

# SOUTH JERSEY BICYCLE & PEDESTRIAN FUNDING GUIDE

Sources and Strategies to Improve Southern New Jersey's Bicycle and Pedestrian Infrastructure

Cross County Connection TMA May 2020



# South Jersey Bicycle and Pedestrian Funding Guide

Prepared by: Cross County Connection Transportation Management Association May 2020

Cross County Connection Transportation Management Association was formally incorporated in 1989 through the efforts of a group of southern New Jersey business leaders, local government officials, and representatives from the New Jersey Department of Transportation (NJDOT) and New Jersey Transit Corporation (NJ TRANSIT) to address mobility issues in the region and reduce the number of vehicles on state and local roadways. Cross County Connection is a non-profit organization that partners with NJDOT, NJ TRANSIT, Federal Highway Administration, Delaware Valley Regional Planning Commission (DVRPC), South Jersey Transportation Planning Organization (SJTPO), North Jersey Transportation Planning Authority (NJTPA), and its members to provide solutions to complex transportation problems for counties, municipalities, employers and commuters in Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem Counties.

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# **CONTENTS**

Introduction	1
Federal Funding Sources	4
State Funding Sources	, 11
Private Funding Sources	16
Best Practices in Grant Applications	19
Technical Support	23
Conclusion	25

# LIST OF INFOGRAPHICS

Transportation Alternatives Set-Aside Grant Information 4	:
Safe Routes to School (SRTS) Grant Information 6	)
Recreational Trails Program (RTP) Grant Information	,
Better Utilizing Investments to Leverage Development (BUILD) Grant Information	,
Congestion Mitigation and Air Quality Improvement (CMAQ) Program Information	
Highway Safety Improvement Program (HSIP) Information	)
Transportation and Community Development Initiative (TCDI) Grant Information1	0
Bikeways Grant Information1	1
Municipal Aid Grant Information1	2
County Aid Grant Information1	3
Safe Streets to Transit Grant Information1	4
Transit Village Grant Information1	5
What Is Community Health?	7
Project Highlight - Mount Holly	1





### INTRODUCTION

Communities in South Jersey continue to invest in bicycle and pedestrian facilities as a way to build happier, healthier and safer places. As a result, funding for bicycle and pedestrian facilities in the region has become more competitive.

The purpose of the *South Jersey Bicycle & Pedestrian Funding Guide* is to educate local governments about grant programs that can be used to fund bicycle and pedestrian projects both large and small. Leveraging funds from all available sources, whether they be federal, state or private, is critical to making the region's transportation network more accommodating to non-motorized users.

This guide will inform local governments and bicycle and pedestrian advocates about the funding options available to communities in southern New Jersey, including:

- Federal funding programs
- State funding programs
- Private funding opportunities

While there are a significant number of funding programs available, prospective applicants should note the following:

- The programs included in this guide are competitive and receive far more funding requests than can be obligated. Federal programs such as Safe Routes to School and Transportation Alternatives are some of the most competitive.
- Most programs have application and reporting procedures that require a dedicated commitment from government staff to administer. Federal grants will typically have the strictest administrative and reporting requirements.
- Most of these programs distribute funds through reimbursement. Therefore, a grant recipient must have the resources to pay for a project upfront.

- Several grant programs require matching funds. Typically, federal grants require 20% of project costs to be covered through local matching funds. This match can often be covered by providing in-kind services. Funding agencies may also waive the local match requirement and reimburse 100% of project costs. The New Jersey Department of Transportation (NJDOT) waives the local match requirement for many of the federal programs they administer.
- NJDOT awards one additional point on state and federal grant applications for municipalities and counties with a Complete Streets policy. There are currently eight counties and over 165 municipalities in New Jersey with policies, placing those applicants without a Complete Streets policy at a competitive disadvantage.

All phases of delivering high quality bicycle and pedestrian projects have associated costs and require funding. Grants covered in this guide include programs that fund the planning, design and construction phases of a project. The Grant Funding Program Matrix included at the end of this guide is a resource to quickly review the details of each program.

While all efforts were made to ensure the information provided in the *South Jersey Bicycle & Pedestrian Funding Guide* is current as of 2020, the availability of funding, application deadlines, and program eligibility requirements are subject to change. For more information on a specific program, please contact the program administrator, or refer to the current program guidelines on the corresponding websites. For additional assistance determining appropriate funding sources for bicycle and pedestrian projects, contact Cross County Connection at (856) 596-8228.



# Overview of Funding Sources in New Jersey

Funding for bicycle and pedestrian infrastructure comes from multiple sources, both public and private. Funding programs and sources at the federal, state and private level are described below.



Vision for the Atlantic Avenue Trail Project at Atlantic Avenue and Station Avenue, Audubon, Camden County

### Federal

Federal programs play a critical role in funding local projects that improve transportation infrastructure in South Jersey. These programs are highly competitive and usually provide funding for large scale projects. In FY 2018, \$6.7 million in grants was awarded to South Jersey transportation projects through the Transportation Alternatives (TA Set-Aside) and Safe Routes to School (SRTS) grant programs. Federal programs are funded through the Fixing America's Surface Transportation (FAST) Act.

Federal transportation funds are awarded through NJDOT or one of the states's Metropolitan Planning Organizations (MPOs), the Delaware Valley Regional Planning Commission (DVRPC) and South Jersey Transportation Planning Organization (SJTPO) and the North Jersey Transportation Planning Authority (NJTPA). In the southern New Jersey region, DVRPC oversees Burlington, Camden and Gloucester Counties and SJTPO over see Atlantic, Cape May, Cumberland and Salem counties. Some of the South Jersey projects receiving funds from federal grants in FY 2018 include:

- Atlantic Avenue Trail, Camden County \$1,220,000 - TA Set-Aside
- Fifth Street Rail to Trail, Florence Township \$562,000 - TA Set-Aside
- River Birch Trail Project, Camden County \$680,000 - TA Set-Aside
- Sooy Elementary School Sidewalk and ADA Ramp Improvements \$502,000 - SRTS

### State

New Jersey provides dedicated state funding for bicycle and pedestrian infrastructure through its Transportation Trust Fund (TTF). The trust fund supports a wide range of funding programs to counties and municipalities for public road and bridge improvements. These include programs such as County Aid, Bikeways, Transit Village, Safe Streets to Transit and Municipal Aid. Funds from state grants are a great way to implement smaller scale projects to help build a stronger bicycle and pedestrian network.

Due to the increase in the state gas tax, which funds the TTF, the pool of funding for bicycle and pedestrian projects has grown. The additional availability of funding could go a long way in creating a stronger bicycle and pedestrian network.

