

# **FY 2025 PROJECT SHOWCASE**

**TECHNICAL & MARKETING/OUTREACH  
ACCOMPLISHMENTS**

# BICYCLE & PEDESTRIAN SAFETY PROJECTS



# EGG HARBOR CITY SCHOOL TRAVEL PLAN

A Safe Routes to School Travel Plan assesses the current walking and biking conditions around K-12 schools and provides infrastructure and programming recommendations that will encourage more students to walk, bike, and roll to school.

Egg Harbor City is a walking district. All K-8 students live within two miles of their school. No buses are provided. The goal of this plan is to reduce the number of students being driven to school and instead use active transportation modes to get to school. Plan recommendations were largely focused on smaller projects that can have a big impact such as upgrading or adding crosswalks, and starting a walking school bus program. The travel plan can be used to support a future Safe Routes to School Infrastructure grant application to support larger projects such as new sidewalks or paved trails.

AUDIT - 1/10/2025

REPORT COMPLETED IN MAY 2025



# RUNNEMEDE ROAD SAFETY AUDIT

The Runnemede Borough's Green Team requested Cross County Connection's assistance with conducting a Bicycle and Pedestrian Road Safety Audit. East Clements Bridge Road was chosen as the audit study area. Cross County Connection guided representatives from Runnemede Borough, the Green Team, Camden County on a walk to assess bicycle and pedestrian safety first-hand. A final report was written to summarize the findings and provide recommendations to improve walking and biking conditions. Camden County has already painted the shoulders recommended in the report.

AUDIT - 2/5/2025

REPORT COMPLETED IN JUNE 2025

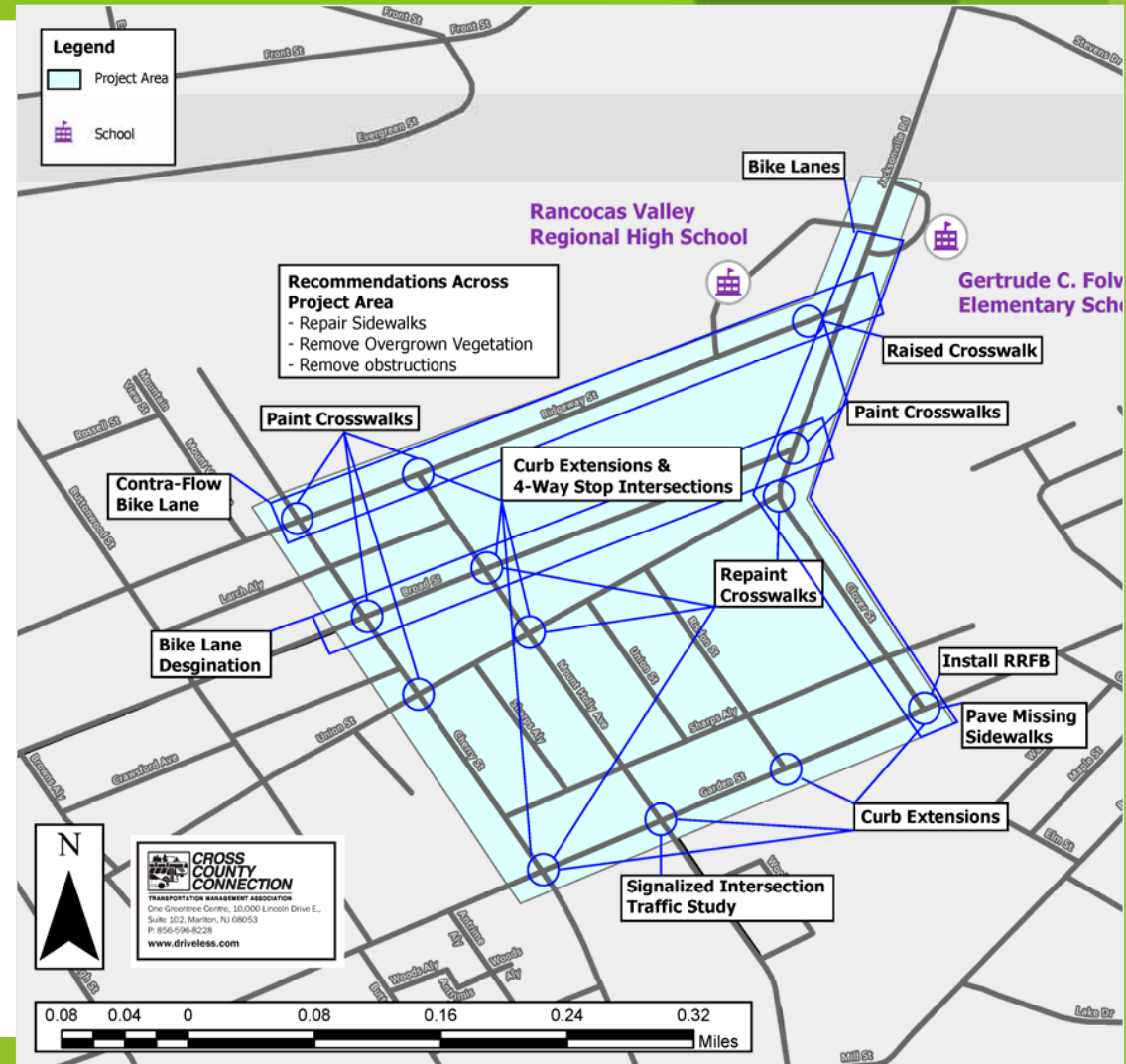
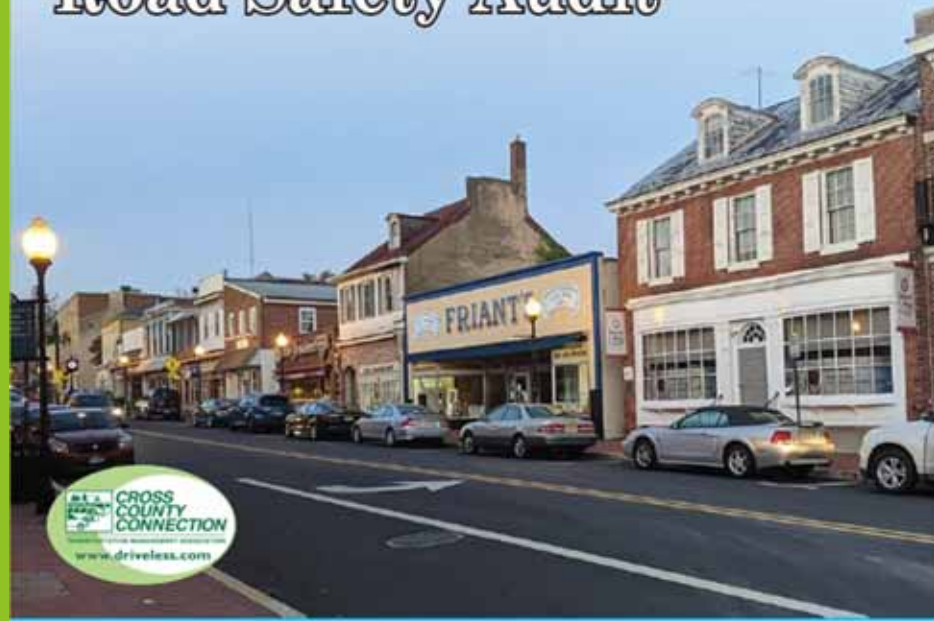


