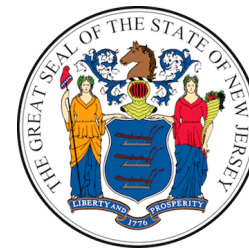


# NEW JERSEY TRANSPORTATION & LOGISTICS



**NJ**EDA

**choose:**  
newjersey



My vision is for New Jersey to lead as the tech-enabled Transportation & Logistics Hub of the East Coast

- Phil Murphy  
Governor

# Why choose NJ for TRANSPORTATION & LOGISTICS?



## World-class location and infrastructure assets

- ▶ Reach 40% of US consumers within a 1-day drive of New Jersey
- ▶ Be centrally located and connected to the Northeast Corridor with access to the globe through ~600 nonstop flight destinations<sup>1</sup>
- ▶ Take advantage of a robust rail and road network, the largest port on the East Coast and best-in-class digital infrastructure



## Best-in-class transportation ecosystem

- ▶ Join the leading transportation & logistics players who are doubling down in New Jersey
- ▶ Access emerging tech-enabled companies and Test and scale next-generation innovations in the ideal transportation-tech laboratory
- ▶ Accelerate your growth with Governor Murphy's pro-growth agenda and commitment to transportation



## Dynamic workforce at the ready

- ▶ Access a deep pool of 420,000+ transportation and logistics workers across the full value chain
- ▶ Spur tech-enabled innovations by hiring from 490,000+ tech workers
- ▶ Get access to a talent pool that is highly diverse and truly global



## A place for every employee

- ▶ Offer employees access to the #1 ranked pre-K-12 education system in the nation
- ▶ Provide employees with a choice of commutable city, small town, country, and coastal living
- ▶ All this at a fraction of the cost of New York and Philadelphia – and just a short train ride away

<sup>1</sup> Includes Newark Liberty International Airport, Philadelphia International Airport, John F. Kennedy International Airport, and LaGuardia International Airport

# WORLD-CLASS LOCATION AND INFRASTRUCTURE ASSETS



**40% OF THE US  
WITHIN A 1-DAY  
DRIVE**



**AT THE HEART OF  
THE NORTHEAST  
CORRIDOR WITH  
ACCESS 6 AIRPORTS,  
3 INTERNATIONAL**



**RAIL AND ROAD  
NETWORKS  
CONNECTING MAINE  
TO FLORIDA WITH  
THE #1 PORT ON THE  
EAST COAST IN THE  
#1 DIGITALLY-  
CONNECTED STATE**

**40%**  
of the entire  
US pop. within a  
**1-day**  
driving  
shift



# 38 million

Consumers within a 2-hour drive



There are many benefits of operating in New Jersey. We bring in paper from all over the world, so it's important for us to be near the major ports. We also ship internationally, so we must be close to proficient transportation. We're located less than an hour from airports and New York City.

- **Lisa Hirsh**  
President and CEO  
Accurate Box Company

# At the heart of the Northeast corridor, next to NYC and Philadelphia



Train times from Newark Penn Station



Day trips by train to Washington DC and Boston

**\$2.9 trillion**  
GDP within 150 miles<sup>1</sup>

**36 million**  
consumers<sup>1</sup>  
within 150 miles

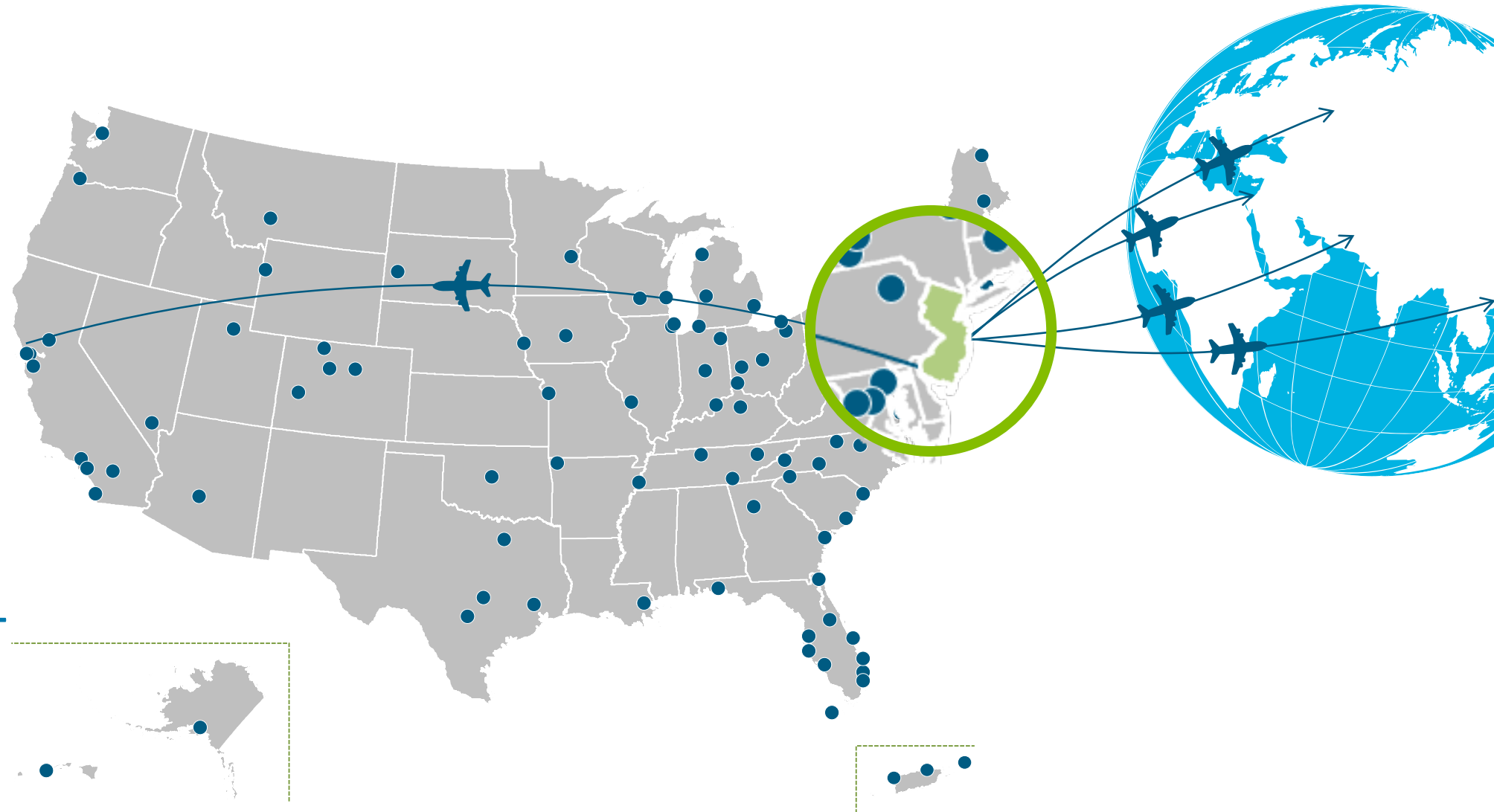
NOTE: All train times referenced from Newark Penn Station

