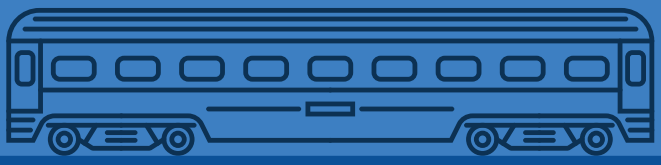

TRAVEL MARKET ANALYSIS FOR NJ TRANSIT ATLANTIC CITY RAIL LINE

DECEMBER 2021

NJTRANSIT The Way To Go.

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DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

DVRPC is funded through a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for the findings and conclusions herein, which may not represent the official views or policies of the funding agencies.

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EXECUTIVE SUMMARY

The purpose of this study was to better understand work travel markets in the Atlantic City Rail Line (ACRL) corridor, in order to inform further operations analysis by New Jersey Transit. This study had two main tasks:

- Evaluate the state of the past and pre-COVID travel market through a review of prior studies and available data.
- Conduct a corridor-wide surveying effort of riders and non-riders to assess how travel needs were affected during the COVID-19 pandemic, to inform planning for future service changes.

Prior to conducting the survey, the project drew conclusions from average rail weekday ridership taken over the last decade, which showed that usage of the ACRL has been trending down since 2010. In the past two years, ridership of New Jersey Transit bus lines that cater to a parallel travel demand have been generally stable until the beginning of the pandemic. Conclusions were also drawn from DVRPC's ACRL Passenger survey from 2012, analyzing Friday and Saturday passenger boardings, destinations, and travel purposes. New Jersey Transit's April 2020-COVID Travel Survey and June 2020-COVID Travel Survey provided useful insight into early COVID-19 travel habits of New Jersey Transit passengers throughout the state. While the findings from New Jersey Transit's 2013 ACRL Operations Study are outdated, its evaluation of the existing and proposed conditions contributes to analysis of what improvements can occur while maintaining reasonable capital and operating costs. Future markets were identified through analysis of station-level service demand gaps, commuter flows and locations of predominant local stakeholders.

Those local stakeholders were sought out to enlist in their assistance in the completion and promotion of the project's employer and commuter survey. Employers were asked to complete an appraisal of their staff's current travel needs and to forward a subsequent, commuter survey to their workforce. Atlantic City Rail Line corridor employers and commuters described their travel patterns, commute mode, work from home habits and work shift times. Despite the increase in flexible work shifts during the pandemic, work shifts remained consistent with traditional peak hour times. Commuters generally travel to work by vehicle although many stated that they use the rail line recreationally as the previous passenger study had shown. Still commuters appear open to using the rail line if more frequent, reliable services were available.

COMMUTER AND EMPLOYER SURVEY SUMMARY TAKEAWAYS

- Survey participants primarily live or work in suburbs directly adjacent to Philadelphia and Atlantic City. There was also a large cluster of individuals that work at Stockton University. Although many participants' commutes span across the ACRL corridor, there was a high amount of workers who's commute remained in Atlantic County.
- When asked about future work from home plans both employers and commuters reported that they may be less likely to work from home in the future, and if they do work from home it will be less frequent than five days a week.
- Survey participants primarily commute by vehicle, but are open to using the ACRL if it provides more convenient and frequent service connecting them to more destinations.
- Work arrival and dismissal times have generally not diverged from traditional peak periods of 7-9 am & 4-6 pm.
- 48 percent of participants worked from home at least partially

CHAPTER 1

EXISTING CONDITIONS

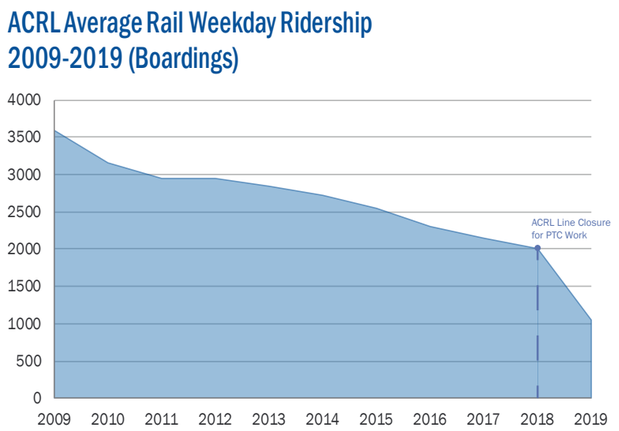
DVRPC conducted a travel market analysis in order to inform NJ TRANSIT so that they can assess potential scheduling improvements to better meet travel needs. The following analysis should be viewed with the consideration that, post-COVID, ridership will likely continue to be in flux and there may still be a lot of change occurring. The following provides an overview of the Atlantic City Rail Line's existing conditions in order to provide an understanding of the travel needs of the involved localities within the study corridor. These needs are determined through analysis of transit passengers as well as non-riders. This memo covers the tasks outlined in the project's scope of work to collect data on existing conditions and identify key employers within the study area. In addition to the Atlantic City Rail Line, there are six other transit services located within the study area: the New Jersey Transit Bus (lines 315, 403, 551, 553, and 554), the Route 54/40 Community Shuttle, the English Creek-Tilton Road Community Shuttle, the Stockton University Shuttle, and the Atlantic City Jitney.

1. Historic Ridership

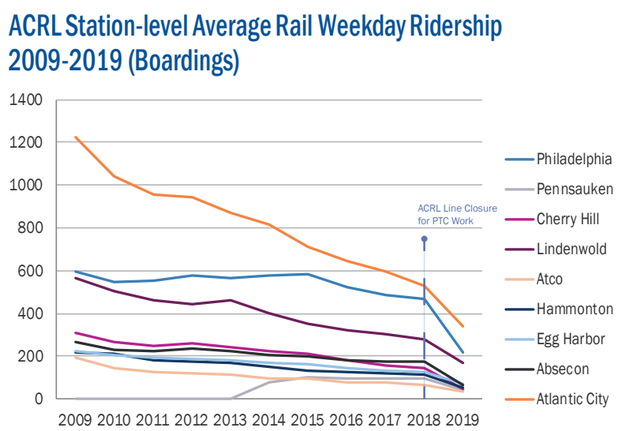
1.1 Average Rail Weekday Ridership

In the last decade, overall Atlantic City Rail Line (ACRL) ridership has been steadily decreasing. This decrease has largely been driven by continuous losses in boardings at the Atlantic City Rail Terminal. According to the ACRL station-level boarding data, each station except for Atlantic City and Lindenwold had relatively flat ridership until 2018. The ACRL's top three boarding stations, Atlantic City, Philadelphia, and Hammonton, took the most notable losses. A decline in overall boardings occurred between 2009 and 2011, and after 2018 due to closure for Postive Train Control work. Most recently, the COVID-19 pandemic caused the sharpest decline in boardings during the spring of 2020. Prior to 2020, the loss in boarding was largely caused by a decrease in casino traffic to Atlantic City as casinos became more prominent outside of Atlantic CIty.

Figure 1: ACRL Ridership



Source: NJ TRANSIT

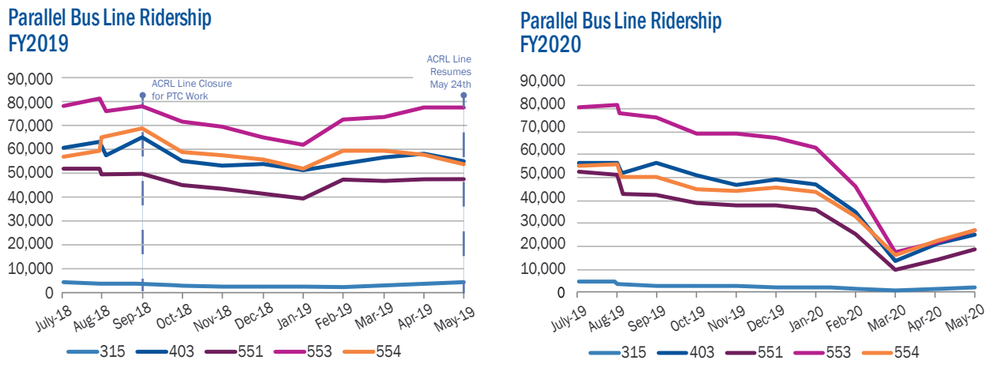


Source: NJ TRANSIT

1.2 Parallel Bus Line

NJ TRANSIT bus lines 315, 403, 551, 553, and 554, offer service that either parallels the ACRL or provides transfer opportunities for potential ACRL passengers. In FY2019, bus ridership was relatively flat amongst all the bus lines with a slight dip in January 2019 (Figure 2). Atlantic City/Upper Deerfield 553 line has the highest ridership, followed by the Atlantic City- Lindenwold 554 line. The English Creek-Tilton Road Community Shuttle assists in connecting service from the 553 bus line. Philadelphia - Cape May via Tuckahoe 315 line has the lowest ridership. In FY2020, overall ridership dropped in August 2019 and then again from January 2020 to March 2020 as the pandemic took hold and lock-down orders came into place. Since March, ridership has steadily risen.

Figure 2: Bus Ridership



Source: NJ TRANSIT

History Ridership — Key Takeaways

- Overall ridership on the ACRL has been steadily decreasing for the past decade driven by a decline in boardings from the Atlantic City Station. Other stations had relatively flat boardings counts.
- In FY2019, bus lines maintained ridership with a slight dip in January. During FY2020, there was a large drop in March due to COVID-19 stay-at-home orders.

2. Historic Passenger Surveys

2.1 DVRPC Atlantic City Rail Line Passenger Survey

In 2012, DVRPC, SJTPO, and NJ TRANSIT conducted a passenger survey of the ACRL during a time when the casino industry was more profitable. Ridership declined after this survey was taken due a rise in casino locations outside of the region. Conditions are different now for both Atlantic City and the ACRL, but this survey is still useful in understanding baseline travel markets during a time of relatively strong demand.

This survey was conducted over a Friday and Saturday primarily to reach casino-oriented, recreational passengers. Through a survey of the line's passengers, the staff was able to conclude that the most commonly used boarding stations were the Philadelphia 30th Street Station, the Lindenwold PATCO/NJ TRANSIT Station, and the Cherry Hill Station (Table 1). The Atlantic City Rail Terminal Station and the Absecon station were the most common destinations.

The survey found that passengers of the ACRL used similar access and egress modes. While 34 percent of the respondents do not have access to a vehicle, in both instances, Auto/Drive & Park and Auto/Drop-Off, were the most common modes of transportation used by passengers followed by walking. SEPTA is another common mode of access and the Atlantic City jitney was another popular egress mode. This is understandable considering that

Table 1: Weekend Boardings by Access Station in 2012

	Boarding Totals	Boarding (%)	Destin. Totals	Destin. (%)
30th St/ Philadelphia	1360	42%	89	3%
Cherry Hill	528	16%	38	1%
Lindenwold	856	26%	42	1%
Atco	178	5%	143	4%
Hammonton	173	5%	143	4%
Egg Harbor	116	4%	138	4%
Abesecon	62	2%	412	12%
Atlantic City	--	--	2378	70%
Total	3273	--	3383	--

*These numbers do not reflect 2019 pre-COVID boardings.
Source: DVRPC

many passengers begin riding from the Philadelphia 30th Street Station and end at Atlantic City. Of those passengers that were heading to Atlantic City, 57 percent of them were destined for a casino.

It should be noted that the results of this survey are skewed against work trips because the survey was held over the weekend. Still, 24 percent of participants stated that they use the rail line five or more times a week. Additionally, nearly 60 percent of the participants used one-way or round-trip tickets, and only 14 percent used monthly passes. 61 percent of participants stated they were very likely to recommend the service, while 9 percent stated it would be very unlikely for them to do so.

2.2 New Jersey Transit COVID Travel Surveys

Throughout the pandemic, NJ TRANSIT had conducted two surveys prior to this report in order to gauge passenger comfort, work from home or work locations, and travel habits. A third and fourth survey installment also took place during the development of this report in December 2020 and June 2021, respectively. The survey identifies the different NJ TRANSIT services as North Jersey bus, South Jersey bus, NY interstate bus, rail, light rail, and access link. The following highlights the findings for the South Jersey bus. While rail is listed as a mode in the statewide dataset, it is not possible to disaggregate the data enough to separate findings for the ACRL, which has different market dynamics than the rest of NJ TRANSIT's commuter rail network.

Analysis of NJ TRANSIT's June 2020 survey found that ridership for work trips as well as non-work trips had increased across all modes of transit since the April survey. This was during a time that COVID cases were low. The proportion of pre-COVID customers (still traveling for work) that currently use the same mode of transportation for these work trips remains largely unchanged, hinting that those who use South Jersey bus lines rely on them. However, some bus users switched to using private auto, especially for non-work trips.

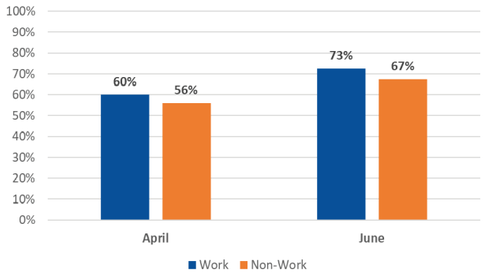
The survey found that by June, the percentage of travelers commuting between 5am and 7am as well as between 7am and 9am had returned to their pre-COVID numbers. Compared to other modes, the percentage of users who appear to be adjusting their travel times fluctuated the least for South Jersey buses, suggesting that their personal or work schedules are not flexible.

COVID Precautions

In order to gauge how comfortable customers felt while using NJ TRANSIT services, the survey also asked questions regarding service cleanliness and social distancing. Approximately 97 percent of users found that NJ TRANSIT

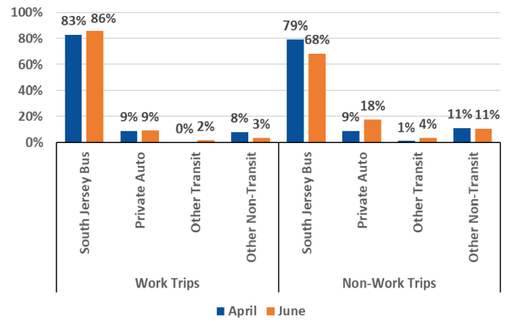
Figure 3: NJ TRANSIT COVID Survey - April & June 2020

Percent of South Jersey Bus Customers that traveled at least once in June 2020 for Work or Non-Work Trips



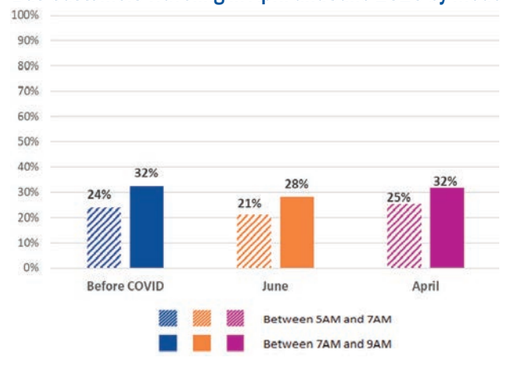
Source: NJ TRANSIT COVID Passenger Survey, 2020

Percent of Before-COVID South Jersey Bus Customers Traveling in April and June 2020 by Mode



Source: NJ TRANSIT COVID Passenger Survey, 2020

Percent of Before-COVID South Jersey Bus Customers Traveling in April and June 2020 by Mode



Source: NJ TRANSIT COVID Passenger Survey, 2020

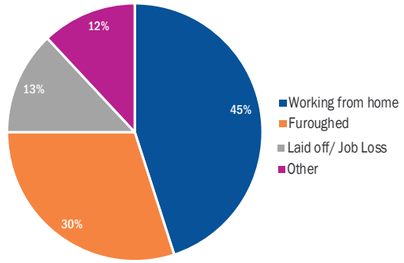
South Jersey buses are about the same or cleaner than prior to the pandemic, half of which found the buses to be cleaner. This is in contrast to bus shelters, which are typically maintained by municipalities, where only 28 percent of travelers found that they were cleaner. About 60 to 70 percent of users found it easy or very easy to social distance while utilizing NJ TRANSIT services. Customers determined it was easiest to social distance while waiting at a stop and most difficult to exit the station or ride the bus socially distanced. The general consensus believe that their fellow passengers have done a good or acceptable job at following pandemic regulations. 44 percent of passengers felt that fellow commuters did a good or very good job at observing and maintaining social distancing. The most important measures that customers would like are riders and employees all wearing face masks, regular deep cleaning, and enhanced cleaning of 'high touch' areas. The overall satisfaction rating for the South Jersey bus service has remained largely unchanged.

