

PURELAND COMMUNITY

by: Patrick Farley, Sr. Land Use and Transportation Planner

People in and around Gloucester County have a new way to get around. The Pureland East-West Community Shuttle began operations on June 1st. The shuttle fills an important gap in the county's public transportation network, providing a connection between some of the county's largest population centers in the west, to job opportunities, located within the Pureland Industrial Complex, in the east. In addition to the Pureland Complex, the service will provide a means to reach medical services, shopping centers, schools, and other sizable employment centers, such as Rowan University, Eastern Pro-Pak, and the future site of Liscio's Bakery in Glassboro.

Previously, the only public transit options available in Gloucester County traveled north and south through the county, in and out of the major transit hubs of Philadelphia and Camden. The only options to reach the Pureland Industrial Complex, the largest industrial park in New Jersey, were NJ Transit's 402 bus service, travelling between Philadelphia and Pennsville in Salem County, and SJTA's

Pureland Shuttle, traveling between Camden and the Pureland Complex. There was no means of public transportation for residents of some of the county's largest population centers of Williamstown, Glassboro and Swedesboro to reach job opportunities within Pureland Complex's 180 companies.

The route is 26 miles long, travelling between the Avandale Park & Ride, in neighboring Camden County, and Pureland Industrial Complex with stops along the way in Williamstown, Glassboro, Mullica Hill, and Swedesboro. The fare will only be \$1, providing an economical travel option for lower income residents, who may not have access to a car, to reach important destinations. The route also connects with 11 NJ TRANSIT buses and offers a reciprocal transfer agreement, where a free transfer from the Pureland East-West Community Shuttle gets you a one-zone ride on a connecting NJ TRANSIT Route, and a transfer purchased on a NJ TRANSIT bus al-



EAST ← WEST COMMUNITY SHUTTLE

allows you to pay no additional fare to use the shuttle. The schedule was timed to synch with existing NJ TRANSIT routes to the greatest extent possible, providing 135 total connections to and from NJ TRANSIT bus service, with wait times 15 minutes or less. This expands the geographic reach of the shuttle, allowing ridership to reach destinations throughout Gloucester County, South Jersey, and beyond, with limited delay.

In advance of the June 1st start of service, the shuttle was already receiving a positive reception. According to Gloucester County Freeholder Director Bob Damminger, the shuttle “is popular before it’s even started.” Citing the heavy volume of calls his office has fielded since news of the new shuttle service broke, Freeholder Damminger has personally spoken with residents who say they will be able to keep their jobs because of the new transit service. NJ TRANSIT Executive Director, Veronique Hakim,

spoke highly of the service stating “NJ TRANSIT is always pleased to support forward-thinking community initiatives that will provide greater access to our transportation system. This new shuttle service is clearly a tremendous benefit to area residents and we enthusiastically applaud its establishment.”

The Pureland East-West Community Shuttle is another project resulting from collaboration between Cross County Connection and The Pascale Sykes Foundation. The two organizations previously worked together to implement the English Creek-Tilton Road Community Shuttle in Atlantic County, now in its third year of operation. The Pureland East-West Community Shuttle also includes a number of other collaborators including, Gloucester County, South Jersey Transportation Authority (SJTA), NJ TRANSIT, United Way of Gloucester County, and Heart of Gloucester County. **For more information on the shuttle, contact Cross County Connection at 856-596-8228, or SJTA Customer Service at 856-614-1072.**

