

Community Transportation in Hunterdon County, NJ

An Update to the Hunterdon County Coordinated Human Services Transportation Plan
2020



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Juliet Leonard, Hunterdon County Public Health Nursing

Laine Nauman, Hunterdon County Division of Senior Services

Linda Empson, Easton Coach Company

Lisa Long, Hunterdon County Division of Social Services

Introduction

This document serves as an Update to the Hunterdon County Coordinated County Human Services Transportation Plan, originally developed in 2007 and previously updated in 2009 and 2015.

The goals of this Update are to:

1. **Update demographic information** as available to evaluate potential changes in needs of transit needs of targeted populations- older adults, persons with disabilities, low income individuals, and veterans.
2. **Evaluate current human services transportation needs.**
3. **Update the “inventory” all available transportation services within Hunterdon County** to determine any changes in levels of available service.
4. **Review current Hunterdon County LINK Transportation System services** and provision of transportation in Hunterdon County relative to ridership trends, community demands, and expressed needs.
5. **Provide recommendations** on the consolidated approach to human services transportation to ensure coordination between all available transportation services with a key focus on providing these services efficiently and cost effectively and identifying additional services to meet community need.



Background

Coordinated versus Consolidated Transportation

The United We Ride mandate, as outlined in federal Executive Order 13330 (February 2004) seeks to increase **coordination** of human services transportation.

Hunterdon County has provided transportation for more than 30 years via the Hunterdon County LINK Transportation System using a “**consolidated**” transportation model. By its very nature, the consolidated model is based upon coordination. Agencies that are currently participating in the Hunterdon County consolidated model are listed in detail in the *Transportation Services Inventory* on page 39.

For the purposes of clarification and to inform this Plan Update, the following definitions* are used:

Consolidated Transportation – A fully integrated transportation system in which all individual units have been combined or consolidated into one integrated system, and individual agency identify for the purpose of transportation is no longer maintained.

Coordinated Transportation- A transportation system in which individual agencies are brought together, or act together in a concerted way, in order to provide for a smooth interaction of separate units of a program or system.

**Hunterdon County Transit System Plan, Carter-Goble Associates, 1984*

Executive Order 13330 (February 2004)

Directs multiple Federal departments and agencies to work together to ensure that transportation services are seamless, comprehensive and accessible.

In an effort to comply with the Executive Order, the Federal Transit Administration, the major funding source for NJ TRANSIT and therefore, county para-transit, is requiring that all recipients of FTA funds have a “Comprehensive Transportation Coordination Plan” in place.

Each county and/or agency receiving, directly or indirectly, FTA funds must do the following to comply:

- Designate a lead contact to work with the state in the development of a statewide plan.
- Convene a team to develop a local action plan and compose a county transportation coordination plan.
- Submit the plan to NJ TRANSIT and other related state agencies.
- Develop applications for grant funding based upon findings and recommendations in plan



2020 Plan Update Overview

Lead Person

The lead person for the 2020 Plan Update is Tara Shepherd, Executive Director, goHunterdon, the non-profit transportation management association (TMA) serving Hunterdon County. Tara Shepherd has a 20+ year-long working relationship with the Hunterdon County Department of Human Services and Hunterdon County LINK Transportation System. Cathy Taglienti, goHunterdon Community Mobility Coordinator, has been involved with the development of all prior plans and played an integral role in the development of this Plan Update by providing extensive data analysis.

Steering Committee

The Steering Committee for the development of this Hunterdon County Coordinated County Human Services Plan Update includes members of the Hunterdon County LINK Transportation Advisory Committee (TAC), agencies that provide transportation, human and/or social service needs, medical/health services, or receive funding through NJ TRANSIT. (see Appendix)

Plan Review Team

This Plan Update has been developed in coordination with staff of the Hunterdon County Department of Human Services, Hunterdon County Transportation Advisory Committee, Easton Coach Company (LINK operations vendor), goHunterdon (TMA) and members of the Steering Committee. (see Appendix)

Plan Update Process

1. Demographic data collection (US Census data)
2. Review of Relevant Stakeholder Plans
 - Hunterdon County Human Services Needs Assessment-2020
 - Hunterdon County Community Health Needs Assessment- 2019
 - Hunterdon County Community Health Improvement Plan- 2019
3. Review of Relevant Stakeholder Surveys
 - NJTPA Regional Coordinated Human Services Transportation Plan Survey 2016 (Hunterdon results)
 - goHunterdon Private Practices' Care Coordinator Survey (October 2020)
 - goHunterdon Non-Profit Survey (June 2020)
4. Stakeholder Interviews -TAC Meetings
 - January 8, 2020 March 11, 2020
 - May 13, 2020 July 8, 2020
 - September 9, 2020 November 18, 2020
5. Operational data collection and analysis
 - Review of ridership data; billing data
6. Draft Report/ Final Report

Prior Coordinated Human Services Transportation Plans & Updates

Hunterdon County Coordinated Human Services Transportation Plan 2007

Because Hunterdon County has operated the Hunterdon County LINK Transportation System as a consolidated system for more than 30 years, the recommendations outlined in the 2007 Hunterdon County Coordinated Human Services Plan, focused primarily on enhancing the existing LINK Transportation System rather than “coordination” efforts. The Plan recommendations, found in Chapter 5 of the Plan, were organized into three main categories:

1. Education and Outreach
2. Out of County Travel
3. Capacity and Operation Issues

Hunterdon County Coordinated Human Services Transportation Plan Update 2009

The 2009 Plan Update provided a status report on the progress of implementation of the 2007 Plan recommendations, identified changing conditions impacting efficient operations of the system and delivery of services to transit dependent populations. The 2009 Update also analyzed ridership trends and evaluated the financial constraints and opportunities for transportation in Hunterdon County for the next three years. The Plan Recommendations remained the same as the 2007 Plan.

Hunterdon County Coordinated Human Services Transportation Plan Update 2015

The 2015 Plan Update to the Hunterdon County Department of Human Services Coordinated County Human Services Transportation Plan provided updated demographic information, ridership data, and inventory of existing transportation services. **The 2015 Plan Update identified key unmet needs, including out of county transportation particularly addressing destinations within adjoining counties (Somerset, Mercer, Warren), night and weekend service beyond the existing Flemington Shuffle service, improved routing for in county travel to reduce travel times (not to exceed 45 minutes), and the need for same day scheduling.**

The 2015 Plan Update provided a sole recommendation: A full operational analysis of the LINK Transportation System including analysis of existing route configurations and schedules, review of ridership tracking procedures, analysis of ridership data by route, evaluation of operations management, and valuation of current and anticipated future funding to inform operational decisions.

Implementation of Prior Recommendations

Out of County Service Introduced: Route 23

Hunterdon County received a 5311 Innovation grant from NJ TRANSIT to begin operation of out of county service to neighboring Somerset County. Route 23 provides service from Flemington to Somerville, Monday- Friday, 7:00 a.m.- 6:00 p.m., including a stop at Raritan Valley Community College. The college is located in Branchburg, Somerset County but serves both Somerset and Hunterdon County students.

Modification of Demand Response Routes to Deviated Fixed Route Service

In March 2016, Hunterdon County modified four “demand response” routes to “deviated fixed route” service (Route 14, 15, 17, 18). A new Flemington Shuffle service, Route 16 was added to provide ‘reverse’ service of the Route 19 Flemington Shuffle to reduce passenger ride times.

Route 14

Lambertville >>> Flemington

Monday to Friday 6:30 a.m. - 6:30 p.m.

Route 15

Hampton >>> Clinton >>> Flemington

Monday to Friday 6:30 a.m. – 6:30 p.m.

Route 16

Raritan Township >>> Flemington

Monday to Friday 9:30 a.m. - 7:30 p.m.

Route 17

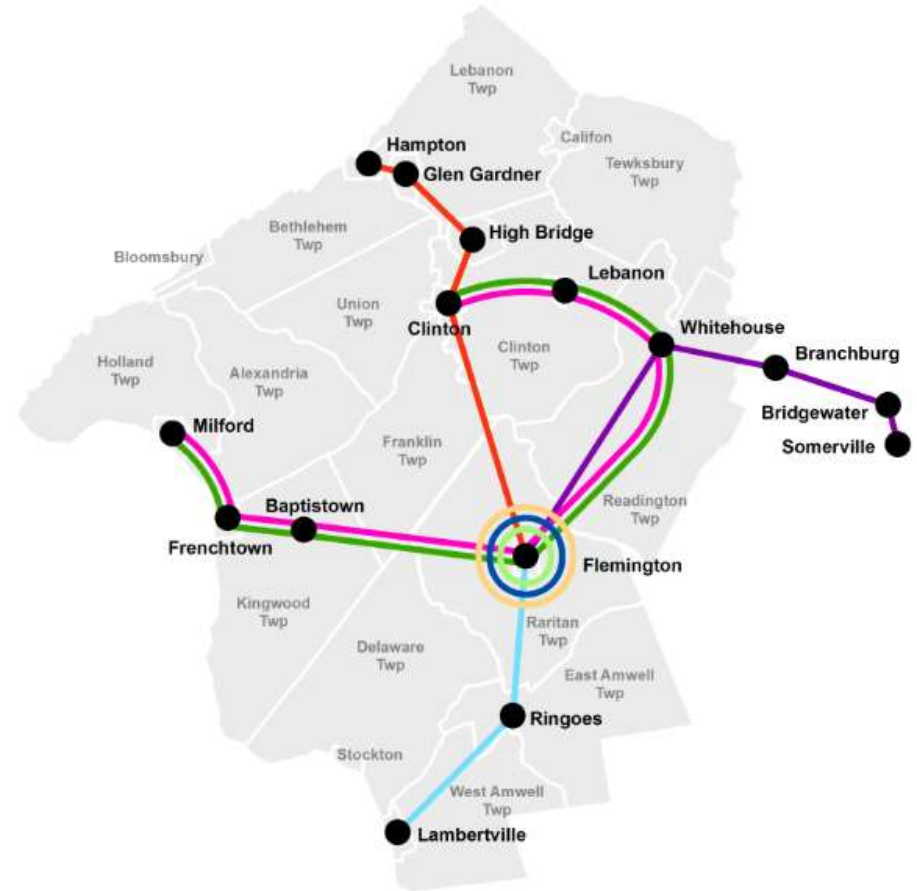
Milford >>> Flemington >>> Whitehouse >>> Clinton

Monday to Friday 7:00 a.m. - 6:00 p.m.

Route 18

Clinton >>> Whitehouse >>> Flemington >>> Milford

Monday to Friday 7:00 a.m. - 6:00 p.m.



Route 23

Flemington >>> Raritan Valley Community College >>> Bridgewater Mall >>> Somerville Train Station

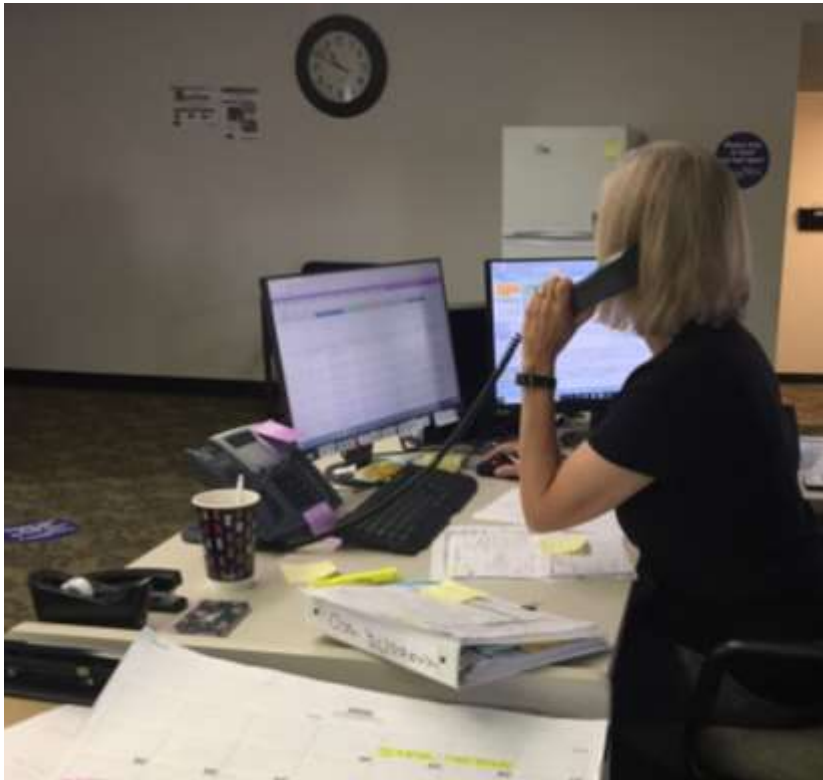
Monday to Friday 7:00 a.m. - 6:00 p.m.

New Dispatching Software/Same Day Scheduling

Hunterdon County implemented new “Ecolane” dispatching software in 2018. The new software system facilitated same day trip requests to be taken on a first come, first serve basis.

Trip reservation by email reservations was also implemented.

Ecolane[®]



Education & Outreach

Printed Schedules

Printed schedules and rider guides are distributed on all LINK vehicles and widely available throughout the county including municipal buildings, community centers, libraries, worksites, and non-profit/social service agencies.

Hunterdon County LINK Website (www.ridethelink.com)

Information about the Hunterdon County LINK Transportation System is available and updated on the Hunterdon County LINK website.

goHunterdon Website (www.gohunterdon.org)

Information about the Hunterdon County LINK Transportation System is available on the goHunterdon TMA website.

Social Media

Information on the status of the Hunterdon County LINK and all available transportation services is communicated via the Hunterdon County LINK and goHunterdon Facebook pages.



Transportation Coaching

goHunterdon provides free transportation coaching to individuals and small groups interested in learning about the Hunterdon County LINK and other transportation options within Hunterdon County. goHunterdon staff will review options, how to read a schedule, arrange a ride, and will accompany client on a ride on the Hunterdon County LINK.



