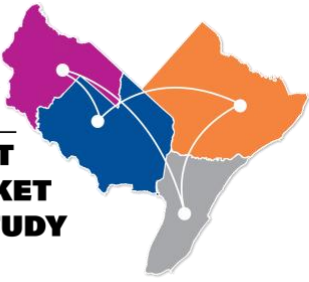


**SOUTH  
JERSEY**

**TRANSIT  
MARKET  
STUDY**



# HELP SHAPE THE FUTURE

of Public Transportation in Your Community

## WHAT IS THIS STUDY?

A regional effort to understand how people travel—and how public transportation can better serve residents, workers, and visitors in South Jersey.

This study will look at:

- Where people need to go (*work, school, healthcare, shopping, recreation*)
- When and how they travel
- Gaps in current bus and shuttle services
- Potential opportunities for new or improved transit options

## WHAT WE WANT TO KNOW

- Where do you travel regularly?
- Are there places you can't get to by public transportation?
- What times of day do you need to travel?
- What challenges do you face (cost, distance, reliability, safety)?
- What is working well?

## WHY YOUR INPUT MATTERS

*Your feedback will help:*



**Improve access** to jobs, schools, and essential services



Identify **destinations** that are hard to reach today



Make public transportation **more reliable**, efficient, and convenient

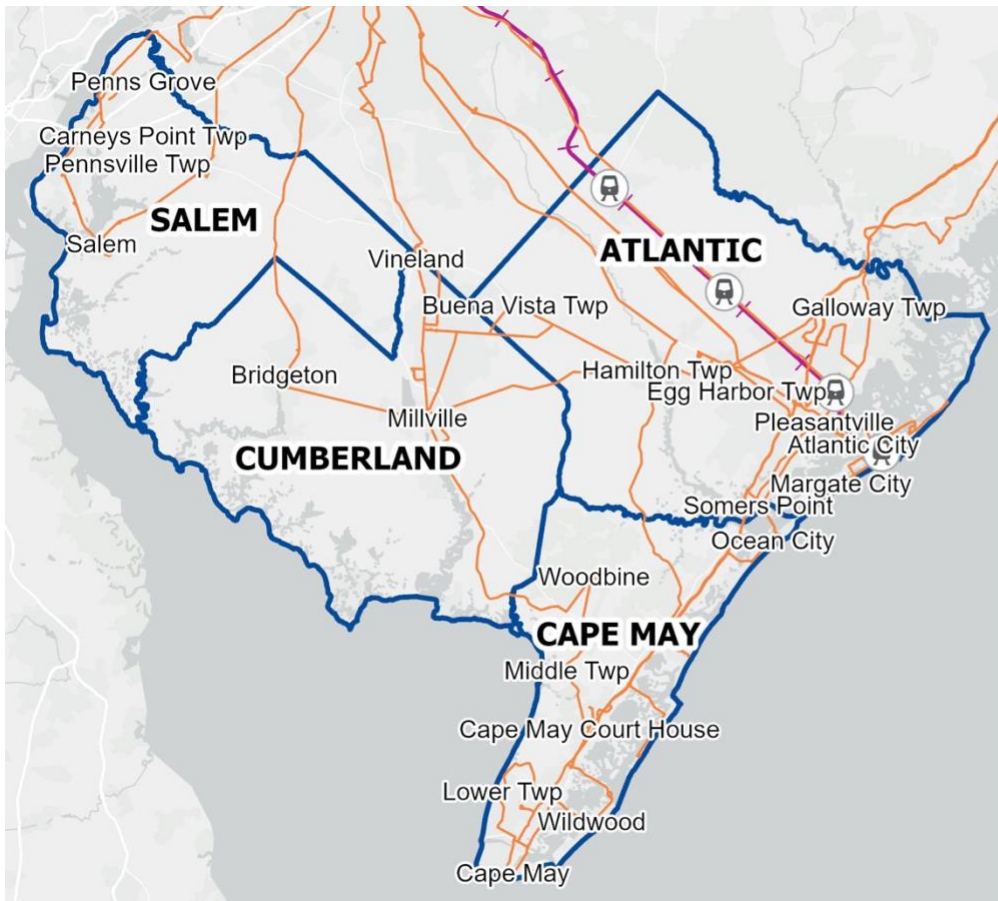


Ensure transportation services reflect the **needs of your community**

**Whether you ride transit often, occasionally, or never—we want to hear from you**

# HELP SHAPE THE FUTURE

of Public Transportation in Your Community



## STUDY AREA

This study covers:

- Atlantic County
- Cape May County
- Cumberland County
- Salem County

- Rail Station
- Bus Route
- Rail Line
- Study Area County Boundary



0 5 10 Miles

Sources: U.S. Census Bureau, NJ TRANSIT, ESRI

## TIMELINE

Your input will directly shape the study's recommendations.

### Winter/Spring 2025/2026:

Market and Mobility  
Needs Assessment and  
Transportation Network  
Evaluation

### Spring 2026:

Local Community  
Events and Data  
Collection through  
Surveys

### Summer/Fall 2026:

Draft Findings and  
First Virtual Public  
Meeting

### Winter/Spring 2027:

Final Report and  
Second Virtual  
Public Meeting



## HOW TO PARTICIPATE

- Take the survey (*5 minutes*)
- Attend a local community event
- Attend a public meeting



Go to <https://www.njtransit.com/southernmarketstudy>