

The CHRONICLE

A SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL PUBLICATION

2021 VOL. 32



The NEXT GENERATION of Vehicles

**Use the Air Quality Forecast to Protect
Your Health and the Environment**

**Laying the Foundation for a Renewed
Haddon Avenue**

Virtual Banking Safety

The Electric Aircraft Revolution

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The CHRONICLE

TABLE OF CONTENTS

Cross County Conection: TMA Can Help Your Business Explore EV Charging Stations 2

Use the Air Quality Forecast to Protect Your Health and the Environment 4

What is Transportation Demand Management? 6

Laying the Foundation for a Renewed Haddon Avenue 7

Virtual Banking Safety 9

Pedestrian Safety Improvements Slated for Intersection in Princeton 10

The Next-Generation of Vehicles 12

School Architecture and Wellness: 7 Steps to Improve Student Health 14

NJ Wind Port Breaks Ground 18

The Electric Aircraft Revolution 23



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President's Message

New Jersey is making a strong investment into its infrastructure, nowhere else is this more apparent than in the transportation sector. With the New Jersey Department of Transportation going long on clean energy vehicles, parsing funding to municipalities through their County & Local Aid Grant programs, in addition to Federal spending in the form of the pending \$1 Trillion Bipartisan Infrastructure Investment and Jobs Act, we are able to address our region's most pressing infrastructure needs.

In *Laying the Foundation for a Renewed Haddon Avenue*, Greenman Pedersen Inc. profiles a major reconstruction project that will make the heavily trafficked roadway safer for pedestrians, bicyclists, transit users, and motorists and provide a foundation for the redevelopment of the Camden neighborhoods.

Cross County Connection TMA Can Help Your Business Explore EV Charging Stations highlights the added benefits for businesses to demonstrate an employer's sincere commitment to environmental sustainability to current and prospective employees. They also offer some basic details on EV charging to help businesses envision the possibilities.

Our cover story: *The Next-Generation of Vehicles* details the tremendous change and growth we are seeing in the automobile industry courtesy of the EV market and the impact it will have on transportation.

In *What is Transportation Demand Management*, French & Parrello Associates outline a new approach to solving modern day infrastructure problems that flips the conventional wisdom often applied as a solution on its head and in *The Electric Aircraft Revolution*, PS&S describes the steps necessary to bring about a futuristic aviation industry.

Two articles focus on health, in *Use the Air Quality Forecast to Protect Your Health and the Environment*, the DVRPC offers some preventative steps to mitigate the impact higher temperatures have on ground-level ozone to protect lung health and to reduce those harmful pollutants. And lastly in *School Architecture and Wellness: 7 Steps to Improve Student Health*, LAN Associates reexamines the built environment with a focus on schools, where COVID-19 precautions have changed the landscape.

We want to thank the contributors to this Edition of The Chronicle. We welcome your comments at marlene@snjdc.org. To learn more about the SNJDC, visit our website at snjdc.org.

Sincerely,



Marlene Z. Asselta
President
Southern New Jersey Development Council

Cross County Connection TMA Can Help Your Business Explore EV Charging Stations



Electric vehicles (EVs) are a common sight on New Jersey's roads. If you think you're seeing more of them ... you're right! Year after year, more residents are purchasing an EV as the technology advances, and costs have come down. It is anticipated there will be 2 million EVs on NJ's roads by 2035. Providing EV charging stations at your business gives an added benefit to current employees and an extra incentive to prospective hires. They also demonstrate an employer's sincere commitment to environmental sustainability. Here are some basics on EV charging to help you begin to envision the possibilities.

There are three levels of charging stations:

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Charging Speed	90-120 miles per ½ hour	20 miles per hour	4 miles per hour

Each charger type progressively charges your EV faster. DC fast chargers are the fastest, providing a full charge in 20 - 30 minutes. Each level of charger is better suited for different locations based on how long people will be parked. For instance, a Level II charger is well suited for an office environment, while DC Fast Chargers should be used in areas like gyms or supermarkets.

(continued on page 24)

TRANSPORTATION RESOURCES AND SOLUTIONS FOR SOUTHERN NEW JERSEY EMPLOYERS

FACT: EMPLOYEE ACCESS TO AFFORDABLE, RELIABLE AND STRESS-FREE TRANSPORTATION IS A CRITICAL ELEMENT IN ATTRACTING AND RETAINING A TALENTED WORKFORCE.