# **MOUNT HOLLY ROAD SAFETY AUDIT**

A GIS analysis was used to identify priority audit candidates in Burlington County. Results indicated pedestrian safety issues in a neighborhood between Rancocas Valley Regional High School and the historic downtown. Cross County Connection worked in close collaboration with Mount Holly Township, Rancocas Valley High School administration, and Burlington County to develop a report that identified causes of safety issues and possible remedies. Burlington County and the Township are working together to move forward with the report's recommendations.

**AUDIT TOOK PLACE ON 6/5/2024  
REPORT WAS COMPLETED IN SEPTEMBER 2024**

# Mount Holly Township: Bicycle & Pedestrian Road Safety Audit



# HADDON TOWNSHIP

## RRFB STUDY

Cross County Connection partnered with Haddon Township to develop a scoring model that is used to identify priority locations for installation of Rectangular Rapid Flashing Beacons (RRFBs) at mid-block pedestrian crossings. Locations were scored based on their proximity to public transportation, crash history, and demographics of the nearby community. Locations that would benefit the most from RRFB installation were identified along with possible grants that can be used to cover costs. The prioritization model can be used in any community interested in using RRFBs.

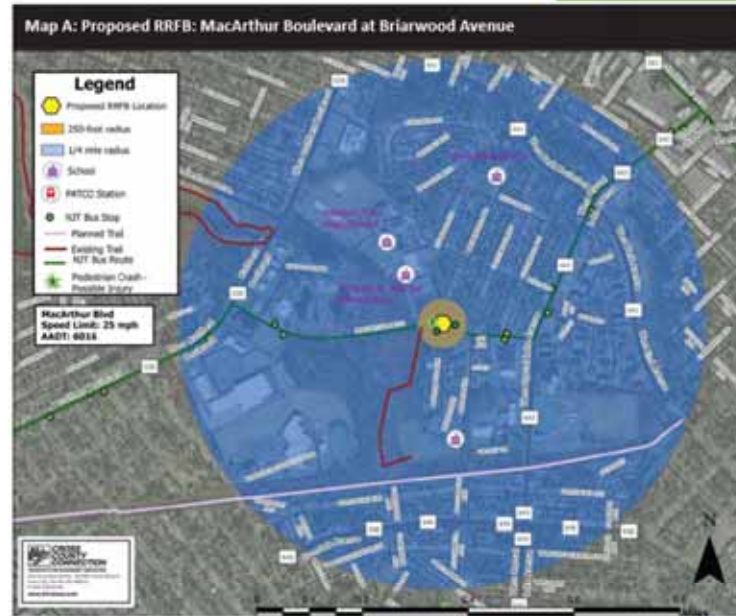
This study is just one multi-modal transportation initiative Haddon Township is undertaking with CCC support. They recently adopted a Complete Streets ordinance and secured a DVRPC TCDI grant to explore opportunities for transit supportive development near the Westmont PATCO station .

RRFB REPORT COMPLETED IN OCTOBER 2024

COMPLETE STREETS ORDINANCE ADOPTED IN FEBRUARY 2025

TCDI STUDY TO BEGIN IN 2026

# Haddon Township: Rectangular Rapid Flashing Beacon Location Evaluation









# COMPLETE STREETS TECHNICAL ASSISTANCE

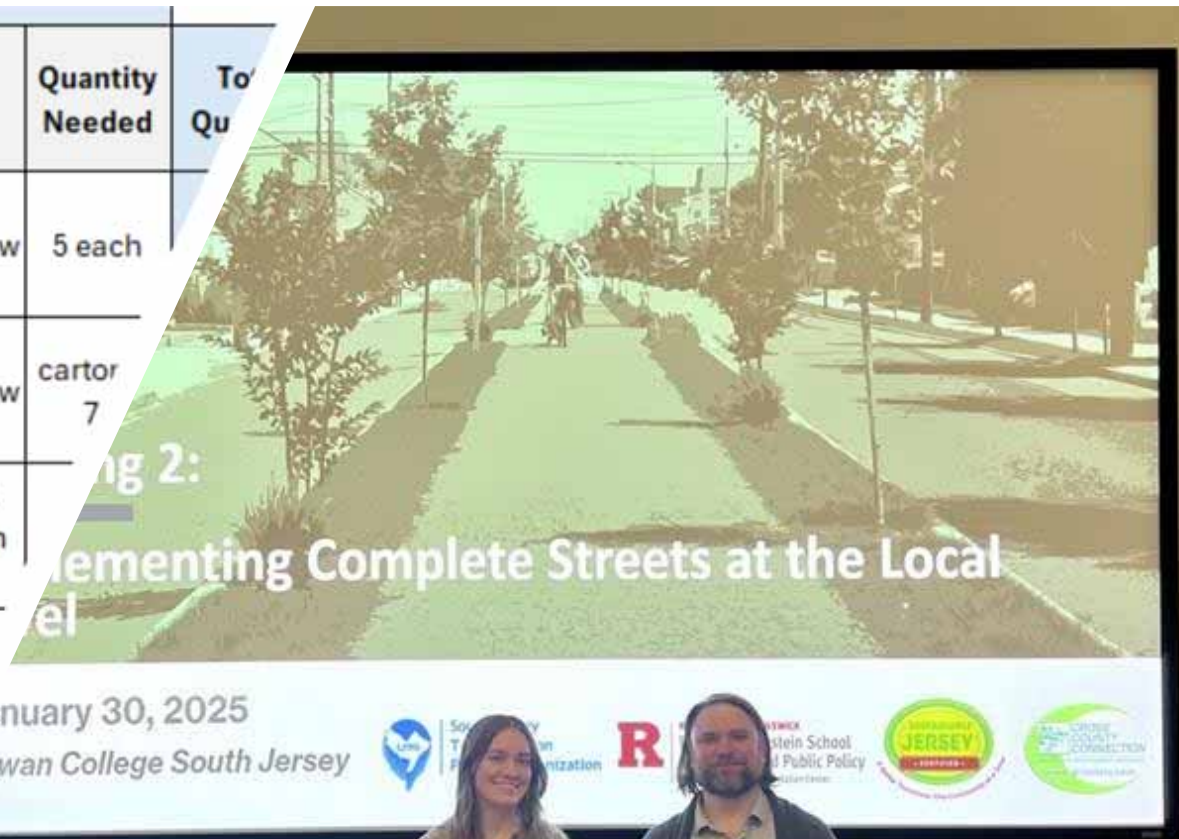
Cross County Connection Transportation Management Association (CCCTMA) is partnered with Sustainable Jersey and the Alan M. Voorhees Transportation Center at Rutgers University (VTC) to work with the South Jersey Transportation Planning Organization (SJTPO) to develop a program that helps municipalities advance Complete Streets initiatives through training, technical assistance, and building a demonstration project lending library.