By way of example, Somers Point has done a fantasticjobusingstategrantstoimproveroadways for bicyclists and pedestrians. Somers Point completed a bicycle and pedestrian circulation



plan as part of the New Jersey Department of Transportation's (NJDOT) Local Bicycle/ Pedestrian Planning Assistance Program. They utilized the plan to help determine which projects should be prioritized in grant applications. The municipality has received two grants from FY 2018 and FY 2019. These are:

- Safe Streets to Transit \$200,000 for sidewalks along Route 9 (FY 2018)
- Bikeways \$130,000 for bike lane striping along Somers Point-Mays Landing Road (FY 2019)

These two projects will connect bicyclists to the newly constructed Garden State Parkway bridge walkway, linking Atlantic and Cape May counties.

### Private

Private and philanthropic funding sources also provide a great opportunity to improve bicycle and pedestrian infrastructure in New Jersey. There are two main sources of private funding:

- Public-private partnerships
- Direct grants from a private institution

Public-Private partnerships include grants administered by public entities, such as MPOs or NJDOT, but funded through private organizations.

Sources of private funding can come from development impact fees and grants from private companies and organizations. The William Penn Foundation has contributed \$16 million for regional trails. New Jersey American Water has provided funding for bicycle and pedestrian improvements in distressed neighborhoods through a tax credit program administered by the New Jersey Department of Community Affairs (NJDCA).

The following sections of this guide provide more detailed information on specific grant programs that are available at the federal, state and private level.



## FEDERAL FUNDING SOURCES

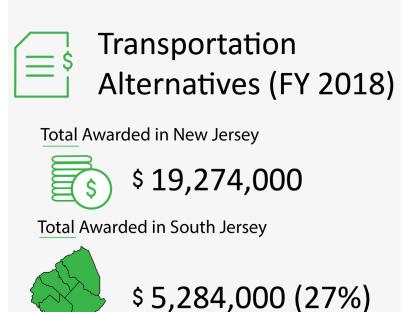
Federal funding for bicycle and pedestrian projects is administered by the NJDOT and the state's three MPOs; NJTPA, SJTPO and DVRPC. The most common grant programs used to fund bicycle and pedestrian infrastructure are the Transportation Alternatives Set-Aside (TA Set-Aside) and Safe Routes to School (SRTS). The MPOs also administer the Congestion Mitigation and Air Quality Program (CMAQ) and the Highway Safety Improvements Program (HSIP), which can be used to improve bicycle and pedestrian infrastructure.

Outside of NJDOT and the MPOs, the United States Department of Transportation (USDOT) and the New Jersey Department of Environmental Protection (NJDEP) also administer grant programs that can be used to fund bicycle and pedestrian infrastructure supported by federal funding. In order to receive federal funding, municipalities must go through federal aid eligibiliy with NJDOT or partner with an agency who has approval.

### Transportation Alternatives Set-Aside Program

The Transportation Alternatives Set-Aside Program (TA Set-Aside) provides federal funds to non-traditional projects aimed at strengthening New Jersey's inter-modal surface transportation system. Formerly known as the Transportation Alternatives Program the program is now referred to as TA Set-Aside at both the state and federal level.

TA Set-Aside is designed to develop a more livable and environmentally friendly community through alternative modes of transportation such as biking and walking. The program is administered by NJDOT in partnership with the state's regional MPOs. Each MPO reviews grants for their respective regions.



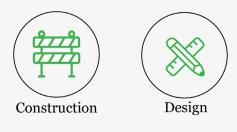
Grant Range in South Jersey



**Eligible Projects** 



### **Eligible Activities**





Projects eligible for TA Set-Aside grants include design and construction of bicycle and pedestrian facilities, conversion of rail corridors to trails, community improvement such as streetscaping and preservation or rehabilitation of historic transportation facilities.

The TA Set-Aside program is administered every one to two years. In FY 2018, \$19.3 million in TA Set-Aside funding was awarded in New Jersey. This was an increase of \$6 million from FY 2016's award of \$13.2 million. South Jersey municipalities received \$5.3 million of FY 2018's funds. These funds were distributed between nine projects including the Fifth Street Rail to Trail in Florence Township, the Atlantic Avenue Trail in Camden County and Newport Streetscape Improvements in Downe Township. Award amounts ranged from \$127,000 to \$1.2 million. NJDOT recommends that applicants request a funding amount between \$150,000 and \$1 million.

NJDOT provides the Design Assistance Program for those applying to TA Set-Aside. Information on this program can be found in the Technical Support section of this guide.

**Program Website**: www.njdotlocalaidrc.com/ federally-funded-programs/transportationalternatives

### Program Contact:

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone**: (856) 486-6618



### Safe Routes to School Infrastructure Program

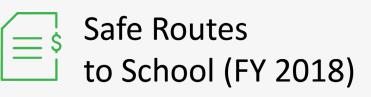
The Safe Routes to School Infrastructure Grant Program (SRTS) is dedicated to projects that make it safe for children to walk or bike to school. Projects must be located within two miles of a K - 8 school. Infrastructure projects eligible for funding include the design and construction of sidewalks, crosswalks and signals, traffic-calming measures and bicycle facilities. Under the FAST Act, SRTS is no longer a stand-alone funding source. The grant now falls into the same block grant as the TA Set-Aside Program at the federal level, but NJDOT continues to administer SRTS as a separate funding program at their discretion.

SRTS is awarded on a two year cycle. In FY 2018, \$8.6 million was awarded to 18 municipalities through the SRTS grant program. Approximately 17% went to South Jersey municipalities. Within the region, grant awards ranged from \$156,000 to \$502,000. The largest grant went to Hammonton to provide American's with Disabilities Act (ADA) compliant curb ramps, new sidewalks and signage around Sooy Elementary School.

**Program Website**: www.njdotlocalaidrc.com/ federally-funded-programs/safe-routes-toschool

### Program Contact:

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone**: (856) 486-6618



Total Awarded in New Jersey



\$ 8,629,000

Total Awarded in South Jersey



\$ 1,487,000 (17%)

Grant Range in South Jersey



\$156,000 -\$502,000



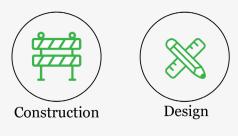




Pedestrian Safety

Bikeway

**Eligible Activities** 





### **Recreational Trails Program**

The Recreational Trails Program (RTP) funds the development and maintenance of trails, including bicycle paths. Project costs may be funded up to an 80% federal share with a 20% local match. This grant is administered by NJDEP.

In FY 2015, 64 applicants in 18 counties were approved for a total of \$1.1 million in RTP funding. RTP is appropriate for smaller projects, or portions of projects, that do not require a substantial amount of funding. The maximum RTP funding award is \$24,000. Funding awards in FY 2015 ranged between \$800 and \$24,000.