<sup>1</sup> Includes the GDP and population of counties whose centers are within 150 miles of New Jersey

Easy access to employees, clients, and customers across the globe

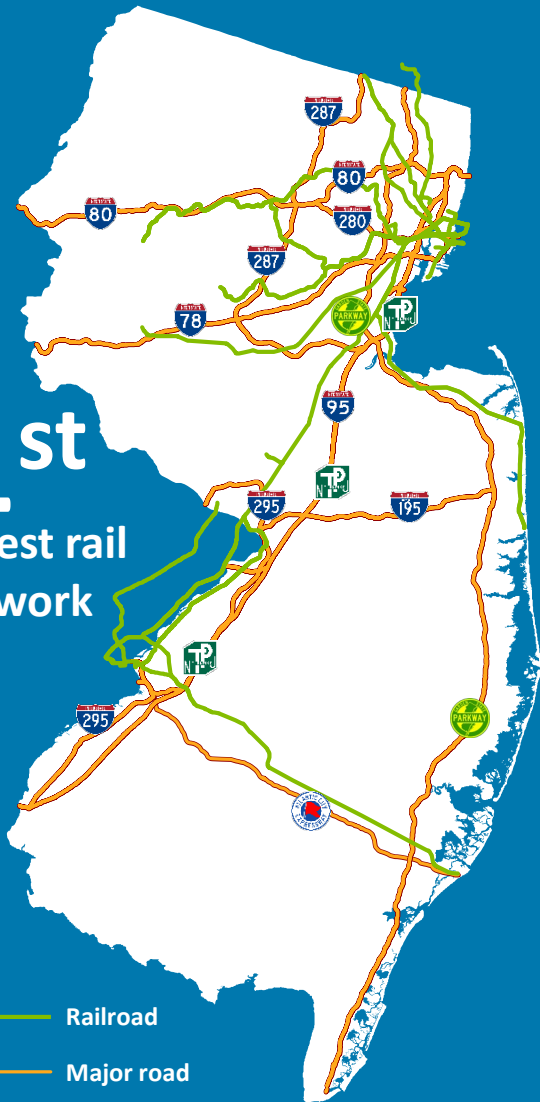
**340+**  
NONSTOP  
DOMESTIC  
DESTINATIONS