ALSO FACT: IN SOUTH JERSEY, SOMETIMES THAT'S NOT SO EASILY ACHIEVED

BUT, **DID YOU KNOW** that **CROSS COUNTY CONNECTION** works with local businesses to find environmentally and economically sustainable commute options that are right for their workforce? **BONUS FACTS:** This improves employee morale; **AND** by promoting commute options such as: mass transit, carpooling, vanpooling, bicycling, walking, telecommuting and flexible scheduling – this leads to a cleaner, greener southern New Jersey, thereby demonstrating an employers' commitment to creating a better community.

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CROSS COUNTY CONNECTION is the NJ state-designated Transportation Management Association for southern New Jersey's seven-county region: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem.

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Use the Air Quality Forecast to Protect Your Health and the Environment



By Sean Greene

Manager, Air Quality Programs

Delaware Valley Regional Planning Commission

The late summer months can bring episodes of poor air quality to southern New Jersey. Days with bright sunshine and higher temperatures help bake pollutants from our cars, trucks, and even lawnmowers into ground-level ozone that can damage your lungs.

The good news is that we can all take positive actions to protect lung health and to reduce those harmful pollutants in the first place.

The first step is being aware when air quality is going to be unhealthy. The New Jersey Department of Environmental Protection (NJ DEP) publishes daily an air quality forecast that is color-coded to communicate the day's levels of air pollution. Code Orange and Code Red days are designated as Air Quality Action Days. You can follow the daily air quality forecast or sign up for free text or email alerts at www.AirQualityPartnership.org.

The next step is to take action to protect your health. The Center for Disease Control (CDC) has published recommendations on how to protect yourself when outdoor air quality is expected to be unhealthy at www.airnow.gov/activity-guides-publications. The CDC recommendations offer suggestions on how to exercise safely outside when air quality may be poor.

On Air Quality Action Days, it is especially important to take steps to reduce the pollutants that cause poor air quality. The simplest way to do this is to avoid unnecessary car trips by walking, biking, or combining all of your errands in one trip. Even just refueling your car in the evening after pollutant levels drop can help the daily air quality.

Practicing these simple steps on bad air quality days turn into good habits that improve air quality every day. Being aware of the daily air quality is a great first step towards protecting your family's health and the environment.



Healthy Lungs: *Important for Life*

Protect your health by signing up for air quality alerts at www.AirQualityPartnership.org



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- MS2 Bacteriophage RNA Virus
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- Phi-X 174 DNA Virus
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- Staphylococcus Epidermis
- Streptococcus spp.
- Swine Flu
- VOCs

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Weight	7.6 lbs (3.45 kg)
Operating Temperature	34°F - 100°F (-1°C - 38°C)
Coverage	Up to 2,000 sq. ft. (186 m²) *Depends on room occupancy and layout
Warranty	Limited 3 year warranty
Model	00746 Model: A1040A* *MEETS CALIFORNIA OZONE EMISSIONS LIMIT. CARB CERTIFIED.

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What is Transportation Demand Management?



By Sara Irick, PE, CME, PMP
French & Parrello Associates



When it comes to solving modern-day infrastructure problems, all too frequently the common solution is to “make it bigger”. Too much traffic? Add a lane. Increased parking demand? Build a multi-story garage. However, growing your business, city, or campus doesn’t necessarily mean that bigger is better. In fact, case studies have shown that more parking and bigger roads aren’t necessary at all if modern-day technology and transportation demand management (TDM) strategies are effectively utilized.

Transportation Demand Management (TDM) is the use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system thereby providing real options for commuters, reducing traffic congestion, improving public health and safety, connecting people to jobs, reducing environmental impact, and supporting economic activities. Some of these strategies include:



Commuter Incentives – A region, business or campus can offer their target population commuter incentives to reduce single-occupancy vehicle commuting by tracking use of public transit, rideshare options, carpool, commuting off-peak hours, or even working from home for a percentage of the workweek. The Qualified Transportation Fringe Benefit (QTFB) and modern-day technology can also provide further incentives for behavior change. There are a variety of apps that have been developed and can be customized for your population that track commuter behavior and offer rewards such as gift cards or free lunch that can be worked into your business’s current benefit offerings.

(continued on page 15)

Laying the Foundation for a Renewed Haddon Avenue

By Dave Kuhn, P.E.
Assistant Vice President, GPI

As the City of Camden's renaissance continues, the reconstruction of Haddon Avenue (County Route 561) from Euclid Avenue to Newton Avenue is a top priority. The goal of this project is to make Haddon Avenue safer for pedestrians, bicyclists, transit users, and motorists and provide a foundation for the redevelopment of the Camden neighborhoods of Parkside, Whitman Park, Gateway and Lanning Square.

