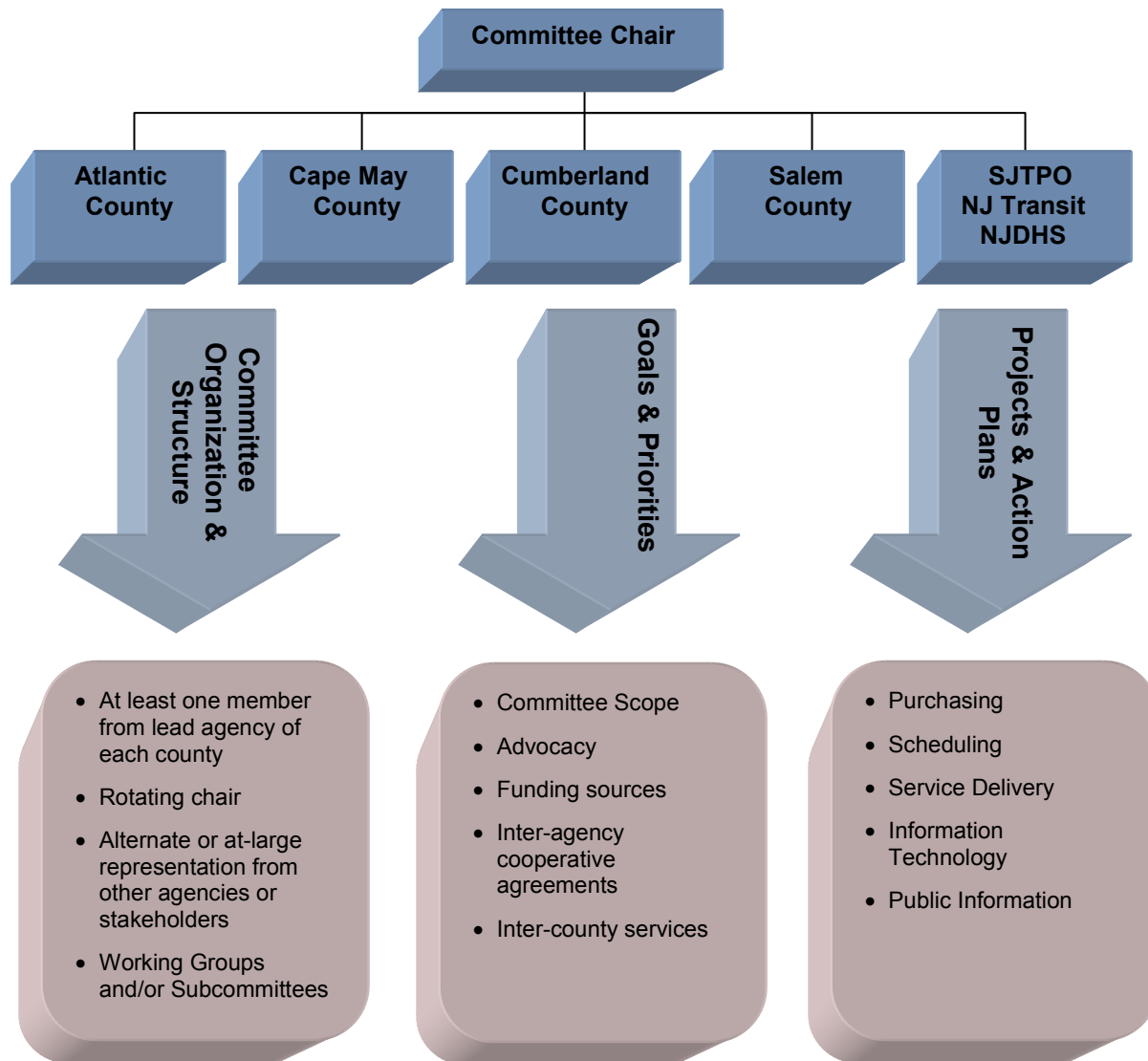
- Participate in problem solving where one agency can benefit from the experience of another;
- Share information related to workable service planning and delivery concepts; and
- Provide an umbrella organization for human service transportation programs.

To this end a Regional Coordination Committee could be established that would assist in promoting coordination of services within and among the counties whenever possible. The committee would establish its own set of goals and objectives and develop projects and priorities to promote regional coordination. To an extent, the current study steering committee has served as a forum for discussing regional issues.