**260+**  
NONSTOP  
INTERNATIONAL  
DESTINATIONS



# Extensive rail and road assets support movement across the entire country

**1st**  
densest rail  
network



Access markets from New England to Florida



Connects to Midwest and West Coast



Bisects the state from East to West, supporting ~3 million trucks each year



Supports 350+ million train trips annually and 1,000 miles of rail freight lines

**3rd**  
Road network  
in the US<sup>1</sup>

1 Rail and road miles per state land area



# Importing and exporting goods could not be easier for your business



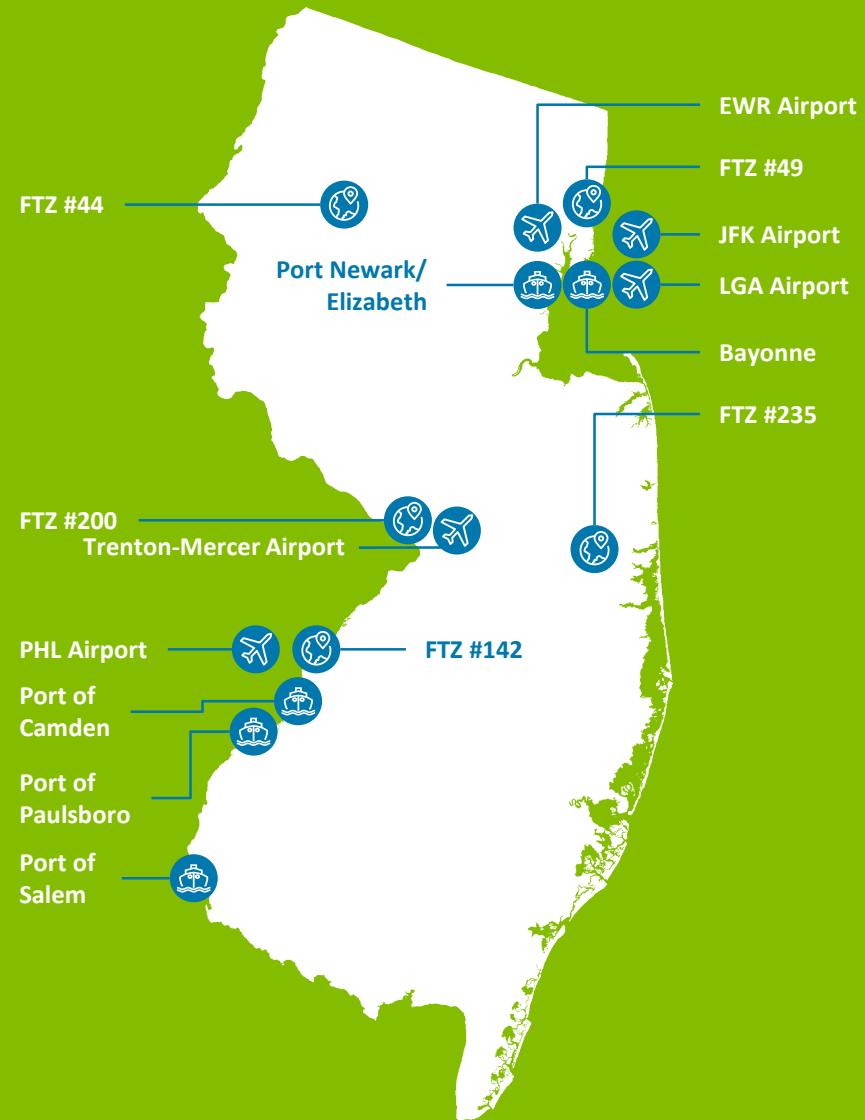
Access 6  
Airports,  
3 International



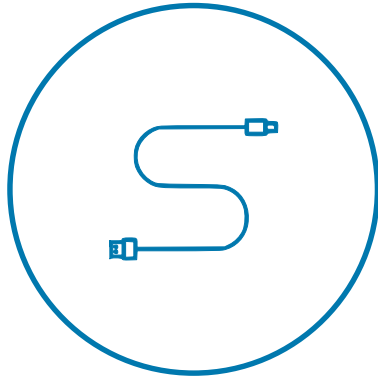
#1 largest port  
on the East Coast



5 strategically  
located Foreign  
Trade Zones  
throughout the  
State





 **Best-in-class Digital Infrastructure**

# #1

---

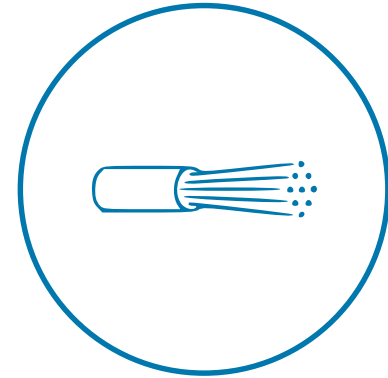
Best Broadband access  
in the country  
(broad coverage, high-speeds,  
and low pricing)



# #2

---

access to a wired  
connect with speeds  
over 100 Mbps+  
(97.7%)



# 67%

---

population with access  
to fiber-optic internet  
(National Avg is 25%)



**BEST-IN-CLASS  
TRANSPORTATION  
ECOSYSTEM**



**HOME TO LEADING TRANSPORTATION &  
LOGISTICS COMPANIES WHO ARE  
DOUBLING DOWN IN NEW JERSEY**

---



**A GROWING TECH-ENABLED TRANSPORTATION  
SECTOR AND A PERFECT TESTBED FOR  
TRANSPORTATION & LOGISTICS INNOVATIONS**

---



**COMMITTED SUPPORT TO FURTHER  
INVESTMENTS IN TRANSPORTATION &  
LOGISTICS**

---

# Operations of leading transportation & logistics companies



SUBARU



KUEHNE+NAGEL



THE PORT AUTHORITY  
OF NEW YORK & NEW JERSEY



13,000+

companies<sup>1</sup>, including  
established players  
and leading  
innovators

<sup>1</sup> Based on number of firms - defined as an organization consisting of one or more domestic establishments in the same state and industry that were specified under common ownership or control

# Industry leaders are doubling down in New Jersey

Expands with 2<sup>nd</sup> NJ operation, 234,000 sq. ft. facility will be their largest distribution center

**Fresh Prepared Meals Provider**



Millstone 8 Logistics Center Announces Development of 1.2-Million-Square-Foot Industrial Complex in New Jersey

**Industrial Developer**



Spread into the Tri-State Area Marks Their Largest East-Coast Expansion to Date.

**Last Mile Provider**



\$20M investment in facilities better serve importers and exporters in this northeast region.