Projects selected:

- Pennsville: Bicycle Network Plan
- Egg Harbor City: Complete and Green Streets for All Guidance
- Buena Borough: Complete and Green Streets for All Guidance

All projects to be completed by June 2026

Photo	Item	Details/ Dimensions	Quantity Needed	Total Quantity
	Spray Chalk/Paint	White and Yellow	5 each	
	Marking Chalk	White and Yellow	carton 7	
	Temporary Paint	White, Yellow, Green (5 gallon buckets)		
	Chalk Line	100'		
	Paint Striping Machine	N		
	Paint Rollers			
	Paint Roller Cover			



Step 2:  
Implementing Complete Streets at the Local Level

January 30, 2025  
Rowan College South Jersey

South Jersey Transportation Planning Organization | Rowan College South Jersey | New Jersey School of Public Policy | Sustainable Jersey | NJ Statewide Transportation Planning Board



# PUBLIC TRANSIT PROJECTS



# BurLINK B5 ALTERNATIVES ANALYSIS

In a post-Covid world where public transit ridership has mostly recovered across the nation, BurLINK's B5 shuttle has not. Cross County Connection worked with Burlington County, BurLINK operators, and Michael Baker International, to conduct a two-year study that evaluated the B5's service model and operations to identify ways to address issues and boost ridership. Analysis utilized ridership data, on-board observations, driver and dispatch staff interviews, and employer and employee surveying.

Recommendations included service changes to increase shuttle visibility and expand access to more businesses. This study was made possible through funding via the Delaware Valley Regional Planning Commission's (DVRPC) Transportation and Community Development Initiative (TCDI).

Project completed in June 2025

**BurLINK** **B5** ALL-GLASS COUNTY COMMISSION

**Get to Work & Home Easier...**

**BurLINK B5 Improvement Survey**  
 Today Only  
 Share your thoughts and help shuttle service better serve YOU!

**B1**  
**B2**  
**B5**  
**BurLINK**  
 SERVING THE GENERAL PUBLIC IN  
 Hudson and Bergen Counties  
 Providing service to all transit bus and  
 commuter rail riders.

**App your INFO!  
 App your TICKET!**

**Now Receive Customized My Transit**

**NJT Rewards!**  
 benefits with your purchases!  
 tickets in the app, you'll  
 stars, which  
 offers,  
 things  
 & more!

**Find out what you can get at [njtr-rewards.com](http://njtr-rewards.com)**

**BurLINK** **B5**

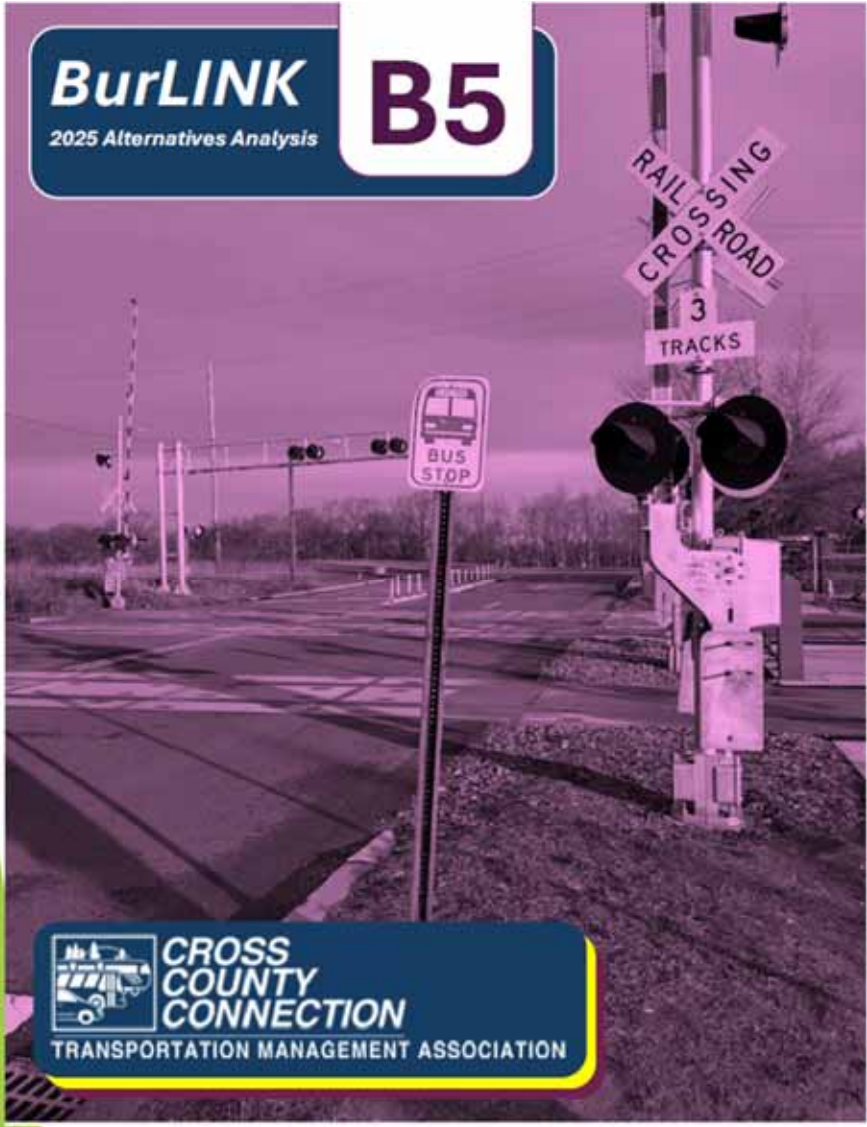
**Llegar al Trabajo/Casa más Fácilmente...**

**Encuesta para mejorar el servicio de BurLINK B5**  
 Solo hoy  
 ¡Comparta sus pensamientos y ayude mejorar el servicio lanzador!