# **Program Website**: www.state.nj.us/dep/greenacres/trails/grants.html

### Program Contact:

Brandee Chapman, Trails Coordinator, Green Acres Program New Jersey Department of Environmental Protection <u>Email</u>: trails@dep.nj.gov <u>Phone</u>: (609) 984-0628

### **Better Utilizing Investments to Leverage Development Grant Program**

The Better Utilizing Investments to Leverage Development Program (BUILD) allows the United States Department of Transportation (USDOT) to invest in road, rail and port projects that help achieve national objectives. The grant was formerly known as the Transportation Investment Generating Economic Recovery (TIGER) grant. This program typically funds large scale projects that have an impact on the nation, a metropolitan area, or a region. Unlike other federally funded grants, BUILD is administered directly through the USDOT.

In FY 2018, the BUILD grant provided \$1.5 billion in funding with 69% of funding allocated to rural areas and 31% to urban areas. Since its start in 2009, the program has provided approximately \$6 billion to projects in all 50 states, the District of Columbia, and Puerto Rico. Eligible applicants







for BUILD grants include state, local, and county governments, port authorities, transit agencies and MPOs. In previous funding years, the program funded Circuit Trail projects In Camden and Philadelphia.

### **Program Website**: www.transportation.gov/ BUILDgrants/about

### **Congestion Mitigation and Air Quality Improvement Program**

The Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds transportation projects that improve air quality and reduce traffic congestion. The program is administered by the regional MPOs. Bicycle and pedestrian projects with a transportation purpose are good candidates for funding through CMAQ.

This program takes a data-driven approach to help ensure a positive impact on the region. Applicants must demonstrate the quantifiable impact their project will have on air quality. DVRPC and SJTPO are available to assist with this analysis, if needed. Due to its complexity, the regional MPOs require a minimum proposal of \$250,000 for construction projects. Municipalities, counties, non-profits and private entities are eligible to apply for CMAQ.

CMAQ provides funds for a wide range of projects including bikeways, education and outreach campaigns and bike share programs. In 2018 DVRPC awarded funding to six projects in New Jersey, four of which impact the South Jersey region. These included the construction of the Gloucester Township Bicycle Trail from Oak Avenue to Evesham Road, a part of the Philadelphia region's Circuit Trails network. In FY 2018, A total of \$3.8 million was awarded to the DVRPC counties in New Jersey through CMAQ, \$1.4 million of which was awarded to projects in Burlington, Camden and Gloucester Counties. In FY 2018, SJTPO authorized \$1.149 million in CMAQ funds.

#### DVRPC Program Website: www.dvrpc.org/cmaq

### **DVRPC Program Contact:**

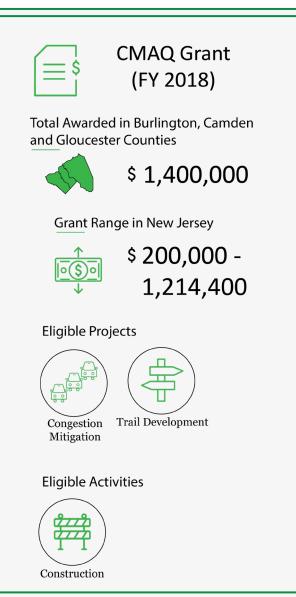
Kwan Hui, Manager, NJ Capital Programs Delaware Valley Regional Planning Commission <u>Email</u>: khui@dvrpc.org <u>Phone</u>: (215) 238-2860

### SJTPO Program Website:

<u>www.sjtpo.org/cmaq</u>

### SJTPO Program Contact:

Jason Simmons, Program Manager, Capital Programming & Project Development South Jersey Transportation Planning Organization <u>Email</u>: jsimmons@sjtpo.org <u>Phone</u>: (856) 794-1941





### **Highway Safety Improvement Program**

The Federal Highway Safety Improvement Program (HSIP) is dedicated to reducing fatalities and serious injuries along public roads, including county and local roads. New Jersey is apportioned approximately \$58 million annually for the HSIP Program. This apportionment is distributed 60% to local roadway and 40% to state roads based on fatalities and serious injuries data. The local portion is distributed to the three MPOs based on census data.

The application process for HSIP programs are data-driven and include problem identification, countermeasure selection and cost-benefit analysis. Proposals must demonstrate a location's crash history, using multi-year data, and clearly show how the suggested improvements will address an identified safety issue. Projects can only be funded if they appear on the HRRP network screening list ranked in the top 50 in their respective county or top 150 in the region. FHWA Proven Safety Countermeasures are highly encouraged for use in HSIP projects.

### Local Safety Program

The Local Safety Program (LSP) supports the construction of high-impact safety improvements on county and local roadways. Projects funded by this program include intersection improvements, road diets, roundabouts, signage, pedestrian indications, crosswalks, curb-ramps, pavement markings and other bicycle and pedestrian improvements related to safety and mobility.

### High Risk Rural Roads Program

The High Risk Rural Roads Program (HRRRP) addressessafetyproblemsonroadwaysfunctionally classified as rural major collectors, rural minor collectors or rural local roads. Eligible projects must be on roadways with a crash rate that exceeds the statewide average for their functional class. A projects location must be on the HRRP screening list. Projects funded through this program have used countermeasures including high friction surface treatment, reflective pavement markings and rumble strips. Countermeasures can also be used to improve bicycle and pedestrian safety along rural roads.

In FY 2018, \$3 million in HSIP funding was available to DVRPC's New Jersey Local Safety Program. SJTPO provided \$2 million to its counties.