Passenger Profile

When compared to other modes of transit, South Jersey buses had the highest percentage of individuals that self-identify as essential workers, 81 percent. This likely explains how South Jersey buses also retaining the greatest share of their pre-COVID ridership. South Jersey buses also had the highest percentage of riders that earn less than $75,000 in household income compared to other travel modes. Still, there was a 5 percent increase in car ownership among South Jersey bus riders from April to June. When asked, survey participants who were pre-COVID riders but not traveling now, indicated that the most common reason they were not traveling in June is because they are currently working from home. 76 percent stated that they would still be using the bus if they found that they had had to go to work the next day. South Jersey bus riders indicated that overall, they spend 3.9 days of work on site and 1.6 days working at home.

Figure 4: NJT COVID Work Trips

South Jersey Bus Work Trips - Why Not Traveling in June 2020



Source: NJ TRANSIT COVID Passenger Survey, 2020

Passenger Surveys — Key Takeaways

- Travel Surveys taken during the Covid pandemic are ever changing but provide context to how people traveled during a discrete timeframe.
- The most popular boarding stations are 30th Street Station and Lindenwold. The most population destination stations are Atlantic City Station and Absecon Station.
- Auto/Drive & Park and Auto/Drop-Off are the most commonly used modes of access and egress along with the Atlantic City Jitney and SEPTA.
- From April to June 2020, work trips increased 13 percent.
- There has been minimal change in mode of transportation from April to June, suggesting that most of those who use the rail are those who rely on it.
- 81 percent of survey participants self-identified as essential workers.

3. Prior Studies

3.1 Atlantic City Line Rail Operations Study

The objective of the NJ TRANSIT 2013 LTK Atlantic City Rail Operations study was to compile data on existing and proposed conditions in order to inform future decisions while maintaining reasonable capital and operating costs. The ridership and cost estimates are from 2013 and reflect perceived improvements prior to a loss in ridership over the previous decade.

Table 2: 2013 Scenario Forecast

	Weekday 2035 One-Way Trips Non-Summer		Estimated Costs
	Current Stations + Pennsauken	Plus AC Airport	Total Scenario Capital Cost
Current – 2010 Ridership (Not 2035)	2,800	3,320	-
Base — Adds Pennsauken plus growth: Enhanced Current, every 1-2 Hours	4,600	5,480	-
Scenario A — Hourly Philly-AC with enhanced operational efficiencies	6,760	8,780	$135.3 M **(A1)** $215.6 M **(A2)**
Scenario C — Hourly Philly-AC, Added service 27 trains each way	7,640	9,980	$262.7 M
Scenario D — Hourly Philly-AC, Hourly AC- Lindenwold, for 30 Min. AC-Lindenwold	7,900	10,560	$465.6 M

Source: NJ TRANSIT 2013 LTK Operations Study

The study offers a base of recommended and incremental improvements in order to expand ridership through improvements in rail infrastructure, expansion of the Pennsauken RiverLINE transfer station, and possible operational improvements. The study developed concept plans and three separate conceptual future operating scenarios (Table 2). Each scenario builds incrementally, allowing a range of solutions from improving the ACRL's

capacity to increasing its frequency. In order to accommodate additional capacity increases, creating additional storage at terminals should be taken into consideration. The proposed scenarios shown in the previous table were calculated during a time where there was projected growth in the Atlantic City casino industry.

Nearly a decade ago, NJ TRANSIT provided 2035 forecasts stating that by implementing Scenario A, which only increases operational efficiencies, one-way ridership can be increased from 2,800 trips (in 2010) to 6,760. That number would be 8,780 if the new AC airport station were included. For this reason, the study found Scenario A2 to be the most cost-effective option relative to the other scenarios evaluated. While these forecasts were realistic at the time of the study, the data is no longer indicative of recent conditions.

The study suggests that services be increased from hourly to half-hourly to attract more ridership. In addition to the suggested scenarios, the study evaluated an Atlantic City Airport, Pomona Station as well as a Southbound Absecon Station. Detailed concept plans and simulations are available for each station within the study. Because of a substantial loss of casino visitors, actual ridership would likely be lower rendering much of these scenarios out of date.

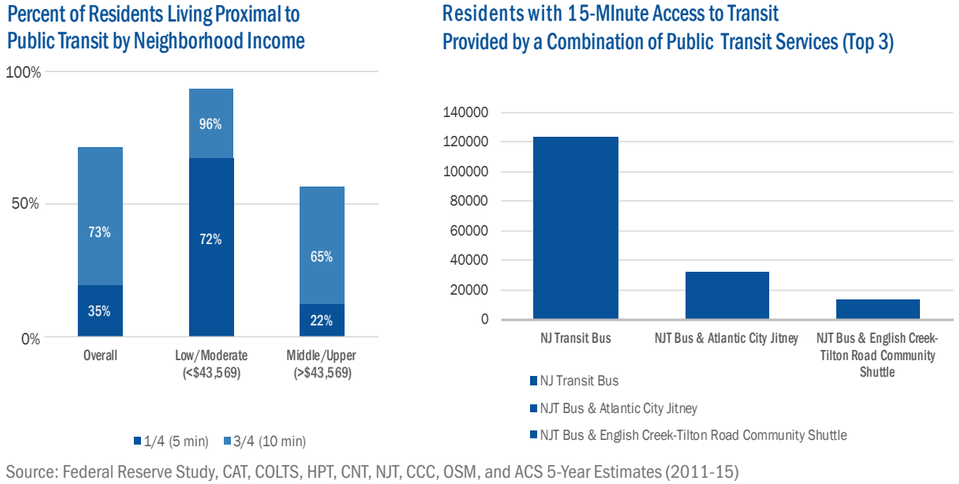
3.2 Accessing Economic Opportunity: Public Transit, Job Access, and Equitable Economic Development in Atlantic County

In 2018, the Federal Reserve conducted a study that assessed economic opportunities through access to public transit and job locations in York County, Northeastern Pennsylvania, and Atlantic County. The study found that in Atlantic County the industries that provided the highest potential for "**opportunity employment,**" defined in this report as "decent-paying jobs for residents without a four-year college degree," were in accommodations and food services, health care and social assistance, and public administration.

Access to Job Opportunities by Transit

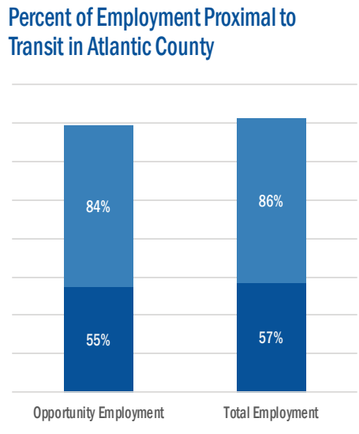
While a significant share of Atlantic County employment is clustered in and around the urban core of Atlantic City, much of the county's employment is spread out to other areas. Employment opportunities in the suburban areas can be found along arterial roadways including NJ 40 and US 322. More employment can be found clustered around US 206 in Hammonton, and the municipalities of Absecon, Pleasantville, Northfield, Linwood, and Somerspoint which NJ 9 runs through. Approximately 73 percent of residents in Atlantic County have some access to transit. The greatest access is available in and around Atlantic City. Access can also be found along the ACRL.

Figure 5: Access to Public Transit



Source: Federal Reserve Study, CAT, COLTS, HPT, CNT, NJT, CCC, OSM, and ACS 5-Year Estimates (2011-15)

Figure 6: AC Transit Access



Source: Federal Reserve Study

Despite the high percentage of access to transit throughout the county, only residents within Atlantic City and its surrounding municipalities reside within a 5-minute walk (1/4 mile) of transit.

Transit Usage

Many residents depend on a combination of the six fixed-route transit services offered in Atlantic County. Most commonly, residents rely on the English Creek-Tilton Road Community Shuttle, funded through Cross County Connection Transportation Management Association (CCCTMA), to "serve otherwise disconnected populations" to essential services and public transit; 9 percent of residents utilize both the NJT and CCCTMA services.

Access to Employment

Low and Moderate Income (LMI) neighborhoods that are located near the urban core, often have higher access to opportunity employment than Middle and Upper Income (MUI) neighborhoods who tend to reside further from the core. Still, 5 percent of residents who reside in LMI neighborhoods have low access to opportunity employment. Approximately, 25 percent of households located in neighborhoods that live closer to opportunity employment lack access to a personal vehicle. Across Atlantic County, slightly over half of the residents have high access to opportunity employment.

The study identified seven employment centers within Atlantic County: Hammonton, Galloway, Black Horse Pike Commercial Corridor, Route 9/Somers Point, and Route 40. 60 percent of employment can be found within these centers. Of the three counties examined in the study, Atlantic County had the highest concentration of total employment within these centers. The largest employment center is located within the city itself. The study suggests that the gap in access to employment can largely be bridged through incorporating "transit accessibility" as a key factor in the development of future employment centers. "The ability of transit-dependent residents to reach places of employment is a consideration with implications for both firms and workers."

Prior Studies — Key Takeaways

- The NJT LTK Operations study suggests increasing service to hourly, a comparatively lower cost improvement out of all the capital improvement scenarios which calls for significantly adding rail extensions.
- Three different scenarios with varying degrees of improvement are also suggested.
- The scenerios include an option of a station for the Atlantic City Airport in Ponoma.
- Employment around Atlantic County can be found clustered in the urban core and along major arterials roads. 60 percent of employment can be found in these employment clusters.
- 84 percent of Atlantic County residents are within 15 minutes to opportunity employment or jobs that don't require a four-year college degree. 73 percent of all Atlantic City residents have access to transit within 15 minutes of their residence 81 percent of survey participants self-identified as essential workers.
- Many Atlantic County residents depend on a combination of NJ TRANSIT services and CCCTMA Shuttles services in order to navigate to their destination.

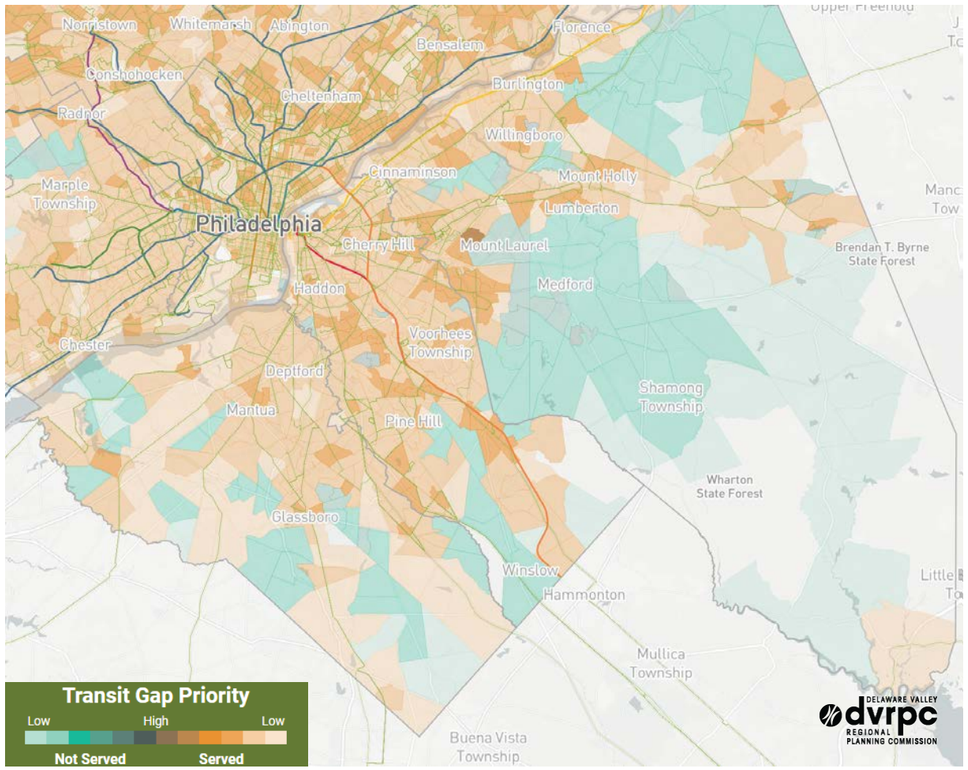
4. Identifying New Markets

4.1 DVRPC Station-Level Service Demand Gaps: Transit Network Gap Analyzer

DVRPC has completed a regional analysis to understand markets with unmet transit demand, within the DVRPC region. Out of the eight ACRL stations, four are located in South Jersey within DVRPC's boundaries: Pennsauken, Cherry Hill, Atco, and Lindenwold. The following map from DVRPC's Transit Network Gap Analyzer tool summarizes zones that have potential gaps in service, or more demand for transit than available service, across all transit modes. The dark orange represents areas for potential improvements to existing service. Populations in this area have access to transit, but the number of transfers to reach desired destinations, or length of travel time, makes it difficult for current transit options to compete with personal vehicles. The shades of blue signify areas where there is minimal or no access to transit today, but potentially some demand.

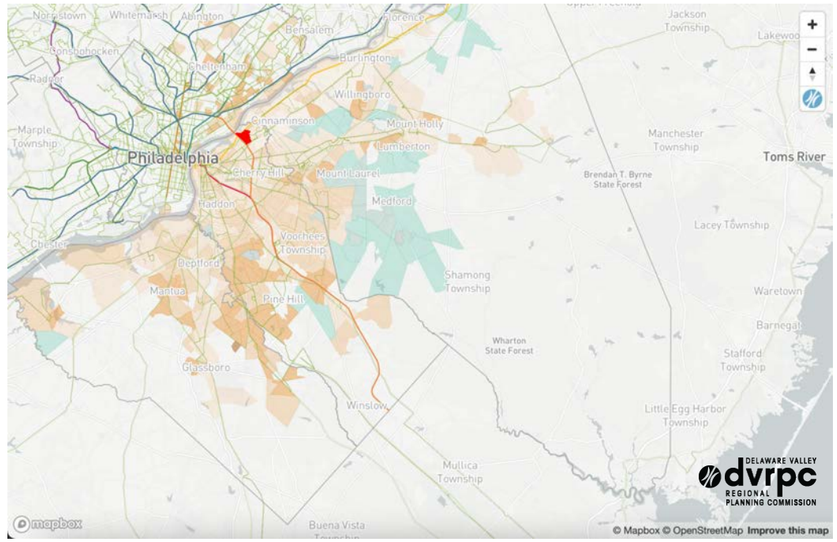
The two stations that show the greatest potential of unmet demand are the zones containing Atco and Pennsauken Stations. Based on the graphic below, there are several pockets of unmet demand from these station areas to other locations in Camden County. The Atco station has the greatest amount of potential demand, particularly to/from the Marlton/Mt. Laurel area (Figure 9). The Pennsauken station shows a slightly lower concentration of demand for additional service, however, still presents an opportunity to expand ridership in the area. The largest concentration of unmet demand to/from Pennsauken can be found along the border of Camden and Gloucester county in

Figure 7: Overall Transit Demand



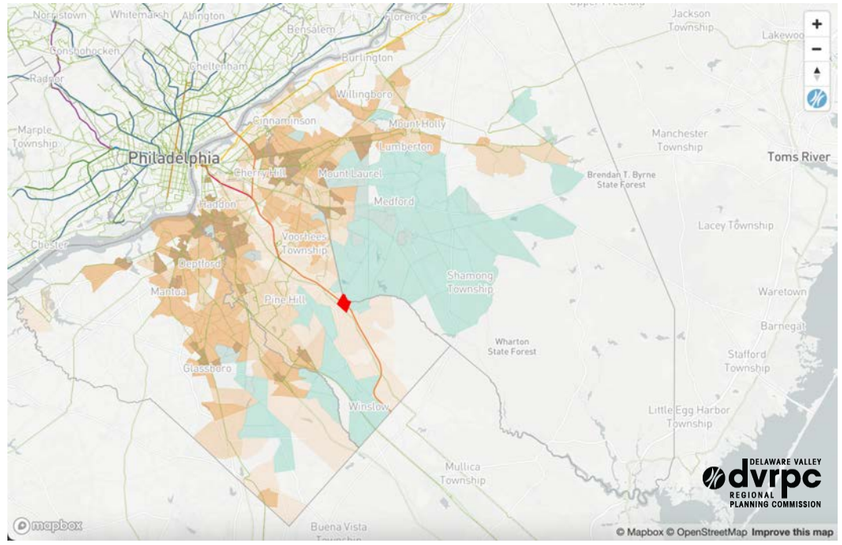
Source: DVRPC; Census Transportation Planning Products 2006-10; TIM 2.3 2015