Improvements to Haddon Avenue were previously completed south of Euclid Avenue in the vicinity of Virtua Our Lady of Lourdes Hospital and north of Pine Street, extending past Cooper University Health Care. This project will complete the final segment to provide a fully improved Haddon Avenue from Old White Horse Pike to Newton Avenue.

Camden County contracted GPI to conduct a Concept Development Study. Garnering trust and support from the community was of the utmost importance. Working with Camden County, GPI, Camden Community Partnership and Keller Engineers developed a robust stakeholder outreach program.

Parkside Business and Community in Partnership was a key stakeholder in helping to facilitate two-way communication with residents and businesses. GPI conducted surveys of the neighborhood to identify what was important to them. At the top of the list were safety, maintaining parking for local businesses, providing for walking and biking, accessibility to transit and beautification of the area.

(continued on page 22)



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Virtual Banking Safety

As we collectively ease into our “new normal” with the worst of the COVID pandemic now behind us, every reader of this column has seen some elements of everyday life change. Some of the changes in our behaviors were temporary, and when it was safe to do so, we returned to the old ways of doing things. We have become accustomed to some of the other changes and they appear to have become more permanent, like doing things electronically that we used to do in person.

COVID only accelerated a digital shift that was already underway. Think about how much more often you use video conferencing for work meetings or to stay in touch with friends and family than you did before 2020. How many more packages are arriving at your doorstep now that online shopping has been turbocharged by the pandemic? Surely your banking habits have changed as well.

At Parke Bank, as has been the experience of countless community banks across the country, we witnessed a vast transformation in the way we interact with our customers since early 2020. Between government-mandated lockdowns and voluntary social distancing,

the demand for contactless transactions soared during the past two years. When our branches were closed or restricted, customers became accustomed to online and app-based banking. We in the banking industry know that this is a trend that is here to stay.

As our customers conduct more transactions online, we have correspondingly focused more attention to our cybersecurity efforts, ensuring the highest level of security for your sensitive data and financial information. We’ve also made investments in improving the user experience for those doing their banking at www.ParkeBank.com as our redesigned website was just launched last month.

We know that for everyday activities such as checking account balances, making payments and transfers, and even credit card applications, most of our customers now prefer to engage with us online or via the Parke Bank app. We also know that, as our customers conduct more transactions digitally, the threat from hackers, scammers and other cybercriminals increases proportionally. But banking online can be perfectly safe, as long as your bank uses industry-standard security technology, and precautions are taken.

(continued on page 19)



Pedestrian Safety Improvements Slated for Intersection in Princeton

By Ken Burkhardt

Senior Associate / Engineering Director, STV Incorporated

Safety is of the utmost importance when developing transportation improvements. This includes the safety of all users including motorists, pedestrians, and bicyclists. For the New Jersey Department of Transportation's Nassau Street (NJ State Route 27) and Witherspoon Street Intersection Improvement project, pedestrian safety upgrades will be made via the implementation of an exclusive pedestrian phase traffic signal.

Situated within the local business district and adjacent to Princeton University, this intersection experiences significant pedestrian traffic which is largely comprised of residents, tourists, and students. The considerable volume of vehicular traffic at this intersection results in numerous conflicts with pedestrians.

The proposed exclusive pedestrian phase, also known as a "pedestrian scramble", allows the pedestrian traffic to cross the intersection in all directions, including diagonally, while all vehicular traffic is stopped.

This eliminates conflicts between pedestrians and vehicles, providing a safer environment for all users. While this strategy has been utilized throughout the country, its application is very limited in New Jersey. The North Jersey Transportation Planning Authority (NJTPA) has identified this project for a pilot program to serve as an example for their Practical Guidance on the use of this safety strategy. Ultimately, this Guidance is intended for use by other state partners, MPOs, counties, and local communities through their design and engineering process. Full support of this initiative at the Route 27/Witherspoon Street intersection project is evident by the NJDOT's use of COVID relief funding, which will enable its accelerated design and construction.

Additional intersection improvements will include the installation of audible accessible pedestrian signals (APS), providing ADA-accessible curb ramps and sidewalks, and the installation of bulb-outs. The APS will enable clear and safe passage for those who

(continued on page 21)



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Craig Johnson, PE, 24GE03157500
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The Next-Generation of Vehicles

By John Adams, *Vice President, Dewberry*

We are seeing tremendous change in the automobile industry at an increasingly faster rate, but now we are approaching a watershed moment in which the changes would not just be confined to the vehicle itself, but to almost every aspect of transportation.