### DVRPC Program Website:

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www.dvrpc.org/Transportation/Safety/
LocalSafetyProgram/
DVRPC Program Contact:
```

Kevin S. Murphy Delaware Valley Regional Planning Commission Principal Transportation Planner <u>Email</u>: kmurphy@dvrpc.org <u>Phone</u>: (215) 592-1800





### <u>SJTPO Program Website:</u>

<u>www.sjtpo.org/hsip</u>

### **SJTPO Program Contact:**

Alan J. Huff, Program Manager, Safety Initiatives & Public Outreach South Jersey Transportation Planning Organization <u>Email:</u> ahuff@sjtpo.org <u>Phone:</u> (856) 794-1941

### Transportation and Community Development Initiative

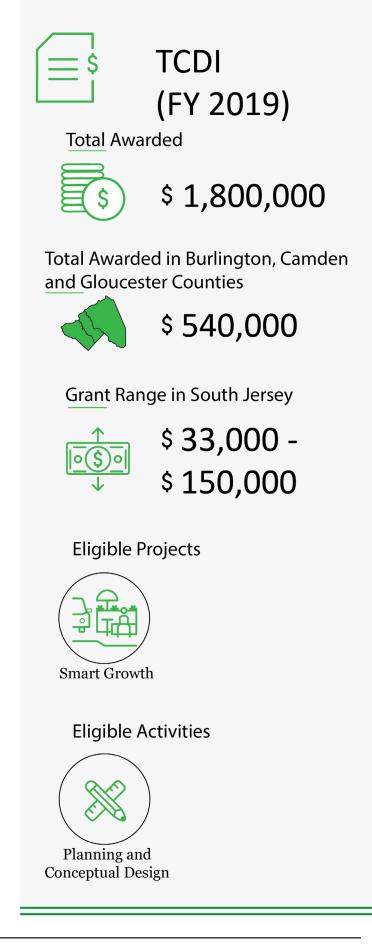
The Transportation and Community Development Initiative (TCDI) program supports smart growth initiatives that implement the goals of *Connections 2045*, DVRPC's regional long range plan. South Jersey counties eligible for this source of funding are Burlington, Camden and Gloucester.

The TCDI program is not an infrastructure grant. It supports a wide range of project development initiatives including planning, ordinance design, preliminary engineering, market analysis, feasibility studies and capacity building that spark public or private investment in smart growth. In FY 2019, a total of six projects within the South Jersey region received funding for a total of \$540,000. The grant awards ranged from \$33,000 to \$150,000. Projects funded within the region included a joint Bicycle and Pedestrian Master Plan in Collingswood and Haddon Township, Burlington County's Route 541 corridor study and a downtown circulation plan in Burlington City.

### Program Website:

www.dvrpc.org/TCDI

**Program Contact**: Karen Cilurso, Manager, Community Revitalization Delaware Valley Regional Planning Commission **Email**: kpcilurso@dvrpc.org **Phone**: (215) 238-2876





# STATE FUNDING SOURCES

State funding for bicycle and pedestrian projects comes from the New Jersey's Transportation Trust Fund (TTF). State programs do not have as many administrative requirements and are typically easier to administer when compared to Federal grants.

The three primary programs available for bicycle and pedestrian funding are the Bikeways, Municipal Aid and County Aid grants. Other grants supported by the state, such as Safe Streets to Transit and the Transit Village program, can be leveraged to improve walking and biking around transit facilities.

### **Bikeways Grant Program**

NJDOT's Bikeways Grant Program promotes bicycling as an alternative mode of transportation and helps further New Jersey's goal of creating 1,000 new miles of dedicated bike paths. These funds can also be used for the preliminary and final design of bicycle facilities in municipalities that are eligible for Urban Aid.

The construction of separated bicycle facilities are given priority in the selection process; however, the proposed construction of any bicycle facility will be considered for funding. Proposals are also evaluated based on the creation of new bikeway mileage, connectivity to existing bikeways and community support.

In FY 2019, three communities statewide received funding totaling \$1 million, with grant awards between \$130,000 and \$500,000 per project. As a local example, Somers Point in Atlantic County received funding to improve a bikeway along Somers Point – Mays Landing Road for \$130,000.

**Program Website**: www.njdotlocalaidrc.com/ state-funded-programs/bikeways

### Program Contact:

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone:** (856) 486-6618



# Bikeways (FY 2019)

Total Awarded in New Jersey



Total Awarded in South Jersey

\$ 130,000

Grant Range in South Jersey



\$ 130,000 -\$ 500,000





### **Municipal Aid**

Municipal Aid is a state grant funded through the Transportation Trust Fund (TTF). The grant is provided to municipalities in order to supplement their own transportation programs, generally funded by municipal bonds.

Projects funded by the grant must fall within seven categories, four of which can be used to implement bicycle and pedestrian infrastructure. These categories are pedestrian safety improvements, construction of bikeways, quality of life improvements and roadway safety. Though the grant is mainly used to implement road resurfacing programs, municipalities could incorporate bicycle and pedestrian infrastructure into these projects and maximize the effectiveness of the Municipal Aid program at a low cost.

A total of 544 municipalities applied for Municipal Aid grants, resulting in 538 awards in FY 2019. \$161.2 million was awarded through Municipal Aid, more than doubling the previous total of \$78.8 million. This increase is due to extra funding from the gas tax, which goes into New Jersey's TTF. The Cross County Connection region received 24% of Municipal Aid grant funding.

# Program Website: www.njdotlocalaidrc.com/

state-funded-programs/municipal-aid

### **Program Contact:**

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone**: (856) 486-6618

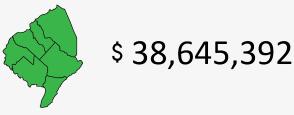


# Municipal Aid (FY 2019)

Total Awarded in New Jersey



Total Awarded in South Jersey



Grant Range in South Jersey



\$68,000 -\$1m

**Eligible Projects** 





Pedestrian Safety





Road Improvements



### **County Aid**

County Aid is a state grant disbursed to all New Jersey counties to complete projects improving roads and infrastructure within their Annual Transportation Program (ATP). The ATP is an annual list of transportation projects that are eligible for funding within the county. Similar to Municipal Aid, County Aid is often used for routine roadway resurfacing and re-striping. Incorporating bikeways into these projects can maximize the effectiveness of this grant with little additional cost.

County Aid funds are distributed on a formulaic basis. The funds can be used to fund projects on roads, bridges and public transit falling under county jurisdiction. In FY 2019, NJDOT awarded \$161.2 million in County Aid funds. South Jersey counties received \$50.3 million, approximately 31% of the total money distributed during this funding period.

#### **Program Website**: www.njdotlocalaidrc. com/state-funded-programs/county-aid

**Program Contact**:

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone**: (856) 486-6618

### Local Aid Infrastructure Fund

The New Jersey Department of Transportation administers the Local Aid Infrastructure Fund (LAIF) to address emergency and regional needs throughout the state. Projects are selected as needed by the Commissioner of NJDOT. Applications for funding can be submitted on a rolling basis since projects are administered as needed.

Consideration is given to projects that are needed due to an unforeseen circumstance such as safety improvements to critical bike and pedestrian locations, emergency bridge repair and drainage failure.





### Safe Streets to Transit

Safe Streets to Transit is an element of NJDOT's comprehensive Pedestrian Safety Initiative. The program provides funding for municipalities to improve walking and biking around transit facilities and public transportation.

Burlington Town Centre Light Rail Station In Burlington City



Municipalities in the South Jersey region have had success with using the grant to add sidewalks. A good example is seen in Delran, where the municipality added sidewalks along Route 130 at Fairview Street, an area that has bus stops on both sides of the corridor. In FY 2019, the South Jersey region received \$490,000 for three projects from the Safe Streets to Transit grant, 49% of the \$1,000,000 awarded.

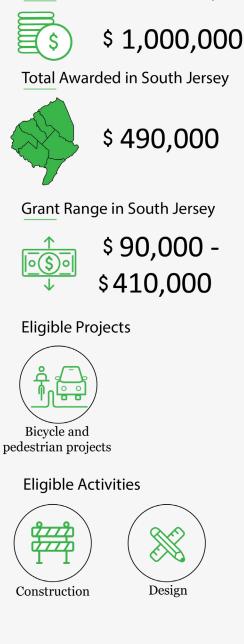
### Program Contact:

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone**: (856) 486-6618



# Safe Streets to Transit (FY 2019)

Total Awarded in New Jersey