Figure 8: Pennsauken Transit Demand



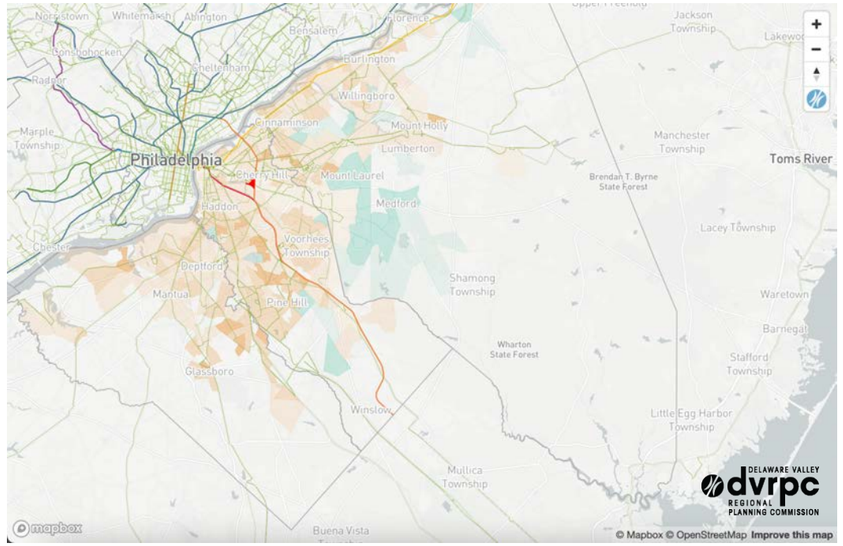
Source: DVRPC; Census Transportation Planning Products 2006-10; TIM 2.3 2015

Figure 9: Atco Transit Demand



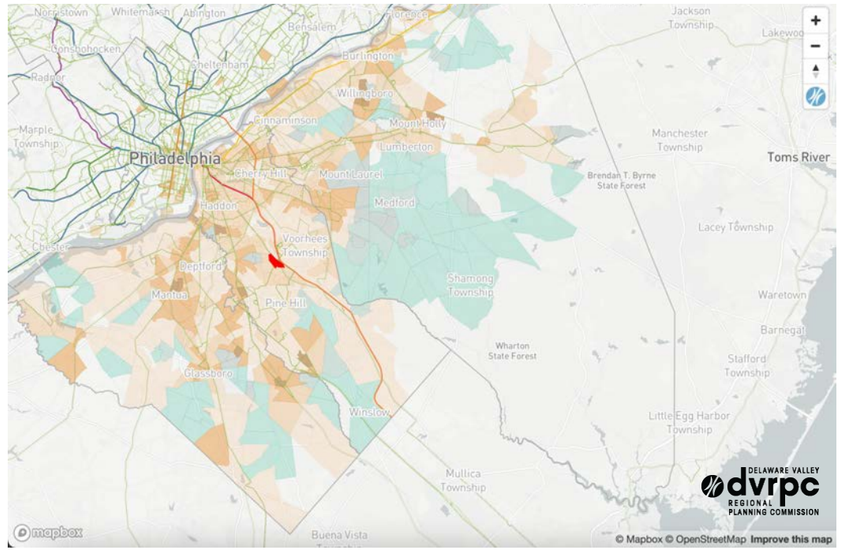
Source: DVRPC; Census Transportation Planning Products 2006-10; TIM 2.3 2015

Figure 10: Cherry Hill Transit Demand



Source: DVRPC; Census Transportation Planning Products 2006-10; TIM 2.3 2015

Figure 11: Lindenwold Transit Demand



Source: DVRPC; Census Transportation Planning Products 2006-10; TIM 2.3 2015

municipalities like Berlin, Turnersville, and Blackwood—relatively close to Atco Station. This analysis suggests that the Atlantic City Line could absorb some of this unmet demand for transit with additional service between Pennsauken and Atco stations, specifically. Unmet transit demand to/from the Cherry Hill and Lindenwold stations is more limited and less servable by the Atlantic City Line.

4.2 Key Employers

The maps referenced in Appendix A displays the top ten employers within a two-mile radius of each station. Included in the list of stations is the proposed Pomona Station that was introduced in the NJ TRANSIT LTK Operations Study.

While casinos may not contribute the same demand into the area as they did in past decades, some of the major employers in Atlantic City are still casinos. Across each of the stations, health-related services are a predominant source of employment. For many of the stations located in suburban areas, the major employers tend to be retail or health related. A possible reason that there aren't larger employers near these stations is because, as the Federal Reserve study mentioned, much of the employment is actually located along major roadways which are further from the station locations.

Not mentioned in any of the maps, particularly the Pomona or Absecon maps, is Stockton University. While this entity contributes a sizable amount of employment and student traffic into the area, the university exceeded the two-mile radius from either station. The possibility of tapping into this potential demand should be considered. Outreach conducted to engage with relevant employers is further explained in the next chapter, Public Engagement.

4.3 Daily Trip Volumes

Commuter flows

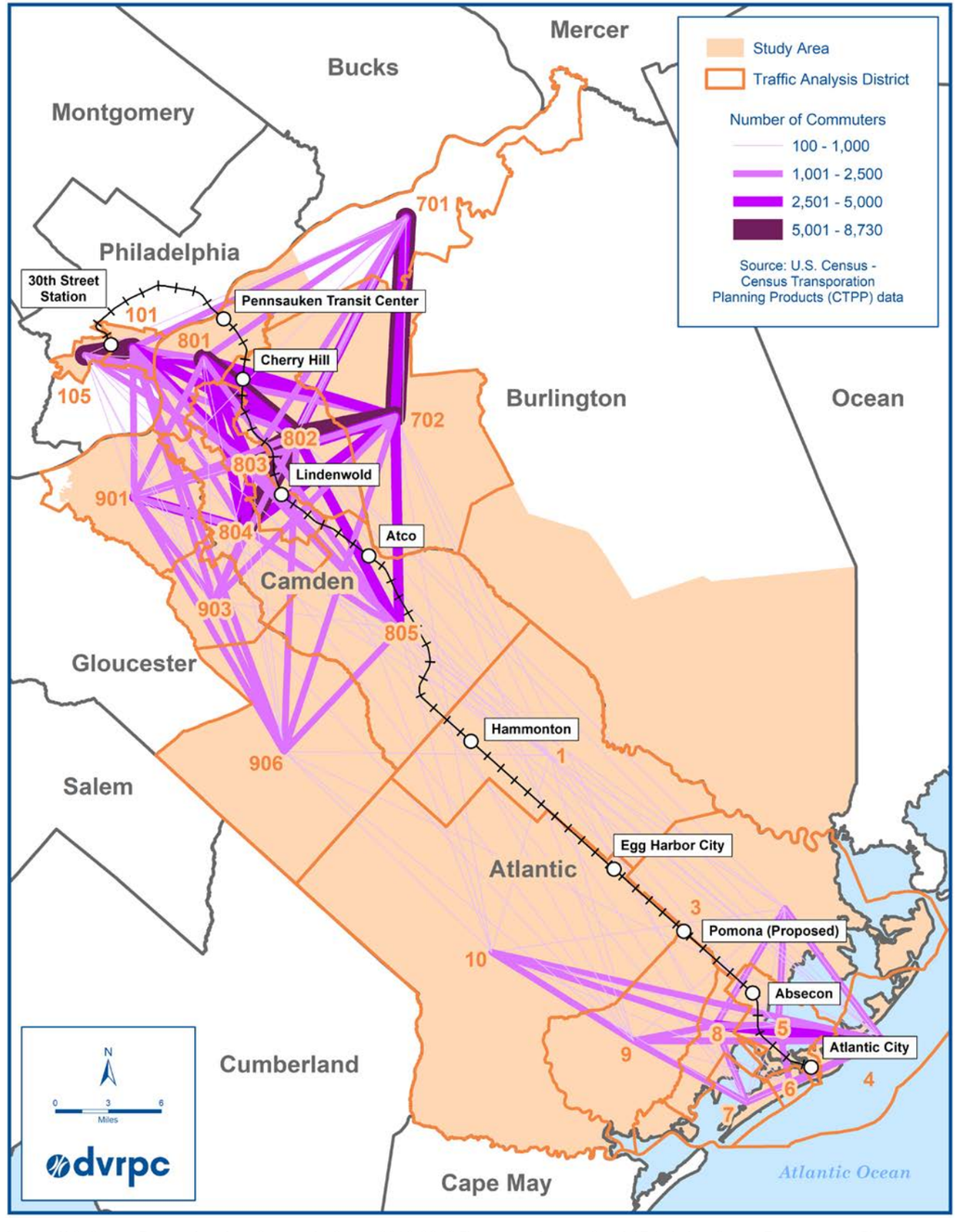
Our team analyzed the commuter flows between Traffic Analysis Districts (TAD) within the study area. These flows include commutes of workers, and not total traffic between each TAD. The highest flow of commuters are between the between the two Philadelphia TADs, between the N. Burlington - Riverfront Area (TAD 701), (TAD 801), the Camden City/Pennsauken Area (TAD 802), and the Cherry Hill/Lindenwold Area (TAD 803), shown in Table 3. Much of the traffic is clustered in the northwestern portion of the study area in Philadelphia, Camden, Burlington, and Gloucester County (Figure 12). There is another pocket of higher levels of commuter traffic in the TADs surrounding Atlantic City. There are relatively few long-distance commutes between those two local centers of commuter travel in the DVRPC and South Jersey Transportation Planning Organization (SJTPO) regions.

Table 3: TAD Work Commute Flows

Residence	Work	Commuters	Current Available Transit Service for Trip
N. Burlington - Riverfront Area (TAD 701)	N.W. Burlington County - Mt. Laurel Area (TAD 702)	8,730	RiverLINE, ACRL, Bus Lines 409, 417
Center City (TAD 101)	University City (TAD 105)	8,555	SEPTA Rail and Bus Services
Cherry Hill/Lindenwold Area (TAD 803)	Voorhees/ Chesilhurst Area (TAD 802)	7,220	Bus Lines 317, 413, 455
N.W. Burlington County - Mt. Laurel Area (TAD 702)	Voorhees/ Chesilhurst Area (TAD 802)	7,140	Bus Lines 317, 457
Voorhees/ Chesilhurst Area (TAD 802)	N.W. Burlington County - Mt. Laurel Area (TAD 702)	6,615	Bus Lines 317, 457
University City (TAD 105)	Center City (TAD 101)	6,600	SEPTA Rail and Bus Services
N.E. Camden County (TAD 804)	Voorhees/ Chesilhurst Area (TAD 802)	6,085	N/A
Camden City/ Pennsauken Area (TAD 801)	Voorhees/ Chesilhurst Area (TAD 802)	5,940	PATCO, Bus Lines 403 & 459, 409, 406 & 451
Voorhees/ Chesilhurst Area (TAD 802)	Center City (TAD 101)	4,680	PATCO, Bus Lines 406
N.W. Burlington County - Mt. Laurel Area (TAD 702)	N. Burlington - Riverfront Area (TAD 701)	4,230	RiverLINE, ACRL, Bus Lines 409, 417
Cherry Hill/Lindenwold Area (TAD 803)	N.W. Burlington County - Mt. Laurel Area (TAD 702)	4,200	PATCO, Bus Lines 317, 413
Camden City/ Pennsauken Area (TAD 801)	N.W. Burlington County - Mt. Laurel Area (TAD 702)	4,110	Bus Lines 457, 317, 401 & 406
Cherry Hill/Lindenwold Area (TAD 803)	Camden City/ Pennsauken Area (TAD 801)	4,110	ACRL, PATCO, Bus Lines 317, 403, 404, 418
N.E. Camden County (TAD 804)	N.W. Burlington County - Mt. Laurel Area (TAD 702)	3910	N/A
N.W. Burlington County - Mt. Laurel Area (TAD 702)	Center City (TAD 101)	3,885	RiverLINE, ACRL, Bus Lines 317

Source: U.S. Census Bureau, American Community Survey 2012-2016 Five-year estimates. Special Tabulation: Census Transportation Planning A302103 - Means of transportation

Figure 12: Commuter Flows between Traffic Analysis Districts



Source: U.S. Census Bureau, American Community Survey 2012-2016 Five-year estimates. Special Tabulation: Census Transportation Planning A302103 - Means of transportation; NJ TRANSIT; DVRPC

Weekday Trips

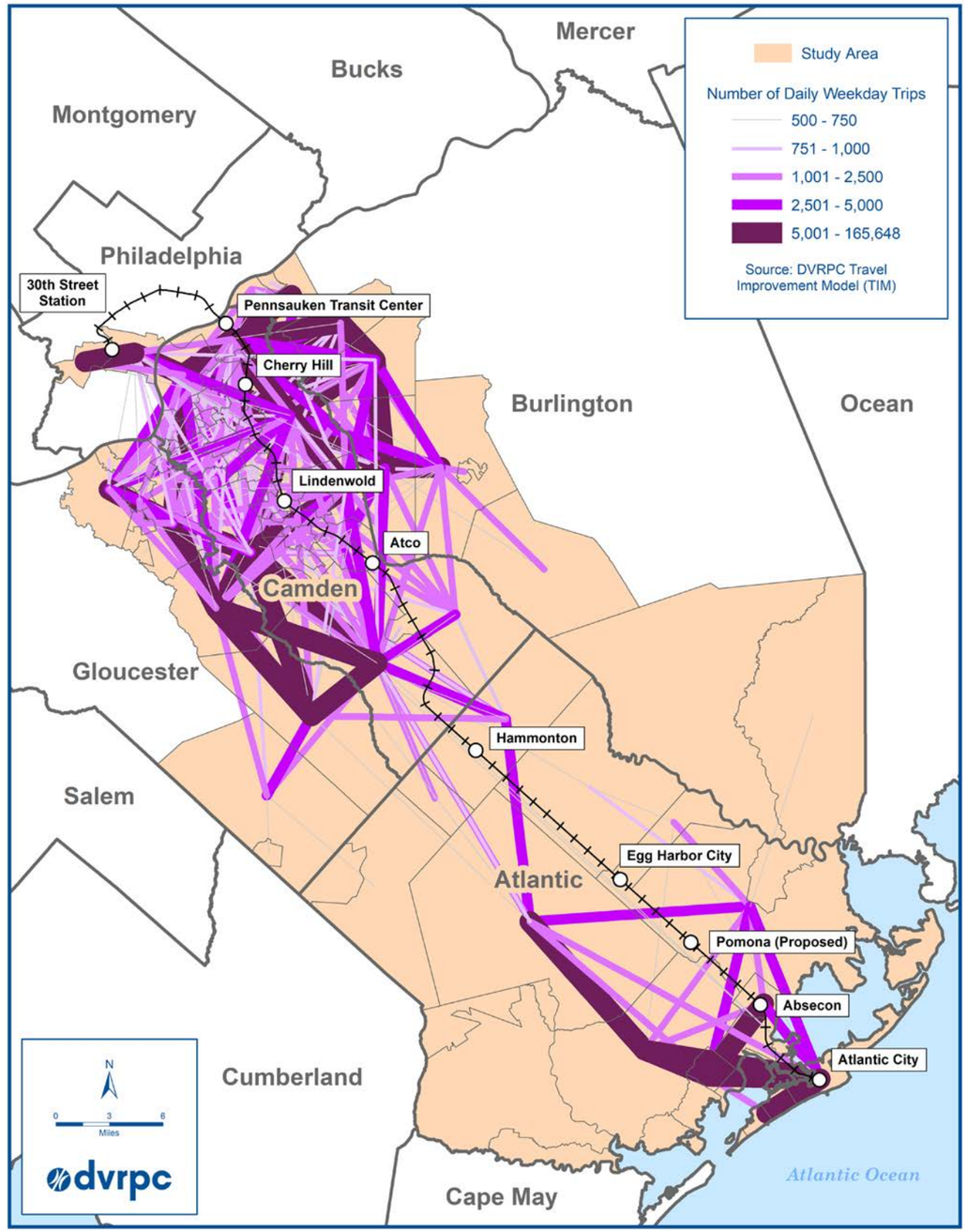
The following map analyzes weekday trips occurring between municipalities within the study area (Figure 13). Similar to the TAD commuter flows, much of the traffic is concentrated within the two ends of the study area. However, trips between these pockets are not as sparse as the previous map depicted. This traffic is centered around the suburbs of Philadelphia in Camden, Gloucester and Burlington County, and the suburbs of Atlantic City in Atlantic County.

In the greater Philadelphia area, the heaviest travel flows appear to occur between several municipalities in Northwest Burlington and Camden County, Gloucester County and Camden County as well as within Philadelphia and Camden City. Towards the coast, the heaviest flows are between Atlantic City and suburbs like Hammonton, Absecon, and Egg Harbor Townships.

Identifying New Markets — Key Takeaways

- While much of the data and recommendations from the 2013 LTK Atlantic City Rail Study are outdated, it provides context to the previously stated and past intentions of the rail line.
- The two stations that show the greatest potential for additional service demand are the Atco and Pennsauken Station- there is some latent demand for trips between these station areas, and also between both and the Marlton/Mt. Laurel Area. These areas may have access to transit, but the number of transfers to reach desired destinations, or length of travel time, makes it difficult for current transit options to compete with personal vehicles.
- Major employers throughout the study area and within two miles of each station largely include: health-related jobs, retail, and casino locations.
- Most worker and general travel flows are clustered around Philadelphia and suburbs in Camden, Gloucester, and Burlington County, and around the suburbs of Atlantic County. There is minimal inter-regional travel occurring between these two clusters.