Once a set of regional priorities is established, the committee could establish specific working groups, or subcommittees to develop projects and/or action plans to address specific priorities. A possible organization for the Regional Coordination Committee is illustrated in Figure 7. Another possibility is to follow the organization of the current study where SJTPO could serve as the administrative lead agency

As shown in the exhibit, each county, SJTPO, NJ Transit and NJDHS would be represented by one or more persons with additional membership determined by the committee (e.g., other agencies and stakeholders). Each of the local members would act as a liaison with the agencies and stakeholders in their respective county, which would facilitate communication of ideas between groups and help reduce duplication of efforts. As such, the communication of ideas would be from the ground-up. The diagram shows organizations in South Jersey along with regional and state representation with a major stake in the human service transportation program.

Figure 7 – Regional Coordination Committee



- **Joint Purchasing**

Coordination Items: Making Joint Purchases (which could also result in cost savings) Sharing the Cost of Major Purchases

Joint purchasing is an area in which there is an opportunity to promote coordination and more efficiently use existing resources. As an extension of the Regional Coordination Committee concept, a working group or subcommittee could be established to identify opportunities for joint purchasing of services, equipment, and technologies. In order to ensure that the requirements of the different funding sources (i.e., local, state and federal) are met, joint purchasing policies could be

developed and disseminated through the Regional Coordinating Committee. Standard boilerplates for solicitations could be developed to ensure that appropriate terms, conditions, and clauses are included. The areas that would need to be addressed for such procurements would include:

- Specification development;
- Principles for developing cost estimates;
- Policies and standards for various procurement methods (e.g., IFB, RFP, and piggybacking);
- Standards for selection procedures;
- Protest procedures; and
- Contract administration.

Related to the issue of joint procurements is the current practice of NJ Transit to purchase all vehicles on behalf of their federal subrecipients. Some local service transit providers have expressed concerns about the time required to acquire vehicles and place them in service. An alternative approach used by some other states is for the state to initiate a competitive process and develop a list of approved vendors for a variety of small transit buses and vans. Local agencies can then order directly from the state-approved vendors. This approach has proven to be a way to expedite procurements for small agencies.

- **Fare Policy and Fare Structure**

- ***Coordination Item: Facilitating Joint or Reciprocal Fare Arrangements***

Development of a regional fare policy and fare structure is an area where there could be opportunities for regional coordination. Such coordination could begin with an evaluation of existing fare policies and structures in order to determine what policy changes may enhance coordination on both an intra-county and inter-county level. Even in cases where agencies currently provide services free of charge to the eligible residents of their own county, this does not preclude developing a fare policy and structure in which these services are made available for a fee to those who are not currently eligible.

Depending on the extent to which such coordination is feasible, projects could be developed within the framework of the Regional Coordination Committee to implement a region-wide fare payment system as has been done in other regions of the country. Implementation of a region-wide fare policy and structure would go

hand-in-hand with any efforts to coordinate inter-county trips that currently are not being served.

- **Scheduling and Service Delivery**

- ***Coordination Item: Coordinating the Scheduling of Difficult or Costly Trips***

Through the structure of the Regional Coordination Committee, a review and assessment of the specific needs for inter-agency and inter-county trips in the region could be conducted. As needs are identified, action plans and projects could be developed that would address such needs. Although such coordination may start simply and perhaps utilize manual processes (e.g., sharing client databases and coordinating schedules via telephone), future efforts might include sophisticated technologies to facilitate trip scheduling and dispatching. Such technologies may include:

- Advanced communication equipment (e.g., centralized phone lines, high speed data lines, and wireless technologies);
- Sophisticated scheduling software;
- Wide area and local computer networks;
- Automatic vehicle location devices; and
- Mobile data terminals.

While the need in this area has been recognized, there has not been a significant effort in the region to identify its true extent. The process could begin with coordination of scheduling and service delivery on an intra-county level. Once viable, coordinated reservations, scheduling, and dispatch functions are implemented at the county level, this model could be used to develop a regional brokerage program. A regional brokerage structure would require several additional functions, which are currently not in existence. These would include:

- A central information center for customer service;
- Satellite call centers for intake and reservations;
- Regional process for determining eligibility for different services;
- Standard operating procedures for service delivery;
- Standard reporting mechanisms to ensure data consistency; and

- Reconciliation procedures for billing of client agencies and payments to service providers.