Electric Vehicles (EV)

While luxury automakers presently dominate the EV market, traditional automakers are in hot pursuit. Consumers are coming onboard with EV, with continued increase in travel range, improved aesthetics, high safety ratings, and affordability. Granted, there will not be overnight conversion to EV, but I can see EVs making up 25% to 30% of the market over the next 10 years.

The U.S. power grid couldn't handle 100% EV today without substantial improvements to the power grid and an increase in charging station infrastructure. Unless dynamic wireless charging technology advances, in which case stationery charging stations will go the way of beta videotapes, don't expect this to happen, as automotive original equipment manufacturers (OEM) are focused on stationary wireless charging stations, with an eye on dynamic charging research. While almost all the automakers are rolling out a line of electric vehicles, I think it will be hybrids (combination of combustion and electric) that carry us to an all-electric fleet.



EV charging stations are becoming more common in densely populated areas, as well as areas with many traditional gas stations. Photo courtesy of Dewberry.



Connected Vehicles (CV)

Connective technology that ties our vehicles to their surrounding infrastructure, including mobile devices, is critical to reducing accidents on roads and improving system efficiency. The technology known as vehicle-to-everything, or V2X, is relatively inexpensive compared to what is needed to achieve vehicle autonomy. CVs use short-range communication with their surroundings to identify hazards or provide information. The communications are omnidirectional, able to provide a 360-degree assessment of a vehicle's surroundings, including objects that are out-of-sight for the driver. Issues to be overcome before mass acceptance include privacy concerns, security, and data ownership.

Autonomous Vehicles (AV)

When will we stop driving? Every transportation specialist has their own answer. A few years ago, experts said we would have fully autonomous (Level 5) cars on the road by 2020. That may have been too ambitious. Many of the EVs we see today are Level 2. Others claim it won't happen until post-2050. Given recent advances in technology, this prediction seems too far out. Where there is a will, there is a way, and there is a lot of will behind AV, and not just American will. Around the world, governments, automakers, and technology firms are spending billions of dollars to get there, so I have no doubt it will happen.

The bottom line is that market acceptance and cost will dictate when that happens. Products will have to demonstrate reliability, consumers will need to get comfortable with it, and prices will have to drop. The changes in living that AV could bring to the elderly, disabled, and young are enticing, not to mention improvements in commuting, law enforcement, healthcare, education, trucking, evacuations, and the natural environment, including noise, water, air, and wildlife. However, issues related to liability, government regulation, and security will have to be tackled. Accidents will happen, but will be less than with human drivers, and, in theory, should diminish over time.



**As AV vehicles come online,
I can see stretches of
highway corridors, sections of
downtown areas, and certain
arterials in suburban areas
having AV-allowable zones,
transitioning us to the next
generation of travel.**

School Architecture and Wellness: 7 Steps to Improve Student Health



The COVID-19 pandemic has sparked public interest in reexamining the built environment with an eye towards wellness initiatives. This is especially true in schools, where COVID-19 precautions have changed the entire landscape. What is the relationship between school architecture and student wellness? Can the educational built environment influence student fitness, disposition, productivity, alertness, attention span, and energy levels? Below are seven tips from LAN Associates' architects and engineers on how school design can improve student wellness:

1. Promote Physical Activity

Physical activity releases endorphins, the chemicals produced by the body to relieve stress and pain. By integrating engaging exercise opportunities like yoga studios, rope courses, spin rooms, and rock-climbing, schools can boost participation in athletics. School designs should also include active corridors and sensory paths and promote the use of stairs by making them an engaging central element.

2. A Connection to Nature

Adding access to the outdoors and integrating nature into schools helps utilize the natural environment's inherent calming effect. For ground up builds, consider incorporating a courtyard. Inside, think about biophilic elements, creating vistas toward exterior site amenities such as outdoor learning areas, and implementing natural finish materials and wall graphics.



3. Prioritize Natural Light

Increased exposure to natural light has been shown to improve sleep quality, mood, cognitive performance, motivation to learn, and produce higher quality of life ratings. Promote the use of natural daylight by incorporating daylight harvesting strategies by locating break-out areas adjacent to large areas of glazing and optimizing the building's solar orientation by controlling the intake of daylight through solar shades, light shelves, and translucent wall assemblies.

4. Make Support Services Accessible and Comfortable

School support services should be destigmatized, easily accessible, and comfortable, not tucked away in an administrative section of the building. Provide a well-lit and relaxing waiting area and have these services near learning resource centers or guidance suites.

5. Invest in Customizable and Personal Spaces

It's important that children feel safe, secure, and relaxed at school. Allowing students to make spaces their own can make school a true home away from home. Flexible furniture, break-out spaces, and zoned learning areas can provide a sense of control and negate feelings of rigidity. For a sense of privacy and solitude, reading nooks, think pods, and sensory paths can provide a private enclave.