Hunterdon County Demographics

Census Data Trends

Total Population – Hunterdon County

125,059 (2017 Census)



127,050 (2012 Census)



Human Service Population: Older Adults

Population Over 65 Years

21,699 (2017 Census)

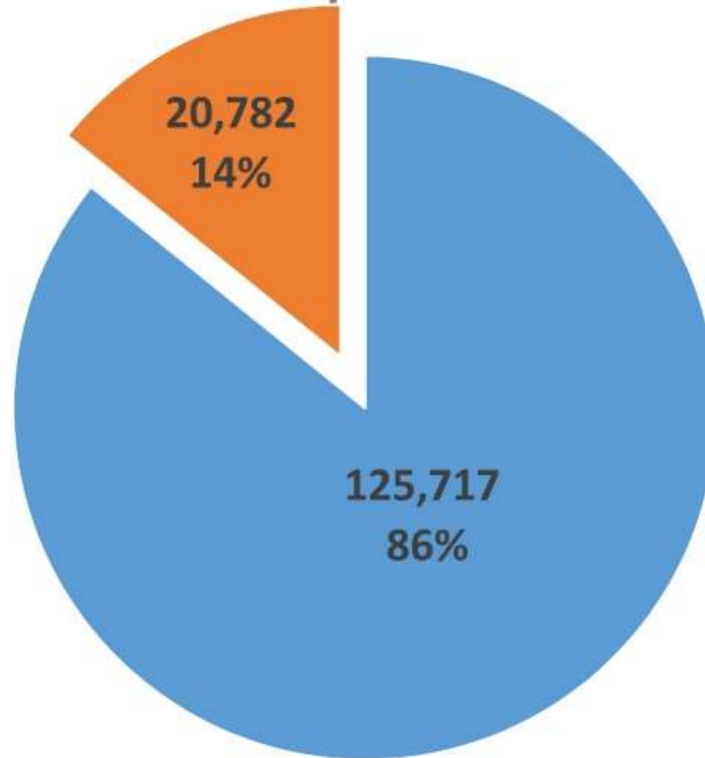


Up 30%

16,639 (2012 Census)



Hunterdon County Population vs Senior 65 + Population - 2017



■ Hunterdon County ■ Seniors 65 + population

American Fact Finder ACS-2012 2015 2017 5 YR

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Population Over Age 80 Years

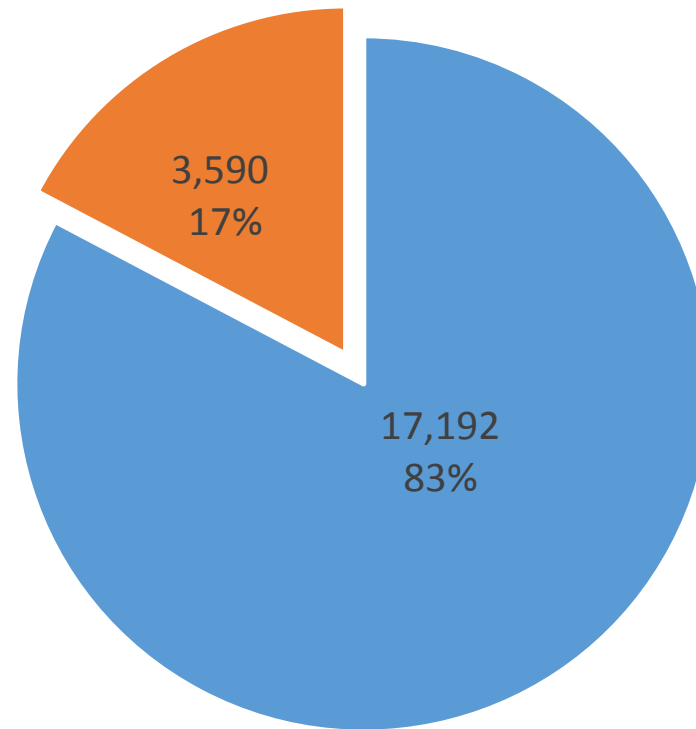
21% of those over age 65 are
80 years old

(4,601 2017 Census)

*Older Adults are Dispersed Geographically Delaware Twp, East Amwell Twp, Franklin Twp, Kingwood Twp, Lambertville, Milford, Stockton, Tewksbury

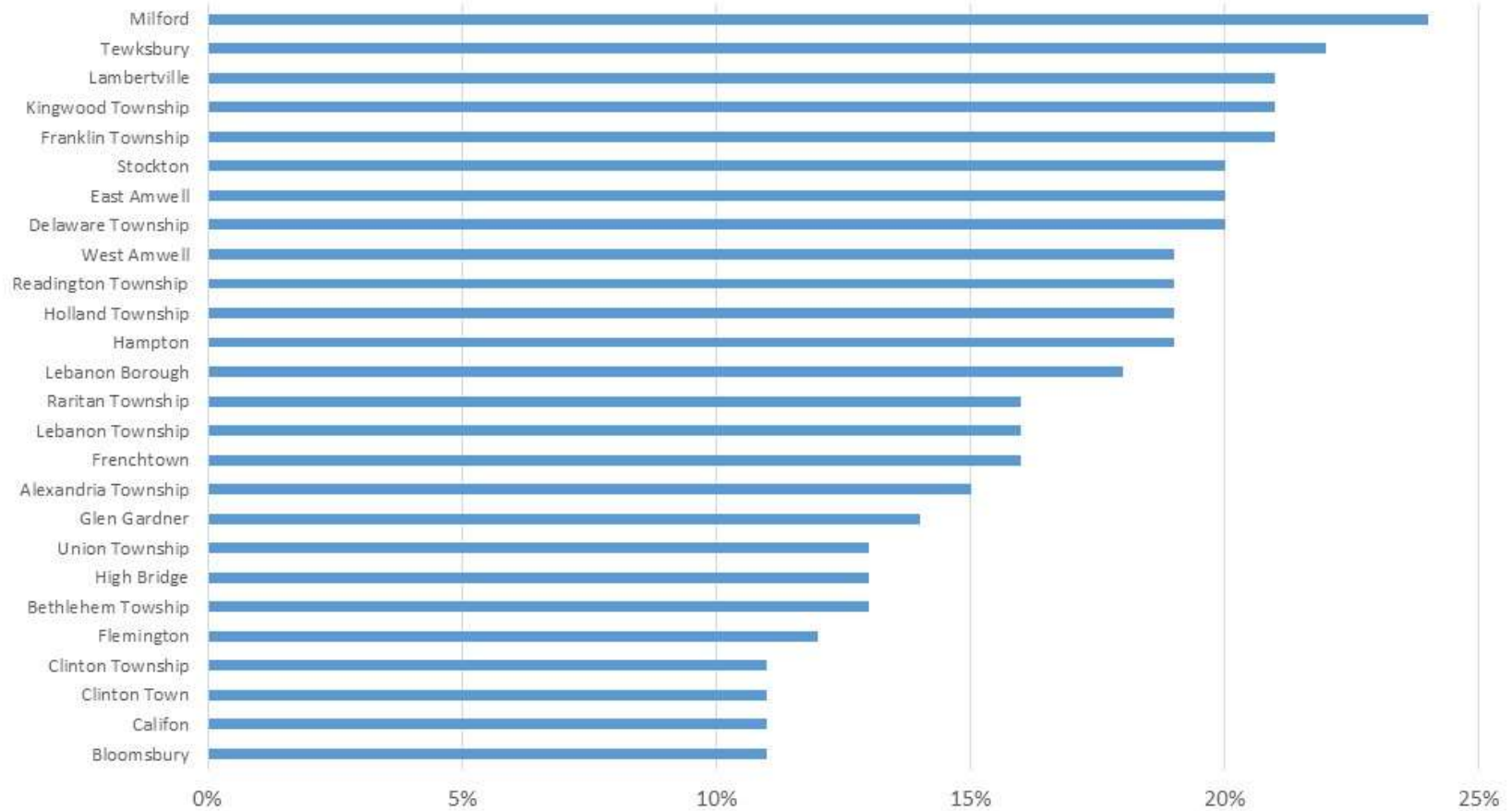


Percentage of 75+ Year Olds
of the 65+ Population (20,782)
2017



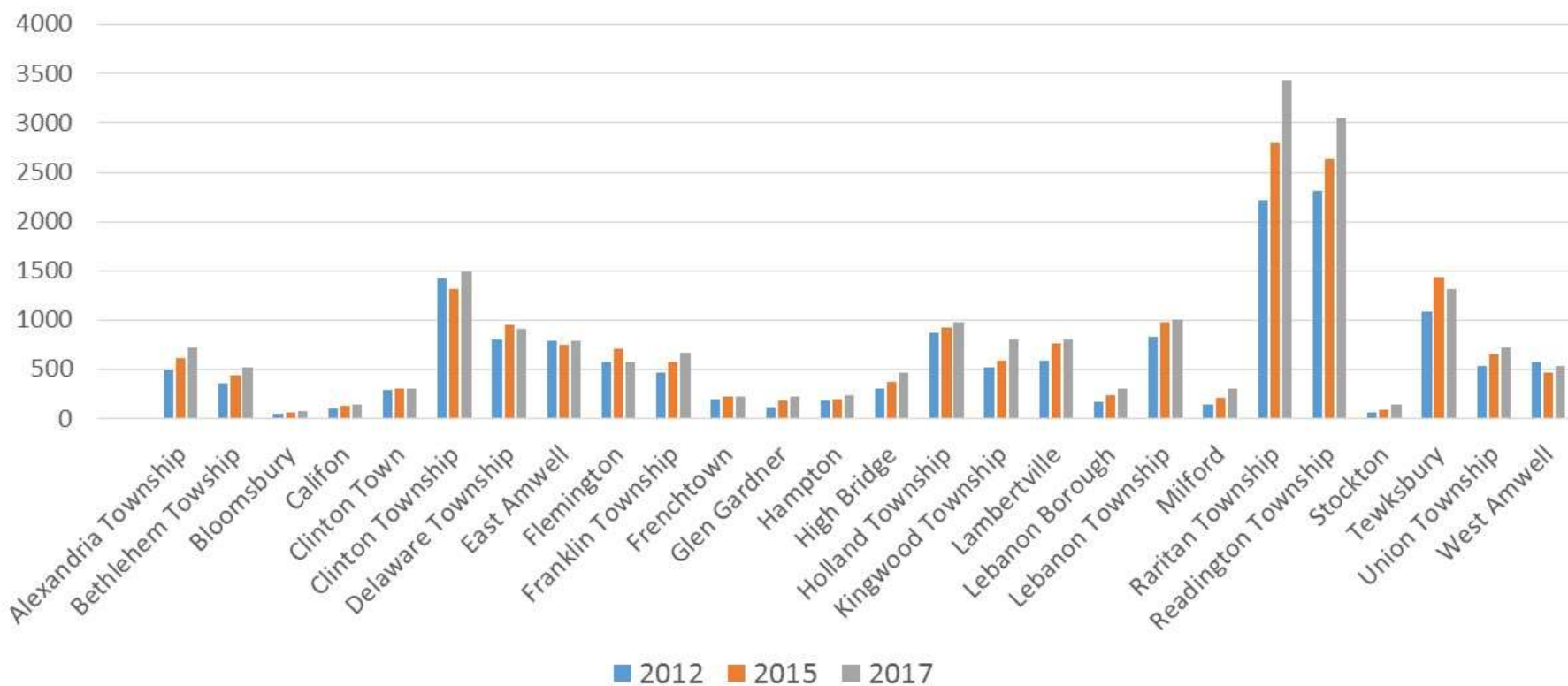
■ 65+ Population ■ 75+ Population

Senior 65+ Years Old Population by Town % - 2017



American Fact Finder ACS- 2012 2015 2017 5 YR

65 + Population Year over Year by Town



American Fact Finder ACS- 2012 2015 2017 5 YR

Older Adult Demographic “Take-Aways”

- Seniors Over Age 65 comprise 14% of the County’s total population
- Population Over 65 years of age has increased 30% from 2012-2017
- 21% of Seniors Over Age 65 year of age are 80 years old or older
- Seniors Over Age 65 make up 20% or more of the population in several communities:
 - Milford Borough
 - Tewksbury Township
 - City of Lambertville
 - Kingwood Township
 - Franklin Township
 - Stockton Borough
 - East Amwell Township
 - Delaware Township
- Largest increase in Senior population has taken place in Raritan Township and Readington Township



Human Service Population: Persons with Disability

Individuals with Disabilities

18 – 64 years old

3,829 (2017 Census)

Down 11%

4,311 (2012 Census)



65 years old & over*

5,743 (2017 Census)

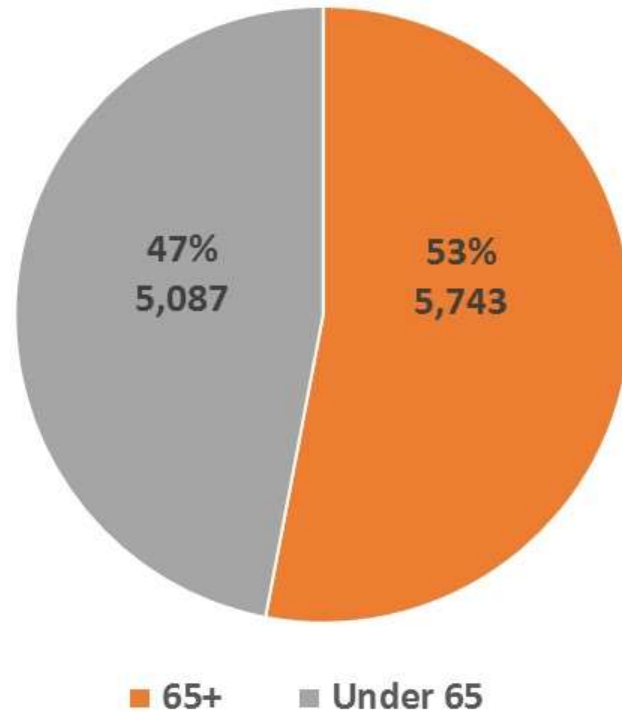
Up 26%

4,539 (2012 Census)

