

# SOUTH JERSEY TRANSIT MARKET STUDY

Stakeholder Advisory  
Committee Meeting #1

May 19, 2026



# NJ TRANSIT

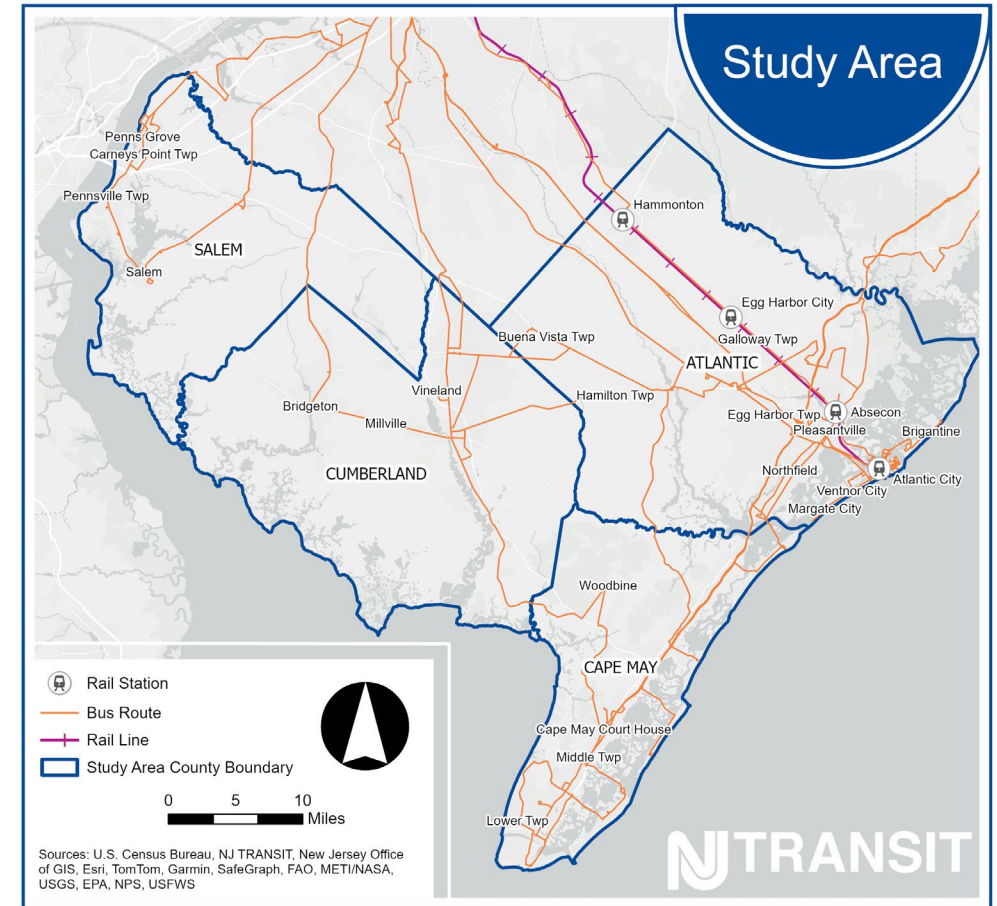
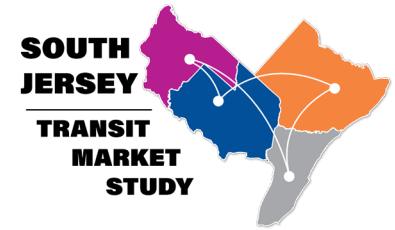


# INTRODUCTIONS



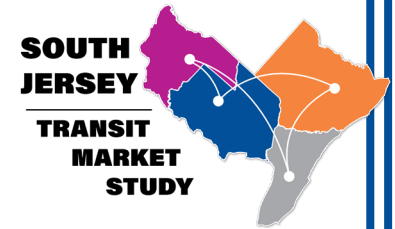
# STUDY OBJECTIVES

- Evaluate existing services across Salem, Atlantic, Cape May, and Cumberland Counties and identify mobility gaps and service strategies.
- Develop recommendations to improve transit accessibility, efficiency, and regional connectivity.