(continued on page 21)

What is Transportation Demand Management? *(continued from page 6)*



Parking Demand – Free parking is not free. Take an in-depth look at what your true costs to provide parking to your employees are. Performance-based pricing allows employers and public jurisdictions to manage parking supply and demand. Explore a variety of parking pricing strategies before making that decision to offer free parking or pricing too low. Strategic parking pricing, commuter parking options, ride-share programs, carpool options, and transit options can reduce the number of parking spaces required for a business, city or campus.



Transit Demand – Why don't more people use public transit? Efficiency, lost time, consistency, and convenience are all elements of transit systems that need to be continuously evaluated. Transit ridership is tracked by occupancy counters and other technologies. You can harness this data alongside community outreach to pinpoint the small details that can be the cause of commuters not utilizing public transit. All too often we see businesses offering private standalone shuttle systems within their communities to supplement public transit. You can enhance these systems by partnering with your community to create a 'first mile/last mile' system that works for your commuters.



When it comes to tackling these issues and implementing effective TDM strategies, you're not alone. Transportation Management Companies and Engineering Firms, such as French & Parrello Associates (FPA) can provide you with an effective and concise Transportation Demand Management Plan, which includes elements such as parking demand management, economic development, rideshare and commuter incentive programs, shuttles, and maximizing grant opportunities. Additionally, organizations like the Association for Commuter Transportation (ACT) strive to raise awareness of TDM and the potential it holds for improving our quality of life. In fact, ACT members represent the full spectrum of TDM, including state

(continued on page 17)





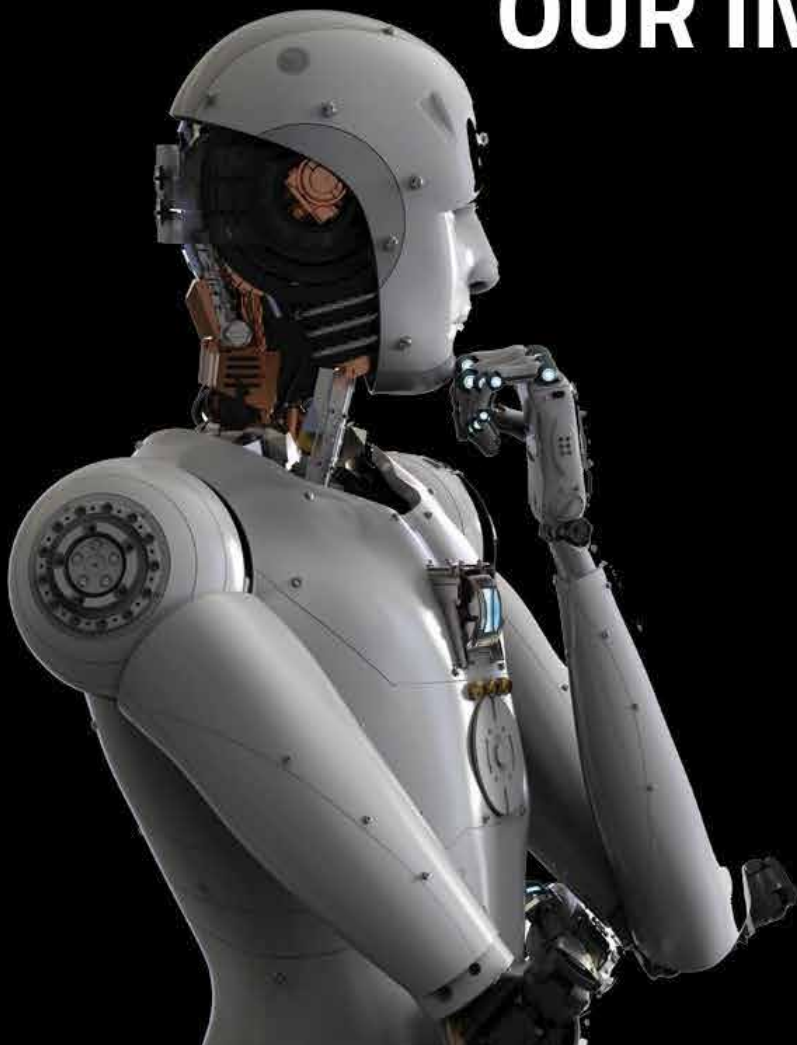
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What is Transportation Demand Management?