The participants in such a program could be a mix of public agencies, private non-profit organizations, and private service providers. Functions such as intake and eligibility determinations could still be handled at the agency level, whereas the broker would handle reservations and dispatching to ensure consistent service delivery. The broker could also handle all of the billing and payment functions, reconciling accounts for client agencies and service providers alike. Individual agencies need not give up the control of their existing services, but rather only those trips that cannot be served by an individual agency would be referred to the regional broker, who would then schedule the trip.

- **Advocacy**

- ***Coordination Item: Acting as an Advocate on Behalf of the Public and Human Service Transportation System***

The next area in which there is potential for regional coordination is advocacy. Currently, there are more than 50 entities (agencies, municipalities, transportation providers, and non-profit organizations) in the four-county SJTPO region that provide some level of human service, or demand responsive transportation. Undoubtedly, there are numerous areas in which these entities have common ground. As such, the Regional Coordination Committee concept could be a venue for identifying and prioritizing the issues that are most important to these entities. A vibrant regional advocacy program may include the following:

- Raising public awareness of the services available;
- Informing decision-makers and elected officials on transportation issues;
- Create a working relationship with both NJ Transit and DHS and their contractors (e.g., LogistiCare) as it relates to ADA and Medicaid transportation through the statewide and sector contracts;
- Consolidating efforts to affect public policy and legislative change; and
- Raising public awareness of the human service transportation needs in the region.

Although a certain level of advocacy currently exists in each county, the Regional Coordination Committee structure would create an additional platform from which

the issues and concerns of the constituencies served by the participating agencies could be heard.

- **Scheduling Software and Technology**

Coordination Item: Secure similar software packages to assure compatibility among agencies

A key determinant of agency costs are the utilization of drivers and vehicles and a combined scheduling approach, rather than each agency or program scheduling trips for their clients. This should permit economies and permit exchange of information among agencies. The desired outcome of such an approach is as follows.

- Agencies should ensure that when ITS technologies are procured, standards are consistent with the regional ITS architecture;
- To the extent possible, computer software and technologies should be interoperable throughout the region.
- Common software packages or compatibility of input and output files can encourage a coordinated approach to scheduling and data assembly. This standardization would extend to both agencies within the region as well as statewide programs such as Access Link and Medicaid.

Policy Guidelines for Project Development

In February 2004, the Federal Interagency Transportation Coordinating Council on Access and Mobility (CCAM) was established by executive order to achieve the following:

- Simplify access to transportation;
- Reduce duplication of transportation services;
- Streamline federal rules and regulations that may impede the coordinated delivery of services; and
- Improve the efficiency of services using existing resources for people with disabilities, people with lower incomes, and older adults.

The United We Ride (UWR) initiative was the direct result of this order. In response to this federal program, NJ Transit required each county to prepare a coordination plan for human service transportation. For the SJTPO area, separate plans were prepared for Atlantic, Cape May, Cumberland, and Salem Counties in 2007. This work included proposals for how human service transportation should be organized along with proposals for modified and new fixed

route and demand responsive services. The current study is designed to update earlier work in terms of the service area and the inventory of current services and providers.

State and local agencies that receive federal transportation funding (in particular Sections 5310, 5316, and 5317 programs) are required to establish a coordinated planning process consistent with the goals of UWR for the development and implementation of projects. As such, it is important the projects that are developed through this process meet the requirements of UWR and of the particular funding programs (local, state and federal) that will be used to support them. The following presents policy guideline for developing projects to meet the objectives of UWR,

Policy Guidelines and Principles – The purpose of the policy guidelines is to ensure that projects are developed according to the requirements established by the UWR and consistent with the coordinated planning process in the SJTPO region. To this end, it is important that Atlantic County establish priorities in its own Coordinated Human Service Transportation Plan that are intended to address the transportation needs of the seniors, persons with disabilities and low income populations in their communities.