# BurLINK

2025 Alternatives Analysis

# B5



**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION

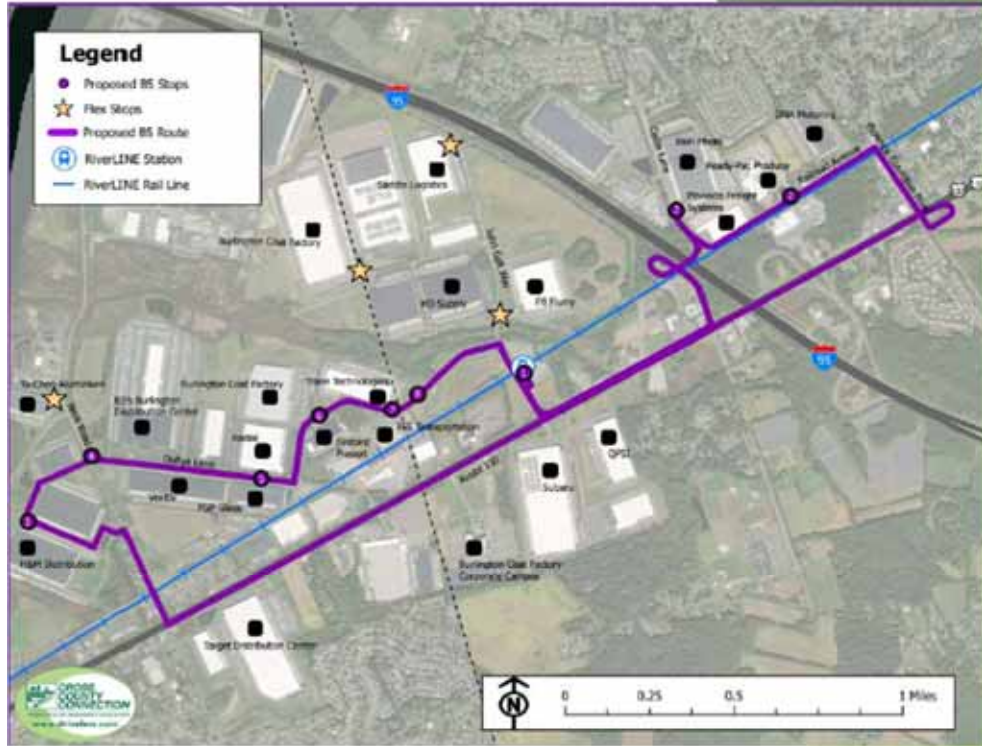


Figure 14: Figure 8 Loop Schedule

SIGNED STOPS				AM				
Stop ID	Employer(s)	Location	NJ TRANSIT Connection	Run #1	Run #2	Run #3	Run #4	Run #5
1	Florence Rail Station NB	Bus Loop	Riverline	6:05 AM	6:47 AM	7:32 AM	8:17 AM	8:53 AM
2	BSH Fulfillment and Shipping	400 Cedar Ln		6:11 AM	6:53 AM	7:38 AM	8:23 AM	8:59 AM
2	ReadyPac Produce	700 Railroad Ave		6:12 AM	6:54 AM	7:39 AM	8:24 AM	9:00 AM
1	Florence Rail Station SB (Arrival)	Bus Loop	Riverline	6:18 AM	7:00 AM	7:45 AM	8:30 AM	9:06 AM
1	Florence Rail Station SB (Departure)	Bus Loop	Riverline	6:21 AM	7:02 AM	7:47 AM	8:32 AM	9:17 AM
3	H&M Distribution Center	1600 Burlington Ind. Park		6:27 AM	7:08 AM	7:53 AM	8:38 AM	9:23 AM
4	B's Distribution Center	Dutty's Ln @ Neck Rd	406, 413	6:29 AM	7:10 AM	7:55 AM	8:40 AM	9:25 AM
5	Verbu/Ta Chen International	180 Dutty's Ln	406, 413	6:30 AM	7:11 AM	7:56 AM	8:41 AM	9:26 AM
6	PPG Glass/Radiol	320 Dutty's Ln		6:31 AM	7:12 AM	7:57 AM	8:42 AM	9:27 AM
7	Burlington/Nippon/Freibird Presort	500 Richards Run	406, 413	6:32 AM	7:13 AM	7:58 AM	8:43 AM	9:28 AM
8	Frozen Food Express (FEE)Trane Tech	700 Richards Run	406, 413	6:33 AM	7:14 AM	7:59 AM	8:44 AM	9:29 AM
1	Florence Rail Station Drop-off	Bus Loop		6:37 AM	7:18 AM	8:03 AM	8:48 AM	9:33 AM

# ROUTE 54-40 COMMUNITY SHUTTLE SERVICE CHANGES

A new stop was added to the Route 54-40 community shuttle route at the New Standard Senior Living center on White Horse Pike (Route 30) in Hammonton. A stop was also added at a Dollar General on Route 54 that recently opened and was an often-requested pick-up and drop-off location. This is the second major service revision since the shuttle began operations in 2016. The updated route and schedule took effect on February 3, 2025.

New stop hardware and "You Are Here" information posters will soon be installed.

# THE RT. 54 COMMUNITY SHUTTLE 40

**FARE FREE**

WITH CONNECTIONS TO NJ TRANSIT:  
 553: Upper Deerfield - Atlantic City  
 554: Lindenwold PATCO - Atlantic City  
 AC Rail: Philadelphia - Atlantic City  
 315: Philadelphia - Cape May

SERVING THE GENERAL PUBLIC IN:  
**HAMMONTON**  
**HAMMONTON RAIL STATION**  
**FOLSOM**  
**BUENA VISTA TOWNSHIP**  
 (COLLINGS LAKES, NEWTONVILLE, RICHLAND)  
**BUENA BOROUGH**  
 (LANDISVILLE & MINOTOLA)

## NEW FOR 2025: IMPROVED SCHEDULE & NEW STOPS EFFECTIVE 2/3/25

- New Standard Senior Living (Hammonton)
- Dunkin' Donuts/Dollar General (Folsom)

VISIT [WWW.DRIVELESS.COM](http://WWW.DRIVELESS.COM)  
 FOR CURRENT SCHEDULE and  
 LATEST SERVICE UPDATES:



**SJTA**  
**CUSTOMER**  
**SERVICE:**  
**856-227-7571**



[sjta.com](http://sjta.com)



[driveless.com](http://driveless.com)



[atlantic-county.org](http://atlantic-county.org)



[njtransit.com](http://njtransit.com)

Funding provided by NJ TRANSIT and NJDOT, and the Federal Transit Administration, in partnership with the County of Atlantic, South Jersey Transportation Authority, and Cross County Connection TMA.