(continued from page 15)

& local governments and agencies, universities, transportation technology providers and more. They also strive to raise awareness through legislation, in order to codify TDM in federal transportation policy and make it a key strategy for addressing our nation's transportation and infrastructure challenges. So far they've been successful with the inclusion of TDM definitions and strategies in the INVEST in America Act, and the introduction of ACT's MORE Through TDM Act.

Ultimately, TDM is all about creating a behavioral change in students, employees and citizens, by providing convenient, affordable, and flexible options to them. Fortunately, modern-day technology is facilitating this behavioral change faster than ever before and the data available is allowing us to dig deeper into finding solutions that do not require major infrastructure investments.



About the author: Sara Irick is a TDM Certified Professional and was recently awarded the 40 under 40 Award by the Association for Commuter Transportation for her work with Lehigh University on their campus-wide master plan called "Connections". ACT is the premier association for transportation demand management professionals and fosters a community of sharing best practices & research, professional development, and networking. Learn more at www.actweb.org.

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NJ Wind Port Breaks Ground

The SNJDC was invited to attend the groundbreaking ceremony for the NJ Wind Port in Lower Alloways Creek, Salem County. The Wind Port will be the nation's first purpose-built offshore wind marshaling port, positioning New Jersey as a hub for the U.S. offshore wind industry.

The event featured the signing of a project labor agreement between the construction manager, AECOM Tishman, and the United Building Trades Council of Southern New Jersey AFL-CIO. The SNJDC is thrilled to support the AECOM Tishman team and look forward to the development of the NJ Wind Port, a project that will significantly enhance our region's economy and further the state's commitment to achieving our renewable energy goals.

The groundbreaking featured Governor Phil Murphy, who was joined by U.S. Secretary of Labor Marty Walsh, U.S. Congressman Donald Norcross, Senate President Steve Sweeney and the teams at the New Jersey Economic Development Authority, elected officials, union leaders, environmental advocates, private sector partners, and representatives of the offshore wind industry.

The first-in-the-nation infrastructure investment will provide a location for essential staging, assembly, and manufacturing activities related to offshore wind projects up and down the East Coast. The most significant economic investment in South Jersey in decades, the New Jersey Wind Port has the potential to create thousands of manufacturing, assembly, and operations jobs, as well as hundreds of union construction jobs in New Jersey.



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Virtual Banking Safety (continued from page 9)

Follow these tips to ensure your online banking experience is as safe as possible:

When visiting your bank online, avoid clicking on links that you may have received via email or text. Instead, make sure you always type the bank's website into your browser. You'll know your bank employs web page encryption by looking for "https" at the beginning of the website address.

Never access your bank's website or app unless you are on a secure, password-protected WiFi network (or using your cell phone's data connection). Public WiFi networks offered by your gym or the local coffee shop are convenient, but hackers can more easily access your device and steal your personal information while you're connected.

Always keep your login information secure. Avoid using the options some websites give to save your usernames and passwords. Doing so will enable anyone who uses your computer or mobile device after you to access your bank accounts. Change your passwords regularly and use different passwords for each of your online accounts. Make sure you use hard-to-guess passwords that have a combination of uppercase and lowercase letters, numbers and symbols.

Use your bank's app or website to log in to your account regularly to check your account balances to verify there are no unauthorized charges. Gone are the days when you had to wait to receive your monthly account statement to check over your transaction history. If you see suspicious activity, change your password and call your bank right away. If your bank offers to send you text or email alerts when large transactions are made on your accounts or when your balance drops below a set amount, you should opt-in.

Install anti-virus software that prevents, detects and removes malicious programs. Make sure you keep this software up-to-date on all devices that you use to access your bank accounts.

Your bank has a responsibility to use industry-standard security technology to combat cybersecurity threats and ensure the security of your funds and your personal data. You, as an account holder, also play a critical role in making sure your accounts are protected. Hopefully, these virtual banking safety tips will help you to do so.



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Pedestrian Safety Improvements Slated for Intersection in Princeton

(continued from page 10)

are visually impaired, and the bulb-outs will provide both safety and operational benefits. They provide a safe pedestrian refuge area, increase the available pedestrian capacity, improve sight distances to vehicular traffic, and reduce the pedestrian crossing length.

These safety measures provide great benefit to locations in urban settings with high pedestrian traffic volumes, particularly when located among small businesses and other pedestrian trip generators. Safe routes enable users to travel stress-free, promote a communal friendly environment, enable community interactions, from which a boost to the economy in these business districts may be realized.



School Architecture and Wellness: 7 Steps to Improve Student Health

(continued from page 14)

6. Be Mindful of Color Selection

The use of colors in a building can have a positive or negative impact on student mentality. Arousing hues such as red, orange, or yellow stimulate attentiveness, while passive hues such as green and blue may keep students calm. Colors can also serve a functional purpose by providing wayfinding schemes within the building.