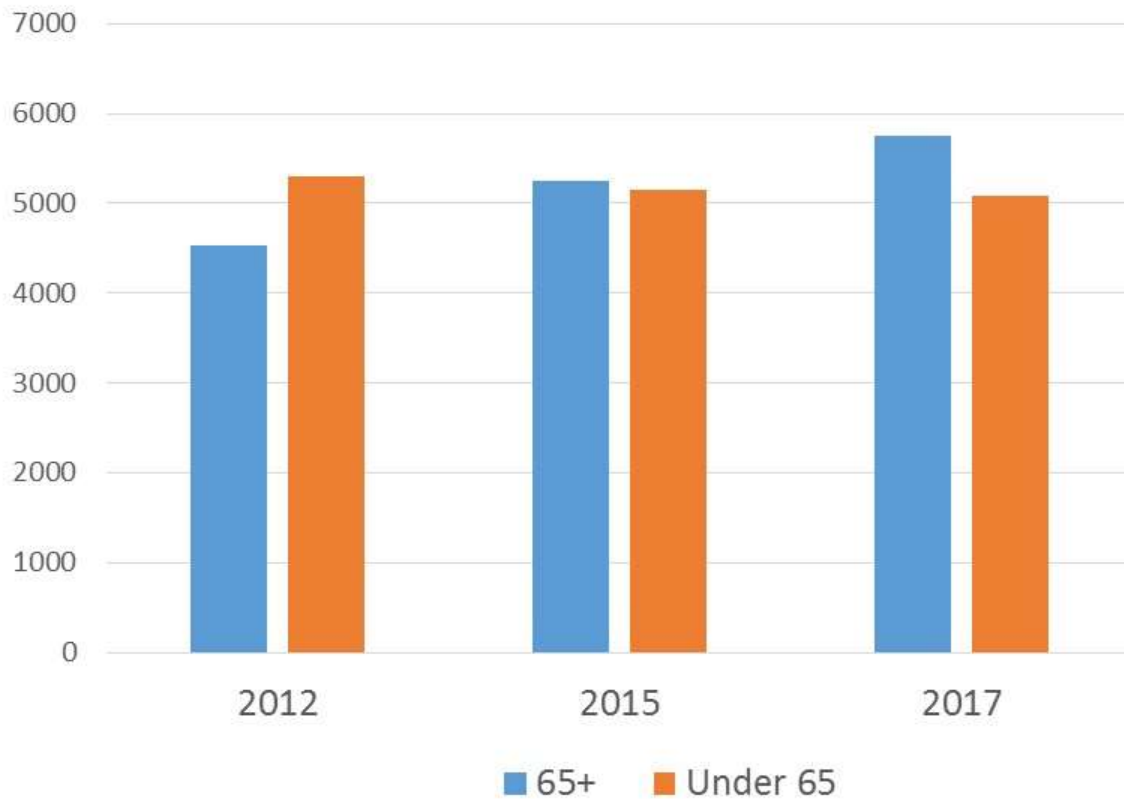
*55% 75 years & over



Hunterdon County Individuals with Disabilities % -2017 (10,830)



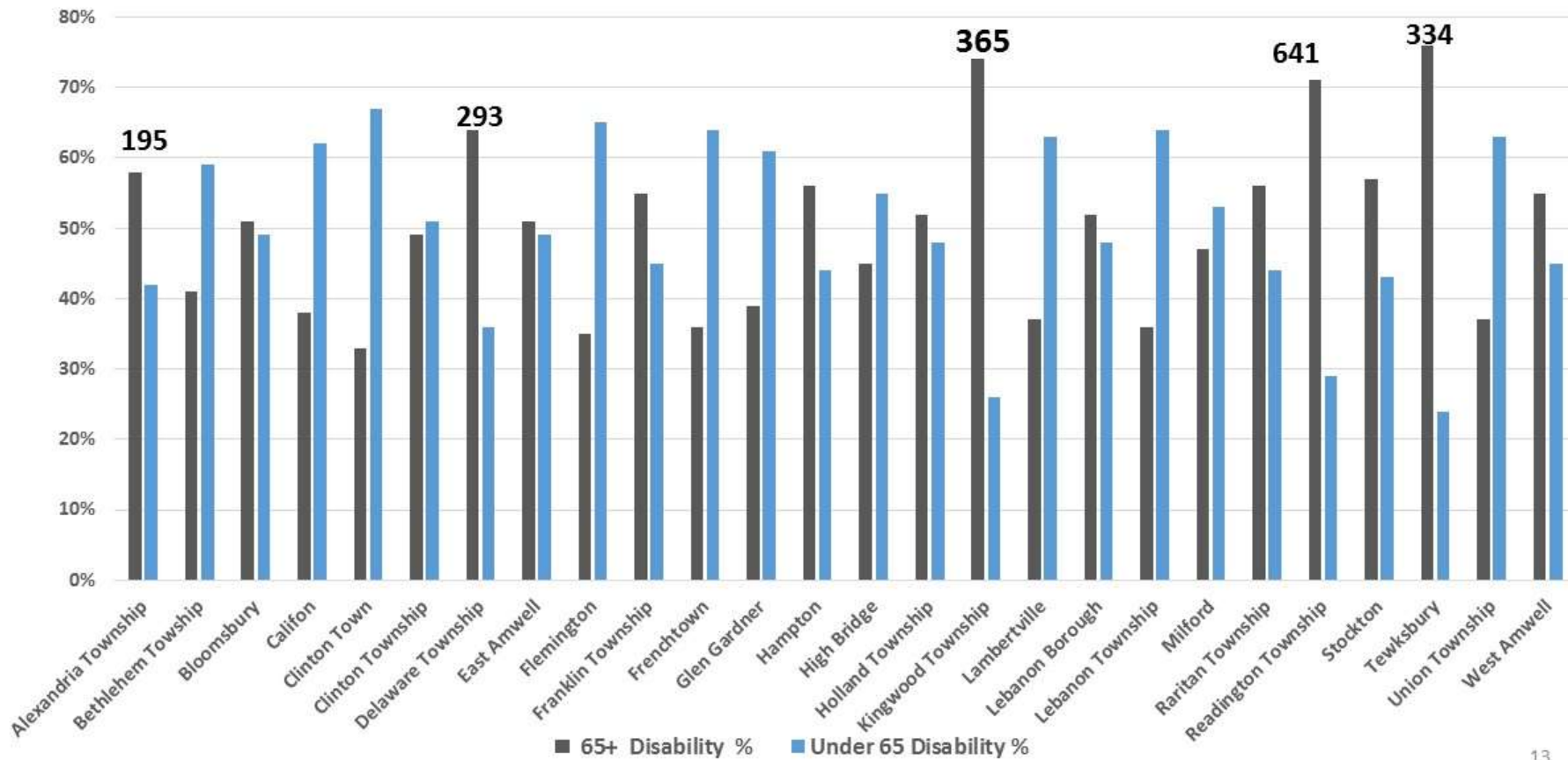
Hunterdon County Individuals with Disabilities



American Fact Finder ACS- 2012 2015 2017 5 YR

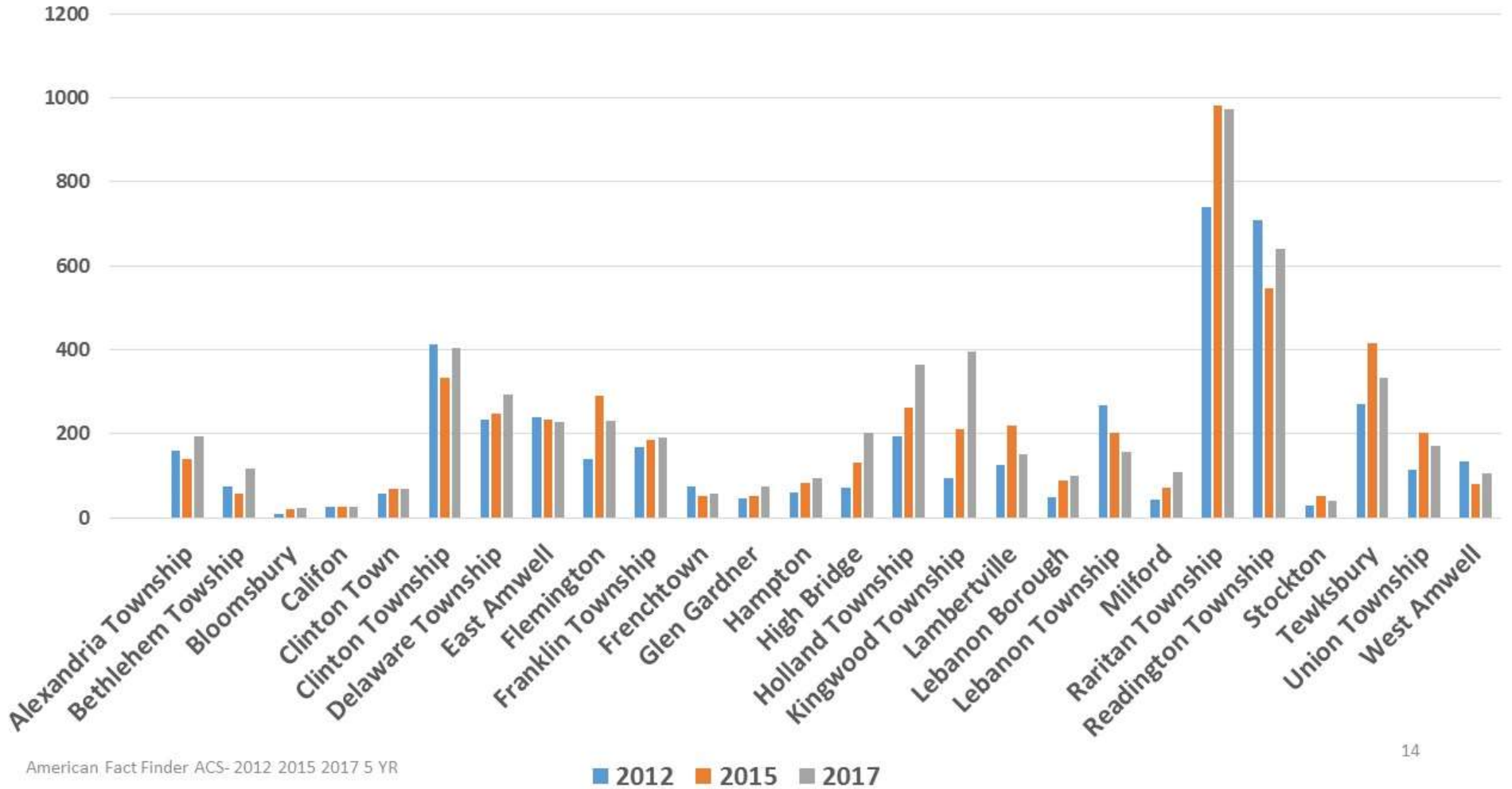
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Percentage of Individuals with Disabilities by Town

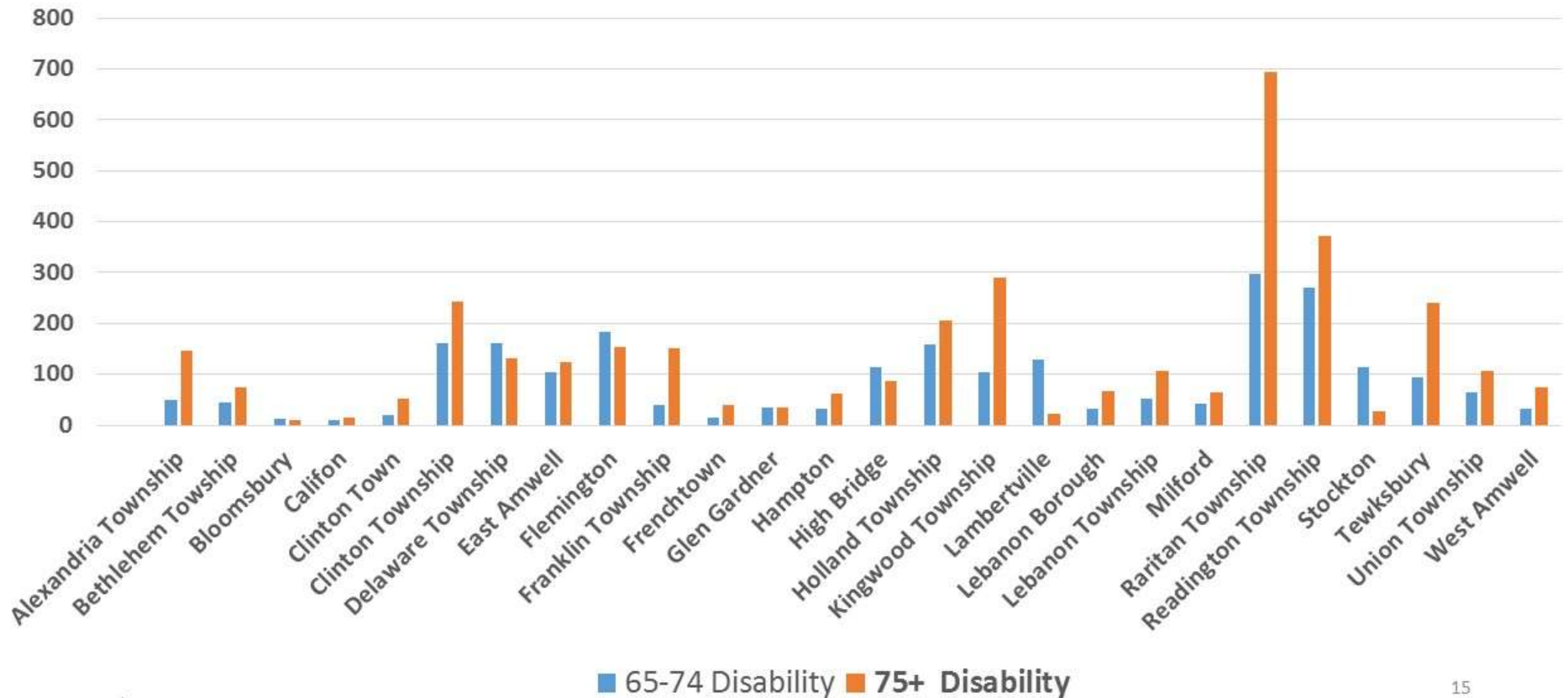


American Fact Finder ACS- 2012 2015 2017 5 YR

65+ with Disabilities Year over Year by Town



65-74 yr olds vs 75+ yr olds with a Disability



American Fact Finder ACS- 2012 2015 2017 5 YR

Persons with a Disability Demographic “Take-Aways”

