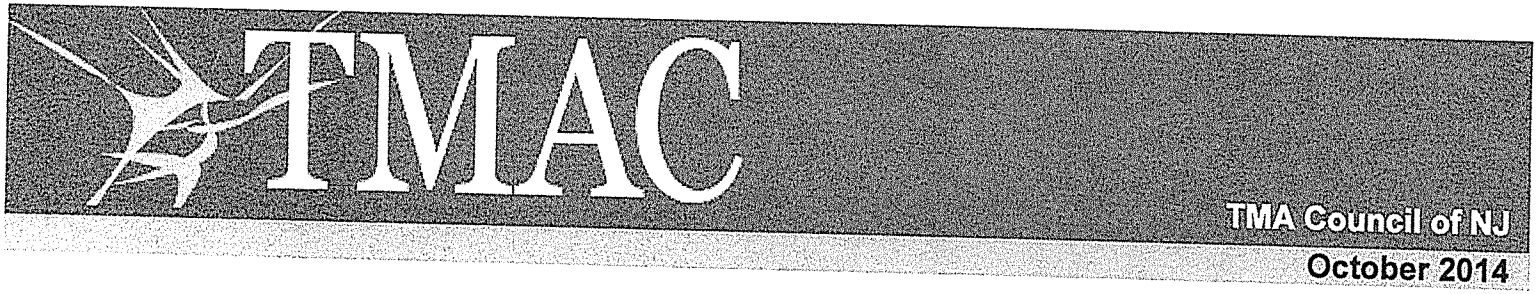
Gouveia, Susan

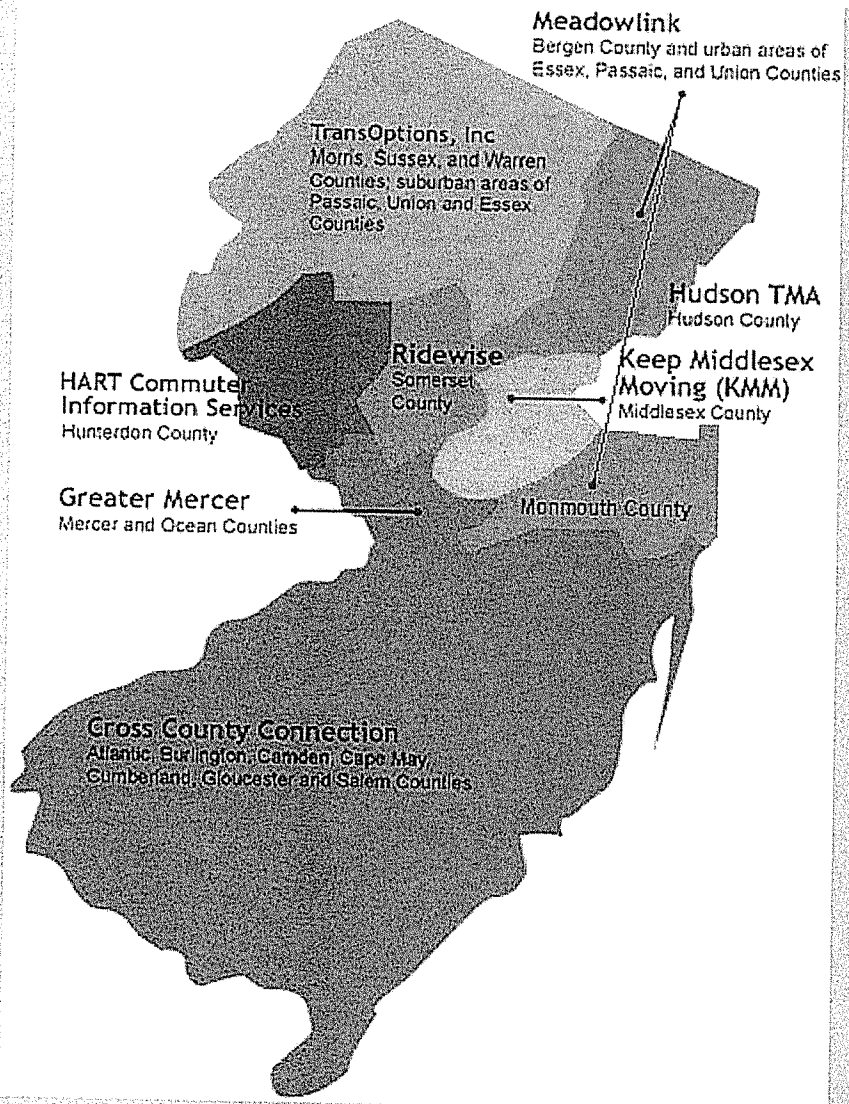
From: Lashway, Lisa
Sent: Tuesday, October 28, 2014 9:01 AM
To: Canning, Sean; Gouveia, Susan
Subject: FW: TMAC October 2014 Newsletter