# AGENDA

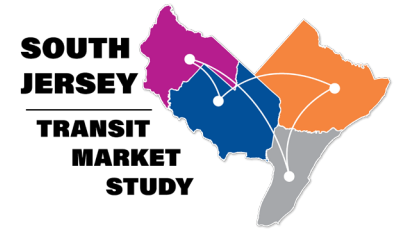
- Study Overview
- Role of the SAC
- Public Engagement



# STUDY OVERVIEW



# REGIONAL SNAPSHOT



**587,828**

Population (2023)

**232,223**

Employment (2024)

**\$69.6K**

Avg. Earnings Per Job (2024)

**4**

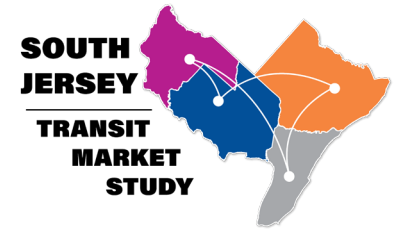
Counties

**1,745**  
square miles

**12**

Local Community  
Service Providers

# REGION'S UNIQUE NEEDS



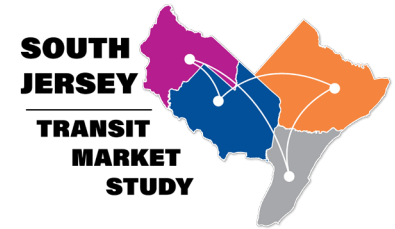
Seasonal travel patterns

Dispersed economic centers

Mix of rural, suburban, and urban areas

Industries with non-traditional work hours

# STUDY TASKS



- **Market Assessment**

- » Land use and real estate trends
- » Employment
- » Population/Demographics

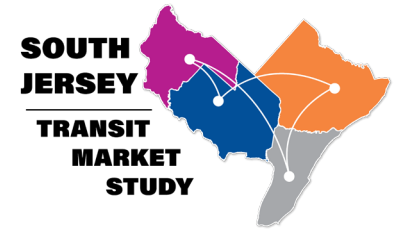
- **Mobility Assessment**

- » Existing transit use
- » Travel patterns
- » Evolving needs with changing population and economic sectors

- **Transit Network Evaluation**

- » Performance of current transit options
- » Connectivity with other service providers
- » Gap analysis
- » Transit propensity

# STUDY OUTCOMES



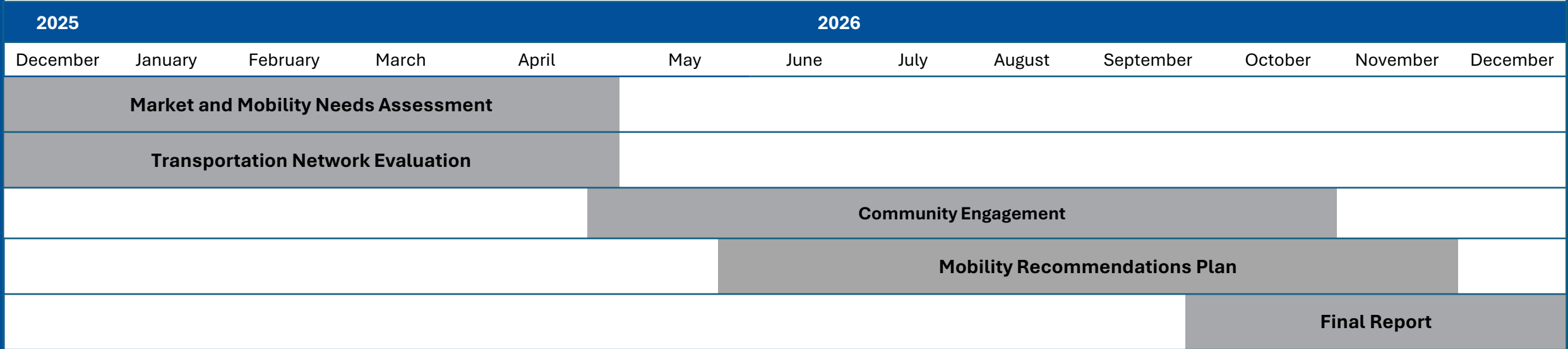
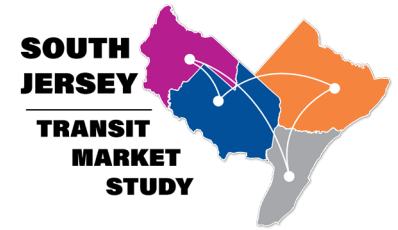
- Mobility recommendations

- » How can NJ TRANSIT services and regional transit providers work together to improve connectivity and address the mobility needs identified in this study?