**Global Express Shipping Services**



2021

2022



**3PL-provider**

Opening 410,000 square feet of warehouse space in Newark as part of an ongoing East Bay expansion



**E-commerce Giant**

\$125M Amazon cargo hub — and 1,000 new jobs — coming to Newark airport



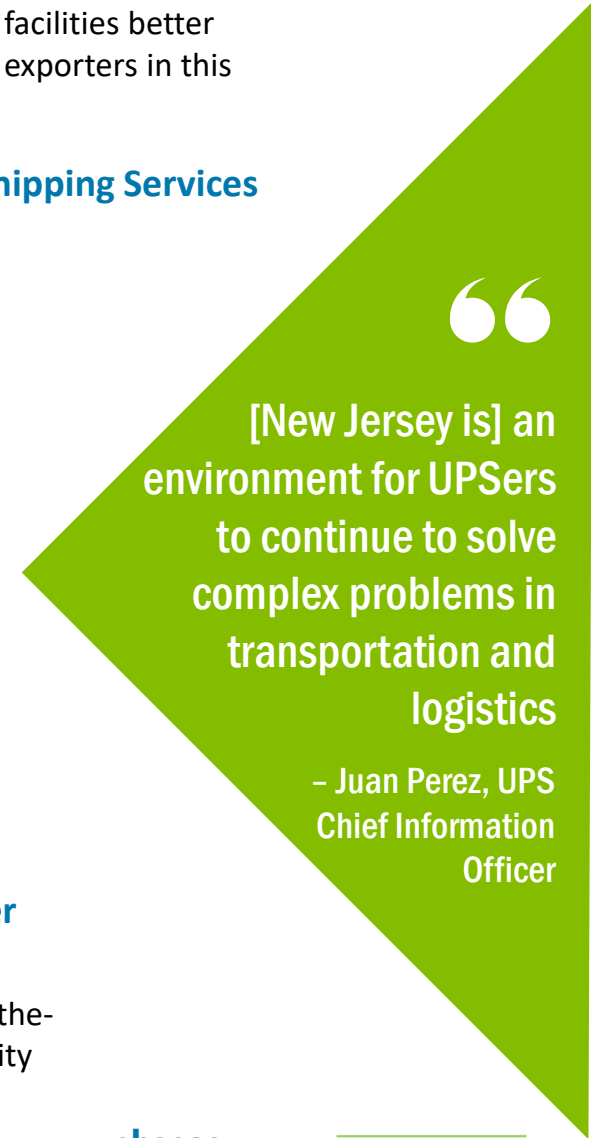
**Logistic Service Company**

Opened a new 76,000-square-foot off-airport air cargo facility five minutes from Newark Liberty International Airport, to process import freight.



**Growing Furniture Retailer**

Opened an ultra-modern 622,230-square-foot state-of-the-art industrial distribution facility in Piscataway, NJ.



[New Jersey is] an environment for UPSers to continue to solve complex problems in transportation and logistics

– Juan Perez, UPS Chief Information Officer

# The emerging transportation tech sector is here

An ecosystem of innovative companies taking root...

...and VCs taking notice

Newark, NJ company raises \$3M+ and partners with BASF.

Chemical Supply Chain Innovation



Short-distance personal e-mobility through bicycles, mopeds, and more raised \$10M. HQ in Edison, NJ.

E-mobility Company



Raises \$11.5M in oversubscribed Series B. HQ in Hoboken, NJ.

Mobile Safety and Analytics Solution



2019

2021

2022

**\$850M+**

in VC investment in transportation technology<sup>1</sup> in the NJ in the past 3 years, over a **4x increase** from prior 3 years

**39%**

of the venture capital in NJ is focused on **supply chain tech**

**Suuchi Inc.**

Supply Chain Technology Platform

\$8M in Series A Funding to Reinvent the Fashion Supply Chain, North Bergen, NJ.



Connected Car

Princeton, NJ AI-driven automotive data services & management platform raises \$5M+.

**Outerspace**

3PL Innovation

Carlstadt, NJ warehousing solution raises \$7.2m in new funding.

**IoTecha**

Smart Charing Firm

BP Ventures invests \$7M. HQ in Cranbury, NJ.

<sup>1</sup> Defined as Industries: Commercial Transportation, Transportation, Logistics / Verticals: Supply Chain Tech, Autonomous Cars, Ridesharing

# Governor Murphy's economic development plan for the future



Investing in **PEOPLE**, including robust workforce supports to train the workers of the future



Supporting **INNOVATION** by creating clear sector priorities and specific programs to support companies within those sectors



Investing in **COMMUNITIES**, including making significant investments in expanding New Jersey's robust infrastructure and invigorating its cities



**MAKING GOVERNMENT WORK BETTER** by reducing the time, cost, and complexity of doing business in New Jersey





**DYNAMIC  
WORKFORCE  
AT THE READY**

**A WORKFORCE  
AT THE READY,  
SUPPORTING  
TRANSPORTATION AND  
LOGISTICS JOBS  
OF TODAY AND TOMORROW**



## Large, accessible, and talented workforce

### Large and accessible talent pool...

~4.4M

Total workforce

#1

state by population density

~1,200

residents per square mile

### ...across a range of talent needs

41%

with bachelor's degree+

~2.6M

high-skilled population<sup>1</sup>

~3M

middle-skilled population<sup>2</sup>

“

Amazon is proud to call New Jersey home. There are a variety of factors Amazon considers when looking to invest in and build a fulfillment center. Some of those factors include a dedicated workforce who will raise the bar on being customer obsessed as well as great local support -- and we've found both in New Jersey

- Rachael Lighty,  
Spokeswoman, Amazon

<sup>1</sup> Bachelor's degree or higher  
<sup>2</sup> High school diploma + Associates degree