Figure 13: Weekday Trips between Study Area Municipalities



Source: NJ TRANSIT; DVRPC Travel Imrprovement Model (2017-19)

CHAPTER 2

PUBLIC ENGAGEMENT

1. Survey Methodology

One goal of these surveys was to determine where there might be an unmet demand for rail service. In order to evaluate where service might be best placed, two surveys were launched. The first survey ('employer survey'), launched in early spring, was targeted at employers located within the ACRL corridor and asked questions regarding staff travel needs prior to and during the pandemic such as work from home status, travel modes, and work shifts. The second survey ('commuter survey') launched in late spring questioned commuters in the ACRL corridor on similar subjects (see Appendix B).

The project team collaborated with NJ TRANSIT to create the survey language, and to ensure that the questions would meet the project's goal. Survey Monkey was chosen as the online survey platform for this project.

1.1 Distribution

Primary distribution of each survey began by eliciting steering committee members to share the survey within their network. The steering committee and large stakeholders were provided with a partner toolkit composed of sample email and social media post text. Throughout the promotional period, the project team and steering committee members posted information on social media tagging related stakeholders and emailed stakeholders within their networks. Email addresses were compiled from the list of major employers located within two miles of each station (see map in previous chapter). Due to low initial participation, distribution was expanded outside of the previously established two-mile buffer to include employers and commuters within the wider rail corridor. These organizations, in addition to other large stakeholders, initially received an introduction email to the project and employer survey URL. Following the introductory email, a physical letter detailing the project description was distributed to employers. A printable flyer was also attached to both the introductory email and letter. Following the introduction, a reminder email was sent to the employers notifying them about the employer survey closure. In preparation for the commuter survey, the project team sent a subsequent email urging employers to forward the commuter survey link to their staff. Participation rates were monitored throughout the duration of each survey.

1.2 Response and Reviewing

In total, the commuter survey received 261 qualified responses and the employer survey received 34, representing about 17,400 total employees. In particular, Stockton University is heavily represented throughout the commuter survey with 152 entries due to the survey being forwarded by the president of the institution. Upon wide promotion of the survey on social media, both surveys began to receive some entries that were completed by bots, or "spam" entries. The survey data was cleaned through the use of several determining factors unique to either survey:

Commuter Survey Qualifications

- Either the residential zip code or work zip code must be located within New Jersey, Pennsylvania, Delaware, or New York. If both are outside of this wide region, the response was disqualified.
- Entries were disqualified if the employer name was famous (e.g., "Lebron James") or included a first name, last name, and initial/middle name.
- Entries that replied to the open-ended response with repeating non-words, used the same response in multiple entries, or mentioned non-relevant text were indicative of spam responses and disqualified.

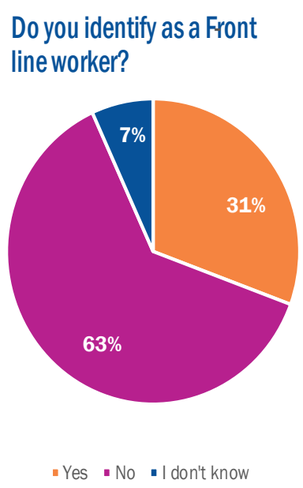
Employer Survey Qualifications

- The employer address must be located within New Jersey, Pennsylvania, Delaware, or New York. Responses

outside of this wide region were disqualified.

- Entries that replied to the open-ended response with repeating non-words, used the same response in multiple entries, or mentioned non-relevant text were indicative of spam responses and disqualified.
- Entries were disqualified if they did not provide at least a zip code, town, or address.

Figure 14: Frontline Workers



Source: DVRPC, 2021

2. Results

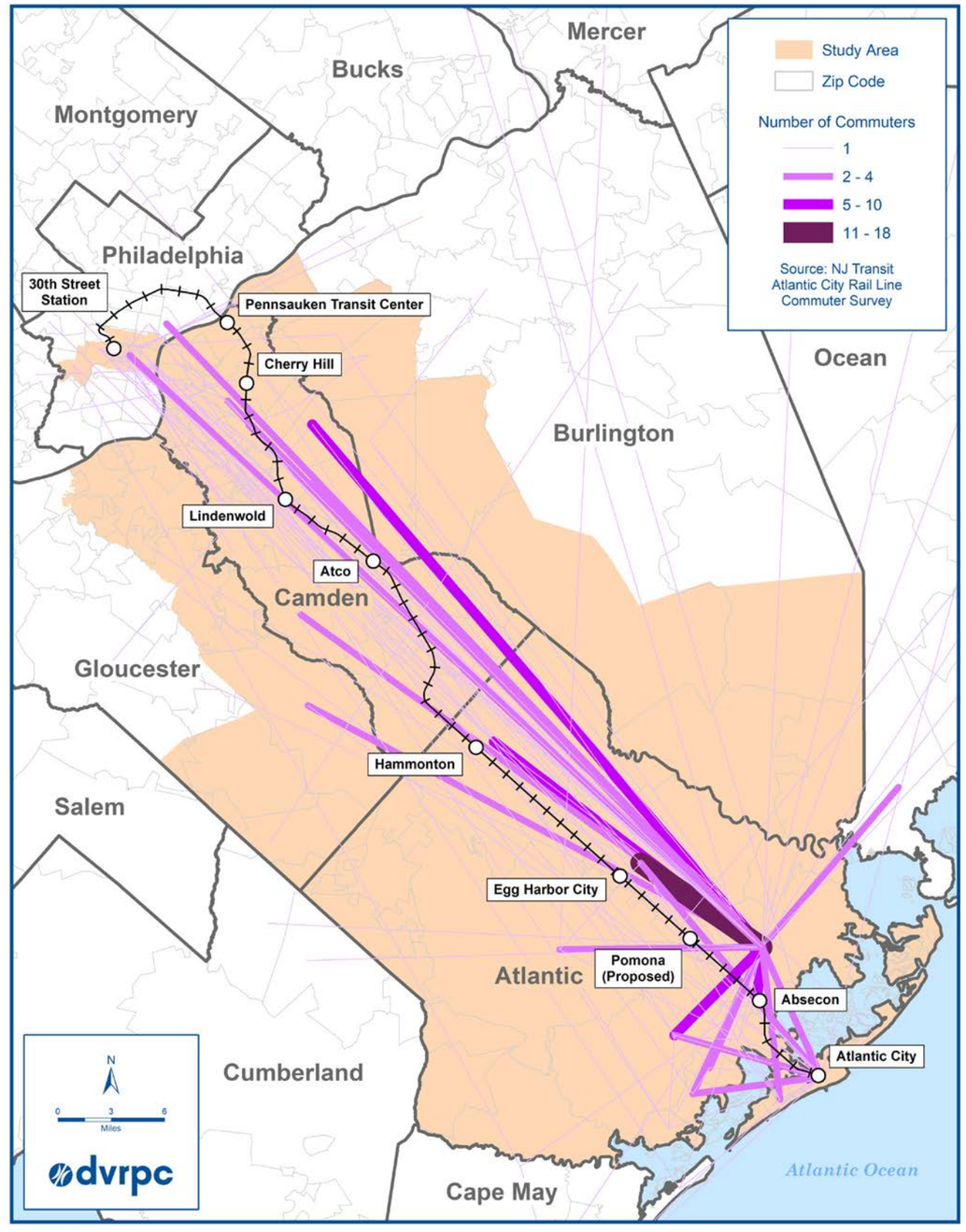
2.1 Commuter Survey Profile

The commuter survey received entries from commuters that reside and work throughout the length of the ACRL corridor. Respondents generally work or reside on either end of the corridor. As shown in Figure 16, there are higher concentrations of respondents that reside or work in individual Atlantic County municipalities in contrast to respondents located just outside of Philadelphia which are more sporadic and less concentrated. 28 percent of respondents indicated that they either work or live in Atlantic City. Additionally, nearly a third those of individuals who work or live in Atlantic City self-identify as frontline workers. Overall, 27 percent of respondents self-identified as frontline workers. A frontline employer is legally defined as “an employee of a public transportation agency who is a transit vehicle driver or operator, dispatcher, maintenance and maintenance support employee, station attendant, customer service employee, security employee, or transit police, or any other employee who has direct contact with riders on a regular basis, and any other employee of a public transportation agency that the Secretary determines should receive security training under section 1408 [6 USCS § 1131-7].“

Commute Flows

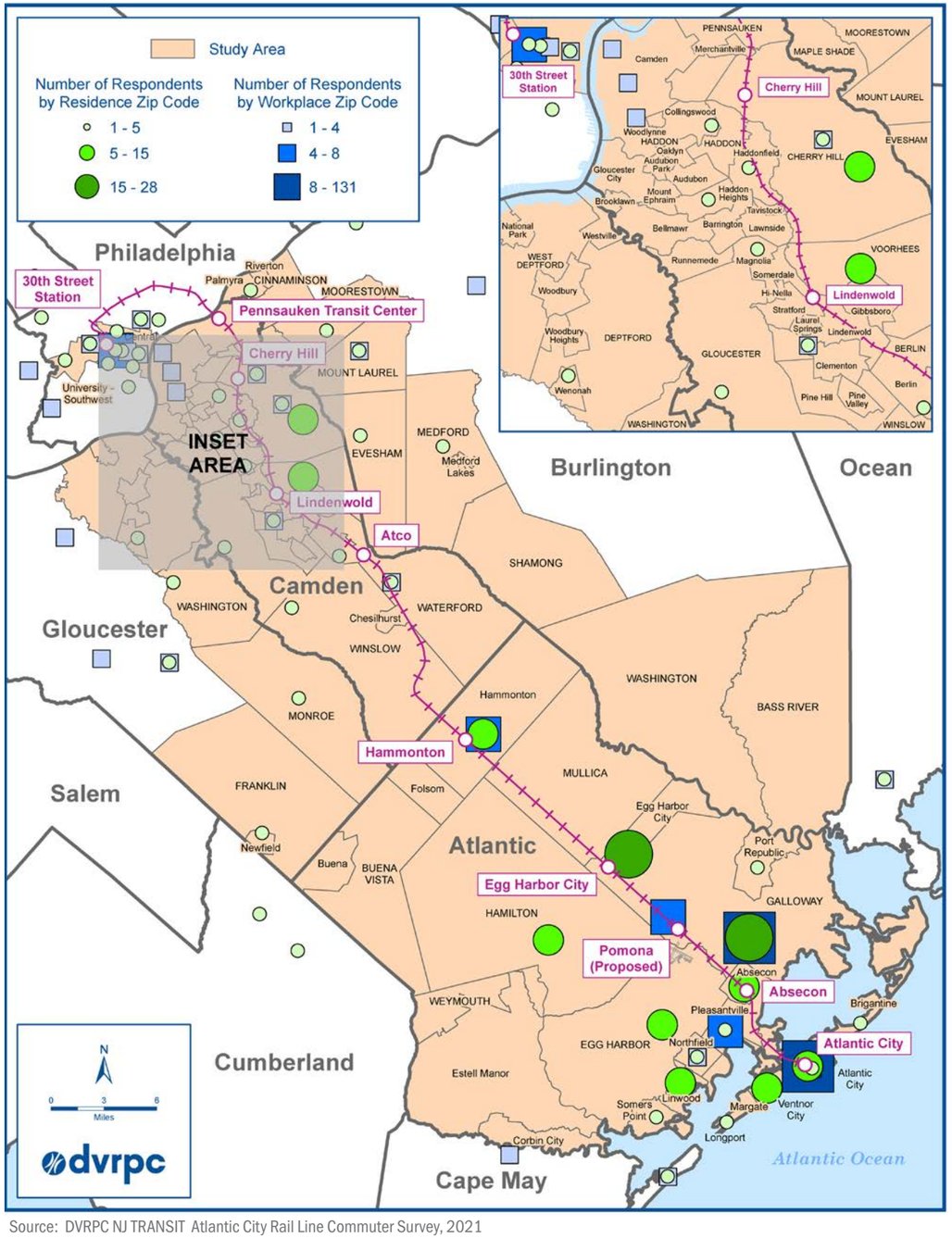
Respondents generally have commutes that stretch across the ACRL corridor, with many trips or beginning in Galloway. This is largely due to the over-representation of Stockton University employees that participated in the survey. The commuter flows with the highest volumes also include a relatively short commute from Egg Harbor to Galloway.

Figure 15: Commuter Flows between Residence & Workplace Zip Codes of Survey Respondents



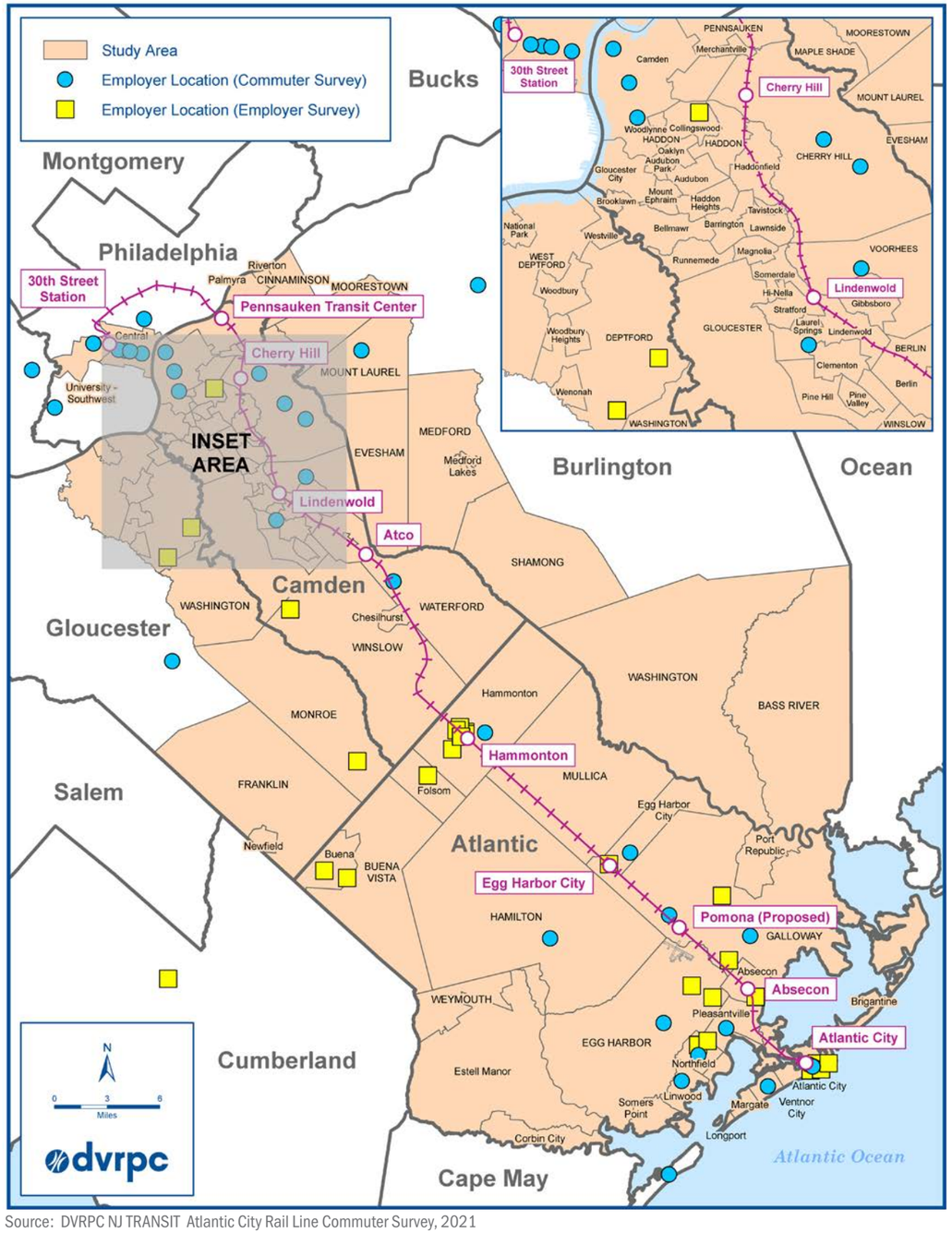
Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