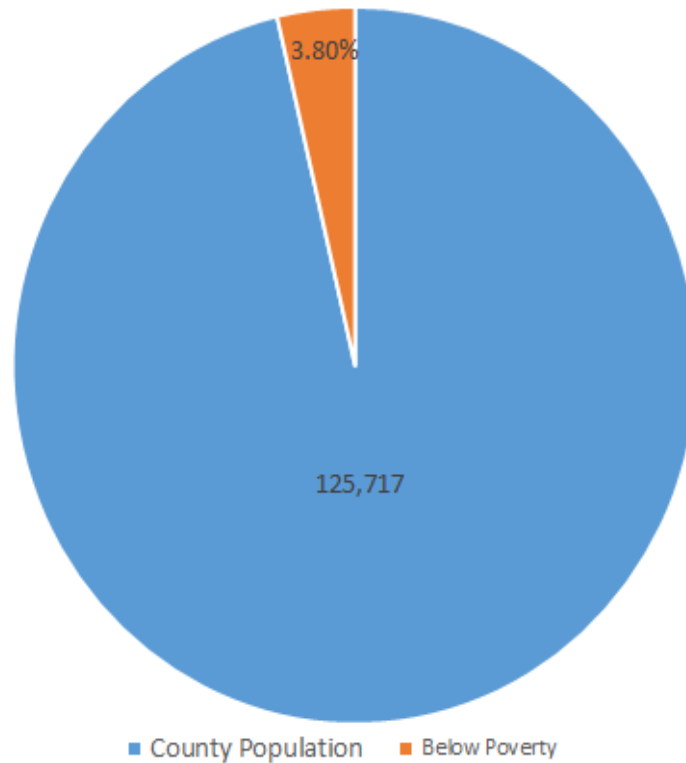
- There has been an 11% decrease in the number of Persons with a Disability ages 18-64.
- There has been a 26% increase in the number of Persons with a Disability age 65 years and older.
- The number of residents 65 year of age or older with a Disability has been increasing since 2015.
- Residents 65 years of age or older make up 53% of Persons with a Disability
- Residents 65 year of age or younger make up 47% of Persons with a Disability



Human Service Population: Low Income Persons



Hunterdon County Below Poverty



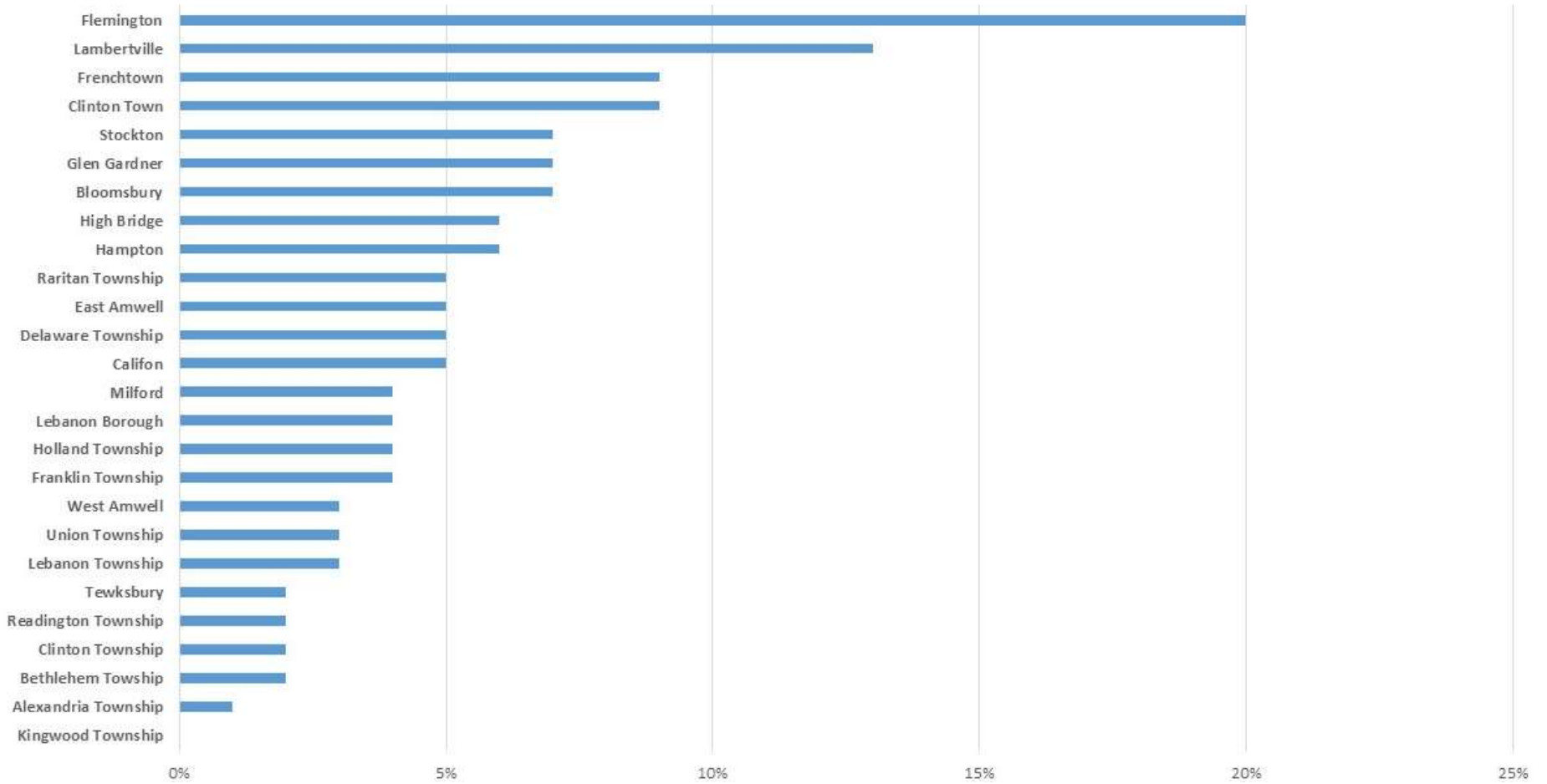
Persons in Family/ Household	Poverty Guideline
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1	\$12,060
2	\$16,240
3	\$20,420
4	\$24,600
5	\$28,780
6	\$32,960
7	\$37,140
8	\$41,320

US Dept. of Human Services

Poverty Level by Municipality

Ages 18 - 64 Below Poverty Level % (est)



Asset Limited Income Constrained (ALICE) *

Asset limited, income constrained, employed (ALICE) households are those that earn more than the Federal Poverty Level, but less than the basic cost of living or the county (the ALICE Threshold).

Hunterdon County's ALICE population is geographically dispersed throughout the county.

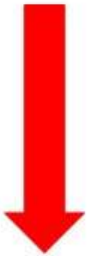


Hunterdon County, 2016		
Town	Total HH	% ALICE & Poverty
Alexandria	1,811	14%
Bethlehem	1,394	17%
Bloomsbury	302	48%
Califon	475	34%
Clinton	1,015	35%
Clinton	3,886	23%
Delaware	1,855	24%
East Amwell	1,528	23%
Flemington	1,805	58%
Franklin	1,197	27%
Frenchtown	641	48%
Glen Gardner	807	51%
Hampton	520	48%
High Bridge	1,514	38%
Holland	1,945	34%
Kingwood	1,304	21%
Lambertville	2,051	40%
Lebanon	2,340	27%
Lebanon	772	38%
Milford	520	33%
Raritan	8,140	30%
Readington	6,086	24%
Stockton	230	36%
Tewksbury	2,111	14%
Union	1,837	28%
West Amwell	1,049	32%

*ALICE: A Study of Financial Hardship in New Jersey Report (2018)

Decreased Unemployment Rate*

3.5% Unemployment Rate
(2017)



7.7% Unemployment Rate
(2012)



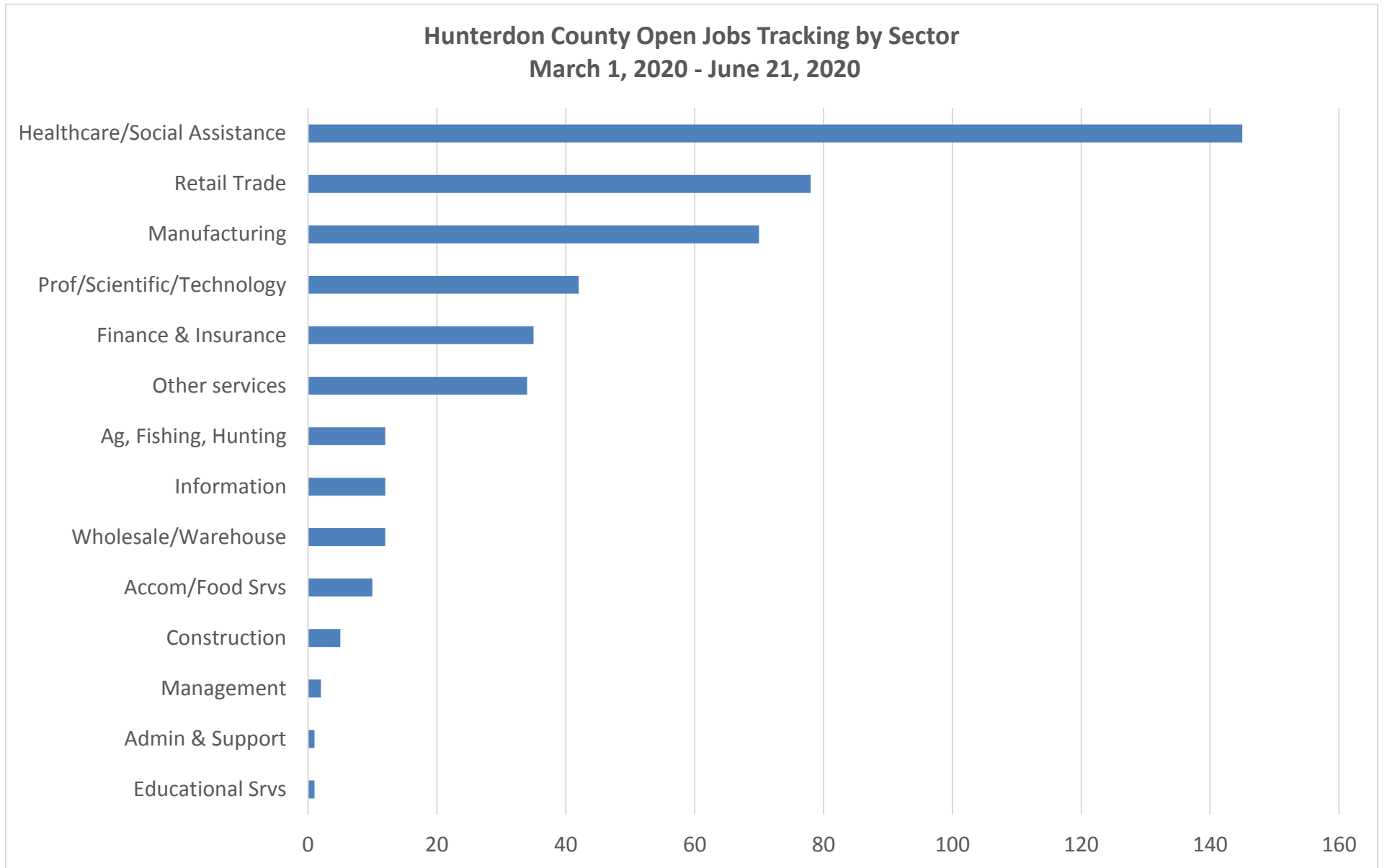
Low Income Population Ages 18-64 Dispersed Geographically

- Bloomsbury
- Town of Clinton
- Flemington
- Frenchtown
- Glen Gardner
- Lambertville
- Stockton

*pre COVID19 pandemic

County Employment Trends

Source: NJ Department of Labor



Low Income Persons Demographic “Take-Aways”

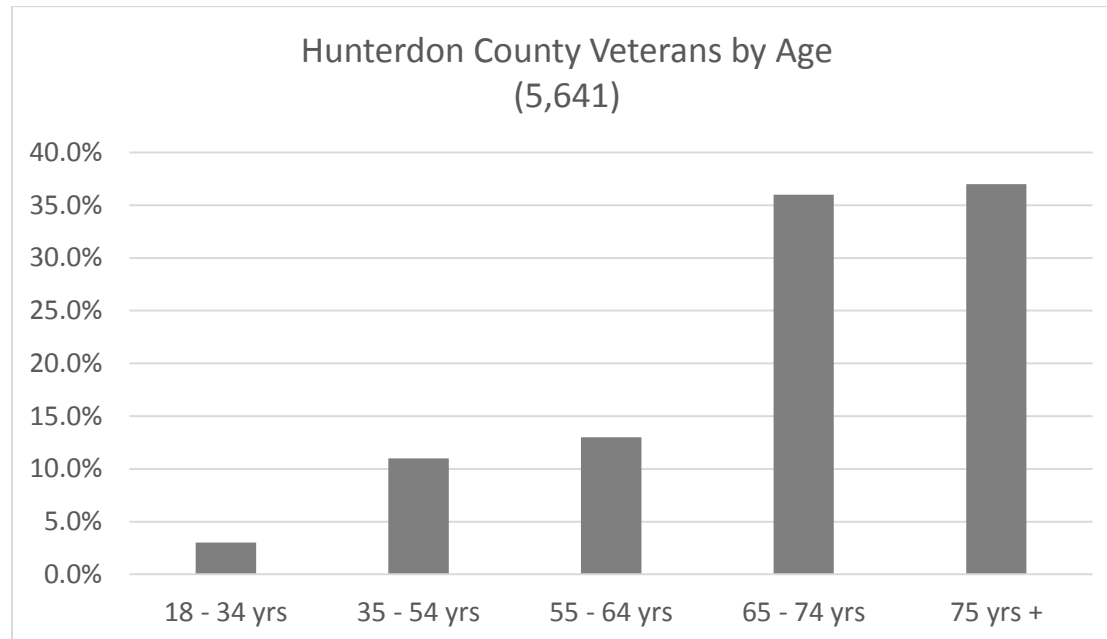
- Hunterdon County’s poverty rate remains relatively low at 3.8%*
- Flemington Borough has the highest percentage of low income residents at 20%
- 22% of Hunterdon households are identified as ALICE (Asset Limited, Income Constrained, Employed) residents (state average: 28%)
- Healthcare and Retail Services are the sectors with the most employment openings which include shift workers



**COVID19 may impact this data point.*

Human Service Population: Veterans

Hunterdon County has a veterans population of 5,641 (5.7%) with over 70% of veterans age 65 years old and over.