Deep pool of  
transportation  
and logistics  
workers at  
the ready



**200,000+**

**Transportation &  
Warehousing  
workers** in the NJ  
region<sup>1</sup>



**1<sup>st</sup>**

In number of  
**Warehouse  
Workers<sup>2</sup>** per  
square mile

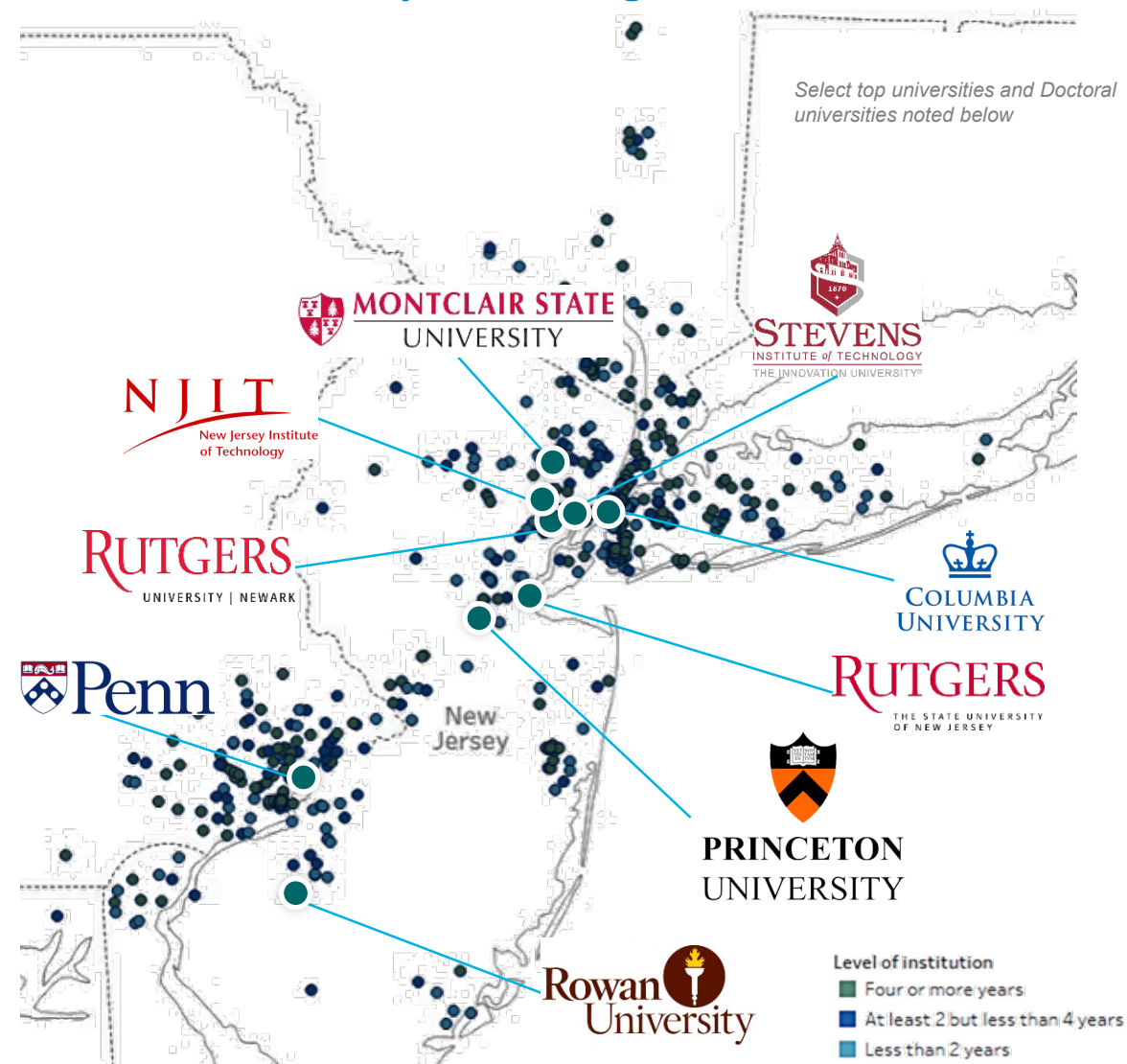


**3<sup>rd</sup>**

In **density of STEM  
Graduates<sup>3</sup>**,  
2019-20

<sup>1</sup> New Jersey region includes New Jersey state, New York-Newark-Jersey City, NY-NJ-PA MSA and Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA | <sup>2</sup> Includes Laborers and Freight, Stock, and Material Movers, Hand workers | <sup>3</sup> STEM includes Computer and Information Sciences and Support Services, Engineering, Engineering Technologies and Engineering-Related Fields, Biological and Biomedical Sciences, Mathematics and Statistics, Physical Sciences, Science Technologies/Technicians

 Access to 150+ premier higher education institutions



**150+**  
institutions in  
the region<sup>1</sup>

**\$7.8 billion**  
R&D expenditures<sup>1</sup>

**25**  
Doctoral  
universities<sup>1,2</sup>

**#1**  
University in the  
country and  
**3 of top 10**<sup>1,3</sup>

1 New Jersey region includes New Jersey state, New York-Newark-Jersey City, NY-NJ-PA MSA and Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA  
 2 Includes universities under Carnegie classification: Doctoral Universities: Very High Research Activity, Doctoral Universities: High Research Activity  
 3 Includes Princeton, Columbia University and University of Pennsylvania