### **Transit Village**

The Transit Village program provides funding to municipalities designated as Transit Villages by NJDOT and the inter-agency Transit Village Task Force.

Municipalities who demonstrate a commitment to revitalize the area surrounding transit facilities into mixed use neighborhoods are great candidates to pursue the Transit Village designation. The Designated Transit Villages in the Cross County Connection region are:

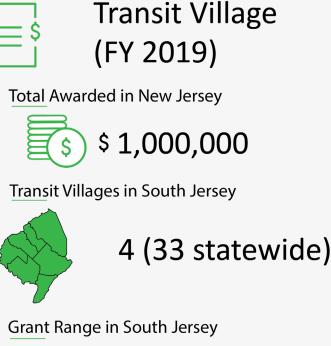
- Pleasantville
- Riverside
- Collingswood
- Burlington City

Only designated Transit Villages are eligible to receive the grant. In 2018, Pleasantville received \$400,000 from the Transit Village grant. The money was used to replace curbs and sidewalks, install LED lighting and creating signage to promote the bus terminal. These elements improve safety and security for those walking and biking to transit in Pleasantville.

In FY 2019, five municipalities were awarded a total of \$1,000,000. Project awards ranged between \$70,000 and \$370,000. Any municipality interested in being designated a Transit Village should contact NJDOT's district office.

### Program Contact:

Division of Local Aid and Economic Development, District 4 New Jersey Department of Transportation **Phone**: (856) 486-6618





### Transit Village Designation Criteria

- Attend a pre-appliation meeting with a Transit Village Coordinator
- Identify existing transit
- · Demonstrate municipal willingness to grow
- Adopt a transit-oriented development (TOD)
   redevelopment plan or TOD zoning ordinance
- · Identify specific TOD sites
- · Identify bicycle and pedestrian improvements
- · Identify placemaking efforts near transit





# **PRIVATE FUNDING SOURCES**

Within the southern New Jersey region, well established private and philanthropic investors are supporting bicycle and pedestrian infrastructure. Existing and potential private partners provide funding through two avenues:

- Private grants
- Public-private partnerships

The following section includes information on existing private and philanthropic partnerships for bicycle and pedestrian infrastructure investment as well as opportunities for additional funding going forward.

### **Existing Public-Private Partnerships**

### William Penn Foundation

William Penn Foundation has provided funding for trail development in South Jersey. It has funded a wide range of programs, including project design and implementation to marketing and technical assistance. Most of the funding is awarded through DVRPC's Regional Trails Program. Through the program, the foundation has provided \$16 million to 86 trails planning, design and construction projects. Trails receiving money in South Jersey include Baldwin's Run Tributary Trail in Camden County, Kaighns Avenue to Route 130 Connector Trail in Camden County and Kinkora Trail in Burlington County.

### New Jersey American Water

New Jersey American Water (NJAW) also makes a strong impact in the region by providing funds to grants administered by public organizations. Since 2010, NJAW has been a participant in the Neighborhood Revitalization Tax Credit (NRTC) grant. The NRTC program is a privately funded grant that supports the growth of distressed neighborhoods in New Jersey. The New Jersey Department of Community Affairs (NJDCA)



administers the program and provides private businesses with an 80% tax credit for New Jersey state taxes in return for their investment in eligible low or moderate income neighborhoods. Sixty percent of the grant must be used for the development of housing or economic development. Over nine years, NJAW has contributed \$6.6 million to community projects through the NRTC program. Approximately \$5.7 million of that money has gone towards initiatives in Camden.

Recently, \$985,000 in NJAW allocated tax credits, was awarded to the Cramer Hill neighborhood in Camden, NJ. The grant will help implement action items of the Cramer Hill NOW! Plan to improve pedestrian infrastructure along the River Avenue business corridor.

### Sustainable Jersey Small Grant Program

Sustainable Jersey is a statewide certification program for municipalities that want to save money and take steps to sustain their quality of life for the future. Participating local governments voluntarily complete and document actions to earn points toward certification. Sustainable Jersey actions related to bicycle and pedestrian infrastructure include: Adopting a Complete Streets Policy; Instituting Complete Streets; Safe Routes to School; Bicycle and Pedestrian Audits; and completing a Bicycle and/or Pedestrian Master Plan.

Sustainable Jersey offers small grants ranging from \$2,000 to \$20,000 to assist communities with completing Sustainable Jersey action items. Over 100 communities have received grants since the program began in 2009. The grant is funded by the Gardinier Environmental Fund and PSEG Foundation. To be eligible for a Sustainable Jersey Small Grant, a community must be registered with Sustainable Jersey and have an active Green Team. The funds can only be used to implement actions that earn points in the Sustainable Jersey program.



Community Health aims to improve one's health through positive changes to the built and social environment where one resides. Improving access to healthcare, nutritious foods and active transportation in one's environment plays a critical role in preventing chronic diseases. Community health also involves improving equity in a region where there are disparities in health by race. Partnering with institutions interested in pursuing community health initiatives is a great way to raise awareness about active transportation and create new funding streams for bicycle and pedestrian infrastructure.





### Private Partners to Pursue for Additional Funding

While the previously mentioned organizations are a great boost to the region's bicycle and pedestrian infrastructure, there may be other potential sources of funding from organizations interested in improving the health and safety of South Jersey. Going forward, efforts should be made to identify and partner with these organizations. The following section outlines just a few potential new partners to engage in further developing the region's bicycle and pedestrian network.

### **Robert Wood Johnson Foundation**

The Robert Wood Johnson Foundation (RWJF) provides funding to community institutions looking to improve health in their respective focus areas. One of RWJF's focus areas is building healthy communities through supporting initiatives that improve the built environment and social determinants of health. Organizations such as the Parkside Business & Community in Partnership Inc (PBCIP) and the Camden Coalition of Healthcare Providers have received funding to study how different aspects of the built environment impact community health. With its \$500,000 grant, PBCIP developed and started to implement a neighborhood revitalization plan for the Parkside neighborhood of Camden, NJ.

RWJF provide grants for a wide range of activities including planning and demonstration projects, policy analysis, research and evaluations, communication and coalition building and technical assistance. South Jersey non-profits and municipalities could potentially request funding to support planning efforts directed towards active transportation infrastructure.

### Hospitals / Health Care Providers

Throughout the country, hospitals are beginning to realize the important role bicycle and pedestrian infrastructure plays in creating healthy communities. The Seattle Children's hospital provides a great example of this, investing over \$2 million to improve bicycle and pedestrian infrastructure in its service area.

As health care institutions continue to shift towards care that provides preventative treatment for chronic diseases, more institutions may support active living and transportation.