Towns with the highest percentage of veterans are:

Frenchtown 9.8%
Lebanon Borough 8.3%
Delaware Township 8.0%
Hampton 8.0%
Tewksbury 8.0%
East Amwell 7.7%
Stockton 7.7%

Access to healthcare is a challenge for most veterans. Veterans requiring preventative medical care need to travel to Lyons VA Medical Center, Lyons or East Orange Campus, East Orange. Veteran's needing urgent care service (non-emergency illness or injuries) can utilize the newly approved Hunterdon Urgent Care, Flemington, NJ.

Veterans Demographic “Take-Aways”

- Veterans comprise of 5.7% of the County’s total population.
- 73% of Veterans are 65 years and older
- Veterans need access to out of county preventative medical care and in-county non-emergency medical care.



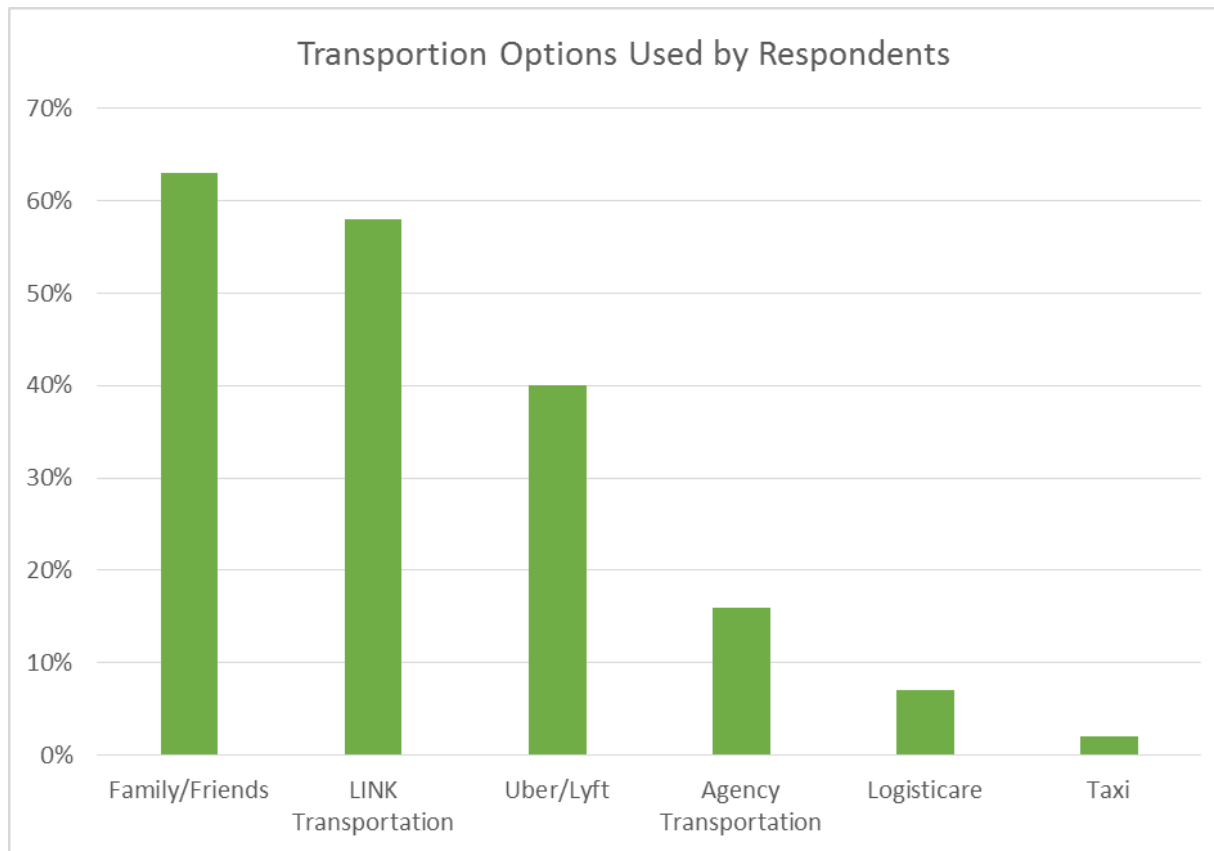
ASSESSMENT OF TRANSPORTATION NEEDS:

Review of Relevant Stakeholder Plans and Surveys

Hunterdon County Human Services Needs Assessment (2019)

A survey conducted as part of the 2019 Hunterdon County Human Services Need Assessment revealed that among respondents who indicated they did not have their own transportation, the majority relied on a friend or family member (63%), followed by the Hunterdon County LINK (58%), Uber/Lyft (40%), Agency Transportation (16%), Logisticare (7%), or Taxi (2%). Respondents were able to select multiple answers.

Ten percent (10%) of respondents indicated that they or a household member have need of transportation services. Additionally, ten percent (10%) of respondents indicated that they were unable to receive needed human services due to a lack of transportation to/from the needed service, with 9% indicating that they were unable to access healthcare services due to a lack of transportation.



Hunterdon County Community Health Needs Assessment & Community Health Improvement Plan (2019)

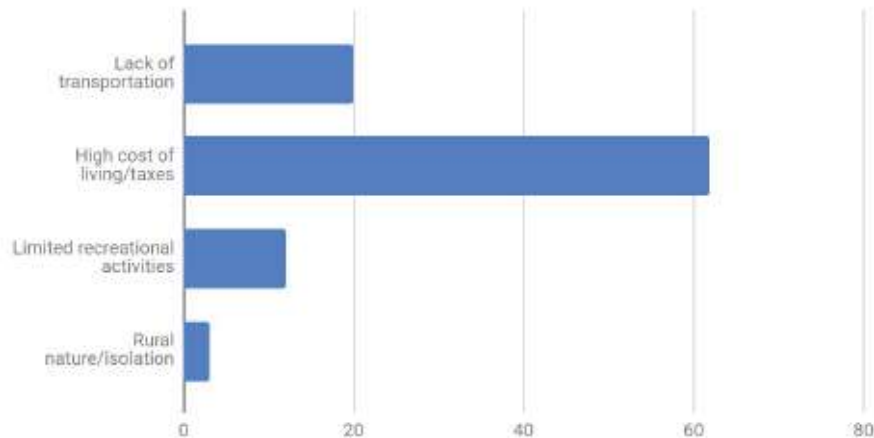
The Hunterdon County Community Health Needs Assessment and related Community Health Improvement Plan are collaborative efforts of Hunterdon Healthcare System (HHS) and the Hunterdon County Department of Health. The 2019 Needs Assessment and Community Health Improvement Plan were conducted in consultation with the Hunterdon Partnership for Health, a collaborative of more than 70 agencies, non-profit organizations, businesses, and other local stakeholders.

The objectives of the 2019 Hunterdon County Community Health Needs Assessment (CHNA) were to:

- 1) Develop a comprehensive community health profile that provides a snapshot of the health and healthcare-related needs of Hunterdon County residents
- 2) Identify and prioritize health issues/needs
- 3) Have a CHNA report that provides the focus for the Hunterdon Healthcare System and other community stakeholders for health and wellness improvement efforts. These documents have regularly noted the impact of the availability of transportation on quality life and health outcomes. See Figure 32, below, from page 73 of the CHNA Report 2019:

FIGURE 32: Leading Factors that Reduce Quality of Life in Hunterdon County

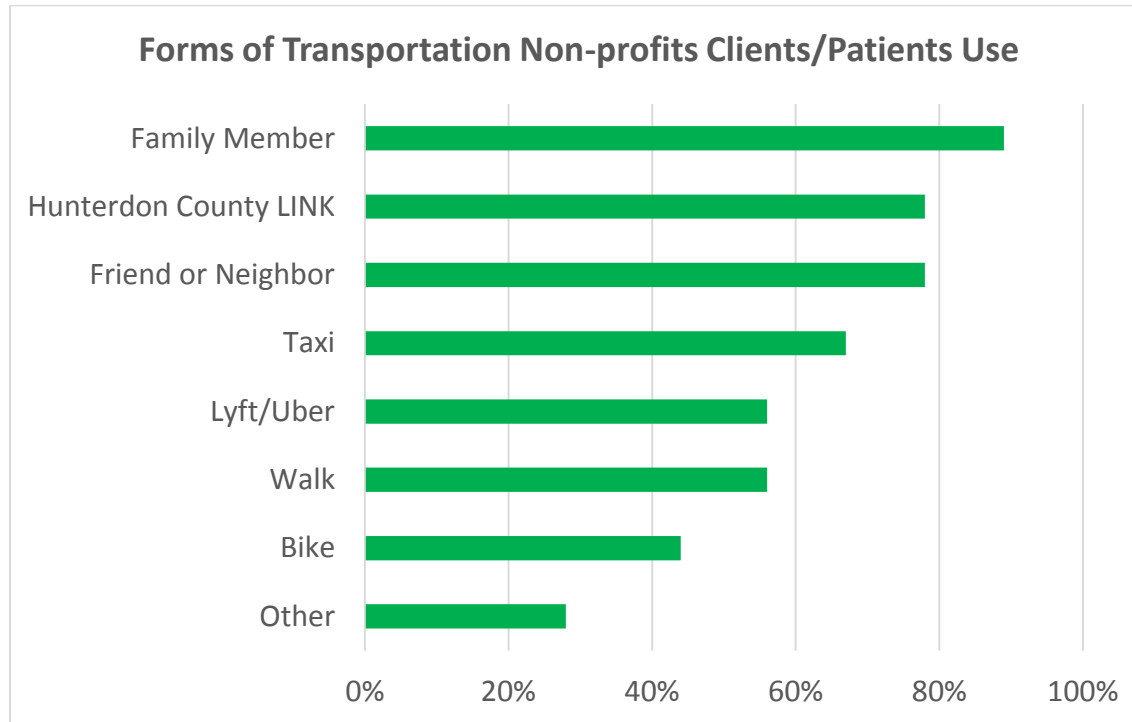
Most Prioritized Factors Reducing Quality of Life in Hunterdon County



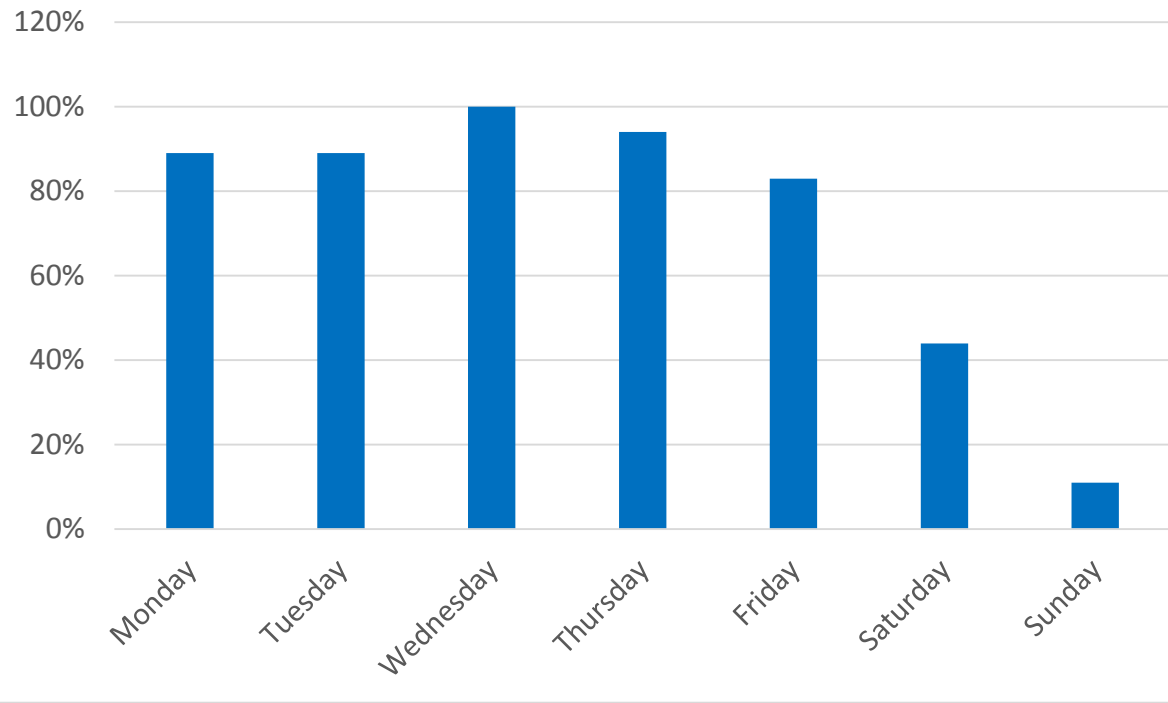
goHunterdon Non-Profit Survey (June 2020)

goHunterdon conducted a survey of Hunterdon County non-profit agencies and organizations to inform an updated inventory of transportation services as well as to identify transportation needs of human service clients. Key findings of the survey included:

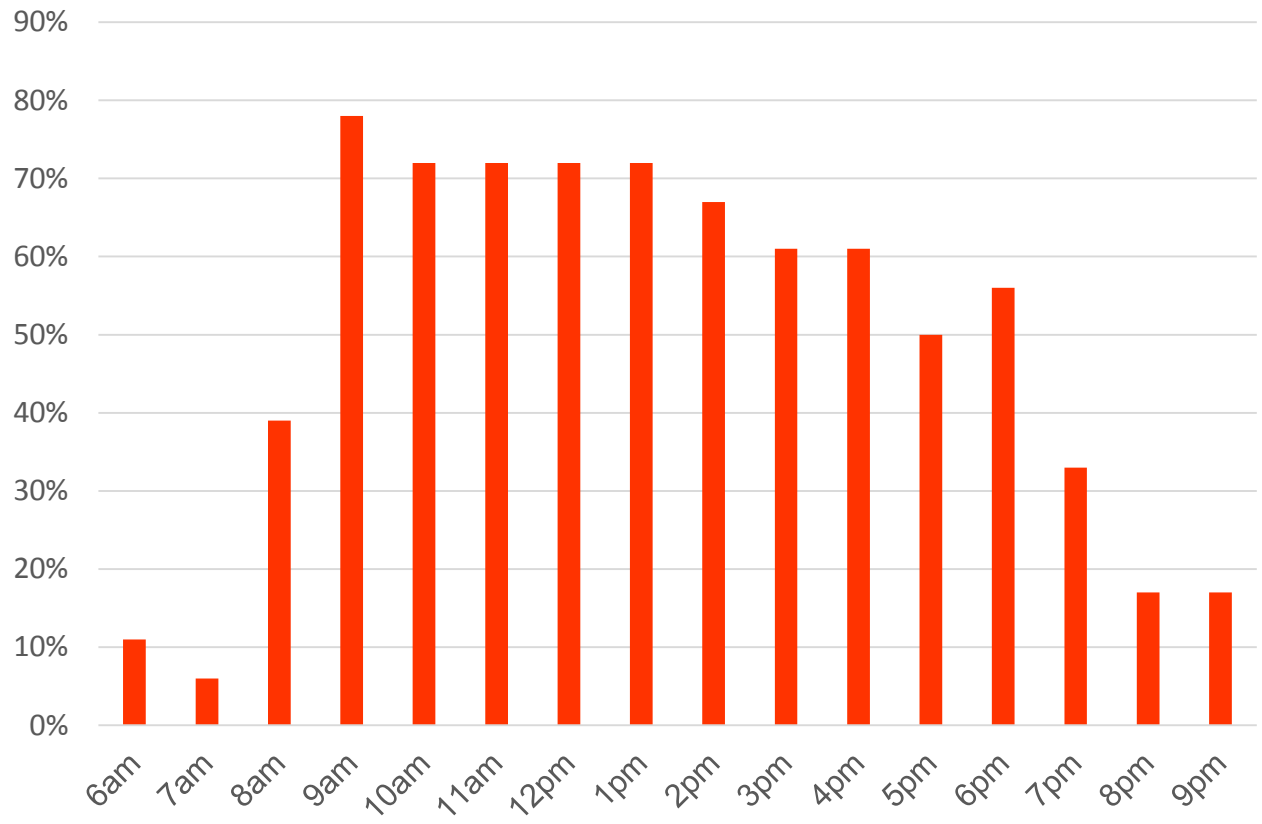
- 18 Responses were received from non-profits
- Hunterdon County LINK was rated most affordable and most appropriate to meet the physical and developmental needs of clients
- Taxis were rated the most reliable (on time)
- Other key findings are as follows:



Days of the Week Transportation Needed



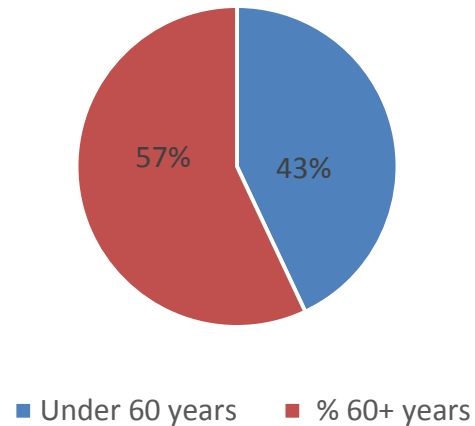
Hours Day/Night Transportation is Needed to Their Location



goHunterdon Private Practice Care Coordinator Feedback Survey (October 2020)

goHunterdon conducted a survey of Care Coordinators at Hunterdon County private medical practices to determine the need for transportation to medical appointments for seniors 60 years and older. The eleven (11) private practices that responded reported approximately 39,152 patients at their practices combined, 52% (22,242) were 60 years and older.

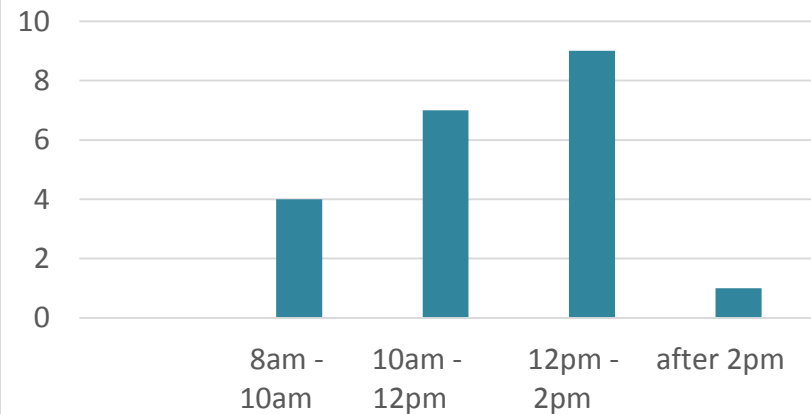
Patients at Hunterdon Private Practices



25% (5,656) of senior patients 60 years and older have a family member, friend or neighbor drive them to their medical appointments

35% (7,698) of senior patients 60 years and older can access a vehicle independently

Hours seniors are scheduling appointments
(by responding practices)



Greater Raritan Workforce Development Area Plan 2016-2020



The Area Plan is an analysis of the local and regional economic conditions including existing and emerging in-demand industry sectors and occupations; and the employment needs of employers in those industry sectors and occupations.

The Area Plan identified that *“transportation in the Greater Raritan Local Area is car dependent, reflecting suburban development patterns.”*

The Greater Raritan Workforce Development Board has, since 2012, identified the critical role that transportation plays in employment. The Local Area is served in Hunterdon County by goHunterdon, a federally supported Transportation Management Association.

In January 2016, goHunterdon and the Greater Raritan One Stop Center began "Needs Based Work Support" transportation assistance. The goal was to help individuals on public assistance find employment that was accessible by transit. goHunterdon provides transportation training to individuals who are looking for jobs. Classroom based and/or hands on trainings are conducted for WorkFirst NJ Job Readiness clients and WorkFirst TANF (Temporary Aid for Needy Families) clients. The goal of the travel training is to help clients expand their job search radius and identify potential job opportunities that are accessible by the bus and/or train.

Too often, job seekers apply for jobs for which they have no transportation to get to work once hired. This lack of reliable transportation jeopardizes sustained employment. Intra-county transportation, other than walking, bicycling, and car, is supported by county level transportation resources. With a lack of employment and population densities, such as those found in more urban environments, the costs of public transportation outweigh ridership potentials. While both Hunterdon and Somerset Counties locally sponsored transportation resources, operating hours/days are often geared towards the traditional Monday-Friday, 9 to 5 work day. The system does not adequately serve the second, third or weekend shifts at the low wage jobs in the retail, hospitality, healthcare, warehouse or food service sectors. These are exactly the types of jobs many of these clients secure.

*~Greater Raritan Workforce Development Board
Area Plan 2016-2020*

Key “Take-Aways” from Plan, Survey Reviews

- Transportation dependent residents rely primarily on family and friends to provide for transportation needs.
- The Hunterdon County LINK Transportation System plays an important role in meeting the needs of transportation dependent residents.
- TNCs are playing an increasing role in the provision of transportation, particularly regarding transportation to medical appointments.
- The availability of reliable transportation impacts access to healthcare.
- Provision of transportation increased patient compliance and improves health outcomes.
- The availability of transportation, particularly early morning, evening and weekend service, has been identified as a barrier to employment.
- Increasing awareness of the availability of transportation services and how to access/use services should continue to be a priority.



Inventory of Existing Transportation Services

Human Services Transportation

Service Name	Mode	Number of Vehicles	Available Transportation	Operation Days	Service Hours	Use Limits	Cost/Fare	Relationship to County	Funding Source
Hunterdon County LINK Transportation-Cross County Shuffle	Bus	4	Travel within Hunterdon County	Monday-Friday	6:30 a.m.-6:30 p.m.	No	\$4.00/day unlimited boarding	County operated	JARC, Title III, SCDRTAP, 5310, 5311, Arc, GA, County Funds
Hunterdon County LINK Transportation-Flemington Shuffle	Bus	2	Travel within Flemington/Raritan	Monday-Saturday	7:30 a.m.-8:30 p.m.	No	\$2.00/day unlimited boarding	County operated	JARC, Title III, SCDRTAP, 5310, 5311, Arc, GA, County Funds
Hunterdon County LINK Transportation-Rt 23 Shuffle	Bus	1	Out of county travel to Somerset County	Monday-Friday	6:30 a.m.-6 p.m.	No	\$2.00/day unlimited boarding	County operated	5311 Innovation Grant
Hunterdon County LINK Transportation-Demand Response	Bus	13	Travel within Hunterdon County	Monday-Friday	7 a.m.-5 p.m.	No	\$2.00-\$4.00 zone fare	County operated	JARC, Title III, SCDRTAP, 5310, 5311, Arc, GA, County Funds
Anderson House	Vans	2	In county and out of county travel	Weekdays, Saturdays, Sundays		No		Independent	Private funding
Arc of Hunterdon	Vans, Cars	60-70	In county and out of county travel	Weekdays, Saturdays, Sundays	8 a.m. - 11 p.m.	No	No fare	Independent	State funding
Catholic Charities	Vans, Cars	3-10	In county travel	Weekdays		Yes	No fare	Independent	Donations, Diocese of Metuchen

Other Transportation Services

Service Name	Vehicle Type	Type of Service	Hours of Operation	Cost/Fare	Relationship to County	Funding Source
TransBridge Lines-Doylestown/Frenchtown/NYC	Bus	Commuter service with stops in Hunterdon: (Lambertville, Frenchtown, Flemington,) to Port Authority Bus Terminal, NYC	Monday-Sunday	\$47.70-\$57.10 round trip to NYC; \$282.00 - \$311.00/20 trip book	Independent	Fares
TransBridge Lines-Allentown/Clinton/NYC	Bus	Commuter service with stops in Hunterdon (Union Township, Clinton) to Port Authority Bus Terminal, NYC	Monday-Sunday	\$47.70 round trip to NYC; \$282.00/20 trip book	Independent	Fares
NJ TRANSIT Raritan Valley Rail Line	Train	Commuter Service from Hunterdon (Whitehouse, Annandale, Lebanon, High Bridge) to Newark/NY Penn Station	Monday-Friday	\$336.00/monthly pass	Independent	Fares
NJ TRANSIT Bus Service	N/A	No service in Hunterdon County	N/A	N/A	Independent	N/A
Able Medical Transportation, Inc.	Medical Transport	Emergency and Non-emergency ambulance and wheelchair accessible services			Independent	Contracted Service
Logisticare of NJ	Medical Transport	Non-emergency transportation for non-ambulatory Medicaid/NJ FamilyCare recipients.			Independent	Contracted Service
To and Fro Transportation	Van	Medical, Non-Medical Transportation	Monday-Sunday		Independent	Contracted Service
Cornerstone Taxi	Taxi	Service within Central/Northern NJ	Monday – Saturday 7:00am – 11:00pm		Independent	Fares

Cosmo Taxi	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Taxi Los Amigos	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Taxi El Pajarito	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Fe En Marcha Taxi Service	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Damas Taxi	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Marquez Taxi Service	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Nay's Taxi Service	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Oreo's Taxi Service	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares
Villalba Taxi Service	Car	Service within Central/Northern NJ	Monday-Sunday		Independent	Fares

Hunterdon County LINK Transportation System



The **Hunterdon County LINK Transportation System** is comprised of three (3) primary services:

1. **Shuffle Service** – Seven (7) deviated fixed route bus routes, Monday- Friday: One (1) deviated fixed bus route, Saturdays, in the Flemington/Raritan area.
2. **Demand Response Service**- Monday-Friday, within Hunterdon County. Serving all Hunterdon municipalities.
3. **Out of County** services provided by Hunterdon County LINK bus Route 23 Shuffle to Raritan Valley Community College, Bridgewater Mall and Somerville Train Station.



LINK Funding Sources

JARC- Job Access/Reverse Commute

Funding for transportation to employment

Title III of the Older Americans Act

Funding to support community-based and in-house services for older adults

FTA Title XX (discontinued effective July 1, 2020)

Funding for Social Services transportation needs.

Title III is for older adults, some older adults can qualify for Title XX.

SCDRTAP- Senior Citizen and Disabled Residents Transportation Assistance Program

Funding for transportation needs of older adults and individuals with disabilities

5310 Federal Transit Administration

Transportation funding for older adults and individuals with disabilities

5311 Federal Transit Administration

Transportation funding for rural areas.

Arc of Hunterdon

Contracted transportation

General Assistance

Transportation for income eligible adults

Veterans Haven North

Contracted transportation

County of Hunterdon



Service Changes

In March 2016, Hunterdon County modified four “demand response” routes to “deviated fixed route” service (Route 14, 15, 17, 18). A new Flemington Shuffle service, Route 16 was added to provide ‘reverse’ service of the Route 19 Flemington Shuffle.

A new out of county service, Route 23, was also introduced on a pilot basis in March 2016. Route 20 Evening Flemington Shuffle service was discontinued.

Route 14

Lambertville >>> Flemington

Monday to Friday 6:30 a.m. - 6:30 p.m.

Route 15

Hampton >>> Clinton >>> Flemington

Monday to Friday 6:30 a.m. – 6:30 p.m.

Route 16

Raritan Township >>> Flemington

Monday to Friday 9:30 a.m. - 7:30 p.m.