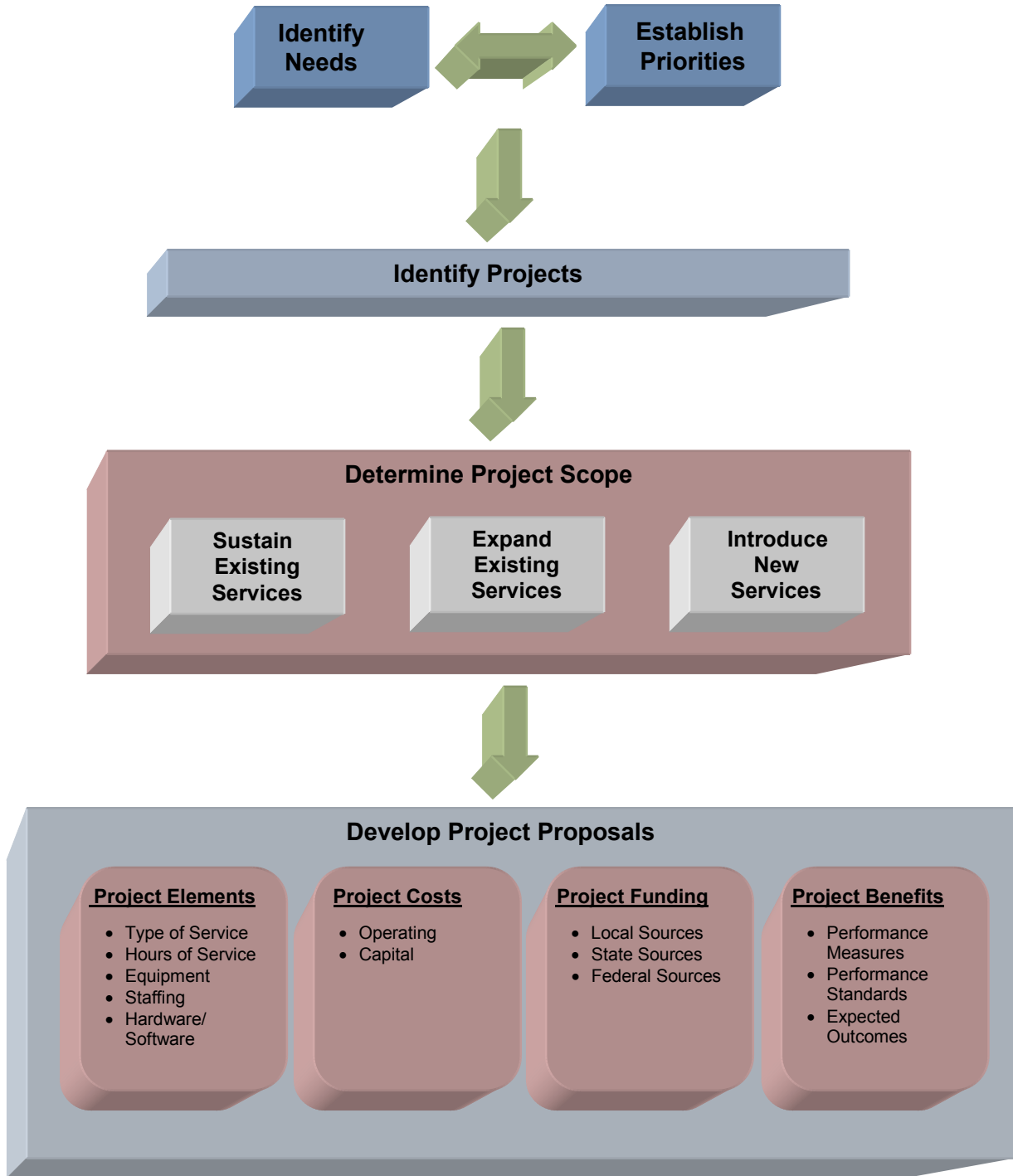
The policy guidelines include a set of principles that establish an overall project development framework. The principles of the project development framework are:

- Projects should be part of a comprehensive strategy to address the transportation needs of the target customer groups (i.e., seniors, persons with disabilities and persons with low income).
- Atlantic County should devise and direct the development of its own projects with an understanding that these also should support the common priorities of the SJTPO region.
- Project objectives should be aimed to improve the efficiency (e.g., cost per hour) and effectiveness (e.g., passenger trips per hour and mile) of the overall transportation network.
- Project outcomes should be evaluated against specific performance measures and standards to ensure that objectives are being achieved.