Figure 16: Survey Respondent Residence & Workplace Zip Codes



Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

Figure 17: Employer Locations

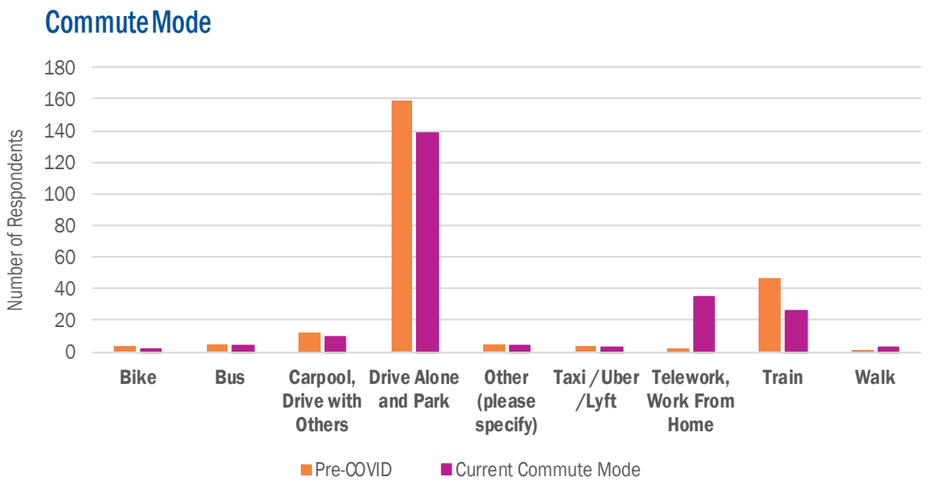


Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

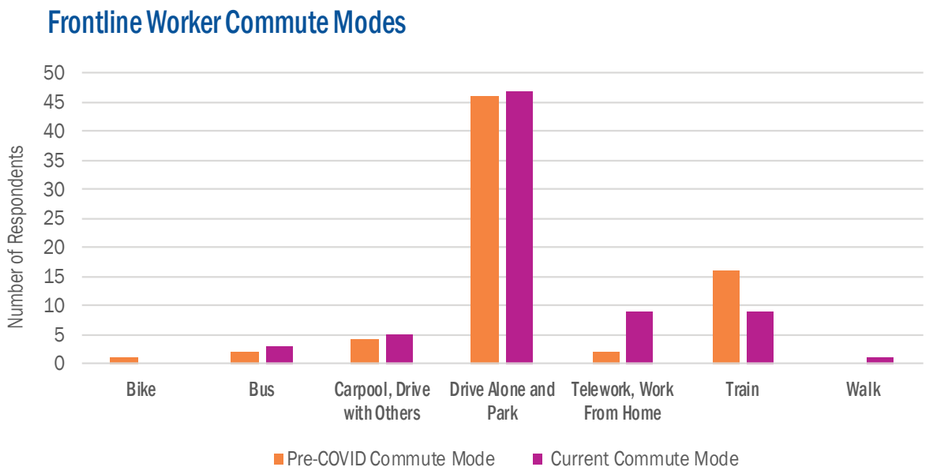
Mode

Of the 234 respondents that answered this question, 159 (68 percent) stated that prior to COVID their primary mode of transportation was driving alone. Nearly the same share of respondents, 138 out of the 224 that responded in a subsequent question, stated that they drive alone currently. Prior to the pandemic, the second most popular mode of transportation was by train. At the time of the survey, however, the number of train riders dropped by 8 percent while the number of individuals working from home significantly increased. Generally, the amount of individuals commuting by vehicle decreased from pre-COVID numbers, except for frontline workers where there was a slight increase.

Figure 18: Commute Mode



Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

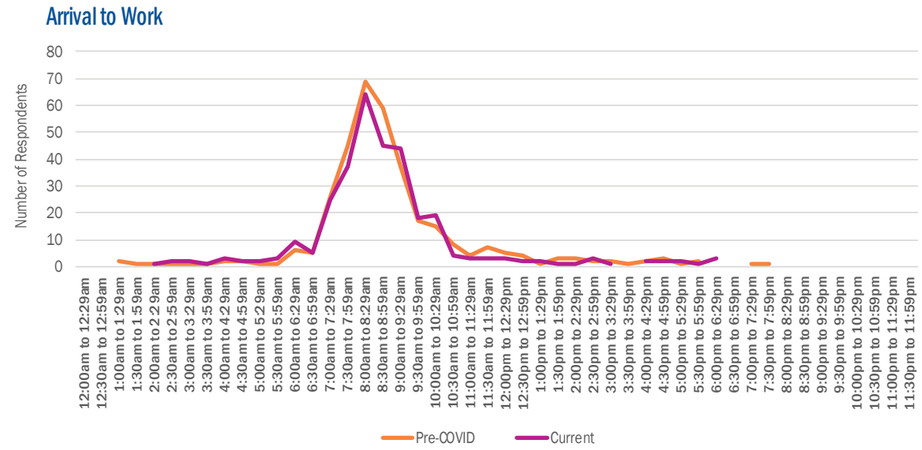


Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

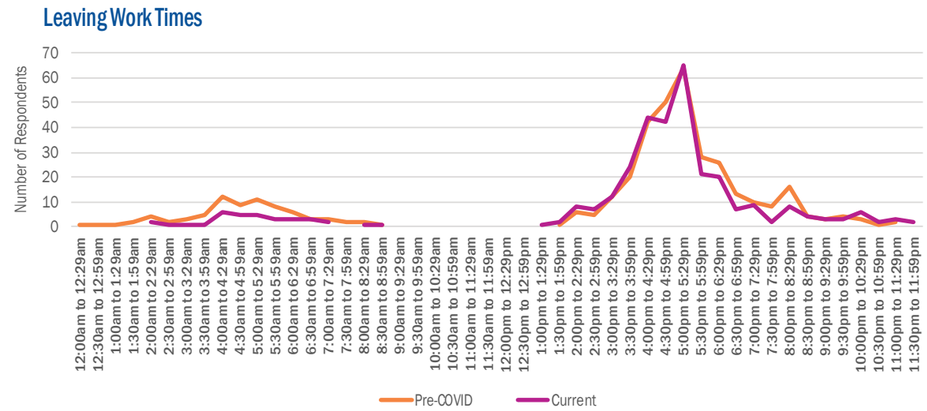
Work Arrival & Leave Times

At the time of the survey, many non-frontline workers were working from home due to the pandemic. Despite the stay-at-home orders and perceived flexibility in work hours, many workers continued to maintain similar working hours as they had prior to the pandemic, see Figure 19. While not broken out in the figure, it is worth noting that frontline workers have a somewhat wider distribution of arrival times compared to non-frontline workers.

Figure 19: Commute Shifts from Commuter Survey



Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021



Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

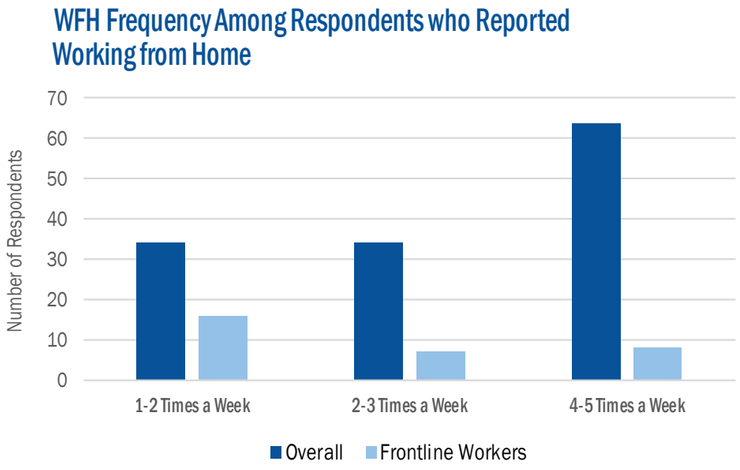
Work from Home Habits

Respondents were further questioned about their current and prospective work from home habits. At the time of the survey, 124 respondents worked from home at least on a part-time basis. Nearly half of those who replied stated they currently work from home four to five times a week. Frontline workers are less likely to be working from home as frequently, where over half of the respondents work from home once or twice a week.

Thirty-one more respondents stated they do not expect to be working from home in the future compared to today. While the amount of people who believe they will continue to work from home declined modestly.

Interestingly, self-reported frontline workers, as well as those who live/work in Atlantic City (many of whom are the same respondents) expect to be more likely to telework in the future than today—perhaps reflecting an expectation that they will no longer be frontline workers.

Figure 20: Work from Home Frequency



Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

Figure 21: Do you work from home?

Source: DVRPC NJ TRANSIT Atlantic City Rail Line Commuter Survey, 2021

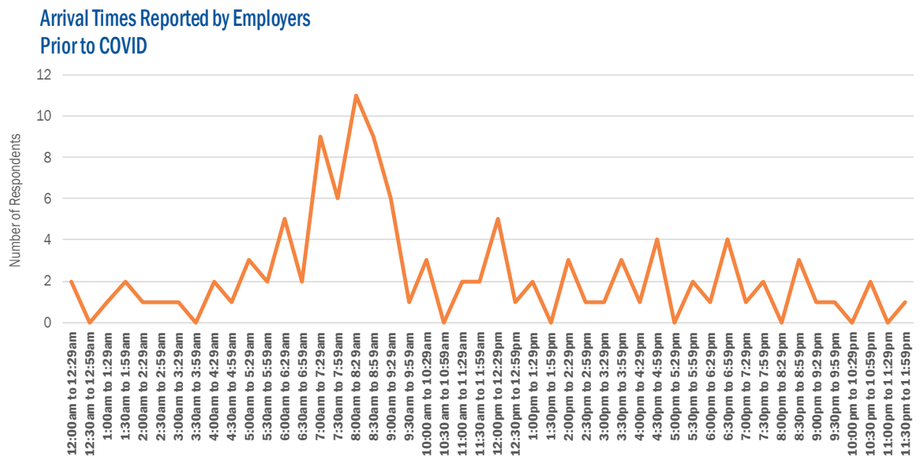
2.2 Employer Survey Profile

Prior to the distribution of the commuter survey, employers across the ACRL corridor had been surveyed on their staff's travel needs. Thirty-four employers participated in the survey; 28 of which offer on-site parking. A large cluster of employer respondents are located in Hammonton as well as the municipalities surrounding Atlantic County. Of the 34 respondent employers, many represented organizations from the healthcare or government sector. The rest of the respondents represented an assortment of different industries with various staff sizes ranging between 3 employees and 5,000 employees.

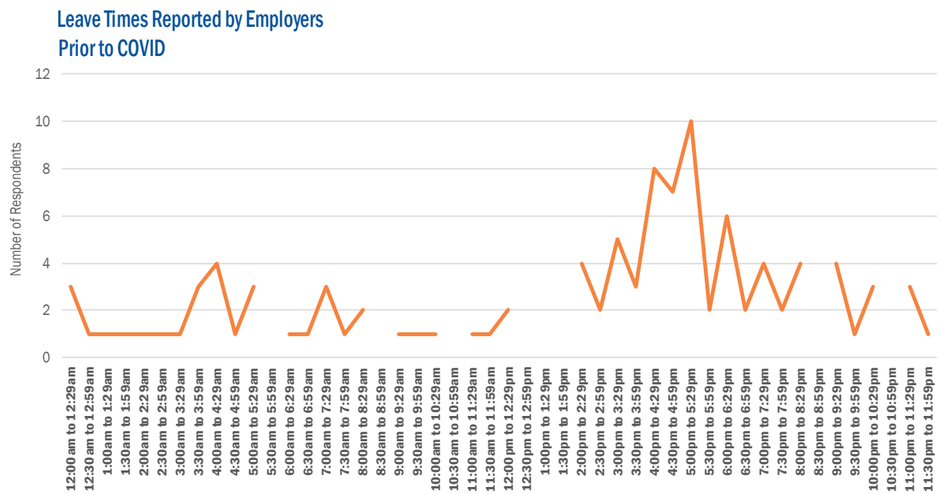
Work Arrival & Leave Times

The employer survey does not have as robust of a pool to draw from, since employers were asked to respond on behalf of their employees. Figure 22 shows that similar to the commuter survey, the most popular reported work arrival time is between 8:00 and 8:30am. Employer estimated leave times prior to COVID were less definitive. However, the most common time frame was from 5:00pm to 5:30pm, followed by 4:00pm to 4:30pm.

Figure 22: Commuter Shifts from Employer Survey



Source: DVRPC NJ TRANSIT Atlantic City Rail Line Employer Survey, 2021



*Blanks in graph represents where no data is available
Source: DVRPC NJ TRANSIT Atlantic City Rail Line Employer Survey, 2021

Work from Home Habits

Prior to COVID, businesses with fewer than 75 employees generally did not have any employees working from home. Larger organizations with 200+ employees had at least a small portion of their workforce teleworking before COVID, but during the pandemic many organizations now have over half of their workforce teleworking. Based on this sample, smaller sized businesses now tend to have at least half of their employees working from home.

The businesses in our sample also reported workforce loss as a result of COVID. In addition to having more individuals working from home during COVID, many of these larger organizations experienced a drop in employment, notably the casino and hospitality industry.

2.3 Suggested ACRL Improvements

Respondents were given the opportunity to note any improvements that would increase their usage of the rail service. Many respondents stated that they generally use the ACRL service for recreational purposes to travel to either Philadelphia or Atlantic City, but would appreciate the opportunity to use the rail line for commuting if some adjustments were made:

- More frequent, reliable, and regular services, particularly during common commuting times
- Respondents would like improvements in connections throughout the regions such as:
    - New York & North Jersey Rail Services
    - South Jersey Transit Services
    - Station at Pomona
    - Atlantic City Airport
- Smoother and more affordable ticketing options along the ACRL and transfers with PATCO, SEPTA, Amtrak, and Riverline services
- Improved shuttle/bus access throughout the area, notably Stockton University and Atlantic City Airport

Survey Conclusion

New Jersey Transit tasked the project team with evaluating the travel needs of ACRL non-riders and riders in order to inform potential scheduling changes and operations improvements. With the assistance of the steering committee during the promotional process, the project team was able to gauge potential travel demands of ACRL corridor commuters that may be addressed in subsequent work. The survey found that despite the dip in ridership, many commuters were receptive to using the rail line outside of recreational purposes if it offered more consistent service, particularly around peak hour times with more opportunities for connections. The diversity and responsiveness of the respondent pool may be improved by further engaging with larger local organization partners that DVRPC or the steering committee has relations with. Due to COVID-19 conditions being in flux, it may prove beneficial to revisit questions regarding work from home habits and policies post-COVID or post-COVID vaccine.