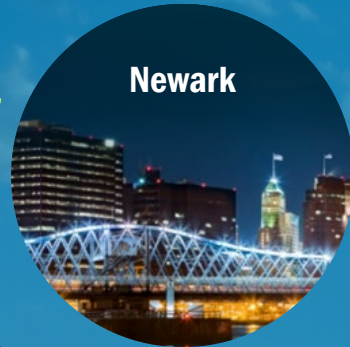


# Diverse talent needed to compete in a globally diverse world



# A PLACE FOR EVERY EMPLOYEE

TRANSIT-RICH, DIVERSE NEIGHBORHOODS



Newark

BUSTLING, GROWING CITIES



Jersey City



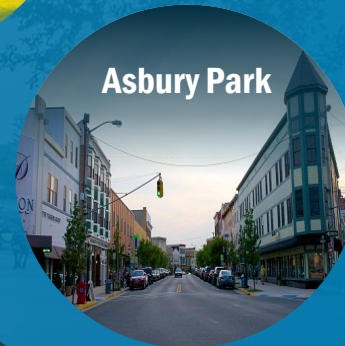
Montclair



Hoboken



Collingswood



Asbury Park



Princeton

ACCESSIBLE, SMALL TOWNS



Ocean City

COASTAL ENCLAVES



A safe and vibrant suburb with incredible schools, world-class dining options, and direct access to New York City



**17**  
miles from  
Midtown Manhattan



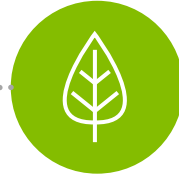
**12**  
student-teacher ratios



**85%**  
bachelor's degree  
or higher



**18**  
Parks and nature reserves



**Top 40** suburb  
in America to raise a family



# The #1 Pre-K-12 education system in the country



**1**

ranked in  
Pre-K-12  
education

Compared to...



**2** of the top 30 school districts



**2** of the top 20 high schools in the US

# A short train ride from New York City but significantly more affordable

If your income in Manhattan is...

**~\$100,000**

after taxes



Moving to Newark would get you...