Route 17

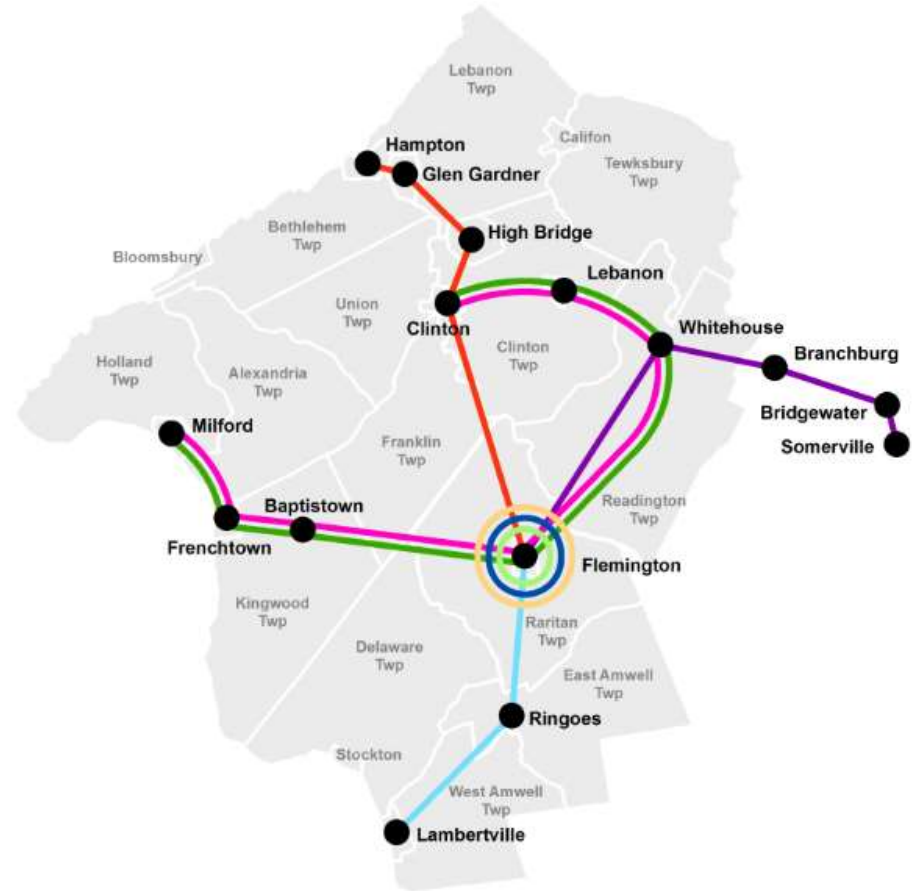
Milford >>> Flemington >>> Whitehouse >>> Clinton

Monday to Friday 7:00 a.m. - 6:00 p.m.

Route 18

Clinton >>> Whitehouse >>> Flemington >>> Milford

Monday to Friday 7:00 a.m. - 6:00 p.m.



Route 23

Flemington >>> Raritan Valley Community College >>> Bridgewater

Mall >>> Somerville Train Station

Monday to Friday 7:00 a.m. - 6:00 p.m.

Hunterdon County LINK Bus Transfer Center

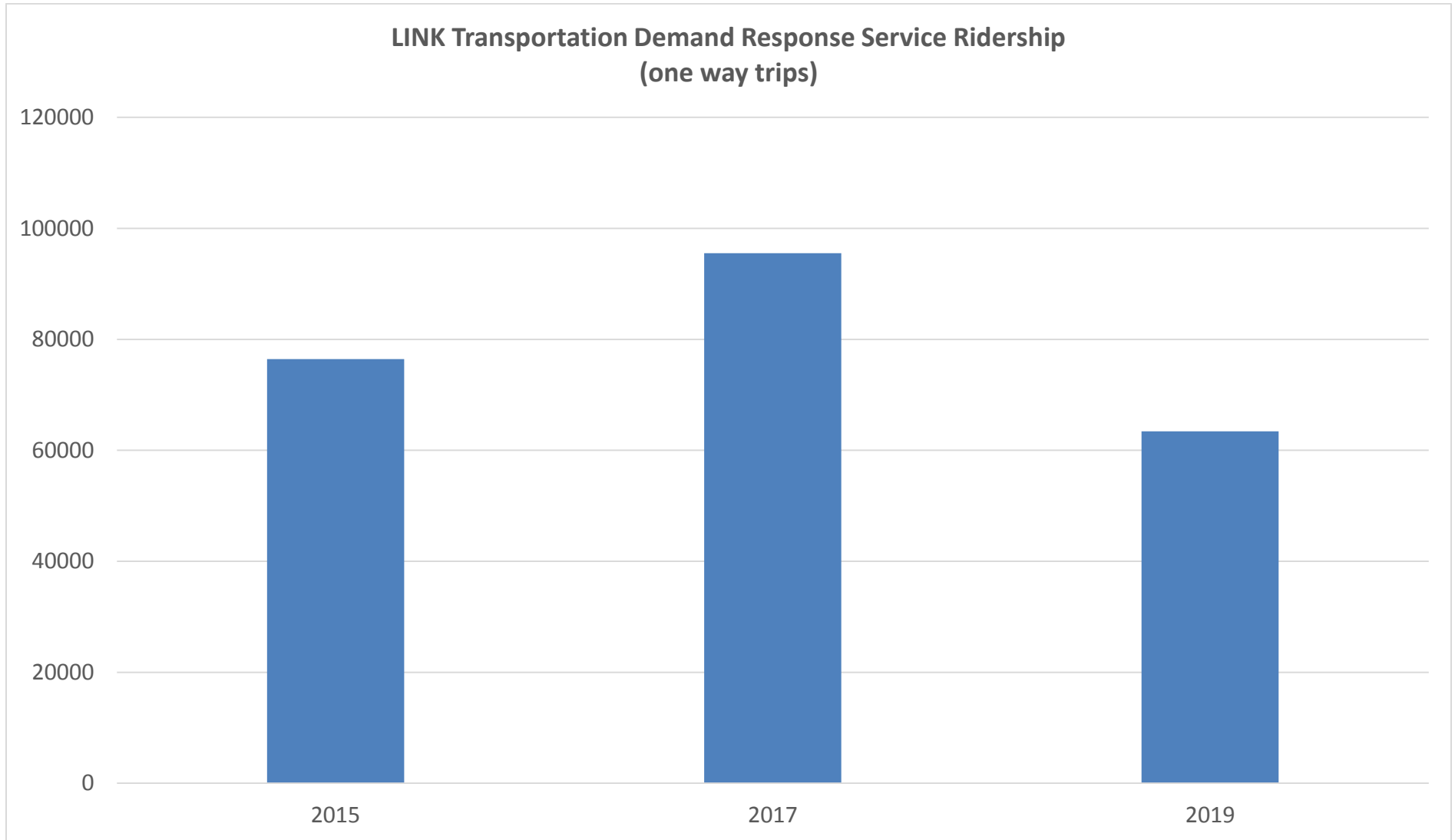
The Hunterdon County LINK Bus Transfer Center was established to allow for passenger transfers between Routes 14, 15, 16, 17, 18, 19, 23 as well as Demand Response services. The Transfer Center is located on Park Avenue, Flemington (Hunterdon County Justice Center Parking Lot).

The addition of a bus shelter provided by NJ TRANSIT was installed in January 2019.



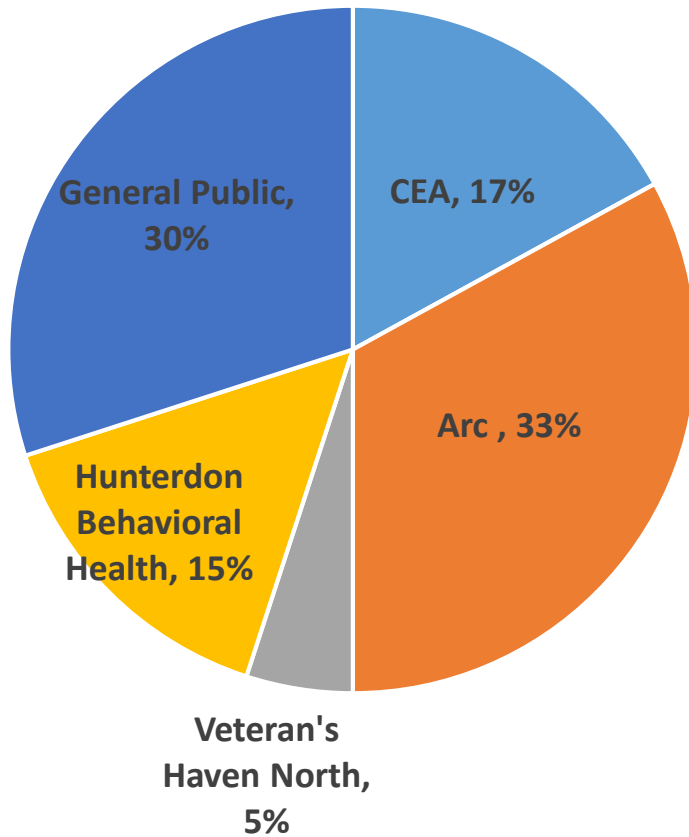
Hunterdon County LINK Transportation Ridership Trends

LINK Ridership: Demand Response Service



As a consolidated system, the Hunterdon LINK provides transportation services to clients of four (4) agencies as “Standing Orders”, accounting for seventy percent (70%) of “Demand Response-Standing Orders”.

Agency Standing Orders vs General Public Standing Orders



Arc of Hunterdon

The Arc of Hunterdon County supports and empowers individuals experiencing intellectual and developmental disabilities and their families.

Hunterdon Behavioral Health

Hunterdon Behavioral Health provides comprehensive mental health and addiction services.

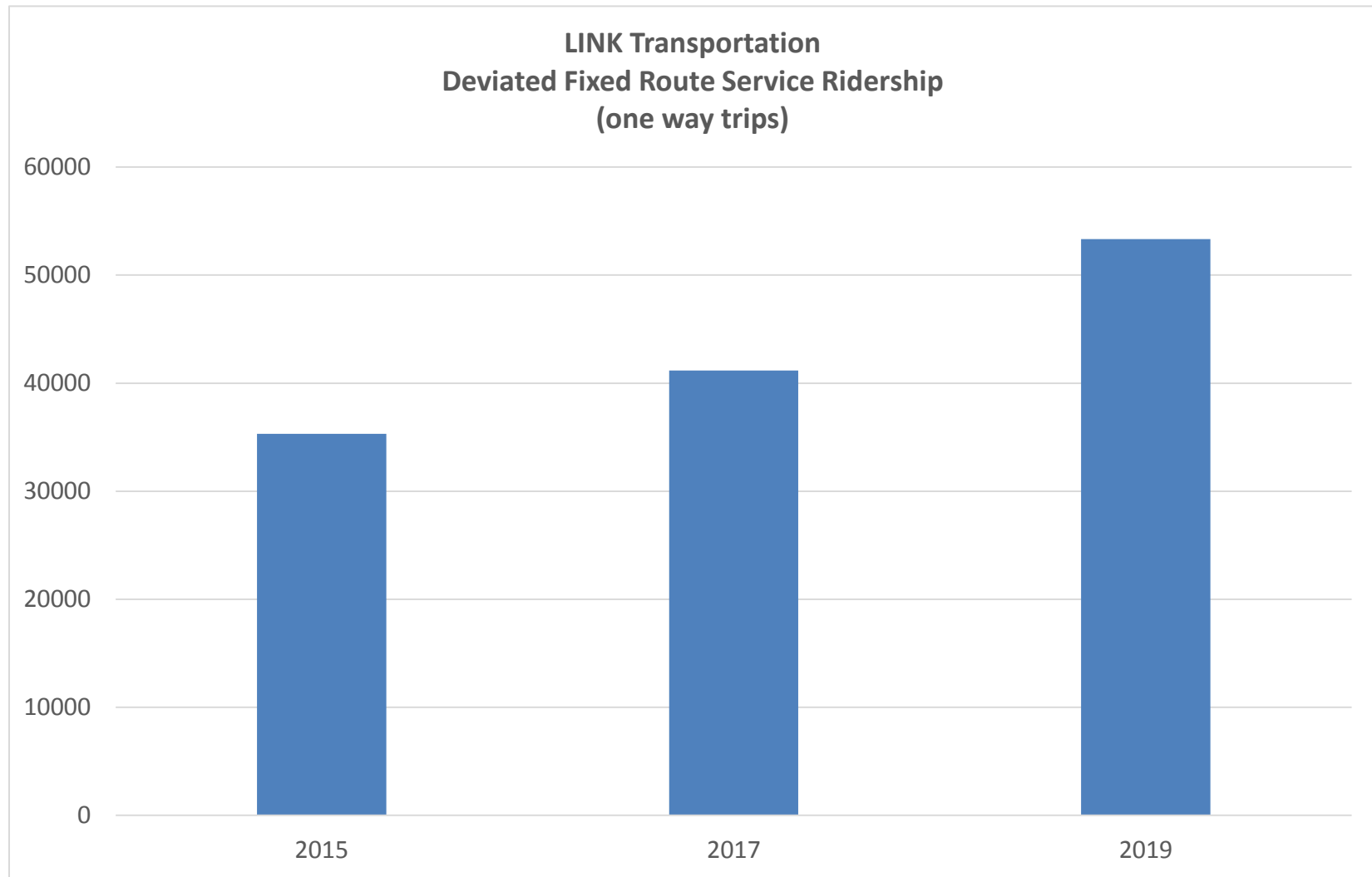
Center for Educational Advancement

CEA provides academic, life skills and transition services for students with disabilities in an effort to prepare students for success following graduation.