Appendices

A: Key Employers by Station

B: Survey Questions

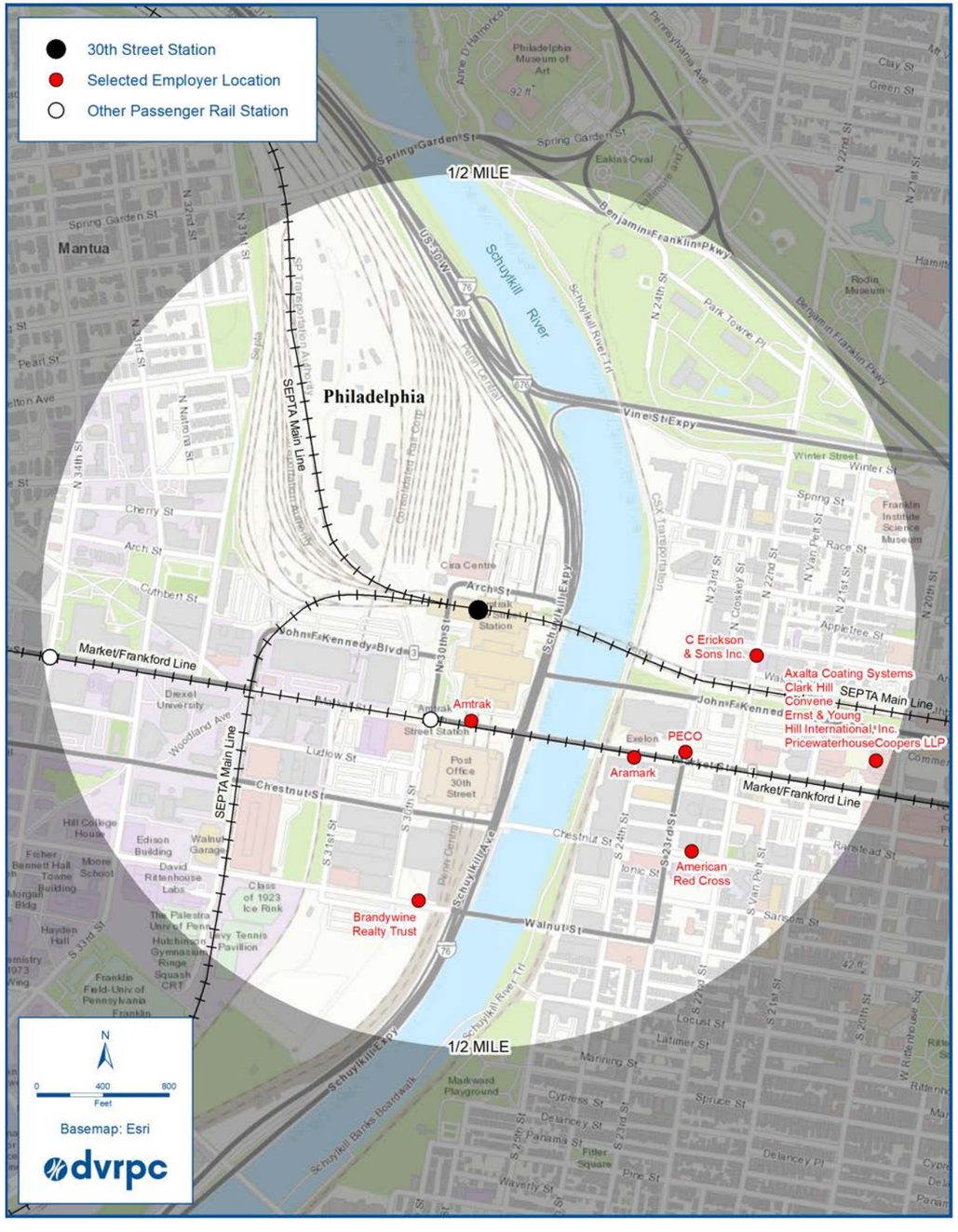
DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

APPENDIX A

KEY EMPLOYERS BY STATION

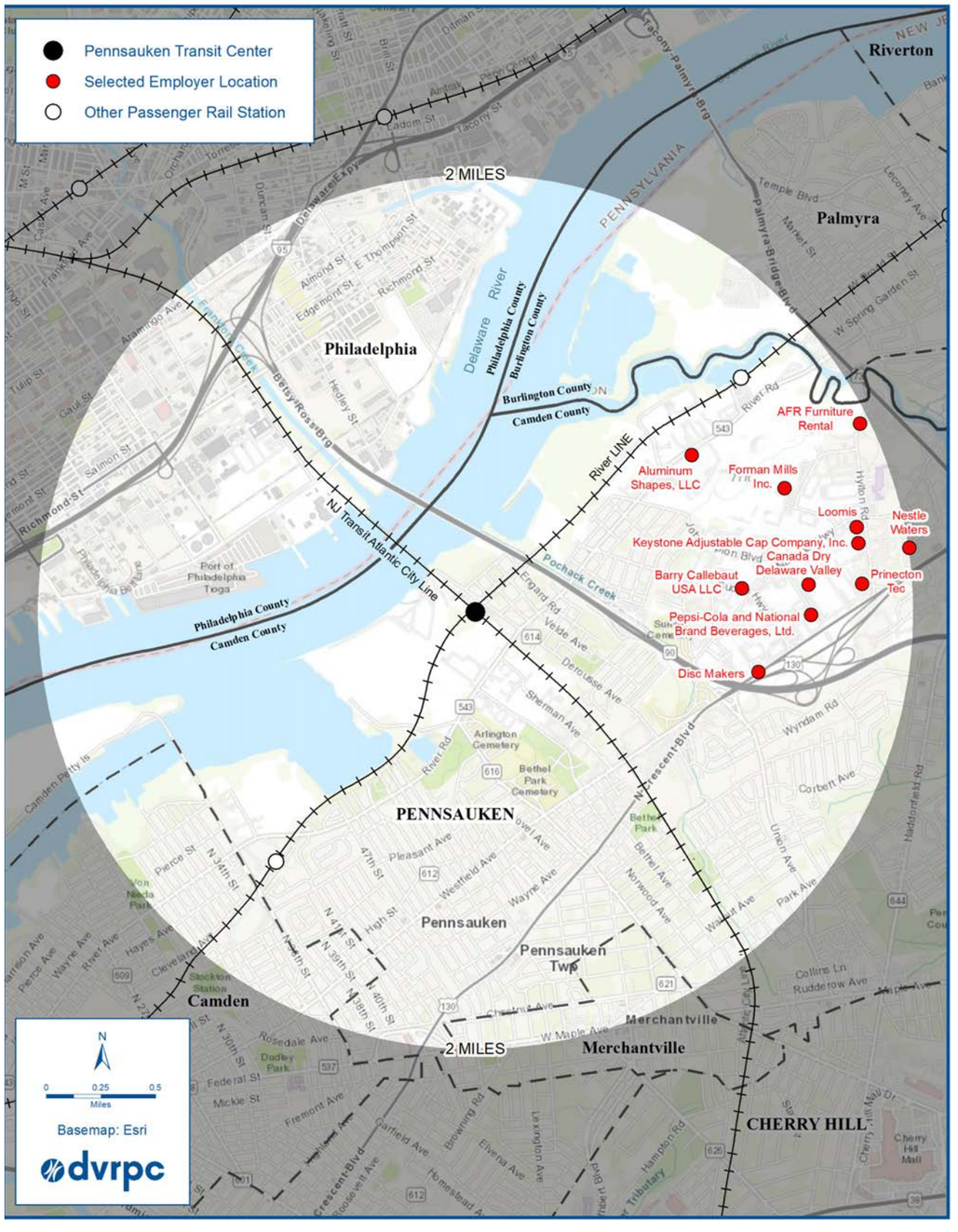
Each of the following maps displays key employers located within a two-mile radius of the each station. Although these employers were initially targeted for the employer survey, the pool was later expanded to include employers throughout the ACRL corridor:

Figure A-1: 30th Street Station



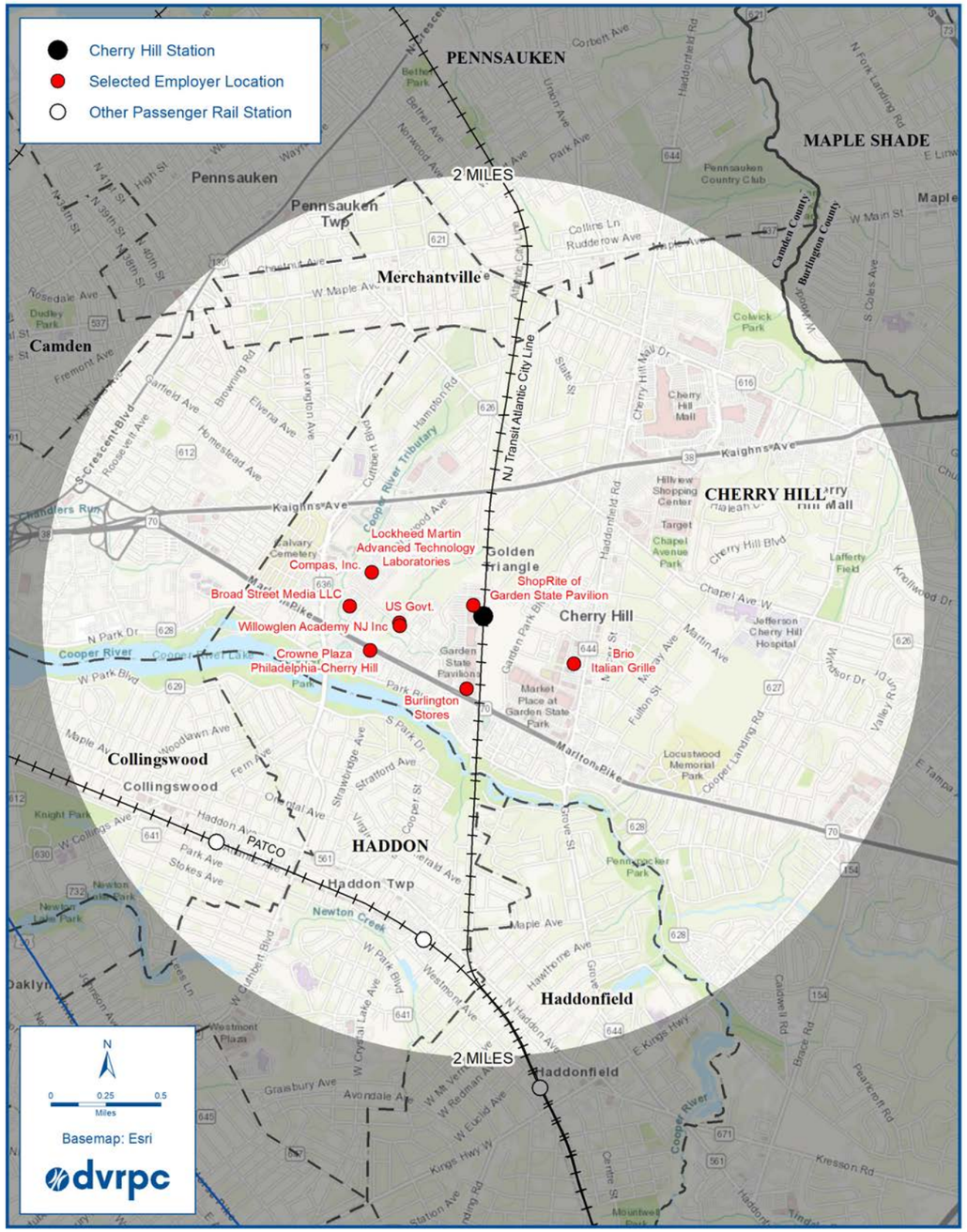
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-2: Pennsauken Station



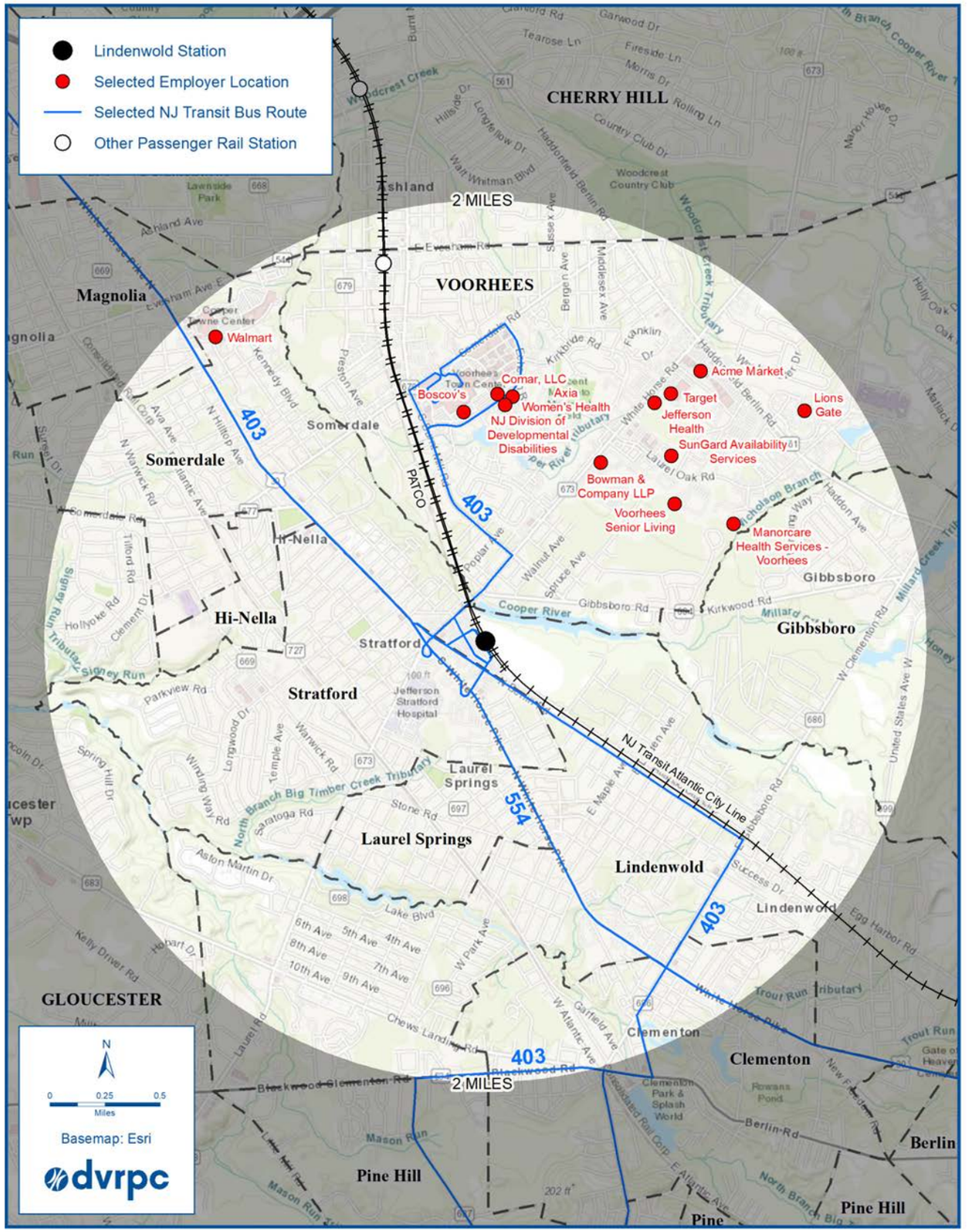
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-3: Cherry Hill Station



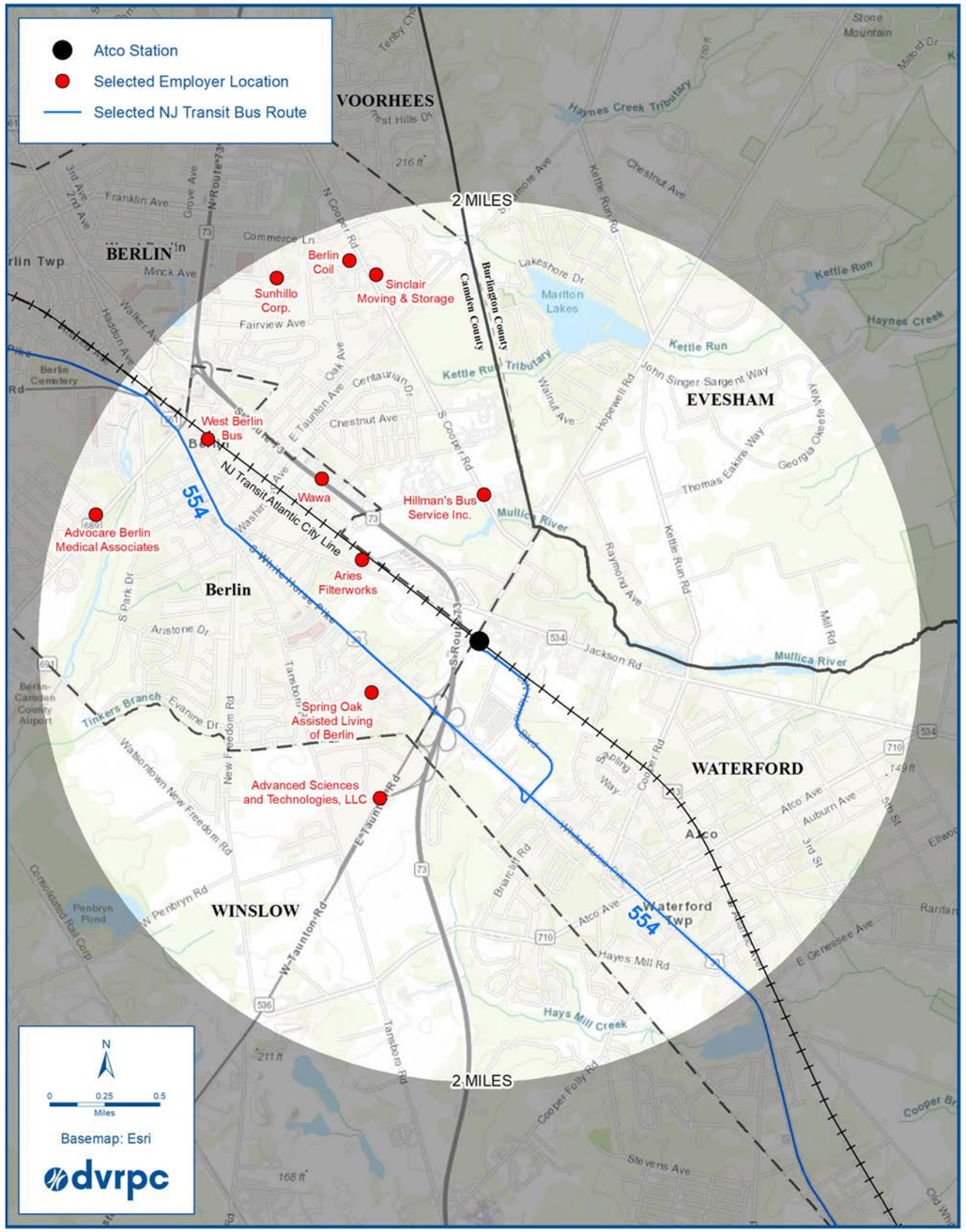
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-4: Lindenwold