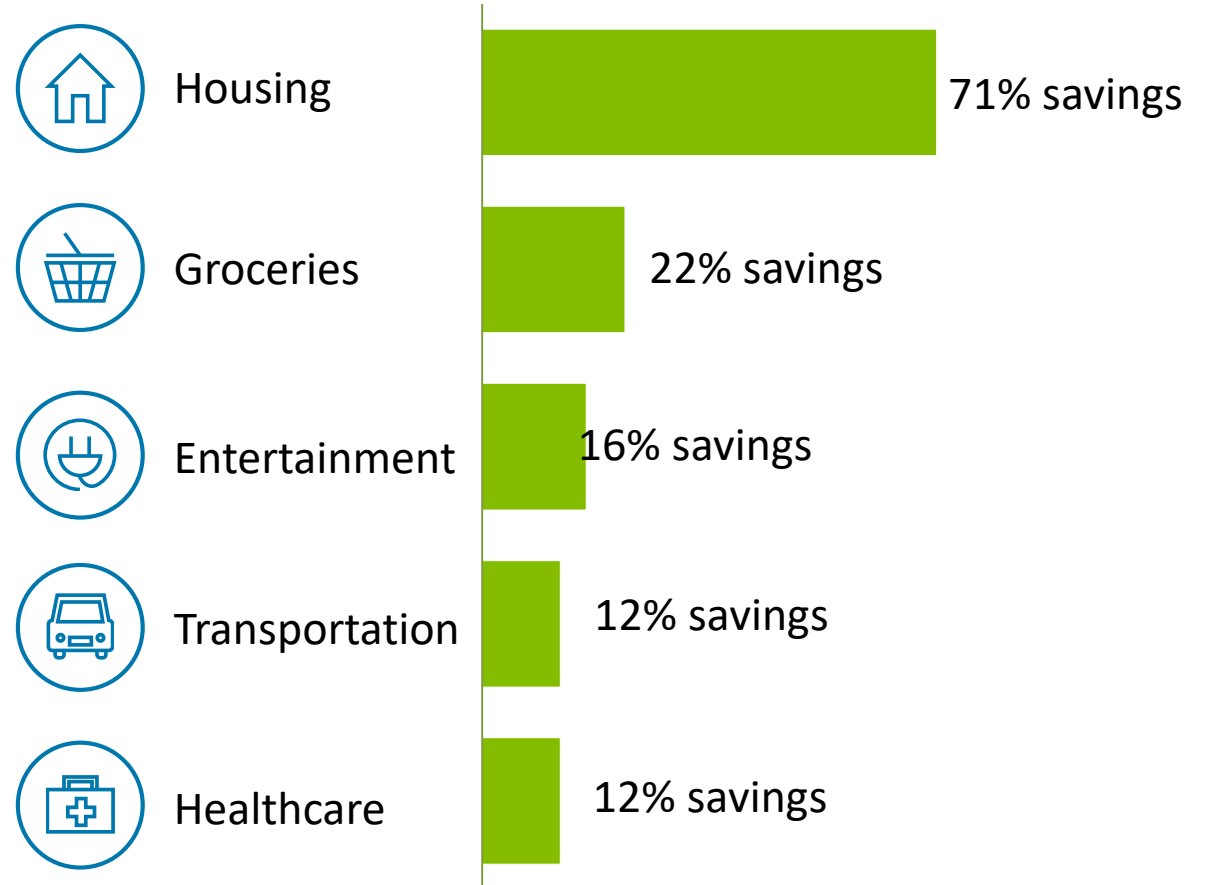
**~\$200,000**

of purchasing power



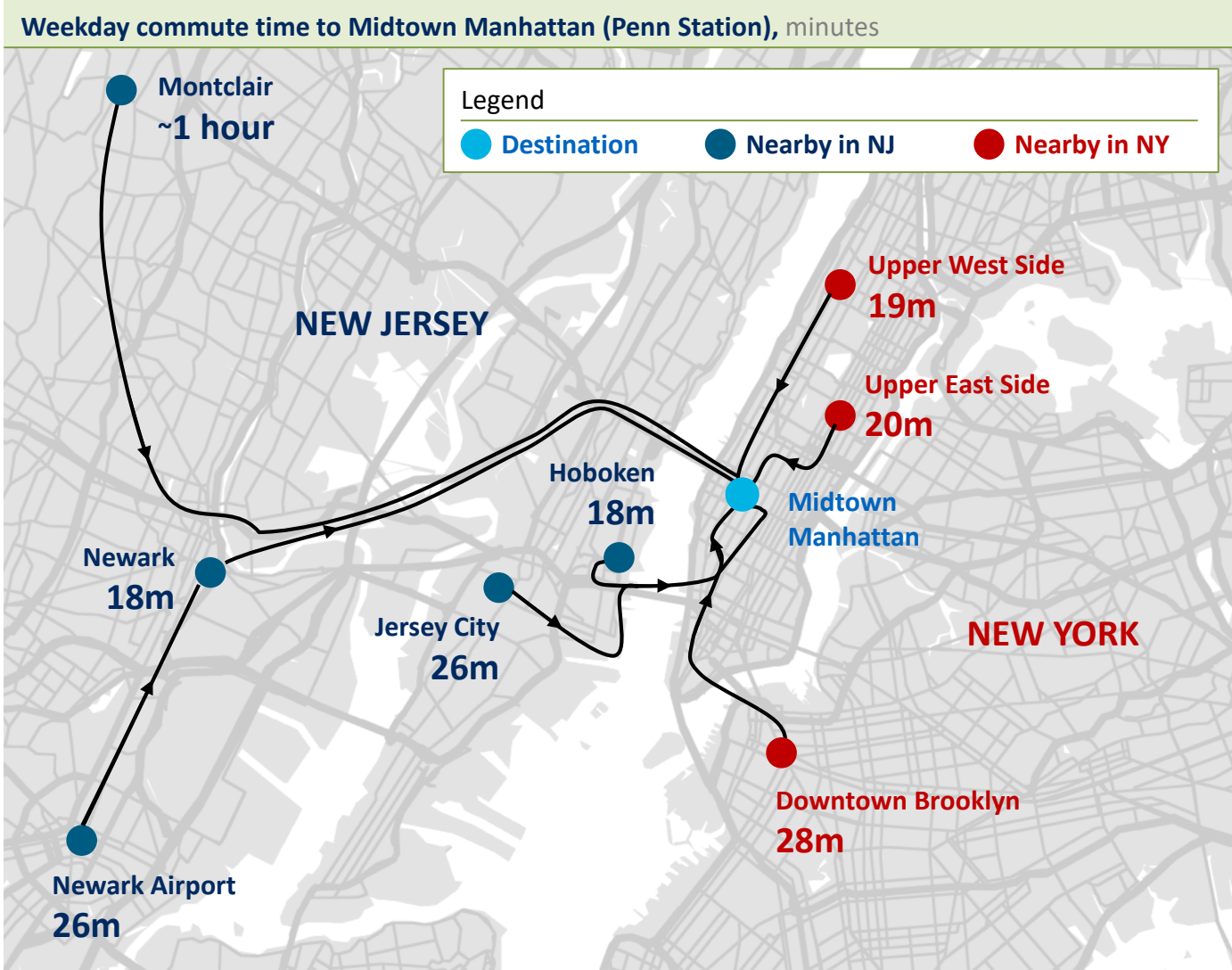
## Typical savings moving from Manhattan to Newark

