

Camden City Initiatives Presentation
Camden County TMCC Pilot Project
June 28, 2007
The Boathouse, Pennsauken

Leona Tanker, CCWIB Executive Director, opened the meeting by noting her own awe at the last 15 months of work that has come to fruition with being awarded the transportation demonstration grant. She thanked those who had given their support during the proposal organization. She introduced Pippa Woods as the lead of the technology team and the presentation Ms Woods would make this morning detailing the technology side of the planning project.

Ms Tanker noted that “we are one of the eight” to receive this grant; and we do not want to disappoint the US DOT. Of the eight agencies awarded the demonstration grant only two will be given the money to implement their plan. She stressed that we can not do it by our selves; the help of everyone across Camden County is needed.

Father Joseph Messina led the assemblage in a prayer.

Pippa Woods presented: *Coordination in Action: Building a Camden County Travel Management Coordination Center.*

Points made in general discussion during and following the presentation included:

- ✓ Trips out of the county and out of state (e.g. to Philadelphia, Wilmington) will be considered in this study.
- ✓ Suppressed demand surrounding transportation will be examined.
- ✓ The TMCC is intended to better coordinate existing services and make the best use of them. In actuality, the TMCC is more likely to increase ridership for present service providers.
- ✓ Increasing access to and ease of use associated with public transportation is an important component of the project.
- ✓ The TMCC itself may actually be virtual and not an actual “place”. Kiosks as an option may be located at places/locales where they will reach the people who need and will benefit from them (e.g. riders, case workers).
- ✓ PATCO is looking at three extension alternatives into Gloucester County. There is also a proposal to extend the Riverline to Glassboro. The VTC team is working closely with NJ Transit. The FTA demonstration grant is a tier 1 project and takes president over everything else.
- ✓ The TMCC project is about understanding where people including youth want to go. Where people want to go will come out in the focus groups.
- ✓ There will be dozens of focus group organized and everyone in the County will be part of the mix.
- ✓ It is important to understand what incentives, work, medical and otherwise, are behind trips.
- ✓ There are federal funds going into transportation from different programs offered through departments of labor, housing, Medicaid, etc. It is about coordinating all

of the money spent through different funding programs. It is about understanding where people live and work and how to serve their needs.

- ✓ P. Woods and L. Tanker explained that public awareness will be beneficial as this project progresses. For now the project team is focused on holding a host of smaller, more targeted events as a means to generate awareness for the project. Our federal partners are interested in a level of public awareness. This is a project that involves the public and awareness will rise as we spread out. The County has this opportunity to put our thoughts on paper.

Leona Tanker of CCWIB stated that that we have a year to complete this demonstration project. There is a lot of work ahead of us and the WIB anticipates producing a project newsletter every six to eight weeks that will be available via their website. Ms Tanker introduced Donna Johnston as the new Project Manager and to feel free to contact her with questions, comments. The event concluded with Leona saying, “We will be in contact.”