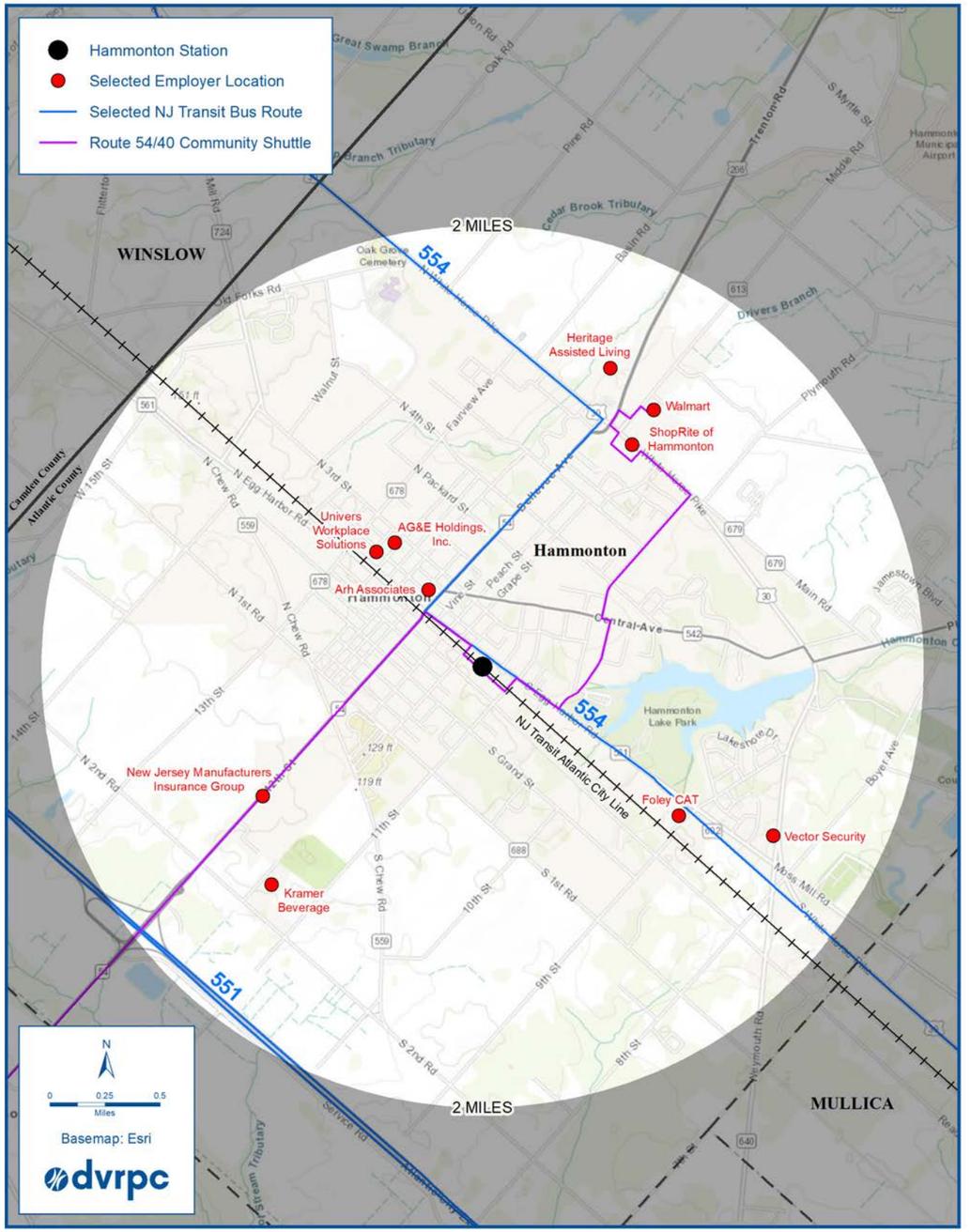
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-5: Atco Station



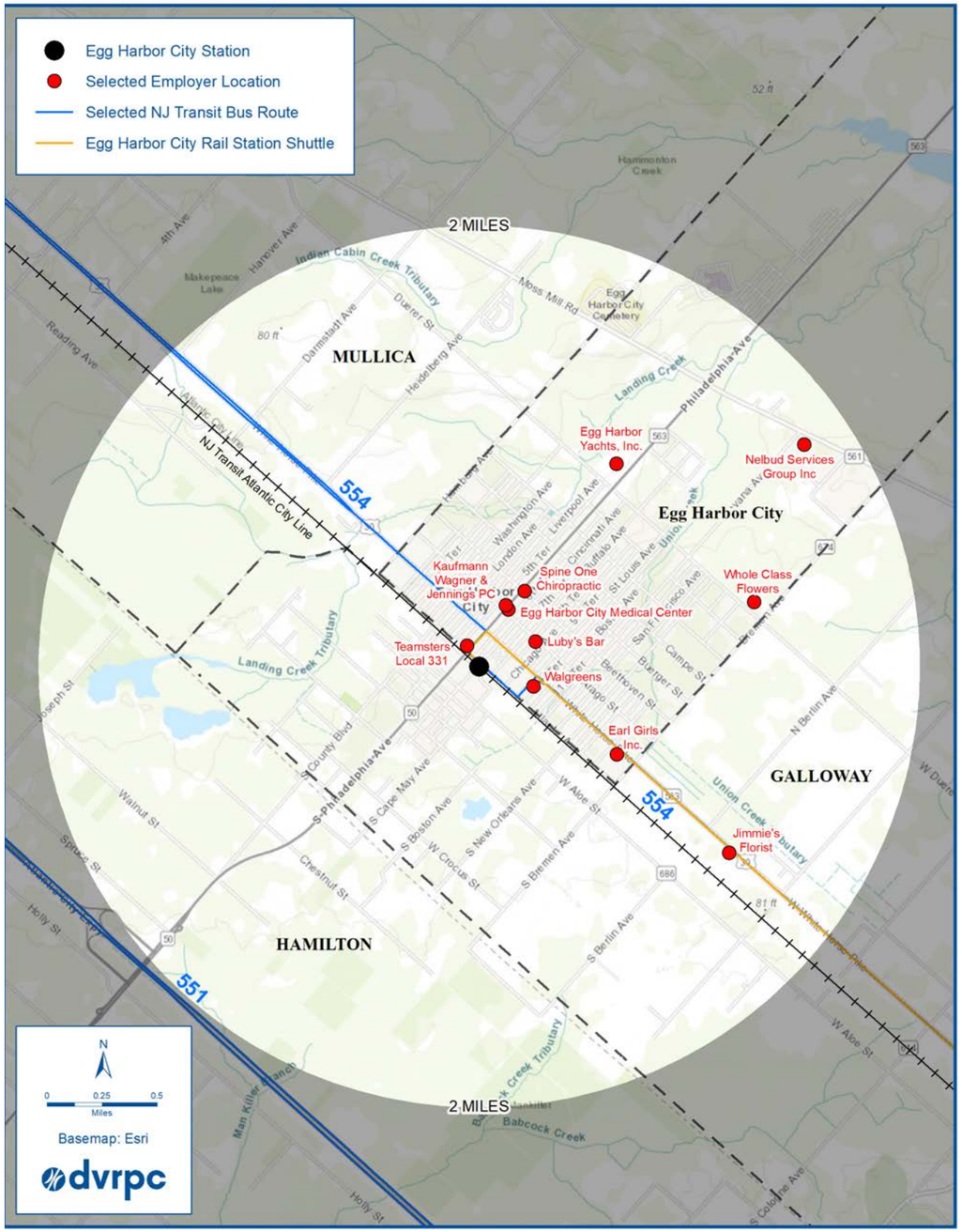
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-6: Hammonton Station



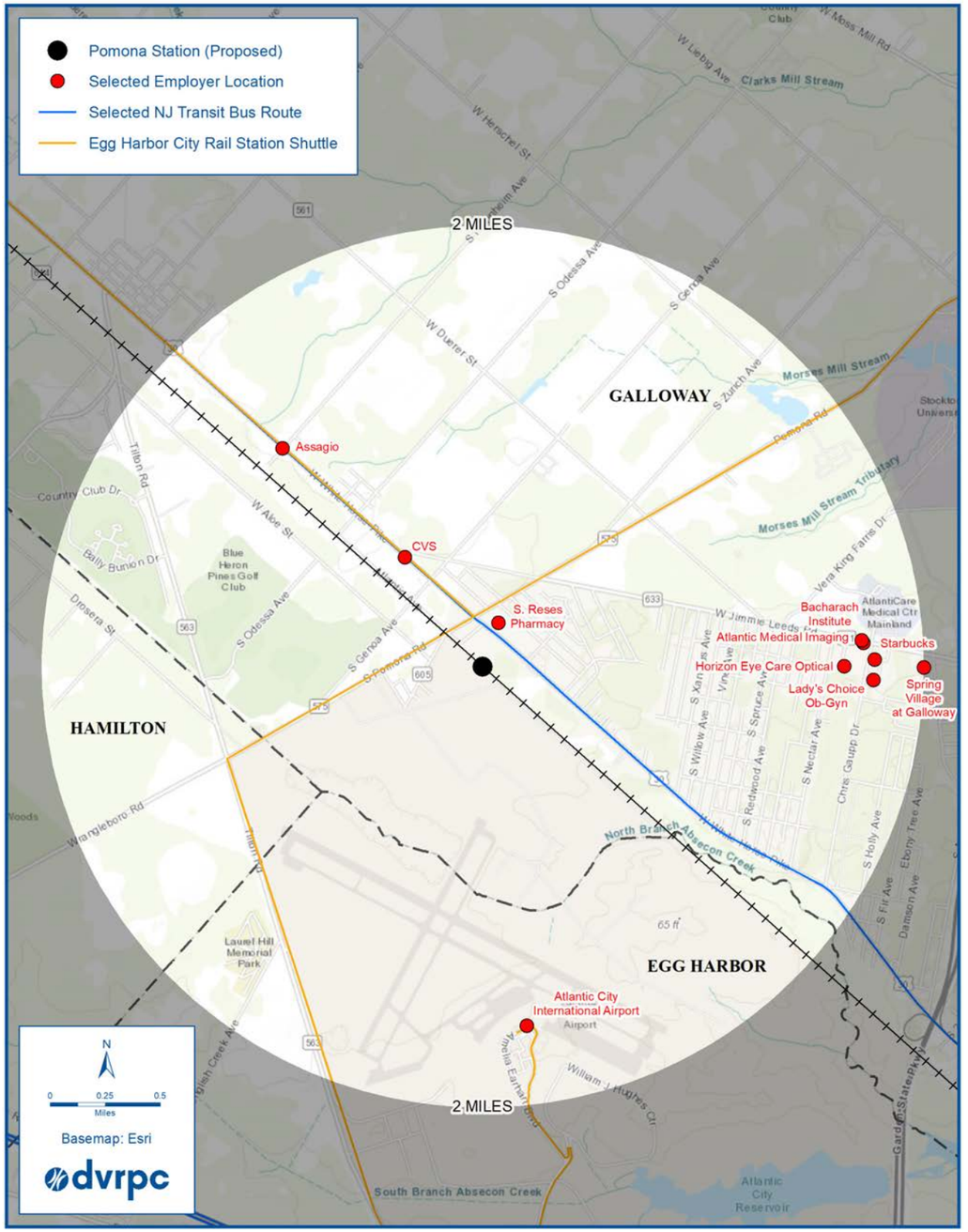
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-7: Egg Harbor Station



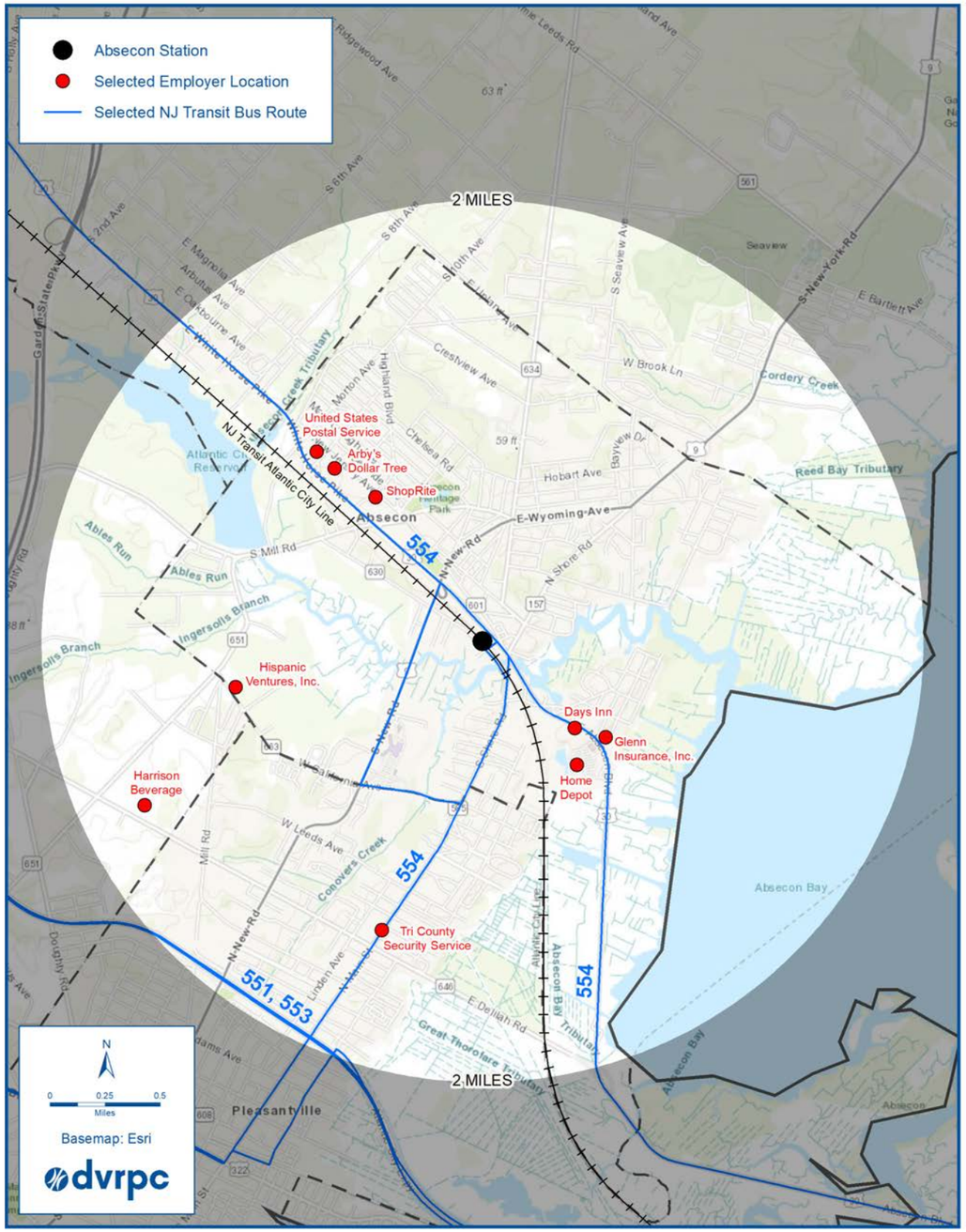
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-8: Pomona Station