- Implementation Plan

- » What funding sources can support the capital and operational costs of implementing the recommended transit improvements?

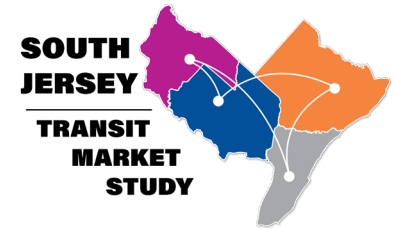
# TIMELINE



# ROLE OF THE SAC



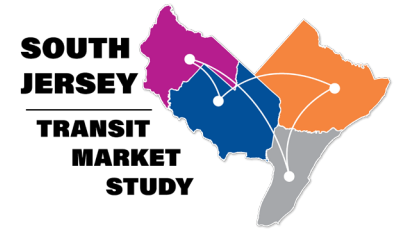
# STAKEHOLDER ADVISORY COMMITTEE (SAC)



A committee that engages local and elected officials, non-governmental organizations, service providers, employers, and transportation experts in strengthening the project and reaching communities

- » Provide study input and feedback
- » Help reach additional stakeholders
- » Publicize community engagement touchpoints

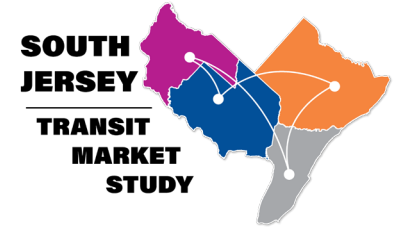
# POLL QUESTIONS



- What mobility improvements do you think are most important for the region?
- Which populations in the region are most in need of public transportation service improvements?
- Which destinations are most in need of public transportation service improvements?



# STAKEHOLDER ADVISORY COMMITTEE (SAC)

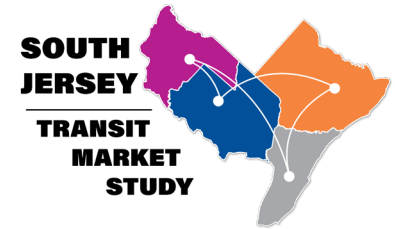


- Meeting #1 (today)
- Meeting #2 (late summer)
  - » Review initial findings
  - » Discuss additional feedback
- Meeting #3 (winter)
  - » Review draft recommendations

# PUBLIC ENGAGEMENT



# SURVEY & LOCAL COMMUNITY EVENTS

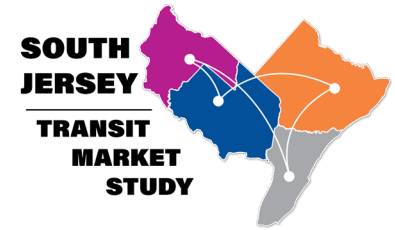


In-person events (2) in each county and a multilingual survey offered digitally and on paper

- Local Community Events
- Survey open through mid-June

- » Travel habits
- » Desired transportation options
- » Areas for public transit improvement

# PUBLIC MEETINGS



Virtual meetings (2) that collect input and share draft findings with members of the public across the study area.

- First meeting to be scheduled in late summer/early fall

- » Solicit perspectives from across study area
- » Provide a region-wide overview
- » Share draft findings for feedback before finalizing

# OPPORTUNITIES FOR ENGAGEMENT

- Share project information and survey with community members
  - Social Media Toolkit
- Participate in local community events and outreach activities
  - Schedule of Events
- Suggest additional stakeholders



## QUESTIONS?

- “Raise Hand” and we’ll call on you to unmute, or
- Type your question into the Q&A box