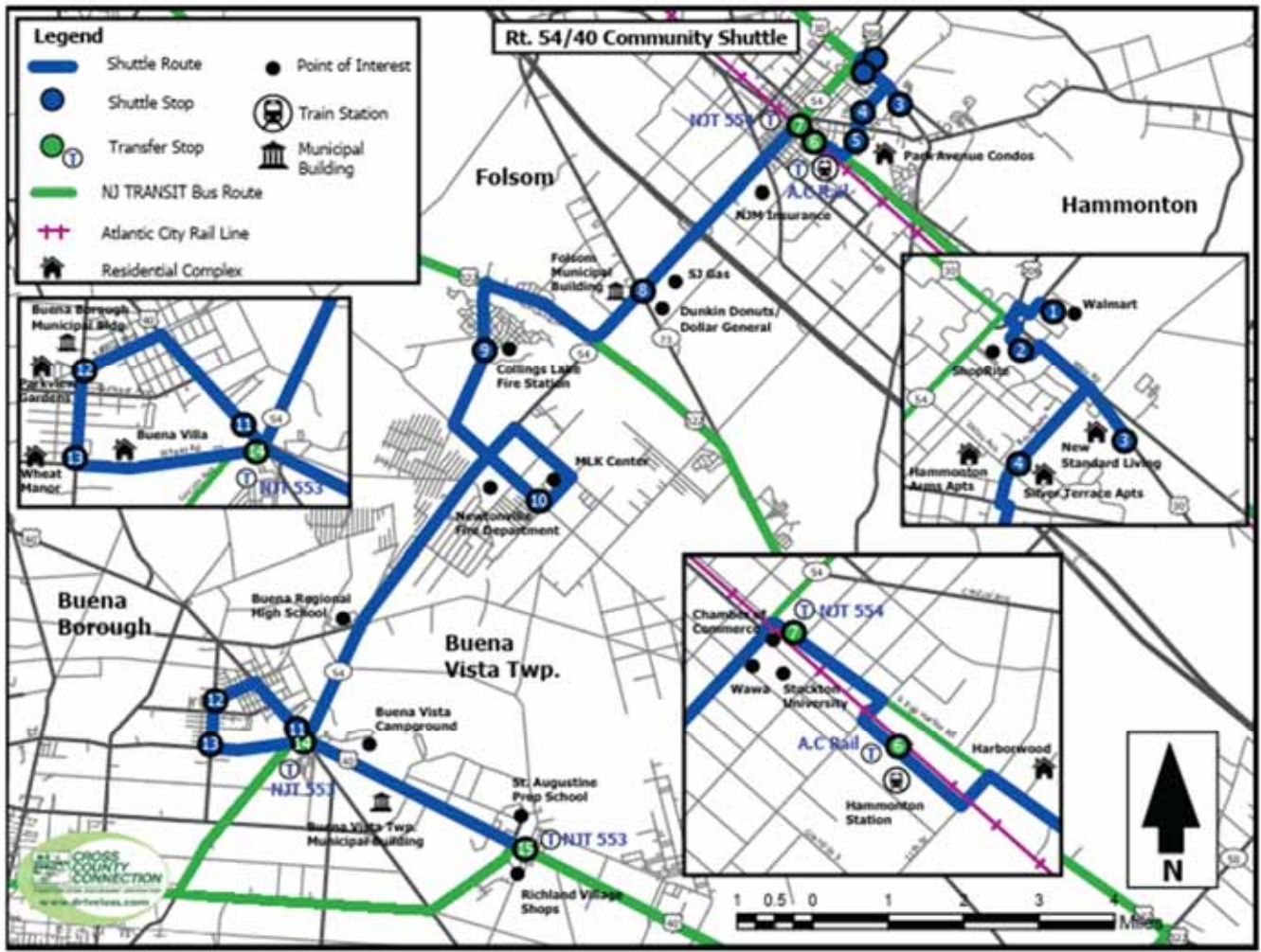
Rt. 54 @ Rt. 73  
 (Dollar General/Dunkin Donuts)



# THE RT. 54 COMMUNITY SHUTTLE 40

NEW STOPS & NEW SCHEDULE

CONNECTIONS TO  
 NJ TRANSIT BUS AND RAIL



## THE RT. 54/40 COMMUNITY SHUTTLE

**NEW STOPS & NEW SCHEDULE**

**CONNECTIONS TO NJ TRANSIT BUS AND RAIL**

**FARE FREE**

**SERVING:**

- HAMMONTON RAIL STATION
- FOLSOM
- BUENA VISTA TOWNSHIP (COLLINGS LAKE, NEWTONVILLE, RICHLAND)
- BUENA BOROUGH (BUENA, LANDSVILLE & MINGTOLA)

**SERVING THE GENERAL PUBLIC**

**STA CUSTOMER SERVICE**  
**856-227-7571**

**Hours of Operation:**  
**Monday-Friday**  
**6:30am-7:00pm**

Effective February 3, 2023

# PUBLIC OUTREACH & ENGAGEMENT

- **National Night Out Public Engagement**
  - **Community & Job Fairs**  
**Travel Training**
  - **NJ DHTS Public Safety Events**
- 
- **COMMUNITY EVENTS ATTENDED: 22**
  - **PUBLIC ENGAGED: 20,600**
  - **LITERATURE DIST: 63,200**
  - **NATIONAL NIGHT OUT: 9 EVENTS IN ATTENDANCE:**  
**16,950**

# NATIONAL NIGHT OUT

National Night Out is an annual campaign designed to strengthen police-community partnerships and foster neighborhood camaraderie, helping to create safer, more connected, and caring places to live. This year, Cross County Connection proudly participated in NINE National Night Out events across South Jersey—Cherry Hill Township, Florence Township, Sea Isle City, the Borough of Clementon, Buena Borough, Evesham Township, City of Northfield, Town of Hammonton and Ocean City—connecting with nearly 17,000 community members!





# 100 DAYS OF SUMMER



**100 Days of Summer Party**  
**FRIDAY MAY 23**  
**10am- 3pm**

**CHICKIE'S & PETER'S**

Reach Thousands of Potential Customers  
No Cost to You... We Even Provide Tables and Chairs!  
Promote Your Business  
All-Day Activities

All the Fun Takes Place at the Farley Service Plaza at Milepost 21.3 (AC Expressway)

**GET READY TO KICK OFF THE SUMMER TRAVEL SEASON IN STYLE!**  
On Friday, May 23, 2023, thousands of people will be traveling along the Atlantic City Expressway to attend the SJTA's highly-anticipated annual celebration.  
Our 100 Days of Summer Party is the perfect opportunity for you to showcase your business to a massive crowd - absolutely free! It's a great way to promote your products and services while connecting with potential customers in a vibrant, high-energy atmosphere.