7. Ventilation and the Covid-19 Factor

Since the onset of COVID-19, LAN's standard of HVAC design for projects includes the most up-to-date recommendations from the CDC and ASHRAE: higher levels of filtration, air purification technology, and the ability to increase outside air when needed. None of these design recommendations are code required (yet) but have been proven to minimize the spread of viruses in buildings.



LAN Associates is a full-service architecture and engineering design firm that primarily services K-12, higher education, municipal, commercial, ecclesiastical, and private clients. The firm was founded in 1965, and is based in Midland Park, NJ, with offices in Goshen, NY, Voorhees, NJ, and Bethlehem, PA.



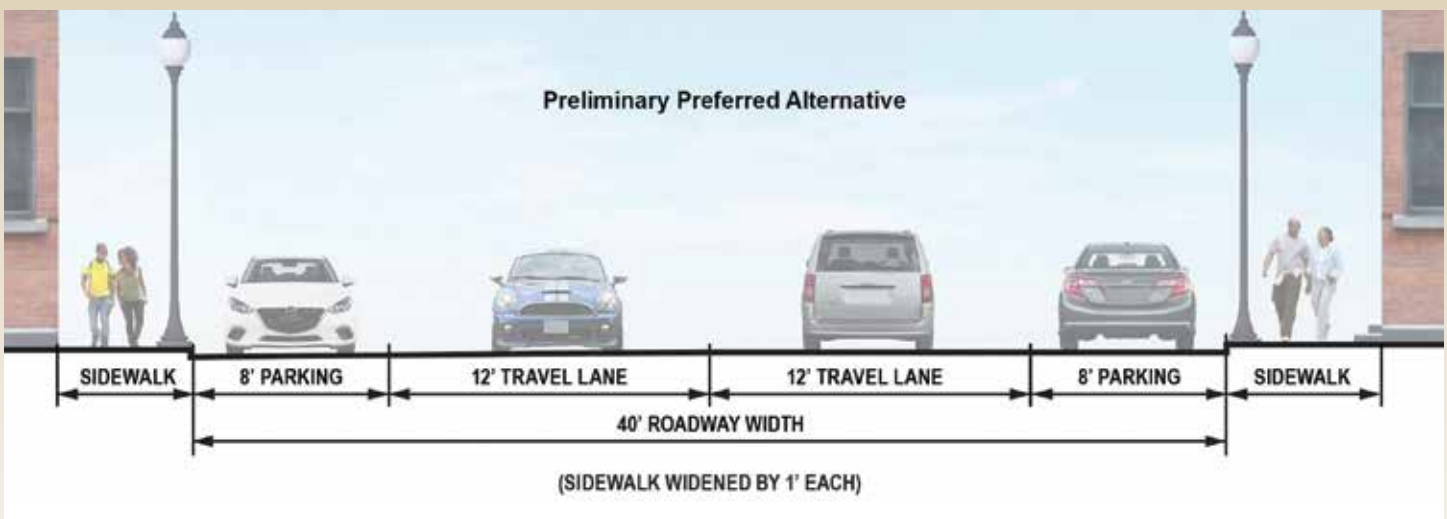
Laying the Foundation for a Renewed Haddon Avenue

(continued from page 7)

Camden County and GPI developed three alternatives for improving Haddon Avenue and shared these with the community. Overwhelmingly, the community selected a Preliminary Preferred Alternative that maintains parking on both sides of Haddon Avenue and provides for wider sidewalks.

Under the Preliminary Preferred Alternative, the existing concrete pavement will be replaced. Curb extensions often called curb bump-outs, will be

added at intersections where feasible to improve pedestrian safety. Traffic signals will be upgraded to current design standards with pedestrian signal improvements. Opportunities to provide green infrastructure (planters), street trees, street furniture and decorative street lighting will be considered as the project is further developed. The figure below provides a typical street cross-section.



As Concept Development for the roadway was being completed, Camden County, in partnership with the City of Camden, also completed a Redevelopment Plan for the Haddon Avenue Corridor. A key objective of the plan is to promote transit-oriented development. As the Haddon Avenue reconstruction project progresses, the goals and objectives of the redevelopment plan will be integrated into the roadway design.

Camden County recently selected GPI to lead the Preliminary Engineering and Final Design of the project. The GPI design team includes PS&S, KMA Consulting Engineers, Inc., and Camden Community

Partnership. Major challenges during design include addressing the existing combined sewer system through the project limits, coordinating with utility companies as the pavement is reconstructed and traffic signals are replaced, and minimizing disruption to residents and businesses during construction.

