

Special points of interest:

- Project Manager hired in May
- Orientation meetings held in June
- Workgroups began meeting in August
- Leadership Council met August 23rd
- Technology Support Task Force meets October 2nd

Transportation Update

Travel Management Coordination Center

The Camden County WIB's recent grant award from the U.S. Department of Transportation to design a Travel Management Coordination Center (TMCC) represents a tremendous opportunity for enhancing Camden County's human service transportation system.

The goal is to develop a locally-based TMCC model that leverages state-of-the art technology and collaborative strategies that increase access to transportation services as well as achieve cost efficiencies and customer satisfaction. The US Department of Transportation then intends to fund two of

the eight sites awarded planning grants for full implementation (based on the quality of their plans).



Father Joseph Messina, CC WIB Faith Based Liaison, and Reverend Timothy Merrill, East Camden Community Fellowship Church, were two of many participants at the Transportation Orientation held at the Boathouse in Pennsauken on June 28th.

city of Toledo. Ms Johnston brings a wealth of knowledge, experience in managing federal grants, and a holistic approach to urban planning and studies that includes transportation.

To kick off the TMCC initiative in Camden County two transportation orientation meetings were held at the Boat House in Pennsauken

on June 28th. The morning meeting included representatives from the Faith-Based and Community-Based

We have a lot of work to do between now and June 30, 2008, when the implementation proposal is due! To help in this initiative a Project Manager, Donna Hardy Johnston, was hired. Donna comes from Temple University and previously was a Research Associate with The Urban Affairs Center at The Univer-

"The guest speaker [at the August 23rd Leadership Council] was Yehuda Gross, ITS Transit Program Manager, US Department of Transportation. "

TMCC Status continued

populations of Camden County. An afternoon session was held for the representatives who worked on the United We Ride Strategic plan and who will provide technical support and assistance to the WIB for the Camden County TMCC.

At each meeting Pippa Woods, Project Development Specialist, from the Alan M Voorhees Transportation Center at Rutgers University in New Brunswick, presented *Coordination in Action: Building a Camden County Travel Management Coordination Center*. This presentation provided both morning and afternoon audiences with an overview of the Camden County TMCC Demonstration initiative.

The Camden City Initiatives, a committee of the WIB chaired by Linda Winfield, Community Development Officer at PNC Bank, are taking the lead as the Focus Workgroup of the TMCC initiative. They met on August 8th to develop a framework for

outreach to Camden City organizations and residents. It was decided that a paper survey would be distributed to the leadership of agencies and Faith-Based organizations located mostly in Camden

defined at an earlier transportation meeting in October of 2005 and included in the original proposal for this planning initiative submitted by the Camden County Workforce Investment Board to the US Department of

Transportation. Discussion progressed to development of a plan to build a Faith-Based Transportation Coalition. The next meeting of the Faith-Based Coalition is scheduled for mid October. The agenda for this meeting includes the first steps in developing a strategic plan for a Faith-Based Transportation Coalition.

The Transportation Leadership Council held its first meeting on August 23rd at the One-Stop Career Center in Camden



Post meeting networking occurred after the Leadership Council on August 23rd.

City. The purpose of the survey is to identify appropriate agencies and their clients for participation in focus groups. Over 300 surveys were mailed. A Guide Book is being developed and will be used in facilitating input from focus groups.

The Faith-Based Workgroup met on August 9th to discuss the formation of a Faith-Based Transportation Coalition that will fit into the larger TMCC. Discussion centered around a list of issues that were

“...the role of technology [is to provide] a single point of access for travelers as well transportation providers ...”



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TMCC Status continued

City. The guest speaker was Yehuda Gross, ITS Transit Program Manager, US Department of Transportation. Mr. Gross oversees the Camden County Workforce Investment Board TMCC demonstration initiative. He provided the Leadership Council with background on the United We Ride and Mobility Services for

All Americans programs. He also spoke on the role of technology as a tool in providing a single point of access for travelers; as well as coordinating transportation provider trip functions such as scheduling and dispatching. Mr. Gross

concluded by outlining the resources, including himself, available through the US DOT.

The first meeting of the Technology Support Task Force is scheduled for October 2, 2007. The agenda includes a brief update on data and information gathered by the Rutgers Technology Team and discussion of issues and ques-

tions related to ITS. The main topic for discussion will be the institutional, organizational and data flow as it pertains to the Concept of Operations for the Camden County TMCC, which is a milestone task and due to the US DOT on October 31, 2007.

The WIB has developed



Yehuda Gross (center), ITS Transit Program Manager for the US Department of Transportation, in conversation with Pippa Woods, Voorhees Transportation Center, Rutgers, and Robert Koska, Director, NJ Transit, at the August 23rd Leadership Council.

an outreach plan for the 36 municipalities outside of Camden City and inside Camden County. Contact has been prioritized based on gaps in transportation services as outlined in the Camden County United We Ride Strategic Plan, as well as those municipali-

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ties who provide some type of transportation service for their residents.

If you would like more information on the Camden County WIB’s Transportation initiative, please contact Donna Hardy Johnston by email

at donna@ccwib.com or by phone at 856.931.9999.



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