A successful regional initiative, which serves as a potential model to pursue in South Jersey, is Kaiser Permanente's funding of active living initiatives throughout Colorado and the Pacific Northwest. This health care provider has invested in neighborhood organizations to develop and implement "Active Living Plans" since 2016. This has led to over 2,000 locations being assessed for opportunities to provide active transportation infrastructure.

The Asthmar Park Neighborhood Association has been particularly successful with the funding provided through Kaiser Permanente. The organization used the momentum of their original \$75,000 grant to receive an additional \$200,000 of funding to implement plans to improve transportation access in their neighborhood.

The South Jersey region has several health care providers participating in community health initiatives. Jefferson Health, Cooper University Health Care and Children's Hospital of Philadelphia (CHOP) participate in community health endeavors.

Agencies, counties, municipalities and advocates can leverage these institution's interest in community health throughout the region to promote funding for bicycle and pedestrian design, construction and engagement in South Jersey.



## GRANT APPLICATION BEST PRACTICES

Many of the grants highlighted in this guide are highly competitive, both at the federal and state level. Because of the competitive nature of these grants, improving an application's quality will help increase the likelihood of receiving an award. The following section provides South Jersey municipalities with strategies and important tips to improve grant applications.

Improving grant application quality can be achieved through different strategies, including:

- Finding a project that aims to improve all aspects of mobility and safety
- Relating a prospective project to current municipal and county plans
- Providing clear examples of issues a grant funded project will solve through pictures and maps

To improve the quality of a grant application, a thorough review of plan documents including master plans and bicycle and pedestrian plans should be undertaken. Grant writers can then use the information from these documents to show how the project will help meet goals set forth in the plans.

### Federal Grant Requirements (TA Set-Aside & SRTS)

Both the SRTS and TA Set-Aside grants have six requirements that must be met for consideration:

1. <u>Eligible Criteria</u>

TA Set-Aside projects must meet one of seven eligible activities to receive funding. Some of the items on this list include

- Design and construction of on-road and offroad multi-modal facilities
- Conversion of abandon railroad corridors
- Construction of scenic turnouts

- Community improvement and streetscaping activities
- Environmental mitigation and stormwater management

Make sure to include all applicable activities when drafting your project narrative for the grant.

2. <u>Responsible Charge</u>

Municipalities and counties who are awarded a SRTS and TA Set-Aside grant must provide the name, title and employer of the person who is going to be in charge of the grant awarded project. This person must be a full-time employee of the applicant. They cannot be a consultant.

3. <u>Resolution/Letter of Support</u>

Both the SRTS and TA Set-Aside grants require a resolution/letter of support.

- TA Set-Aside grants require a letter of support from the governing body of the applicant and the owner of the public right-of-way where the project is located if different.
- The SRTS grant requires a resolution of support from the applicant and owner of the right away, but also requires a resolution or letter of support from the participating school board or, if it involves a private school, a letter from the executive director.

Letters or resolutions must be signed within one year prior to the solicitation date of the grant. The letter/resolution must also refer to and show approval for the proposed project. To keep respective parties aware of any project, it is recommended that the owner of the public right-of-way and the school board be included in the grant application process to ensure they are familiar with the project.



### 4. Maintenance Commitment

Applicants for SRTS and TA Set-Aside grants are required to provide a letter or resolution of support from:

- The entity that will have continual ownership of the project location
- The entity committing to the maintenance of the project

In most cases this will be the same entity. But in some cases they may not. For example, a municipality may have an agreement to pursue funding for a project on a county road with the understanding that the municipality will provide maintenance. Letters and resolutions of support from both entities would need to demonstrate this mutual agreement

Any letter or resolution must be dated within one year of the application solicitation date. When applying for TA Set-Aside or SRTS grants, applicants should be aware of the requirement of providing maintenance for the project after completion and work that into future municipal budgets going forward.

### 5. Distance from School (SRTS Only)

This rule, specific to SRTS grants, states that a selected project must be within two miles of a K-8 school to be eligible for funding. To clearly illustrate that the project meets this requirement, it is best to include a map indicating locations of the projects in relation to schools.

### 6. <u>Student Arrival and Departure Tallies (SRTS</u> <u>Only)</u>

SRTS grant recipients must provide student arrival and departure tallies for the schools within the project area. Tallies are meant to track the mode used by children to travel to and from school, including the number of students walking and biking. There are several resources available to assist grant applicants with this task, including Cross County Connection. Prior to applying for federal grants, applicants should make sure they are prepared to meet all the requirements of both the SRTS and TA Set-Aside grants. If any of the requirements are not included, applications will be deemed ineligible and will be removed from consideration for funding.

# Tips and Strategies to Improve Grant Applications

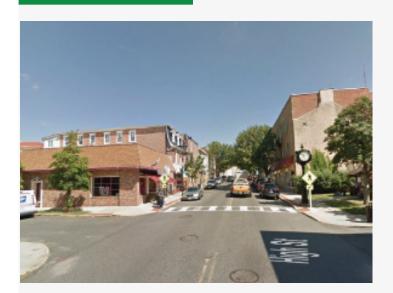
There are several strategies to follow for improving grant applications. Providing useful details about the project will clearly convey the need for the project and its potential impact, setting your application apart from the others. Listed below are some best practices and strategies that will improve a grant application's quality.

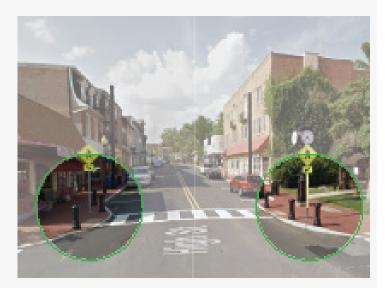
<u>Project Narrative</u>: A strong project narrative should explain how a municipality's prospective project will improve safety, meet the goals of the municipal, county and regional plans, create connections and improve economic development. While writing the application, applicants should include any context specific issues regarding the project and how they are going to be alleviated.

Mount Holly, who received a TA Set-Aside grant in 2016, is a great example of a grant application with a strong narrative, as it includes language as to why the streetscape improvement project is important at both the local and regional levels. The application also highlights numerous assets along the street including its local businesses, and county facilities. The application illustrates why these uses will attract people to the project area at different times of day.

When preparing an application, it is best to write the narrative as if the reviewer has never seen the project site. Mount Holly's use of context specific detail made it easy for application reviewers to understand the issue, how the project will address it and also clearly convey its community and regional impact.







### Project Highlight: Mount Holly Streetscape Improvements Phase II

Location Mount Holly, NJ

