

## CASE FOR SUPPORT

# Public transportation is a connective tissue that keeps our economy running.

Accessible public transportation enables parents to get to work and families to access food, medical care and more. Without access to public transportation, fully engaging with our communities becomes challenging.

**Greater Bridgeton Area Transit (GBAT)** serves as a lifeline for residents to access essential services and reach greater economic opportunities. In turn, this enables communities to establish a higher quality of life and achieve their full potential.



# Connecting Our Communities

Since 2012, GBAT has provided residents of the Greater Bridgeton Area of New Jersey with a safe, family-friendly and reliable public transportation option. For a donation fare of just \$1, families can access the employment, education, medical, shopping, recreation and faith-based activities they need to thrive day-to-day.

GBAT is made possible by a unique public-private partnership spearheaded by Gateway Community Action Partnership and the Cumberland County Department of Workforce Development. The partnership brings together the strengths of local leaders committed to positively impacting the economic vitality of Greater Bridgeton through equitable access to public transportation. **We are united by our common goal to bring greater personal and professional opportunities to the families of Southern New Jersey.**

## OUR ADDITIONAL PARTNERS INCLUDE:



**“The GBAT bus helped me in my time of need. Riding the bus was a way for me to get to work, to the grocery store, and to become independent without asking people for rides.”**

*— Casey N., passenger*



# Transforming Our Neighborhoods

GBAT began providing services in response to community concerns that a lack of public transportation was holding families back from accessing essential, daily services. Before our existence, those without a car had few options to travel the long distances, on roads without sidewalks, between rural communities in the Greater Bridgeton area.

**Since GBAT was introduced, communities and businesses along the route have found new life.**

## Shuttle Benefits



**Spans the Greater Bridgeton area reaching a total of 26 stops**, connecting McCormick Place to Pearl Street and Broad Street shopping centers throughout the day.



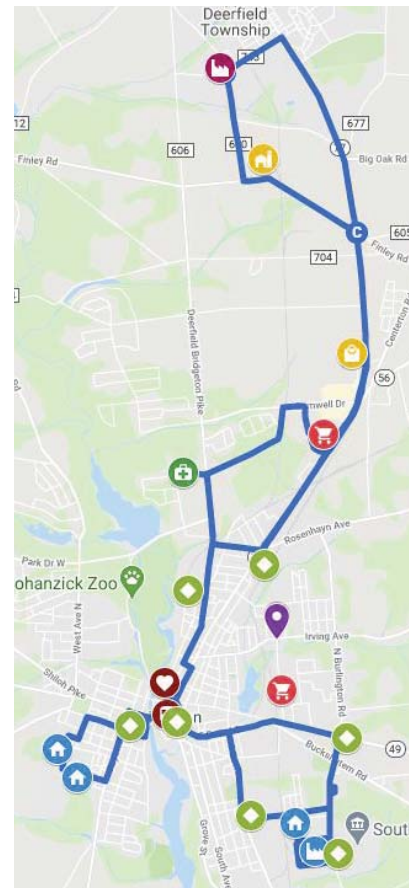
**Low-cost donation fare** of \$1.



**Connection to other statewide public transportation services**, including NJ Transit Route 553, NJ Transit Route 410 and Landis Avenue Xpress Route.



**Inform passengers of local services** including food pantries, utility assistance, and voter registration, while aboard and via newsletter.



## Why Invest in Public Transportation

Data from the American Public Transportation Association shows that public transportation transforms communities and the lives of the people living in them by spurring economic development, promoting sustainable lifestyles and providing a higher quality of life.

- A total of 87% of trips on public transit **have a direct impact on the local economy.**
- Every \$1 invested in public transportation **generates \$4 in economic returns.**
- Every \$1 billion invested in public transportation **supports and creates more than 50,000 jobs.**
- Every \$10 million in operating investment **yields \$32 million in increased business sales.**
- Home values in areas located near high-frequency public transit **performed 42% better than other areas.**

# OUR IMPACT



**15,760**

Average number of bus riders annually



**43**

Average number of daily bus riders



**135,600+**

Passenger rides provided since 2012

## Delivering Essential Services

Findings from a 2020 NJ TRANSIT survey confirm the importance of public transit to South Jersey's long-term recovery from the COVID-19 pandemic.

- **Getting essential workers to jobs:** 81% of South Jersey bus riders self-identify as essential workers.
- **Meeting demand:** South Jersey buses, including the Pureland East-West Community Shuttle, retained on average 33% more of their ridership during the stay-at-home orders in spring 2020 compared to larger regional transit systems (NJ TRANSIT, PATCO, and SEPTA).



“The GBAT bus has been a godsend. I live in low-income housing, and I have a disability. It’s convenient for me to be able to walk across the street to catch the bus.”

— Delry Williams, passenger





## Take Action

The GBAT shuttle provides a critical link between Bridgeton area residents and the everyday activities they rely on. Investing in the shuttle means investing in our community's economic vitality for years to come.

**JOIN US** in maintaining this critical service so all of New Jersey's families can reach their full potential.

Annual fundraising goal:  
**\$250,000**

**The ability to travel from Point A to Point B is easy to take for granted until it's difficult. Greater Bridgeton Area Transit exemplifies the critical role transportation plays in our day-to-day lives. Our Foundation is proud to support their work keeping the greater Bridgeton area up and running as COVID restrictions ease.**

— *Frances P. Sykes,*  
*President,*  
*Pascale Sykes Foundation*



**Contact us today.**

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