The day is packed with excitement from beginning to end with live radio broadcasts from WFP 94.1 FM, food trucks for every palate, a dazzling car show, crafters, vendors, fireworks, a petting zoo, fun giveaways, and non-stop family entertainment. The day will wrap up with a special treat from Chickie's & Peter's, the Official Sports Bar of the Philadelphia Eagles, who will be providing toll-free passage for all eastbound travelers from 4:30 p.m.  
Don't miss out on this incredible opportunity to be part of an unforgettable day. Come for the fun, stay for the connections.

**TO RESERVE YOUR SPOT OR FOR MORE INFORMATION**  
Contact Kim Testa 609-945-6060, Ext. 1257 • [ktesta@njta.com](mailto:ktesta@njta.com)

An annual festival, hosted by SJTA, saw thousands of people gather at the Farley Service Plaza on the Atlantic City Expressway. Cross County Connection was there to promote the NJ Department of Highway Traffic Safety (NJDHHS) funded Summer Safety Campaign.



# NJ HIGHWAY TRAFFIC SAFETY SUMMER SAFETY CAMPAIGN

Cross County Connection is wrapping up its NJDHTS Summer Community Pedestrian and Bicyclist Awareness and Education Campaign. In a combined digital outreach and public engagement effort, our goal is to educate pedestrians, bicyclists, and e-micromobility device users on the rules of the road and best practices they can use to keep themselves safe.



**IMPRESSIONS DELIVERED = 890,400**  
**CLICKS TO WEBSITE = 5,770**  
**ONLINE ENGAGEMENTS = 20,000**





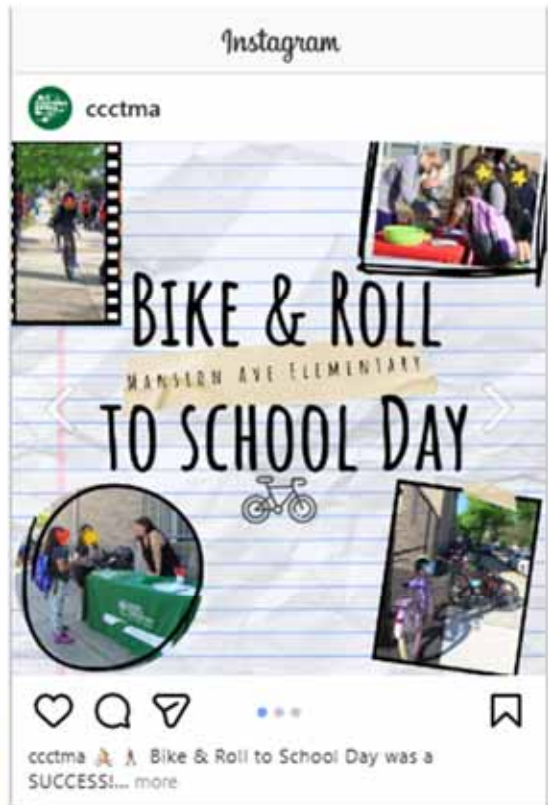
 **Cross County Connection TMA** ... X  
Sponsored · 📍

Make sure your family rides E-bikes and E-  
Scooters safely at the Shore, and let's put the  
brakes on fatalities.



# SOCIAL MEDIA

A recalibrated focus on engagement and relationship building expanded Cross County Connection's social media presence, gaining 180 new followers across platforms. Events staff attended were showcased, national observances (such as National Bike & Roll to School Day and Air Quality Awareness Week) were highlighted, grant opportunities and webinars were shared, and the work of our partners was elevated. Videos were added to our "how-to" educational video series, including the popular *How to Ride & Transfer on a NJ TRANSIT Bus*, which has received over 2.1K views. Posts also incorporated pop culture trends to stay timely and engaging, while spotlighting shuttle services and sustainable transit options throughout South Jersey.



Cross County Connection TMA  
 Published by Eddie Cross · 6 June · 418 followers · 3mo · 4

Bicycle Rodeo – TOMORROW!  
 Join the NJ State Police for a fun and educational Bicycle Rodeo on Friday, June 7 from 11 AM to 3 PM at Indian Mills Memorial Schoo... See more



How to Ride a NJ Transit Bus & Transfer  
 2.1K views · 5 months ago

Cross County Connection TMA  
 418 followers · 3mo · 4

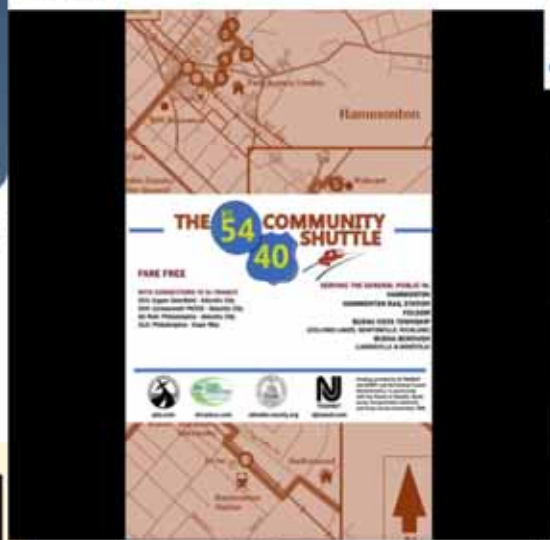
Got an idea to make NJ roads safer?  
 We're gathering actionable ideas to help achieve Target Zero — ending ...more



Michele Geiger and 7 others · 1 repost

Cross County Connection TMA  
 Published by Eddie Cross · 29 January · 418 followers · 3mo · 4

Explore the Final 5 Stops (traveling towards Richland) on the Rt. 54/40 Shuttle! 🚍



Instagram  
 ccctma



Cross County Connection TMA  
 418 followers · 3mo · 4

As Bike Month wraps up, Cross County Connection is excited to spotlight Audubon Borough's first-ever Bicycle Rodeo, held on May 17th! ...more

