



**CROSS
COUNTY
CONNECTION**

TRANSPORTATION MANAGEMENT ASSOCIATION

Improving the quality of life in
southern New Jersey
through transportation solutions

SUCCESSFUL SHUTTLES: South Jersey



North Jersey Transportation
Planning Agency

Together North Jersey Training
Institute: Creating a Great Shuttle
Service

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www.driveless.com



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South Jersey Shuttles

South Jersey Community Shuttles

- English Creek-Tilton Rd-Atlantic County
- Rt. 54/40-Atlantic County
- Pureland East-West-Atlantic County

Features

- Fixed route (deviate 1/8 mi)
- Each route about 20 mi.
- Connect to NJ TRANSIT bus & rail (free transfers)
- Employment based (also serves medical, educational, social services & other destinations)

Collaborative Work Group = SUCCESS

Public/Private Partnerships

- Transportation Management Assoc.
- County and municipal involvement
- Community members
- Social service organizations
- Shuttle operator (So. Jersey Trans. Auth.)
- Funders (NJ TRANSIT & Foundation)





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Funding Sources: Public/Private

Operating Expenses

- NJ TRANSIT: NJ-JARC
- NJ TRANSIT: Innovative Grant (rural)
- Private Foundations (local match)
- Private Companies (match)
- Fares

Marketing Expenses

- Foundations
- Media (comm. outreach, PSAs)
- Local Businesses (donations, in-kind services)
- Corporations--Community Grants (medical/big box/banks)



In-Kind Services

- Counties (Public Works, Planning, Engineering/vehicles)
- Municipalities (Administration/Police/Engineer)
- Social Service Organizations (staff time/vehicles)
- Faith Based Organizations & Community Members (host meetings, conduct surveys, monitor service....)



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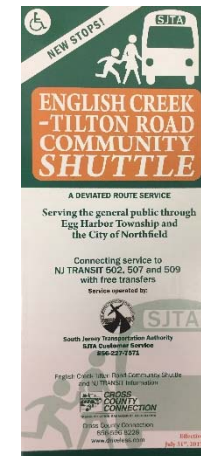
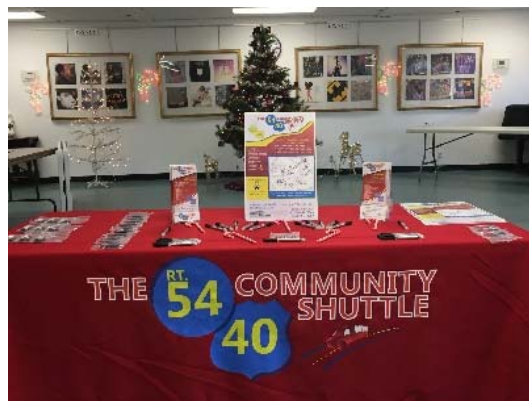
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MARKETING: GET THE WORD OUT

Print, Online, Social Media, Direct Mail, Broadcast, Videos....

- Create a brand and use on all marketing materials
- Buses serve as rolling billboards—highly effective
- Bus stop signs increase visibility
- Create shuttle webpage and ask businesses & organizations to link
- Use free services (social media, websites, on-line videos....)
- Comply with NJ TRANSIT and ADA requirements





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EXPAND RIDERSHIP & REGIONAL MOBILITY WITH TRANSIT CONNECTIONS

- Connect to existing bus and rail services
- Reciprocal Transfer Agreement with other transit services
- Coordinate schedules to minimize wait time for transfers
- Communicate connections at stops & marketing materials
- Create GTFS data (Google Transit and others)

**PURELAND EAST WEST
COMMUNITY SHUTTLE**



Transfer from Pureland East West Community Shuttle at connecting stops with NJ TRANSIT Bus Routes 313, 316, 400, 401, 402, 408, 410, 412, 459, 463, & 551.

Transfer valid for one FREE one-zone ride on NJ TRANSIT bus routes 313, 316, 400, 401, 402, 408, 410, 412, 459, 463, & 551. Transfer valid on day of receipt only.

Jan.	Feb.	Mar.	Apr.	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					





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Thank you!

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