



WHO WE ARE

Public transportation is a lifeline to greater economic opportunity and higher quality of life for many families across New Jersey. For a donation fare of just \$1 per ride, Greater Bridgeton Area Transit (GBAT) provides residents of the Greater Bridgeton area with a safe, family-friendly and reliable public transportation option. Thanks to the freedom and mobility offered through our services, families can access the employment, education, medical, shopping, recreation and faith-based activities they need to thrive day-to-day.

GBAT began providing services in 2012 in response to community concerns that lack of public transportation was holding families back from accessing essential, daily services. Prior to our existence, families without a car had few options to travel the long distances, on roads without sidewalks, between rural communities in the Greater Bridgeton area. Since the introduction of GBAT, communities and businesses along the route have found new life.



COMMUNITY PARTNERSHIP

GBAT is the result of a hybrid collaboration bringing together a range of public and private partners, as well as for-profit and non-profit entities, committed to bringing greater personal and professional opportunities to the families of Southern New Jersey.

Gateway Community Action Partnership and the Cumberland County Department of Workforce Development apply their collective expertise to spearhead implementation of the program. Our partners include The Pascale Sykes Foundation, NJ TRANSIT, JARC, Revive SNJ, United Advocacy Group and many others.

CONNECTING OUR COMMUNITY

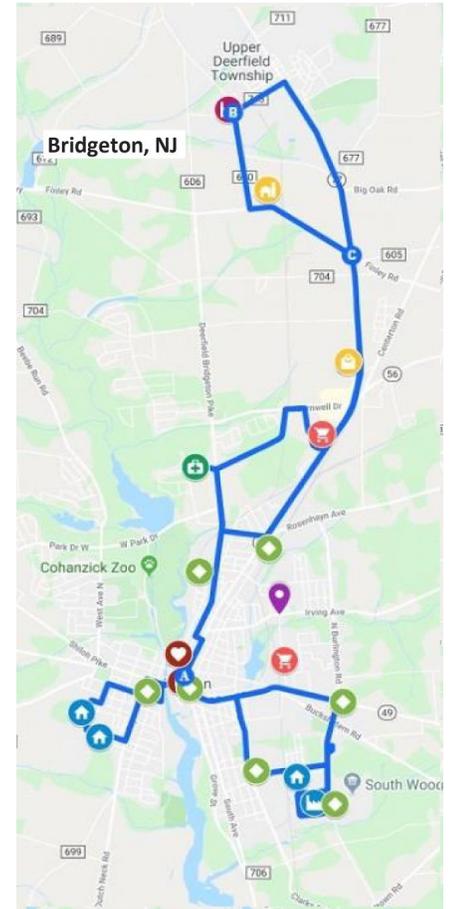
GBAT provides a daily shuttle including 26 stops connecting McCormick Place to Pearl Street and Broad Street shopping centers throughout the day.

Due to growing demand, and the generosity of our donors, GBAT expanded in 2018 to include additional bus stops through downtown Bridgeton and out to commercial areas in the northern suburbs.

5 BENEFITS OF 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.

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



“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 Nothnick

OUR IMPACT



15,760

AVERAGE NUMBER OF BUS RIDERS ANNUALLY

43

AVERAGE NUMBER OF DAILY BUS RIDERS

OUR RESILIENCE

As a result of the COVID-19 pandemic, access to essential services became even more important for families in our area. Our team quickly adapted to maintain our services by:

- Reducing ridership to maintain social distancing
- Requiring face masks
- Providing safety kits to riders including mask, gloves and hand sanitizer

“I was walking to work from my home and someone handing out GBAT schedules pointed out that the bus route near my home would allow me to get to my job on time without rushing. I’ve been riding the bus ever since.”

— Toshera B.

Take Action

Every segment of society benefits from greater investment in public transportation. Join us in keeping this essential service running so families can reach their full potential.