Camden County and the GPI Team, in coordination with the City of Camden, are committed to continued engagement with all of the project's stakeholders as we advance design and ultimately Haddon Avenue's revitalization.



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The Electric Aircraft Revolution

It's the Jetsons! Those who are becoming aware of the global phenomenon known as Urban Air Mobility might envision this. But actually, at this point in time, flying family cars are at least many years away. Air Mobility, which is a decades-old concept of a light-duty aerial transport system, was given a big push in 2016 when Uber created their aerial platform Elevate, which built upon theories advanced by NASA and academia, to provide a system of aerial passenger transport using all-electric powered aircraft flying riders across urban centers to save time, reduce airborne emissions, and help relieve ground traffic congestion. Anticipating on-demand ridership, Uber envisioned moving passengers over the larger cities or across urban centers, greatly reducing travel time for commuters.

The idea had such energy and promise behind it, that in the intervening years, we've seen the FAA study the development of regulations for the industry, and NASA perform, among many cross-cutting efforts, research into airspace provisions, holding seminars and workshops on a wide range of Air Mobility topics, and offer aircraft and system testing facilities to manufacturers.

As of July of this year, there were over 300 firms in various stages of aircraft development for Air Mobility; currently, there are anywhere between 10 and perhaps as many as 18 manufacturers with aircraft of their own design preparing for FAA certification, depending on the reporting source.

Of utmost importance is the process of aircraft certification, administered by the FAA, which is a rather lengthy and costly experience. The FAA will also issue regulations for aerial operations, airspace structure, Vertiport design and layout (Vertiport is the name

given to what will be skyports – similar to heliports except having enhanced passenger terminal facilities, battery recharging, and its own FAA certification), and other federally-mandated regulations designed to promote safety and security.

There are a host of items that are necessary to bring this nascent aviation industry – some call a revolution – into being; government regulation (in parallel with existing regulations); state and local government regulation including zoning – many will need education in this area; financial investment; regional utility input for high-energy electrical provision for cost and availability; an airspace review to ascertain ease or difficulty of injecting a new low-level aerial operation into the National Airspace System (NAS); and perhaps more than anything – public acceptance, which is critical to advancing the system. It is the burden of both government and industry to prove to the Country's citizens that Urban Air Mobility is indeed proven safe, secure, reliable, cost efficient, and accessible by all travelers.

And so, yes, there are many obstacles to overcome in seeing Air Mobility advance into an operational state, but this is simply the process that has to take place. Aviation has seen numerous eras and advancements since the time of the Wright Brothers, and this will continue. Our future does indeed include an adjunct aerial transportation system for all of us, using electric aircraft capable of operating from the ground, from atop buildings, and from along the waterside, in a variety of arenas, such as passenger transport, light freight and cargo, observation and news, law enforcement, medical services, first responder, and other roles that lie between those services currently provided by helicopter and drones.



Our future lies before us; let's educate ourselves to realize its full potential.

Cross County Connection TMA...

(continued from page 2)

Laying the groundwork for EV infrastructure has significant costs. New Jersey has grant programs open to private business that can help. NJDEP's It Pay\$ to Plug-In program provides grants for Level I, Level II and DC Fast Chargers. In addition, PSE&G and Atlantic City Electric will soon launch a charging station grant program that includes money for commercial charging customers.

Want to learn more about EVs? Cross County Connection is here to help! We help local businesses with implementing charging stations. Our organization stays up-to-date on best practices and has connections to the state agencies and organizations that will guide you through funding and installing charging stations.

Cross County Connection is the designated Transportation Management Association (TMA) for the seven-county southern New Jersey region: Atlantic, Burlington, Camden, Cape May, Cumberland,

Gloucester and Salem. Cross County Connection assists local governments, schools, businesses, social service organizations, residents and employees with mobility needs by fostering the implementation and use of sustainable transportation modes.

Cross County Connection TMA was formally incorporated in 1989 through the efforts of a group of southern New Jersey business leaders, local government officials, and representatives from the New Jersey Department of Transportation (NJDOT) and New Jersey Transit Corporation (NJ TRANSIT) to address mobility issues in the region and reduce the number of vehicles on state and local roadways. Today, Cross County Connection is a full-service transportation organization offering a wide variety of programs, services, and resources to southern New Jersey businesses, local governments, schools, residents, and employees.



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Since 2019, PS&S has been a thought leader for Air Mobility consultation, planning, design, and airspace review in support of the UAM community.



Photo credit: NASA

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