# **PARTNER TOOLKIT for the Commuter Survey for the Atlantic City Rail Line service area**

DVRPC CONTACTS

Alison Hastings, Associate Director, Communications & Engagement, Delaware Valley Regional Planning Commission (DVRPC), ahastings@dvrpc.org, 856-278-9122 (cell)

Greg Krykewycz, Associate Director, Multimodal Planning, DVRPC, gkrykewycz@dvrpc.org

Kendra Nelson, Planning Associate, DVRPC, knelson@dvrpc.org

PURPOSE DVRPC and NJT are conducting a two-part surveying effort to better understand people’s commuting needs along the Atlantic City Rail Line, with a possible outcome to be improved transit service in this area.

INSTRUCTIONS Below is sample text for a variety of outreach methods to be used by you and your network to help spread the word about this survey targeted at commuters in the Atlantic City Rail Line service area.

TENTATIVE TIMELINE

March 5, 2021 - DVRPC Launched Employer Survey

Throughout March 2021 - DVRPC promotes Employer Survey on social media.

April 1st, 2021 - DVRPC Launches Commuter Survey

Commuter & Employer Survey closes on Monday, May 17, 2021

PROMOTIONAL MATERIALS

RESOURCES

Social Media Graphics available via this [google drive folder](https://drive.google.com/drive/folders/1xBL0sbhC-bbpOotAwyngwrdVnqOxHNp-)

Project Webpage: https://dvrpc.org/acrlsurvey

PARTNERSTag DVRPC and NJT so we can all share, repost, and retweet.

@DVRPC, @NJTransit

SAMPLE SOCIAL MEDIA TEXT- WRITTEN FOR TWITTER

Work along the [@NJTransit](https://twitter.com/NJTRANSIT)'s Atlantic City Rail Line? The train stops at 30th St Station in Phila, [@PennsaukenTwp](https://twitter.com/PennsaukenTwp) , [@CherryHillTwp](https://twitter.com/CherryHillTwp), [@Town\_Hammonton](https://twitter.com/Town_Hammonton), [@VisitAC](https://twitter.com/VisitAC) and in between. Take a survey, enter to win $100 gift card[hdvrpc.org/acrlsurvey](http://dvrpc.org/acrlsurvey)

Enter to win a $100 gift card by taking a survey. Help @DVRPC @NJTransit better understand commuter needs along the Atlantic City Rail Line corridor. [dvrpc.org/acrlsurvey](https://www.dvrpc.org/acrlsurvey)

Know about the Atlantic City Line @NJTRANSIT\_ACRL? It runs from Philadelphia’s 30th St Station with stops in @PennsaukenTwp, @CherryHillTwp, @Town\_Hammonton, Egg Harbor City, and Absecon. Take a survey to help @NJTransit @DVRPC better understand commuter needs. [dvrpc.org/acrlsurvey](https://dvrpc.org/acrlsurvey)

[@njcrda; @downtownhammonton; @town\_hammonton

Do you think South Jersey needs more transit options? We need business leaders and commuters along the Atlantic City Rail Line corridor to help identify commuter needs. Take a survey at [dvrpc.org/acrlsurvey](https://dvrpc.org/acrlsurvey)

**Camden County**

Hey [@camdencountynj](https://twitter.com/camdencountynj) residents & commuters! Know about the Atlantic City Rail Line? Stops in [@PennsaukenTwp](https://twitter.com/PennsaukenTwp) [@CherryHillTwp](https://twitter.com/CherryHillTwp) [#Lindenwold](https://twitter.com/hashtag/Lindenwold?src=hashtag_click) & [#Atco](https://twitter.com/hashtag/Atco?src=hashtag_click). If you work or live near one of the stations, take a survey to inform schedule changes.<http://dvrpc.org/acrlsurvey>

Hey @camdencountynj residents & commuters! Enter to win a $100 gift card by taking a survey. If you work or live near one of the Atlantic City Rail Line stops in @PennsaukenTwp @CherryHillTwp #Lindenwold & #Atco, take a survey to inform schedule changes. [dvrpc.org/acrlsurvey](https://www.dvrpc.org/acrlsurvey)

**Atlantic City/Atlantic County**

Work @atlantiCareNJ @borgataAC @ceasarsAC @goldennuggetac @TheOceanAC @NJCasinoControl @TropicanaAC @Meet\_AC? Enter to win a $100 gift card by taking a survey. Help @NJTransit better understand commuter needs along the Atlantic City Rail Line corridor [dvrpc.org/acrlsurvey](https://www.dvrpc.org/acrlsurvey)

Hey @atlantic\_county residents & commuters! Enter to win a $100 gift card by taking a survey. If you work or live near one of the Atlantic City Rail Line stops in @GallowayTwpNJ @Meet\_AC, @DowntownHammonton or others, take a survey to inform schedule changes. [dvrpc.org/acrlsurvey](https://www.dvrpc.org/acrlsurvey)

**30th Street Station**

Live in southern NJ and work near 30th St Station in Philadelphia? Know about the Atlantic City Rail Line? Enter to win a $100 gift card by taking a survey. ACRL stops in [@PennsaukenTwp](https://twitter.com/PennsaukenTwp) [@CherryHillTwp](https://twitter.com/CherryHillTwp) [#Lindenwold](https://twitter.com/hashtag/Lindenwold?src=hashtag_click) & [#Atco](https://twitter.com/hashtag/Atco?src=hashtag_click). [dvrpc.org/acrlsurvey](https://www.dvrpc.org/acrlsurvey)

### Social Media Accounts

Municipalities with or near train stations

* NJ Transit
	+ Twitter: @NJTransit @NJTRANSIT\_ACRL
	+ Facebook: @ NJ Transit
	+ Instagram: @njtransit
* Atlantic City
	+ Twitter: @VisitAC,@NJTRANSIT\_ACRL, @AtlanticCityGov,
	+ Facebook: @ Do Atlantic City
	+ Instagram: @doac
* Pennsauken
	+ Twitter: @PennsaukenTwp
	+ Facebook: @Pennsauken
	+ Instagram: @pennsaukentwp
* Cherry Hill
	+ Twitter: @CherryHillTwp
	+ Facebook: @ Cherry Hill Township
	+ Instagram: @cherryhilltwp
* Hammonton
	+ Twitter: @Town\_Hammonton
	+ Facebook: @ Town of Hammonton
	+ Instagram: @townofhammonton
* Egg Harbor City
	+ Facebook: @Egg Harbor Township Government
	+ Instagram: @eggharborcity
* Voorhees
	+ Twitter: @VoorheesTwp
	+ Facebook: @ Voorhees Township
	+ Instagram: @vorheestwp