Veteran's Haven North

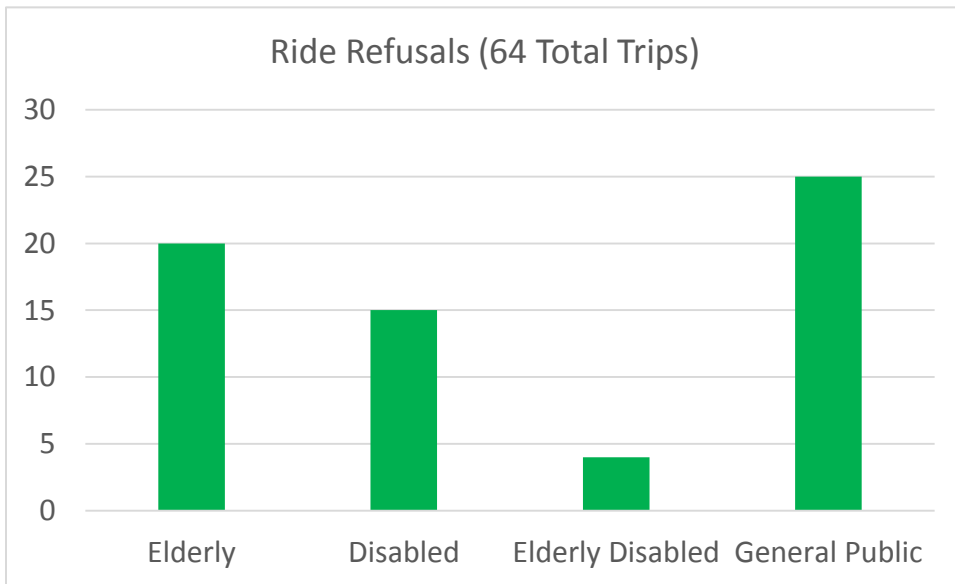
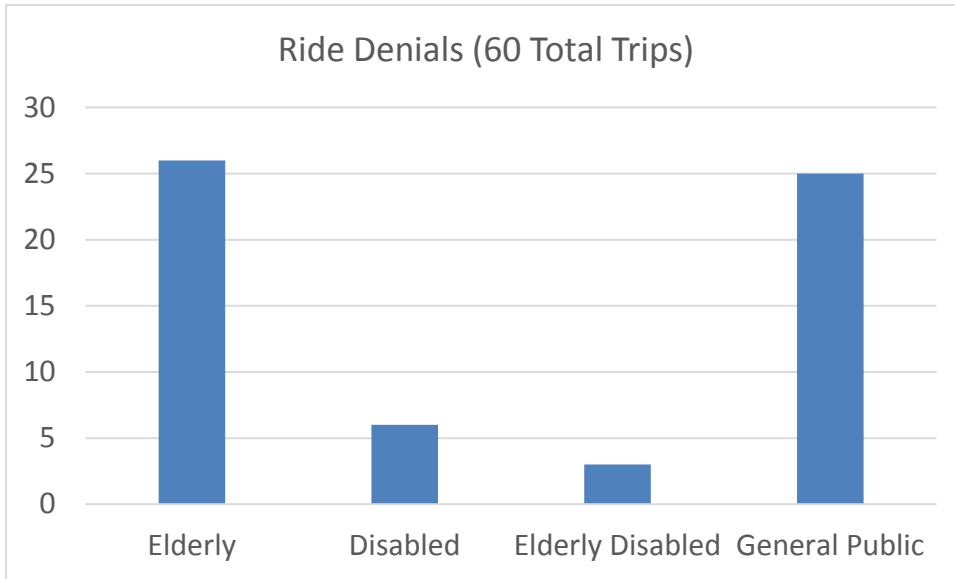
Veterans Haven North ensures that homeless veterans are treated and cared for in a dignified, compassionate, and professional manner so as to reach an optimal level of independence and aid them in re-acquiring the life skills and ability to live in the community while maintaining their self-sufficiency, dignity, and honor.

LINK Ridership: Deviated Fixed Route Service



*increase in ridership resulting from service changes in March 2016 establishing deviated fixed routes from prior demand response routes.

Ride Denial & Refusal Analysis 2019



Top 3 Reasons for Denials

- Day of week requested
- Time of day requested
- Location of request (i.e. out of county)

Other Transportation Services

Over the past five years, there has been an increase in the availability of Transportation Networking Company (TNC) services, specifically Lyft, as well as taxi services within Hunterdon County. The following provides an update on the status and use of these services.

Transportation Networking Companies (TNCs): Lyft Initiatives

Hunterdon Healthcare entered into an agreement with transportation networking company (TNC), Lyft, in 2018. The campus at Hunterdon Medical Center has been geocoded with designated pick up/drop off locations: Main Entrance, Emergency Department, and the Doctor's Building entrance. Patients and visitors may request rides using the Lyft app. Select departments within Hunterdon Medical Center are also scheduling rides on behalf of patients based on specific criteria.

In 2019, goHunterdon, the transportation management association management association (TMA) serving Hunterdon County, in collaboration with the Hunterdon Wound Healing Center (Hunterdon Healthcare), secured a grant from the Horizon Foundation to fund Lyft rides for patients of the Wound Healing Center that had been identified by staff as transportation dependent. Patient appointments and health outcomes are being tracked in addition to ride information.

The initiatives underway at Hunterdon Healthcare are addressing trips that are unable to be met by the Hunterdon County LINK System for a variety of reasons, including day, time, or physical/medical limitations of the passenger.

goHunterdon has a pilot project in development as of November 2020 to facilitate rides for human services populations for whom the LINK and other existing transportation services are not appropriate. The project will be funded by goHunterdon. This effort will be closely coordinated with the Hunterdon County LINK dispatch office to ensure that service is not duplicated.

Ridership data, including day, time, origin, destination, and rider profiles will be maintained to inform future transportation service planning.



Taxi Services

Taxi service availability has increased in Hunterdon County since 2015.

Taxi service information that is included in this Plan Update was obtained from the Borough of Flemington municipal office as “licensed taxi services”. Additional taxis that are not required to have a municipal taxi license provided insurance documentation for verification of their service to goHunterdon.

In 2015, there were two (2) taxi services that were included in the plan.

Since 2015, there has been an increase to ten (10) taxi services.

Taxis play a growing role in providing service supplemental to the Hunterdon County LINK and TNCs. Taxi service hours include early morning, evening and weekends; hours that the Hunterdon County LINK may not operate. Same day requests for taxi service are accepted as well as advanced schedule service. The availability of taxi services improves options for residents. However, due to the high cost of fares, taxis are often an expensive transportation option in Hunterdon County. The average cost for a 12 mile taxi ride is \$43.70 compared to \$22.95 for a 13 mile Lyft ride and a maximum \$8.00 fare on the LINK. The cost of taxi and TNCs make these options unaffordable for many residents, especially older adults and lower income individuals.

Taxi service will continue to play an important role as a transportation option, despite the higher cost.



Ride Cost Comparisons

Transportation Option	Average Ride Distance	Approximate maximum fare
Hunterdon County LINK Demand Response Service	12-15 miles	\$8.00 round trip
Lyft	12-15 miles	\$46.00 round trip
Taxi	12-15 miles	\$87.00 round trip



Key Unmet Transportation Needs and Gaps 2020

1. Out of county transportation to adjoining counties (Somerset, Mercer, Warren) on both deviated fixed route and demand response services.
2. Increased coordination with adjacent county transportation systems, including transfers outside of Hunterdon County.
3. Early morning, night and weekend service to meet the needs of low income workforce as well as seniors, persons with a disability and veterans.
4. Reduce travel time for all passengers
5. Transportation services to address employment needs, including shift workers
6. “Door to Door” service options for seniors and persons with a disability
7. More affordable transportation options or funding to subsidize rides
8. Ongoing public awareness of transportation options and how to access them.

Recommendations

1. Review transportation options for more out of county travel. Continue to collaborate with Somerset, Mercer, and Warren county transportation systems to facilitate transfers
2. Explore opportunities to address early morning, night and weekend service needs.
3. Leverage Ecolane dispatching software to reduce ride times on Hunterdon County LINK buses and/or identify alternate transportation services as appropriate (i.e. Lyft).
4. Continue to explore opportunities to improve rider experience, including leveraging technology.
5. Stay informed of emerging technologies for cost savings and efficiencies.
6. Review current LINK “curb to curb” policy and explore opportunities to revise as feasible or identify other services to address this need.
7. Maintain relationships and communication with agencies with clients needing transportation to solicit feedback.
8. Continue to use demographic and ridership data to inform Hunterdon County LINK operations and identification of other transportation services taking a “data driven” decision making approach.
9. Continue to identify supplemental services, such as TNCs and taxis, to complement Hunterdon County LINK service
10. Identify funding for supplemental services
11. Continue collaboration with goHunterdon TMA to provide transportation coaching, outreach and marketing of available transportation services.
12. Fill vacancies on Transportation Advisory Committee (TAC) using demographic trends to inform appointments.

APPENDIX

Hunterdon County Transportation Advisory Committee *

NAME	AFFILIATION	TERM (1 ST /2 ND)	SENIOR/DISABLED/ CONSUMER/ADVOCATE
Mark Cartwright	Flemington Resident	01/01/19-12/31/20 (2nd)	Disabled, Consumer
Helen McIntosh	Anderson House	01/01/19-12/31/20	Advocate
Cathy Taglienti	goHunterdon	01/01/19-12/30/20	Advocate
Kellie Woodruff	Arc of Hunterdon	01/01/19-12/31/20	Advocate
Michael McDonough	Clinton Township Resident	01/01/19-12/31/20 (2nd)	Advocate
Judy Heinemann	Raritan Township Resident	01/01/19-12/31/20 (2nd)	Senior Consumer
Susan Lax	Hunterdon Helpline	01/01/18-12/31/20	Senior Advocate/Senior Consumer
Jim Hager	Ringoes Resident	01/01/20-12/31/22 (2nd)	Senior Advocate
Maryann Zimmer	Bethlehem Township Resident	01/01/19-12/31/20 (1 st)	Senior Consumer

Other Regular Meeting Attendees (Non-voting):

Susan Soloway, Freeholder Liaison
 Meagan O'Reilly, Administrator
 Hunterdon County Department of Human Services
 Laine Nauman, Hunterdon County Division of Senior Services
 Erin Neukum, Hunterdon County LINK Transportation Coordinator
 Keith Tustison, Hunterdon County Department of Human Services

Juliet Leonard, Hunterdon County Public Health Nursing
 Lauren Williams, NJ TRANSIT Regional Representative
 Tara Shepherd, goHunterdon, UWR Lead
 Linda Empson, Easton Coach Company
 Lisa Long, Staff – Hunterdon County Division of Social Services

Voting Members allowed: 15

* Vacancies (6)

Steering Committee Members

Tara Shepherd, goHunterdon

Meagan O'Reilly, Hunterdon County Human Services

Erin Neukum, Hunterdon County Human Services

TAC Members:

Mark Cartwright, Flemington Resident

Helen McIntosh, Anderson House

Cathy Taglienti, goHunterdon

Kellie Woodruff, Arc of Hunterdon

Michael McDonough, Clinton Township Resident

Judy Heinemann, Raritan Township Resident

Susan Lax, Hunterdon Helpline

Jim Hager, Hager Bus/Ringoes Resident

Maryann Zimmer, Bethlehem Township Resident

Plan Review Team

Meagan O'Reilly, Hunterdon County Department of Human Services

Erin Neukum, Hunterdon County Transportation Coordinator

Hunterdon County Transportation Advisory Committee

Linda Empson, Easton Coach (operations vendor)

Tara Shepherd, goHunterdon

Cathy Taglienti, goHunterdon

Stakeholder Participation

	Initial Plan 2007	Plan Update 2009	Plan Update 2015	Plan Update 2020
Alzheimer's Association				x
Anderson House	x	x	x	x
Arc of Hunterdon	x	x	x	x
Briteside Adult Day Care			x	x
Catholic Charities	x		x	x
Center for Educational Advancement (CEA)	x	x	x	x
Central Jersey Family Health Consortium				x
Chamber of Commerce			x	x
Comfort Keepers				x
Community Health Nursing	x	x	x	x
Country Arch Care Center				x
Delaware Valley Food Pantry				x
Disability Services- Department of Human Services	x	x	x	x
Division of Senior Services	x	x	x	x
Division of Vocational Rehabilitation	x		x	x
Division of Youth and Family Services	x			x
Easton Coach - Hunterdon County LINK Vendor	x			x
ESC				x
Family Promise of Hunterdon County	x			x
First Transit- Hunterdon County LINK Vendor	n/a	x	x	n/a
Fisherman's Mark				x
Flemington Area Food Pantry			x	x
Flemington Business Improvement District			x	
Flemington Community Partnership				x
Getting Together	x			

Good News Home for Women	x			x
Greater Raritan Workforce Development Board	x			x
Grow A Row				x
HART/goHunterdon	x	x	x	x
Harvest Family Success Center			x	x
HCYMCA Active Older Adult Center				x
Herman E. Kapp Senior Residence				x
Home Instead				x
Hunterdon Behavioral Health	x	x	x	x
Hunterdon Care Center				x
Hunterdon County Department of Human Services	x	x	x	x
Hunterdon County Department of Health				x
Hunterdon County Division of Housing				x
Hunterdon County Economic Development				x
Hunterdon County Polytech			x	x
Hunterdon County Parks	x			x
Hunterdon County Planning Department	x			x
Hunterdon Family Medicine at Cornerstone				x
Hunterdon Family Medicine at Phillips Barber				x
Hunterdon Family Medicine at Riverfield				x
Hunterdon Healthcare Center for Healthy Aging				x
Hunterdon Healthcare Internal Medicine Association				x
Hunterdon Healthcare Partnership for Health Access Team				x
Hunterdon Healthcare Older Adult Programs/Caregiving Support Group				x
Hunterdon Helpline	x	x	x	x
Hunterdon Medical Center				x
Hunterdon Regional Cancer Center Outreach	x			x

Hunterdon Regional Community Health				x
Hunterdon Wound Healing Center				x
Jewish Family Services				x
Meals on Wheels	x	x	x	x
Mirota Senior Residence				x
New Jersey Transit	x	x	x	x
NJ Division of Human Services	x	x	x	x
NORWESCAP Career & Life Transitions for Women				x
Pathstone				x
Progressive Center for Independent Living	x	x	x	x
Raritan Valley Community College			x	x
Right at Home				x
Salvation Army				x
Senior Services – Department of Human Services				x
South Hunterdon Regional High School	x			
Special Child Health Services	x			x
StarThrower Group				x
Township of Readington Social Services				x
Transportation Advisory Committee	x	x	x	x
Tri-County Care Management Organization (CMO)	x			
United Cerebral Palsy	x			
United Way of Hunterdon County	x	x	x	x
Veteran's Services- Department of Human Services				x
Veteran's Haven				x
YMCA	x	x	x	x
Zufall				x

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Hunterdon County Department of Human Services
PO Box 2900
Flemington, NJ 08822

www.co.hunterdon.nj.us/humanservices