Projects developed according to these principles should be designed to address specific transportation needs and priorities that have been identified through the coordinated planning process.

Project Development Framework – The Project Development Framework is illustrated in Figure 8 and shows how it can be applied to formulate project proposals. Specific project proposals can then be included in the local and statewide transportation planning process.

Figure 8 – Project Development Framework



Through the coordinated planning process, Atlantic County can identify its needs and establish priorities for human service transportation. Projects can then be identified based on its unique needs and priorities. In general, the scope of individual projects will likely fall into one of three categories: (1) sustain existing services, (2) expand existing services, and (3) introduce new services.

- **Sustain Existing Services** – These projects would be designed to ensure that existing services, whether operated by a public agency or private non-profit organization, would continue in operation. Project elements may include operating assistance, vehicle replacement, purchase of technology, or other capital enhancement.
- **Expand Existing Services** – This category includes projects that would expand the level of existing services such as additional hours of service, extensions of existing routes, or expansion of service area in order to address an indentified need. Specific project elements may include operating assistance, planning assistance, purchase of expansion vehicles, purchase of technology, or other capital items.
- **Introduce New Services** – Projects in this category would be designed to implement services to meet an identified need, for which no existing service is provided. Examples of such services may include:
 - Establishing new fixed-route, or route deviation services;
 - Implementing demand response services to meet the needs of specific user groups (e.g., geographical coverage or hours of operation); and,
 - Implementation of new functions such as centralized call centers, centralized or coordinated dispatching, and consolidated operations.

Similar to the other categories, project elements may include operating assistance, planning assistance, purchase of expansion vehicles, purchase of technology, or other capital items.

Once the project scope is determined, the next step would be to develop a project proposal. The project proposal would include four specific components:

- **Project Elements** – The specific project elements would include the type of service that would be provided, a projection of the number of hours of service, as well as the equipment (e.g., vehicles) and staffing needs. For technology projects, the elements would also include the hardware (e.g., computers or mobile data terminals) and software (e.g., scheduling software) that would be required.

- **Project Costs** – Based on the levels of service, equipment, and technology needs, an estimate of the project’s operating and capital costs would be developed. The operating and capital costs should be projected for a three to five year time frame to ensure compliance with federal requirements for financial capacity.
- **Project Funding** – Local, state and federal funding sources would need to be identified to ensure that the project is sustainable (i.e., that the project costs can be covered). Similar to the project costs, funding should be projected for a three to five year time frame to ensure compliance with federal requirements for financial capacity.
- **Project Benefits** – Lastly, the project benefits should be identified. Consistent with the requirements of UWR, the project should attempt to improve the access, efficiency, and/or effectiveness of human service transportation. Specific performance measures and standards should be developed in order to quantify and evaluate the expected outcomes.

Applying the Project Development Framework will assist Atlantic County to ensure that future projects are viable, meet the needs of the targeted user groups, and satisfy the requirements of UWR. In addition to county level projects, the framework can also be applied to projects that are regional in scope. The objective of this process is to define a set of projects that can be considered for meeting federal requirements.

As part of the current analysis, service providers were contacted to provide information on key operating, ridership, financial and other variables. In addition, some of these agencies participated in the project outreach (Table 21).

Table 21 – Atlantic County Human Service Transportation Providers

Organization
Absecon Emergency Services
Atlantic Adult Day Healthcare
Atlantic City Senior Citizens Transportation
Atlantic County Social Services
Atlantic County Special Services School District
Atlantic County Transportation Unit (ACTU)
Atlanticare Medical Center
Bacharach Institute of Rehabilitation
Beach Cab & Courier
Brigantine Senior Shuttle
Career Opportunity Development
CARING, Inc.