% savings vs. original dollar spend

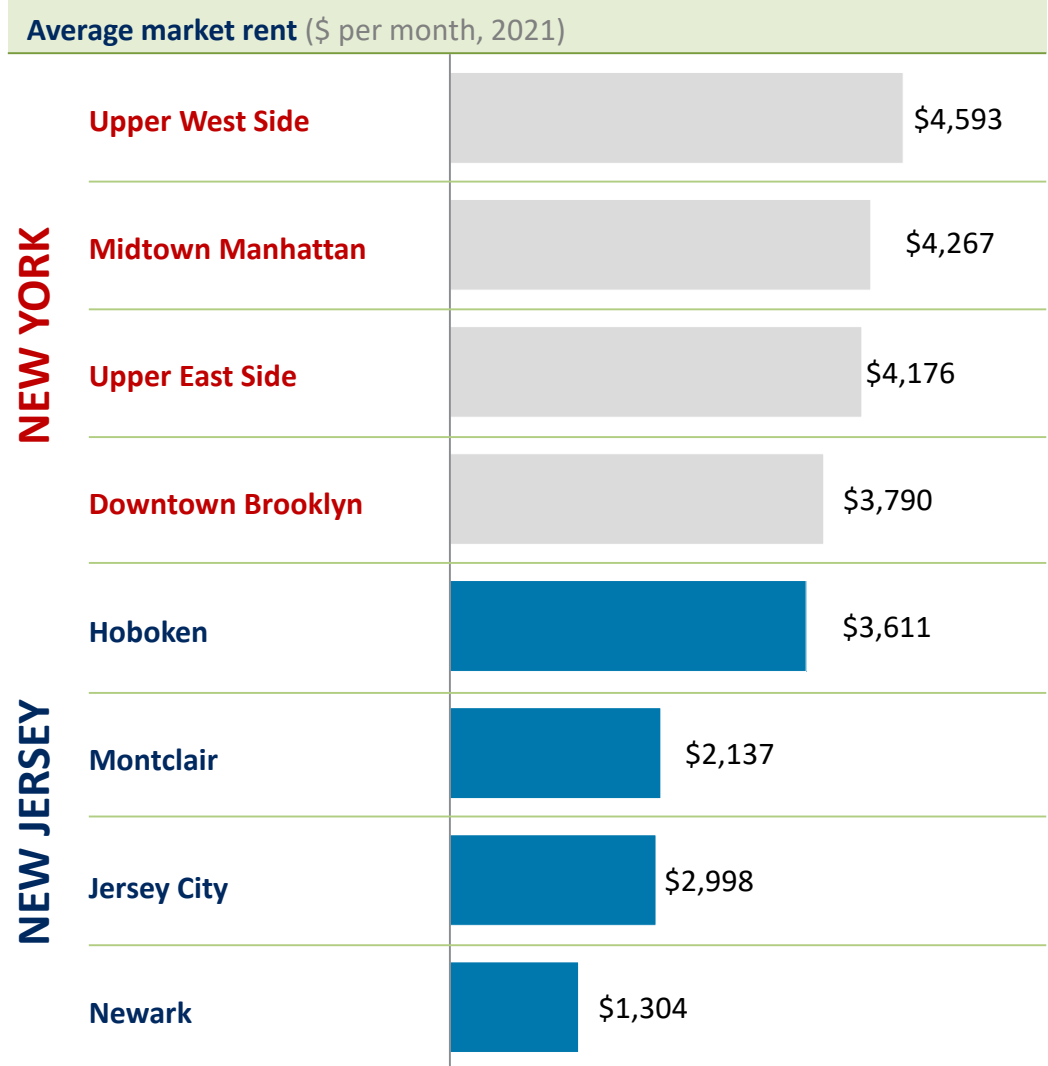


# Access to New York City and all its amenities at a fraction of the cost

## Easy access to New York City...



## ...at New Jersey prices



SOURCE: Google Maps estimates via public transportation at 8:00 am on Monday morning; in cases where time range is provided, estimate uses average of low and high range; RentCafe data provided by Yardi Matrix



# Endless opportunities for leisure



**130**  
Miles of  
Coastline



**130**  
Craft  
Breweries



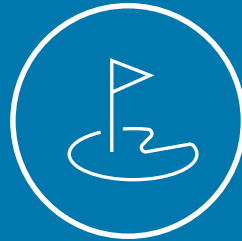
**9,900**  
Farms



**256**  
Historical Sites &  
Memorials



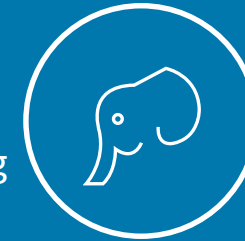
**400+**  
Lakes, Pond &  
Reservoirs



**335**  
Golf Courses



**949**  
Miles of Hiking



**44**  
Zoos,  
Arboretums &  
Gardens



**30**  
State Parks



**18**  
Theme Parks



**150**  
Museums



**3**  
Ski Mountains



**10**  
Sports Stadiums



# A progressive agenda that helps attract diverse, highly-skilled talent



## Governor Phil Murphy Celebrates Groundbreaking of Historic Research, Education and Innovation Hub in New Brunswick

10/14/2021

**NEW BRUNSWICK** – Governor Phil Murphy, Rutgers President Jonathan Holloway, Princeton Provost Deborah Prentice, Hackensack Meridian Hospital CEO Bob Garrett, RWJ Barnabas CEO Barry Ostrowsky, and Assembly Speaker Craig Coughlin, along with other academic, elected, and private sector leaders today broke ground on the historic New Jersey Innovation and Technology Hub, a 550,000 square foot development that will be a center of innovation, research, and medical education in downtown New Brunswick.

## Governor Murphy Advances Climate Action to Secure New Jersey’s Clean Energy Future

11/10/2021

*Governor Establishes New Interim Greenhouse Gas Reduction Goal and Announces \$33 Million Investment in Clean Transportation Projects*

## Murphy announces \$400M in Capital Facilities Funding to support higher education

By **Linda Lindner** (New Brunswick) - November 16, 2021

U.S. DEPARTMENT OF COMMERCE INVESTS \$3 MILLION TO SUPPORT GROWTH OF AVIATION TECHNOLOGY CLUSTER IN CAPE MAY COUNTY, NEW JERSEY

*December 9, 2021*

## Murphy Administration Charges Toward an Electric Vehicle Future, Including New Effort to Encourage EV Charging Infrastructure in Every New Jersey Municipality

September 8, 2021, 6:14 pm | in

Posted on: October 1, 2021

## Gov. Murphy Establishes Office of Diversity, Equity, Inclusion, and Belonging

On Tuesday, September 28, Governor Phil Murphy signed Executive Order No. 265 (EO 265), which establishes the Office of Diversity, Equity, Inclusion, and Belonging to be led by newly appointed Jayne Johnson.

# A true partner for your business with supports to help at every stage



## GET STARTED

Targeted financing programs for young companies



## GET ESTABLISHED

Innovative supports for growth companies



## GROW

Venture funding and loan programs to help companies scale



As an entrepreneur and former Pfizer executive, I cannot underscore enough the critical value that early funding brings to companies like ours, I applaud and thank Governor Phil Murphy for expanding the Angel Investor Tax Credit. I know it will impact our conversation with investors in the months and years ahead.

**Geno J. Germano**  
CEO, Elucida Oncology

We'd love to connect with you!



**Erica Breiterman**  
Sector Lead - Transportation,  
Logistics & Infrastructure  
Phone: +1 609-256-3830  
Email: [ebreiterman@njeda.com](mailto:ebreiterman@njeda.com)



**Bill Noonan**  
Business Development Director  
Phone: +1 609-297-2192  
Email: [wnoonan@choosenj.com](mailto:wnoonan@choosenj.com)