Grant Type Federal, TA Set-Aside grant

Amount Awarded \$ 483,000

Project Completion 12 months after grant award date

**Additional Funding** 

Township - \$96,000 for design Small Cities CDBG - \$ 400,000 for phase I NJDOT - \$232,000 for phase I

Project Scope Streetscape and sidewalk improvements

### Project

Mount Holly was awarded a Transportation Alternatives grant for streetscape improvements along High Street. This corridor is critical as it acts as an economic engine for downtown Mount Holly. The project will create a safe and appealing gateway into downtown along High Street by providing a continuous pedestrian route. In areas where sidewalks are not complete or sufficient, they will be widened to a minimum of 5 feet. Decorative crosswalks and plantings will also provide for safe crossings and enhance the visual appeal of the corridor.

### **Grant Application Best Practice**

Mount Holly created a strong application by showing the local, regional, and state importance of the High Street corridor, connecting the application to local projects and improvement zones and highlighting specific safety concerns that will be treated through streetscape improvements. These elements combined to provide a project narrative that illustrated the importance of improving High Street to provide a safe and enjoyable pedestrian environment.



<u>Construction readiness</u>: In the application, be sure to indicate what federal or state parties will need to be involved for permitting or approvals for the project. To help show that the project is ready for construction, the status of permits, right-ofway and utility relocation, among other things, should be included in the text of the application. Applicable parties, such as state and county officials, should be included in the discussion when needed.

<u>Include Pictures</u>: Including pictures is a valuable tool to supplement a strong project narrative. Pictures should be used to illustrate problems that a funded project would solve. For example, if a municipality wants to improve pedestrian safety along a high crash corridor, pictures should be included of pedestrians crossing the road at unsafe intersections or unmarked crosswalks to show the need for safety interventions.

### Comprehensive Project Development:

An applicant should be comprehensive in selecting the infrastructure improvements for which they are seeking funding. The project scope should not be too narrow as to not fully address the issues raised in the project narrative. For example, if a municipality wants to install sidewalks, they should also include safe crossings at intersections. This constitutes a well-rounded project that will increase safety for pedestrians and potentially receive a more favorable score.

<u>Detailed Maps</u>: Like site pictures, a map will help grant reviewers understand a project's location, physical constraints and scope. Including a map that provides context and shows project limits and connections will strengthen a grant application.

### Use Design Standards:

Design standards and toolkits can help match safety and roadway issues to the correct countermeasure or treatment. Using design standards to help determine interventions will improve a grant application. Applying design standards to specific issues seen in the project is a great exercise to strengthen a grant application and better prepare local officials to implement treatments. Design standard resources include:

- NJDOT Pedestrian Safety Action Toolbox
- New Jersey Complete Streets Design Guide
- FHWA Proven Safety Countermeasures



## **TECHNICAL SUPPORT**

Technical support is available to municipalities during the grant writing and application process. Many organizations in the region provide this service for planning and implementation of bicycle and pedestrian infrastructure. Below is a list of several local, regional, state and national organizations providing technical support.

### **Cross County Connection TMA**

### www.driveless.com

Cross County Connection is the Transportation Management Association (TMA) for New Jersey's seven southern counties. Cross County Connection addresses mobility issues in the region to reduce the number of vehicles on state and local roadways and improve quality of life in the region. Services provided include assistance to local governments with bicycle and pedestrian planning projects, shuttle bus planning projects, and more.

Cross County Connection is available to assist municipal and county governments with bicycle planning efforts by conducting bicycle and pedestrian crash analyses and safety audits, identifying funding sources for bicycle and pedestrian projects, assisting with the development of Bicycle and Pedestrian Master Plans and creating electronic and print bikeway maps utilizing GIS and GPS technology.

### Grant Application Assistance:

Cross County Connection also provides grant application review services to South Jersey municipalities. If you are a TMA member, Cross County Connection will also provide grant writing assistance.

For more information on how Cross County Connection can assist with bicycle and pedestrian planning, grant assistance and member services, please call (856) 596-8228.

### NJDOT Design Assistance Program

https://www.state.nj.us/transportation/ business/localaid/

NJDOT offers a Design Assistance Program for both TA Set-Aside and SRTS grants. The program makes available consultant services to assist municipalities and counties in the design and development of their project. Recipients of TA Set-Aside and SRTS grants are eligible for this program. NJDOT provides six firms to assist with design. The firms include:

- French & Parello Associates
- CME Associates
- McCormick Taylor Inc
- NV5 Inc
- Taylor Wiseman & Taylor
- Greenman-Pederson Inc

Using the Design Assistance Program provides extra assistance to smoothly implement federally funded projects. Municipalities and counties will be reimbursed for eligible design costs that do not exceed \$430,000 through the program.

### **Federal Highway Administration (FHWA)** www.fhwa.dot.gov

The Federal Highway Administration (FHWA) provides stewardship over the construction, maintenance and preservation of the Nation's highways, bridges and tunnels. FHWA also conducts research and provides assistance to state and local agencies in an effort to improve safety, mobility, and livability, and to encourage innovation. Among their resources are bicycle and pedestrian planning guidance documents to support the implementation of best practices. Guidance documents address planning, design, regulations, funding, traffic control signage, and more.



### The Delaware Valley Regional Planning Commission (DVRPC)

www.dvrpc.org

DVRPC is the MPO for the Delaware Valley region, which includes the counties of Camden, Burlington, Gloucester, and Mercer in New Jersey, and Philadelphia, Delaware, Chester, Montgomery, and Bucks in Pennsylvania.

As required by federal law, DVRPC coordinates a comprehensive transportation planning program for the nine-county metropolitan region. This is accomplished through the implementation of the region's long-range plan. The regional plan provides the blueprint for where to focus future planning activities and investments. The long range plan looks at a 20 year time horizon and is updated every four years.

DVRPC provides technical assistance and conducts high-priority studies for member county and local governments. DVRPC develops bicycle and multi-use trail plans, conducts feasibility studies for bicycle facilities, and administers several grant programs that fund the planning and construction of pedestrian and bicycle infrastructure.

### South Jersey Transportation Planning Organization (SJTPO)

### www.sjtpo.org

SJTPO is the MPO covering Atlantic, Cape May, Cumberland, and Salem Counties in southern New Jersey. SJTPO serves as a technical resource, provides access to funding, and works to provide a regional approach to address transportation planning and engineering issues.