Table 21 – Atlantic County Human Service Transportation Providers (Continued)

Organization
City of Margate
Community Quest Inc
Easter Seals Adult Training Center
Egg Harbor City Volunteer Ambulance
Egg Harbor Township Ambulance
Family Service Association
Galloway Township - Senior Services
Hamilton Township Senior Center
Margate Senior Citizens Bus Shuttle
Mutual Aid Emergency Services
Pleasantville Dept. of Public Works
Pleasantville EMS
South Jersey AIDS Alliance
South Jersey Transportation Authority (SJTA)
Total Living Center
Ventnor Senior Shuttle
Yellow Cab

Some of these agencies have been grant recipients of federal funds or may be considering submitting applications in the future. They indicate the diversity of candidate agencies for Section 5310 Transportation for Elderly and Disabled, Section 5316 Job Access Reverse Commute and Section 5317 New Freedoms. Finally, similar to the human service coordination which is a process, the list of potential grantees will change over time. At this stage, the emphasis is assuring that all plans, programs and projects are consistent with the United We Ride initiative and eligible to secure federal funding.

SERVICE PLAN

The previous chapters presented information on the public and human service transportation system in Atlantic County and the transportation setting in which the component services operate. Based on this information and the status of recommendations made in the 2007 Human Service Transportation Plan, a coordination and service plan was developed for Atlantic County. The coordination plan and the proposed organization for human service transportation was presented in the previous chapter. The service plan, which is described here, was presented to Atlantic County stakeholders, SJTPO and NJ Transit. The recommended plan identifies specific projects to be pursued in order to address the overall goals of the coordination plan. It is anticipated as Atlantic County pursues these projects, the project proposals will be developed according to the framework established in the Policy Guidelines for Project Development chapter of this report.

The results of this update indicate that there is a continued need for service improvements in Atlantic County. These include a need for transit service on major north-south corridors in the county as well as an expansion of capacity for weekday and weekend service on the county's demand responsive system. It was also noted that there is a need to maintain the current level of service provided in the county. The specific service recommendations for ACTU include the following:

- **North-South Corridor Service** – Implementing new fixed or flexible fixed route services is a potential strategy to address this deficiency in the current system. Candidate routes for this service include the County Route 563 - Tilton Road corridor from Egg Harbor City to the Shore Mall, the County Route 575 - English Creek Ave/Wrangleboro Road corridor from Pomona to Egg Harbor High School and the State Route 50 corridor between Egg Harbor City and Mays Landing.
- **Expanded Capacity on Demand Response Service** – One strategy to address an identified service gap would be to add additional vehicles to the Atlantic County Transportation Unit's demand response service between 6:00 AM and 6:00 PM each weekday. It is assumed that these added vehicles would garner the same level of productivity as the current Transportation Unit's demand response services. Another potential component of this service improvement alternative is to increase capacity of the demand response service on the weekends by adding an additional vehicle to the Atlantic County Transportation Unit's service each Saturday from 8:00 AM to 6:00 PM.

During the course of the HSTP planning process, other agencies were asked if they intended to apply for the upcoming (2010-2011) round of JARC, New Freedom or Section 5310 program funds, focusing on the importance of determining what new services or major expansion of existing services were being considered. To date, several agencies indicated that

they were considering the following new service or major expansion of an existing service. These include:

- **South Jersey Transportation Authority (SJTA)** – Implement a new shuttle service, the Pleasantville to Marina Bus Service.
- **Bacharach Institute of Rehabilitation** – Acquisition of vehicle(s) to maintain existing service.
- **Parents and Friends Association Community Services (PAFACOM)** – Acquisition of vehicle(s) to maintain existing service.

The above list may be modified over time (i.e., particularly during the current round of Sections 5310, 5316 and 5317 applications) through amendment of this Plan. For the most part, the agencies responding indicated that they would be applying for federal funding to sustain an existing service (e.g., no major expansion of the service that they have been operating over the last several years). These services are included in the plan, and their proposal would be consistent with the Plan objective of “Sustaining an Existing Service”. All agencies applying for JARC, New Freedom or Section 5310 should be involved in the coordinating committee or organization of the county in which they are applying. A letter of support for the proposed JARC and New Freedom applications from the United We Ride Lead Person (refer to the JARC and New Freedom application for the person to contact) for the home county in which the service will be operating out of will be required to be included in a JARC and New Freedom application.