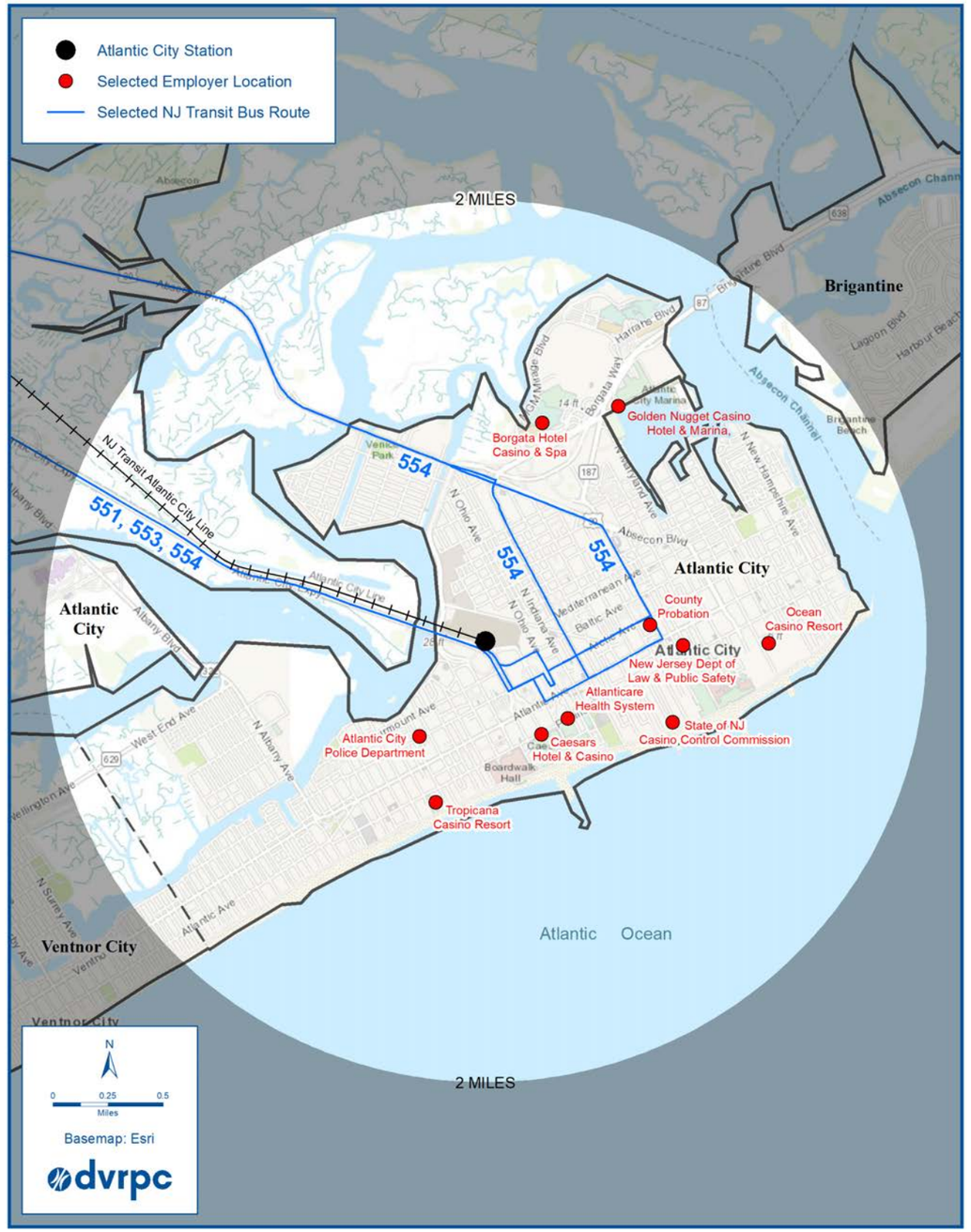
Source: CoStar; NJ TRANSIT; DVRPC

Figure A-9: Absecon Station



Source: CoStar; NJ TRANSIT; DVRPC

Figure A-10: Atlantic City Station



Source: CoStar; NJ TRANSIT; DVRPC

APPENDIX B

SURVEY QUESTIONS

Survey Questions

Commuter Survey

Table B-1: Employer Survey Questions

Part 1: General Information		
1. Name	Short Answer	
2. Position at organization	Short Answer	
3. Company/organization name	Short Answer	
4. Company/organization address:	Address Line 1; Address Line 2; City, State, Zip	
5. Do you offer on-site parking at this location	Yes; No; Maybe	
6. What category best describes your business/organization?	Manufacturing Wholesale trade Retail trade Local, state or federal government Agriculture	Construction Service Healthcare Hospitality/Casino Other
Part 2: Workforce Needs Employee Travel Before COVID		
7. Approximately how many employees worked at this location (or were based at this location, if working remotely) prior to COVID-19, or as of February 2020?	Short Answer	
8. How many of your employees do you estimate teleworked (or worked from home) at least 2 days a week prior to COVID-19, or as of February 2020?	Short Answer	
9. About what time did employees' shifts begin at your work site, prior to COVID-19 or as of February 2020? Please check all that apply if employees worked multiple shifts, and make your best estimate, if you don't know exactly. [Select all that apply]	12:00am to 12:29am 12:30am to 12:59am 1:00am to 1:29am 1:30am to 1:59am 2:00am to 2:29am 2:30am to 2:59am 3:00am to 3:29am 3:30am to 3:59am 4:00am to 4:29am 4:30am to 4:59am 5:00am to 5:29am 5:30am to 5:59am 6:00am to 6:29am 6:30am to 6:59am 7:00am to 7:29am 7:30am to 7:59am 8:00am to 8:29am 8:30am to 8:59am 9:00am to 9:29am 9:30am to 9:59am 10:00am to 10:29am 10:30am to 10:59am 11:00am to 11:29am 11:30am to 11:59am	12:00pm to 12:29pm 12:30pm to 12:59pm 1:00pm to 1:29pm 1:30pm to 1:59pm 2:00pm to 2:29pm 2:30pm to 2:59pm 3:00pm to 3:29pm 3:30pm to 3:59pm 4:00pm to 4:29pm 4:30pm to 4:59pm 5:00pm to 5:29pm 5:30pm to 5:59pm 6:00pm to 6:29pm 6:30pm to 6:59pm 7:00pm to 7:29pm 7:30pm to 7:59pm 8:00pm to 8:29pm 8:30pm to 8:59pm 9:00pm to 9:29pm 9:30pm to 9:59pm 10:00pm to 10:29pm 10:30pm to 10:59pm 11:00pm to 11:29pm 11:30pm to 11:59pm

10. About what time did employees' shifts end at your work site, prior to COVID-19 or as of February 2020? Please check all that apply if employees worked multiple shifts, and make your best estimate, if you don't know exactly. [Select all that apply]	12:00am to 12:29am 12:30am to 12:59am 1:00am to 1:29am 1:30am to 1:59am 2:00am to 2:29am 2:30am to 2:59am 3:00am to 3:29am 3:30am to 3:59am 4:00am to 4:29am 4:30am to 4:59am 5:00am to 5:29am 5:30am to 5:59am 6:00am to 6:29am 6:30am to 6:59am 7:00am to 7:29am 7:30am to 7:59am 8:00am to 8:29am 8:30am to 8:59am 9:00am to 9:29am 9:30am to 9:59am 10:00am to 10:29am 10:30am to 10:59am 11:00am to 11:29am 11:30am to 11:59am	12:00pm to 12:29pm 12:30pm to 12:59pm 1:00pm to 1:29pm 1:30pm to 1:59pm 2:00pm to 2:29pm 2:30pm to 2:59pm 3:00pm to 3:29pm 3:30pm to 3:59pm 4:00pm to 4:29pm 4:30pm to 4:59pm 5:00pm to 5:29pm 5:30pm to 5:59pm 6:00pm to 6:29pm 6:30pm to 6:59pm 7:00pm to 7:29pm 7:30pm to 7:59pm 8:00pm to 8:29pm 8:30pm to 8:59pm 9:00pm to 9:29pm 9:30pm to 9:59pm 10:00pm to 10:29pm 10:30pm to 10:59pm 11:00pm to 11:29pm 11:30pm to 11:59pm
Part 3: Employee Travel Patterns Today		
11. Approximately how many employees work at this location (or are based at this location, if working remotely) as of today?	Short Answer	
12. How many of your employees do you estimate are currently teleworking (or working from home) at least 2 days a week?	Short Answer	
Part 4: Future workforce travel needs, and ideas for Atlantic City Rail Line service		
13. How many of your employees do you estimate will be teleworking (or working from home) at least 2 days a week in the future, once conditions are not as affected by COVID-19?	Short Answer	
14. How could NJ Transit's Atlantic City Rail Line service change to be more useful for you, your employees, or your organization?	Open Ended	
Part 5: Final Thoughts		
While responses to this survey are not anonymous, we will keep all information confidential. Your company name will not be associated with individual responses. Analysis of the results of this survey will be published later this year, but individual responses will not be published. Ifyou have any questions or concerns, please do not hesitate to contact Kendra Nelson at knelson@dvrpc.org. More information about this effort is available at [webpage]. 15. Would you like to receive the survey results in late summer 2021? If yes, please give us your email.	Open Ended	

Table B-2: Commuter Survey Questions

Part 1: General Information		
1. What is the zip code of your residence?	Short Answer	
2. What is the zip code of your workplace?	Short Answer	
Part 2: Commuting Before COVID		
3. Was your job considered essential or "frontline" during the Statewide Stay-at-Home orders?	Yes; No; I don't know	
4. Prior to COVID-19 and stay-at-home orders, how would you normally commute to work or school? If more than one mode, (such as driving to a train station and then taking the train) please choose the way you commuted for 50 percent or more of the trip time or distance (e.g., what was your primary mode of travel?).	Drive alone and park Carpool Taxi/Uber/Lyft Bus Train	Walk Bike Telework or work from home Other
5. About what time did you need to arrive to work on a typical work day, prior to COVID-19 or as of February 2020? Please check all that apply if you had multiple shifts, and make your best estimate, if you don't know exactly.	12:00am to 12:29am 12:30am to 12:59am 1:00am to 1:29am 1:30am to 1:59am 2:00am to 2:29am 2:30am to 2:59am 3:00am to 3:29am 3:30am to 3:59am 4:00am to 4:29am 4:30am to 4:59am 5:00am to 5:29am 5:30am to 5:59am 6:00am to 6:29am 6:30am to 6:59am 7:00am to 7:29am 7:30am to 7:59am 8:00am to 8:29am 8:30am to 8:59am 9:00am to 9:29am 9:30am to 9:59am 10:00am to 10:29am 10:30am to 10:59am 11:00am to 11:29am 11:30am to 11:59am	12:00pm to 12:29pm 12:30pm to 12:59pm 1:00pm to 1:29pm 1:30pm to 1:59pm 2:00pm to 2:29pm 2:30pm to 2:59pm 3:00pm to 3:29pm 3:30pm to 3:59pm 4:00pm to 4:29pm 4:30pm to 4:59pm 5:00pm to 5:29pm 5:30pm to 5:59pm 6:00pm to 6:29pm 6:30pm to 6:59pm 7:00pm to 7:29pm 7:30pm to 7:59pm 8:00pm to 8:29pm 8:30pm to 8:59pm 9:00pm to 9:29pm 9:30pm to 9:59pm 10:00pm to 10:29pm 10:30pm to 10:59pm 11:00pm to 11:29pm 11:30pm to 11:59pm
6. About what time did you leave work (or end your shift) on a typical work day, prior to COVID-19 or as of February 2020? Please check all that apply if you had multiple shifts, and make your best estimate, if you don't know exactly.	12:00am to 12:29am 12:30am to 12:59am 1:00am to 1:29am 1:30am to 1:59am 2:00am to 2:29am 2:30am to 2:59am 3:00am to 3:29am 3:30am to 3:59am 4:00am to 4:29am 4:30am to 4:59am 5:00am to 5:29am 5:30am to 5:59am 6:00am to 6:29am 6:30am to 6:59am	12:00pm to 12:29pm 12:30pm to 12:59pm 1:00pm to 1:29pm 1:30pm to 1:59pm 2:00pm to 2:29pm 2:30pm to 2:59pm 3:00pm to 3:29pm 3:30pm to 3:59pm 4:00pm to 4:29pm 4:30pm to 4:59pm 5:00pm to 5:29pm 5:30pm to 5:59pm 6:00pm to 6:29pm 6:30pm to 6:59pm

	7:00am to 7:29am 7:30am to 7:59am 8:00am to 8:29am 8:30am to 8:59am 9:00am to 9:29am 9:30am to 9:59am 10:00am to 10:29am 10:30am to 10:59am 11:00am to 11:29am 11:30am to 11:59am	7:00pm to 7:29pm 7:30pm to 7:59pm 8:00pm to 8:29pm 8:30pm to 8:59pm 9:00pm to 9:29pm 9:30pm to 9:59pm 10:00pm to 10:29pm 10:30pm to 10:59pm 11:00pm to 11:29pm 11:30pm to 11:59pm
Part 3: Commuting Today		
7. Are you currently working from home?	Yes;No; Sometimes	
8. If you answered “Yes” or “Sometimes,” How often do you work from home?	4-5 times a week 2-3 times a week 1-2 times a week N/A	
9. How are you getting to work now? If more than one mode, such as driving to a train station and then taking the train, please choose the way you commute for 50 percent or more of the trip time or distance (e.g., what was your primary mode of travel?).	Drive alone and park Carpool Taxi/Uber/Lyft Bus Train	Walk Bike Telework or work from home Other
10. About what time do you get to work or begin work on a typical workday? Please check all that apply if you have multiple shifts, and make your best estimate, if you don’t know exactly.	12:00am to 12:29am 12:30am to 12:59am 1:00am to 1:29am 1:30am to 1:59am 2:00am to 2:29am 2:30am to 2:59am 3:00am to 3:29am 3:30am to 3:59am 4:00am to 4:29am 4:30am to 4:59am 5:00am to 5:29am 5:30am to 5:59am 6:00am to 6:29am 6:30am to 6:59am 7:00am to 7:29am 7:30am to 7:59am 8:00am to 8:29am 8:30am to 8:59am 9:00am to 9:29am 9:30am to 9:59am 10:00am to 10:29am 10:30am to 10:59am 11:00am to 11:29am 11:30am to 11:59am	12:00pm to 12:29pm 12:30pm to 12:59pm 1:00pm to 1:29pm 1:30pm to 1:59pm 2:00pm to 2:29pm 2:30pm to 2:59pm 3:00pm to 3:29pm 3:30pm to 3:59pm 4:00pm to 4:29pm 4:30pm to 4:59pm 5:00pm to 5:29pm 5:30pm to 5:59pm 6:00pm to 6:29pm 6:30pm to 6:59pm 7:00pm to 7:29pm 7:30pm to 7:59pm 8:00pm to 8:29pm 8:30pm to 8:59pm 9:00pm to 9:29pm 9:30pm to 9:59pm 10:00pm to 10:29pm 10:30pm to 10:59pm 11:00pm to 11:29pm 11:30pm to 11:59pm
11. About what time do you leave work (or end your shift) on a typical workday? Please check all that apply if you have multiple shifts, and make your best estimate, if you don’t know exactly.	12:00am to 12:29am 12:30am to 12:59am 1:00am to 1:29am 1:30am to 1:59am 2:00am to 2:29am 2:30am to 2:59am	12:00pm to 12:29pm 12:30pm to 12:59pm 1:00pm to 1:29pm 1:30pm to 1:59pm 2:00pm to 2:29pm 2:30pm to 2:59pm

	3:00am to 3:29am 3:30am to 3:59am 4:00am to 4:29am 4:30am to 4:59am 5:00am to 5:29am 5:30am to 5:59am 6:00am to 6:29am 6:30am to 6:59am 7:00am to 7:29am 7:30am to 7:59am 8:00am to 8:29am 8:30am to 8:59am 9:00am to 9:29am 9:30am to 9:59am 10:00am to 10:29am 10:30am to 10:59am 11:00am to 11:29am 11:30am to 11:59am	3:00pm to 3:29pm 3:30pm to 3:59pm 4:00pm to 4:29pm 4:30pm to 4:59pm 5:00pm to 5:29pm 5:30pm to 5:59pm 6:00pm to 6:29pm 6:30pm to 6:59pm 7:00pm to 7:29pm 7:30pm to 7:59pm 8:00pm to 8:29pm 8:30pm to 8:59pm 9:00pm to 9:29pm 9:30pm to 9:59pm 10:00pm to 10:29pm 10:30pm to 10:59pm 11:00pm to 11:29pm 11:30pm to 11:59pm
Part 4: Public transit service and future workforce travel needs		
12. Do you expect to be teleworking at least 2 days a week in the future, once conditions are not as affected by COVID-19?	Short Answer	
Part 5: Final Thoughts		
13. How could NJT ransit’s Atlantic City Rail Line service change to be more useful for you?	Open Ended	
14. Email	Short Answer	

TRAVEL MARKET ANALYSIS FOR NJ TRANSIT ATLANTIC CITY RAIL LINE

Publication Number:
TR21035

Date Published:
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Geographic Area Covered:
Philadelphia County, Camden County, Gloucester County, Atlantic County

Key Words:
Rail Line, Commuter, Employer, Frontline Worker, Commute Flow, Station-level, Ridership

Abstract:
A travel market analysis of the Atlantic City Rail Line (ACRL) was conducted to provide NJ TRANSIT with insight on the travel needs of commuters throughout the study corridor. The results are intended to be used to better inform future improvements to the ACRL. Conclusions drawn from studies conducted by related organizations explores transit ridership, employment, access to transit, and COVID-19 conditions. A series of two corridor-wide surveys were conducted to engage with employers and commuters to enquire on local travel needs. The surveys questioned participants on their work shift times, work location, frontline worker status, and commute modes. A final open-ended question provided participants with the opportunity to express any other travel concerns regarding the rail line. The surveys concluded that work shifts have remained consistent with traditional peak hours and that while most commute by vehicle they would be open to using the rail line if improvements were made.

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