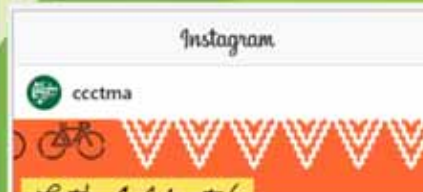
Audubon Bike Rodeo  
 youtube.com

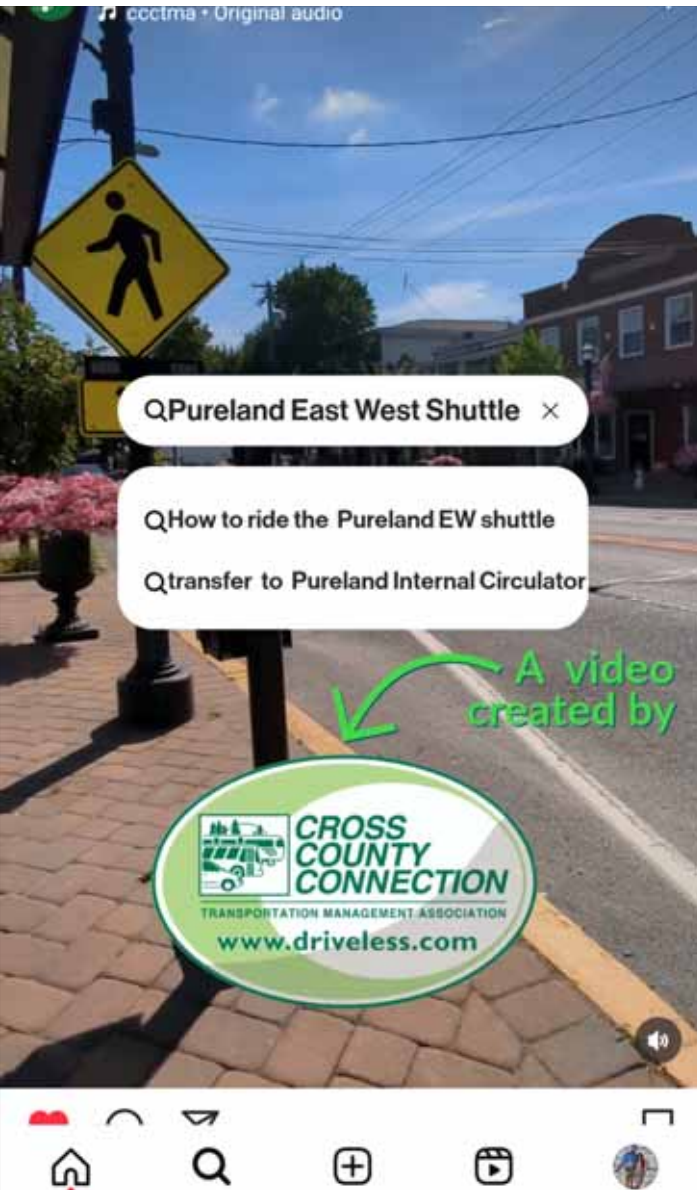
William Yarczo and 6 others · 2 comments · 1 report



ccctma · May the Fourth be with you 🌟

This Star Wars Day and National Ride a Bike Day, use the Force (of pedaling) to stay active and power your daily adventures 🚲 Skip the starship—hop on your bike and join the Rebel Alliance for a healthier, greener galaxy.





←

INTRODUCING THE ALL-NEW WEBSITE FROM CROSS COUNTY CONNECTION TMA!  
**VISIT: [DRIVELESS.COM](http://DRIVELESS.COM)**

**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION  
[www.driveless.com](http://www.driveless.com)

**Cross County Connection TMA**  
755 likes • 838 followers

Creating equitable, safe and environmentally-sustainable transportation options in South Jersey.

Liked Message

Posts About Videos Photos More

cross county connection tma

old video

**HADDON HEIGHTS BIKE RIDE**

Helmet Fittings & Bike Safety Info

▶ 224

# LARGE DIGITAL MARKETING CAMPAIGNS

The powerful combination of targeted Internet advertising, with sponsored social media (Facebook, Instagram, LinkedIn, and YouTube), and geo-fenced, hyper-targeted mobile device advertising, coupled with re-targeting techniques, has proved to be a phenomenally successful medium for reaching South Jersey commuters, employers, and the general public of the Greater Philadelphia/South Jersey region.

Separate digital and sponsored social media campaigns ran throughout FY25 for: CCC brand awareness, SJTA community shuttles, NJ TRANSIT and NJ DHS.

# CROSS COUNTY CONNECTION PROMOTIONAL CAMPAIGN

IMPRESSIONS DELIVERED = 1.97 MM  
CLICKS TO WEBSITE = 23,000  
ONLINE ENGAGEMENTS = 262,000



Cross County Connection TMA  
421 followers  
Promoted

Road safety audits, assistance with Sustainable Jersey Certification, Complete Streets Programs, E-V infrastructure, safety campaigns, and more.

Transportation solutions for municipalities to keep us moving. [Learn more](#)

Like Comment Repost Send

Add a comment...



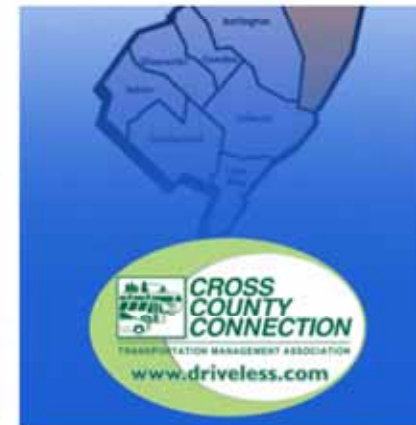
Cross County Connection TMA ... X  
Sponsored · 🌐

We help South Jersey students and adults get to school and jobs safely with Safe Routes to School and Travel Training.

driveless.com  
Programs for educators & soci... [Learn more](#)

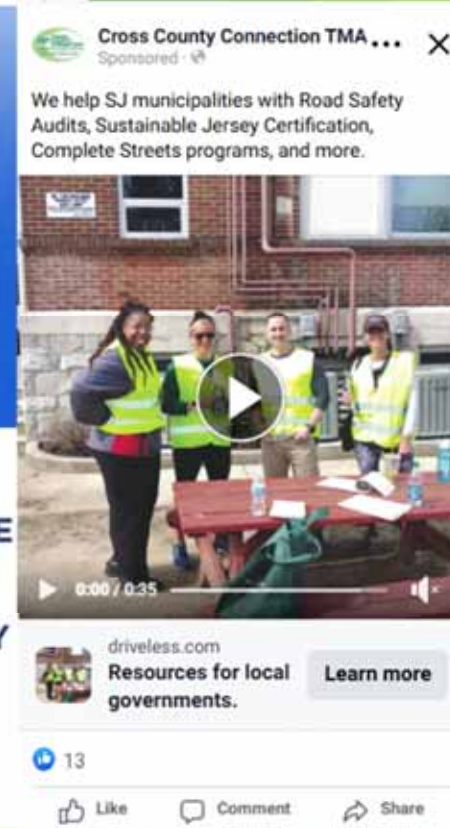
👍❤️👍 305 7 comments 5 shares

Like Comment Share



PROVIDING SUSTAINABLE  
TRANSPORTATION  
SOLUTIONS FOR  
SOUTHERN NEW JERSEY

[LEARN MORE](#)



Cross County Connection TMA ... X  
Sponsored · 🌐

We help SJ municipalities with Road Safety Audits, Sustainable Jersey Certification, Complete Streets programs, and more.

driveless.com  
Resources for local governments. [Learn more](#)

👍 13

Like Comment Share

# SJTA SHUTTLES CAMPAIGN

IMPRESSIONS DELIVERED = 652,000

CLICKS TO WEBSITE = 4,527

ONLINE ENGAGEMENTS = 56,375



Cross County Connection TMA  
421 followers  
Promoted

The Pureland East-West Community Shuttle provides fare free transportation, connecting to the Pureland Industrial Complex Internal Circulator.