APPENDIX:
Agencies Contacted
SJTPO Transportation Provider Questionnaire

Organization
Absecon Emergency Services
Atlantic Adult Day Healthcare
Atlantic City Senior Citizens Transportation
Atlantic County Social Services
Atlantic County Special Services School District
Atlantic County Transportation Unit (ACTU)
Atlanticare Medical Center
Bacharach Institute of Rehabilitation
Beach Cab & Courier
Brigantine Senior Shuttle
Career Opportunity Development
CARING, Inc.
City of Margate
Community Quest Inc
Easter Seals Adult Training Center
Egg Harbor City Vol Ambulance
Egg Harbor Township Ambulance
Family Service Association
Galloway Township - Senior Services
Hamilton Township Senior Center
Margate Senior Citizens Bus Shuttle
Mutual Aid Emergency Services
Pleasantville Dept. of Public Works
Pleasantville EMS
South Jersey AIDS Alliance
South Jersey Transportation Authority (SJTA)
Total Living Center
Ventnor Senior Shuttle
Yellow Cab

Transportation Provider Questionnaire

The South Jersey Transportation Planning Organization (SJTPPO) is updating and refining the Regional Coordinated Human Service Transportation Plan completed in 2007. 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 region – Atlantic, Cape May, Cumberland, and Salem Counties. Please complete the requested information that is presented below and mail it to our consultant:

Mr. Christopher Fry
Gannett Fleming, Inc.
1515 Market Street Suite 2020
Philadelphia, PA 19102

Voice 215-557-0106 Extension 1510
Fax: 215-557-0337
cfry@gfnet.com

Please feel free to contact Chris 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: _____
Address 2: _____
Phone: _____ email: _____

1. Which of the following best describes your organization?

- Municipal Government County Government
 Private, Non-Profit Human Services Org. Private, Non-Profit Transportation Company
 Private, For-Profit Transportation Company State Government
 Other (Please Specify) _____

2. What services does your organization provide?

- | | | |
|---|--|---|
| <input type="checkbox"/> Medical/Dental | <input type="checkbox"/> Welfare/Public Assistance | <input type="checkbox"/> Nutrition/Meals |
| <input type="checkbox"/> Job/Employment Training | <input type="checkbox"/> Veterans Services | <input type="checkbox"/> Head Start |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Child Day Care | <input type="checkbox"/> Residential Care |
| <input type="checkbox"/> Adult Day Care | <input type="checkbox"/> Rehabilitation Services | |
| <input type="checkbox"/> Recreation | <input type="checkbox"/> Counseling | |
| <input type="checkbox"/> Other (Please Specify) _____ | | |

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

- | | |
|---|---|
| <input type="checkbox"/> General Public | <input type="checkbox"/> Low Income/TANF |
| <input type="checkbox"/> Elderly; ages _____ | <input type="checkbox"/> Mental or Cognitive Disability |
| <input type="checkbox"/> Youth; ages _____ | <input type="checkbox"/> Physical Disabilities |
| <input type="checkbox"/> Veterans | <input type="checkbox"/> Visually Impaired |
| <input type="checkbox"/> Unemployed | |
| <input type="checkbox"/> Other (Please Specify) _____ | |

4. Service Levels - Fixed Route

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

5. Service Levels – Demand Responsive

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

Geographical Boundaries: _____

Generators Served: _____

Hours of Operation:

Weekday: Start _____ End _____

Saturday: Start _____ End _____

Sunday: Start _____ End _____

How would you describe your service? Curb-curb Door-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) _____

9. Have you received transportation requests that your agency was unable to accommodate?

No Yes, Please identify the reason you were unable to provide the service:

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 _____ End _____.

Category	Past Years				Current
	FY2007	FY2008	FY2009	FY2010	FY2011
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					

[5]

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				Future
	FY2007	FY2008	FY2009	FY2010	FY2011
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				Future
	FY2007	FY2008	FY2009	FY2010	FY2011
Vehicle Miles					
Weekday					
Saturday					
Sunday					
Entire Year					
Vehicle Hours					
Weekday					
Saturday					
Sunday					
Entire Year					
Vehicles in Service					
Weekday					
Saturday					
Sunday					

SJTPO Regional Human Service Transportation Plan Update



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 fax the completed survey form to:

Mr. Christopher Fry
Gannett Fleming, Inc.
1515 Market Street Suite 2020
Philadelphia, PA 19102

Voice 215-557-0106 Extension 1510
Fax: 215-557-0337
cfry@gfnet.com