SJTPO prepares and oversees the implementation of their region's The regional plan details the ways the region aims to invest in the transportation system, identify long-term needs and the policies, strategies and projects that will address them. SJTPO provides a forum for cooperative decisionmaking among responsible state and local officials, public and private transportation providers and the general public.

### New Jersey Bicycle and Pedestrian Resource Center (BPRC) www.njbikeped.org

The New Jersey Bicycle and Pedestrian Resource Center (NJBPRC) assists public officials, transportation and health professionals and the public in creating a safer and more accessible walking and bicycling environment. NJBPRC is managed by the Alan M. Voorhees Transportation Center (VTC) and is supported by the NJDOT with funding from FHWA.

### New Jersey Safe Routes to School Resource Center

### www.saferoutesnj.org

The New Jersey Safe Routes to School Resource Center also assists public officials, transportation and health professionals, and the public in creating a safer and more accessible walking and bicycling environment through research, education and dissemination of information about best practices in policy and design. Like NJBPRC, it is managed by VTC and is supported by NJDOT with funding from FHWA.

The New Jersey Safe Routes to School Resource Center works with and coordinates the efforts of the SRTS Regional Coordinators at the state's eight Transportation Management Associations (TMAs). Cross County Connection is the TMA responsible for South Jersey. The Resource Center's website is a valuable source of information about the SRTS program in New Jersey.



## CONCLUSION

Providing a strong and connected bicycle network in the South Jersey region will help improve the quality of life for those living here. To complete this task, multiple sources of funding are available. Funding programs in this guide can be used to implement a well rounded multi-modal infrastructure system. This will ultimately create a healthier lifestyle with different modal choices available as transportation options.

The intent of this guide is to help municipalities implement bicycle and pedestrian projects by providing information on grants that are currently available. Information in this guide can also spark new ideas for private partnerships to secure additional funding for bicycle and pedestrian projects.

The Grant Program Funding Matrix included on the following pages can be used as an additional resource to quickly review details of programs described in this guide. Details in the matrix include eligible applicants, activities covered under each program and general competitiveness.

For further assistance and information on grant funding for bicycle and pedestrian infrastructure, please contact Cross County Connection.

### Contact:

Cross County Connection TMA 4A Eves Drive, Suite 114, Marlton, NJ, 08053 <u>Phone</u>: (856) 596-8228 <u>Website</u>: www.driveless.com



# GRANT FUNDING PROGRAM MATRIX

Program A	_		Typical Deadline (Subject to Change)	Annual Total	Allotments in south Jersey	Percent Funded	Eligible Projects			Eliş	gible Entities			
	Program Administrator	Funding Source					Construction	Planning	Other	Municipalities	Counties	Other	Program Description	Program Website
Transportation Alternatives Set- Aside Program (TA Set-Aside)	NJDOT	Federal	October	\$19.2M (FY 2018)	\$127,000 - \$1.2M (FY 2018)	6% 4 of 64 (FY 2015)	~		√	~	V		Funds non- traditional surface transportation projects, including design and construction of on-road and off-road bikeways.	
Safe Routes to School Infrastructure Program	NJDOT	Federal	June	\$8.6M (FY 2018)	\$156,000 - \$502,000 (FY 2018)	16.7% 25 of 150 (FY 2012)	~			~	$\checkmark$	~	Funds for infrastructure projects that facilitate walking and bicycling within 2 miles of K-8 schools.	https://www. njdotlocalaidrc. com/federally- funded-programs/ safe-routes-to- school
Recreational Trails Program (RTP)	NJDEP	Federal	February	\$1.1M (FY 2015)	\$800 - \$24K (max.) (FY 2016)	N/A	~		✓	~	√	~	Funds to improve access to open space and provide additional biking and hiking opportunities. A 20% match is required.	https://www. state.nj.us/dep/ greenacres/trails/ grants.html
Better Utilizing Investments to Leverage Development (BUILD)	USDOT	Federal	May	\$1.5 billion (FY 2018)	69% rural, 31% urban	9.0% 72 of 797 (FY 2014)	~			~	√		Non-competitive discretionary funds to address emergency and regional transportation needs. Bikeways projects are eligible for funding.	transportation. gov/BUILDgrants
Congestion, Mitigation, and Air Quality Program (CMAQ)	DVRPC	Federal	Мау	\$3.9M (FY 2018)	\$124,440 - \$958,500 (FY 2018)	N/A	~	$\checkmark$	$\checkmark$	~	$\checkmark$	~	Funds projects that demonstrably reduce air pollution emissions or reduce traffic congestion.	http://www. dvrpc.org/CMAQ/
Highway Safety Improvement Program (HSIP)	DVRPC	Federal	March	\$7M (FY 2018)	N/A	N/A	~		~	~	~		Funds projects that contribute to a significant reduction in crash frequency and/or severity on public roads.	https://www. dvrpc.org/ Transportation/ Safety/
Transportation and Community Development Initiative (TCDI)	DVRPC	Federal	February	\$507,000 (FY 2019)	\$50,000 - \$100,000 (FY 2019)	N/A		✓		$\checkmark$			Supports smart grwoth initiatives that implement the goals of DVRPC's regional long range plan.	https://www.

			Typical				Eli	gible Projects	S	Eligible Entities				
Program	Program Administrator	Funding Source	Deadline (Subject to Change)	Annual Total	Allotments In South Jersey	Percent Funded	Construction	Planning	Other	Municipalities	Counties	Other	Program Description	Program Website
Bikeway Grant Program	NJDOT	State	June	\$16.7M (FY 2014)	\$150K - \$1M (recommended) (FY 2014)	N/A	~			~	~		Funds projects that promote bicycling as an alternative mode of transportation. Priority is given to the construction of dedicated bicycle paths.	https://www. njdotlocalaidrc. com/state- funded- programs/ bikeways
Municipal Aid	NJDOT	State	October	\$161.2M (FY 2019)	\$68,000 - \$1M (FY 2019)	59.7% 37 of 630 (FY 2014)	~			~			Funds appropriated to municipalities based on a formula for transportation projects, including the construction of bikeways.	https://www. njdotlocalaidrc. com/state- funded- programs/ municipal-aid
County Aid	NJDOT	State	February	\$161.2M (FY 2019)	\$3.5M - \$10.6M (FY 2019		~				V		Funds formulaically appropriated to every county for projects included on the Annual Transportation Program (ATP).	https://www. njdotlocalaidrc. com/state- funded- programs/county- aid
Local Aid Infrastructure Funds (LAIF)	NJDOT	State	Rolling	\$7.5M (FY 2014)	\$30K -\$400K (FY 2014)	N/A	~	~		~	~	~	Funds road, rail, transit, and port projects. A 20% match is required for applicants from urban areas while no match is required for rural areas.	
Safe Streets to Transit	NJDOT	State	February	\$1M (FY 2019)	\$90,000 - \$410,000 (FY 2019)	N/A	~			~	~		Provides funding for municipalities to improve walking and biking around transit facilities.	https://www. njdotlocalaidrc. com/state- funded- programs/safe- streets-to-transit
Transit Village	NJDOT	State	October	\$1.0M (FY 2018)	\$70,000 - \$370,000 (FY 2018)	45.5% 5 of 11 (FY 2014)	~			~			Funds for the design and construction of bicycle and pedestrian projects within 1/2 mile of transit station. A community must be a desginated Transit Village to be eligible for funding.	https://www. njdotlocalaidrc. com/state-funded- programs/transit- village
Sustainable Jersey Small Grant Program	Sustainable Jersey	Walmart, PSE&G	January	\$400K (2013)	\$2,000 - \$20,000 (2013)	N/A		~	~	~			Funds to implement Sustainable Jersey action items. A municipality must be registered with the Sustainable Jersey program.	resources/ sustainable-