SERVING GLOUCESTER COUNTY • THE PURELAND INDUSTRIAL COMPLEX

**PURELAND-EASTWEST COMMUNITY SHUTTLE**

An On-Demand, Internal Transportation Service To Connect To Any Employer Within The Bounds Of The Pureland Industrial Complex!

888-327-7371

Pureland East-West Shuttle - Cross County Connection TMA  
driveless.com

Like Comment Repost Send

Add a comment...



Cross County Connection TMA ... X  
Sponsored · 🌐

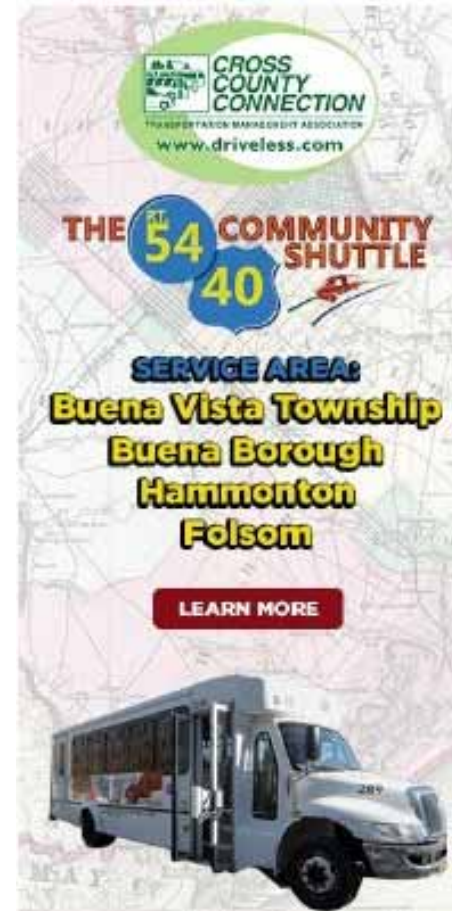
The free English Creek-Tilton Road Shuttle gets Atlantic County residents to work, school, appointments, shopping, and attractions.

0:00 / 0:15

driveless.com  
**Free English Creek-Tilton...**  
Learn more

70 4 comments 19 shares

Like Comment Share




CROSS COUNTY CONNECTION  
TRANSPORTATION MANAGEMENT ASSOCIATION  
www.driveless.com

**THE AT 54 COMMUNITY SHUTTLE**  
40

**SERVICE AREA:**  
Buena Vista Township  
Buena Borough  
Hammonton  
Folsom

LEARN MORE



# NJ TRANSIT CAMPAIGN

IMPRESSIONS DELIVERED = 643,000

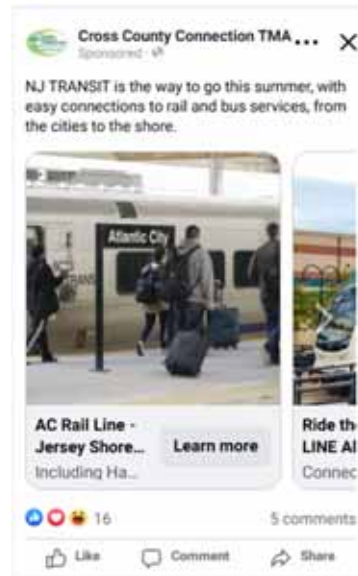
CLICKS TO WEBSITE = 831

ONLINE ENGAGEMENTS = 1,014




**NJ TRANSIT**  
**The River LINE**  
Connecting Trenton and Camden  
[Learn More](#)

AS PART OF THE CROSS COUNTY CONNECTION  
www.drivless.com



Cross County Connection TMA...  
Sponsored · 🌐

NJ TRANSIT is the way to go this summer, with easy connections to rail and bus services, from the cities to the shore.



Atlantic City

AC Rail Line - Jersey Shore... [Learn more](#)

Ride the LINE At Connec

👍❤️👍 16      5 comments

👍 Like    💬 Comment    ➦ Share



**NJ TRANSIT**  
Relax and avoid the hassle of traffic and congestion.  
[Learn More](#)

AS PART OF THE CROSS COUNTY CONNECTION  
www.drivless.com



**NJ TRANSIT**

Relax and avoid the hassle of traffic and congestion.  
[Learn More](#)

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www.drivless.com

# EDUCATION PROGRAMS



# SAFE ROUTES TO SCHOOL

Cross County Connection reaches children grades K – 8, throughout the school year and in to summer. In September CCCTMA focuses on teaching pedestrian safety awareness and educating students with important walking safety tips and laws. October celebrates National Walk to School Day, and preparing the students for this event has long been a highlight for Cross County Connection. In Spring, the focus switches to bicycle safety. The warm weather is ideal for outdoor safety events and participating in bike rodeos with local police departments is a great opportunity to engage new students and donate bicycle helmets. The summer brings opportunities to partner with summer camps to educate children on how to be safe bikers and walkers.

# SAFE ROUTES TO SCHOOL

EVENTS CONDUCTED: 52

PEDESTRIAN SAFETY ASSEMBLIES: 11

WALK TO SCHOOL DAYS: 9

BIKE SAFETY ASSEMBLIES: 23

BIKE RODEOS: 8

BIKE HELMETS DISTRIBUTED: 363

STUDENTS REACHED: 6,200

SAFETY ITEMS DISTRIBUTED: 18,600













# TRAVEL TRAINING

Cross County Connection, in partnership with the United Way of Greater Philadelphia and Southern NJ, provides a Travel Training Program to assist job seekers how to use public transit. This program is provided at no cost to non-profit and social service organizations, high schools, and others who seek to educate their clients/students about public transit. Specialized training is available for students in transitional high school programs and others with developmental disabilities.

Job seekers often claim a lack of transportation prevents them from finding employment or job training. In many cases, the job seeker is not aware of available public transit routes or is unfamiliar with how to ride a bus or train. This program increases awareness of existing public transit and how to use it, resulting in greater independence and expanded job opportunities.

**TRAINING CLASSES: 12**

**STUDENTS REACHED: 300**