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

From: info@tmacouncilnj.org [mailto:info@tmacouncilnj.org]
Sent: Monday, October 27, 2014 10:46 AM
To: Lashway, Lisa
Subject: TMAC October 2014 Newsletter

To view this email as a Web page click **here**.
To visit the website, click **here**.





TMA Council of NJ (TMAC NJ) is comprised of the Executive Directors of New Jersey's eight Transportation Management Associations. TMAs are non-profit organizations that work with businesses, commuters, county and local governments, and state agencies to implement programs that reduce traffic congestion and improve air quality. Funding for the TMAs is provided, in part, by the Federal Highway administration through NJDOT and also by NJ TRANSIT.

Keeping Us Safe With Fall Colors

As nature transforms trees in the fall they morph from a not-being noticed shade of green to varying shades of red

and orange, beckoning us to stop and stare.

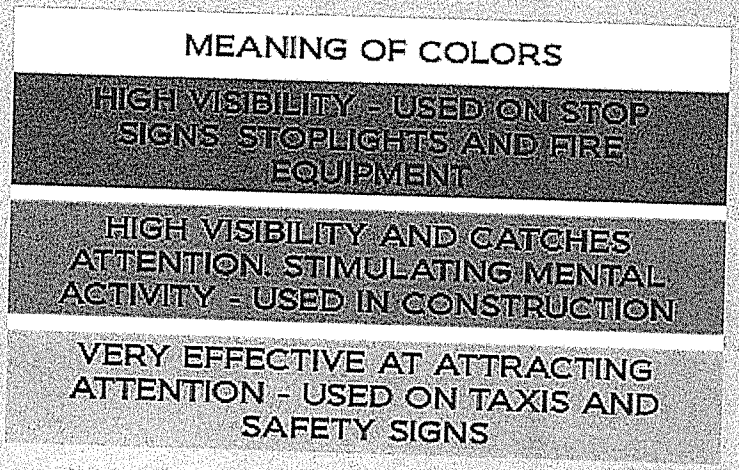
Besides being a visually beautiful time of year, fall is when daylight hours start to dwindle. It gets darker earlier making it harder for motorists to see people walking and biking. (Daylight saving time ends on Sunday, November 2, 2014.)

During fall, we would be wise to take a cue from Mother Nature and don bright-colored clothing so that we, too, are noticed. Walk into any store that sells athletic shoes or apparel. It's obvious that reflective and neon colors have made their way into merchandising. Just like the bright colors of fall trees, they stand out and for a good reason. They help keep us safe.

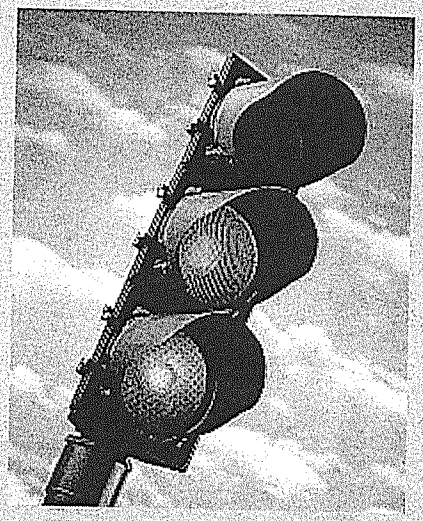
Wearing bright or reflective clothing will help you be noticed while walking and biking especially now as daylight hours are dwindling.

Did you realize that colors have their own meanings and evoke specific responses without us even knowing it?

Traffic lights are an example of color association. We see green and think "go," see yellow and start to "slow down, approach with caution and prepare to stop" and know that red means "stop." This color signal system first started for railways and was then implemented on roads.



Put on some bright colors and enjoy being outside during fall. We hope you'll marvel at Mother Nature's color palette as it evolves during the next few weeks. It's the best free show in town!



Keep Middlesex Moving (KMM)

serving Middlesex County

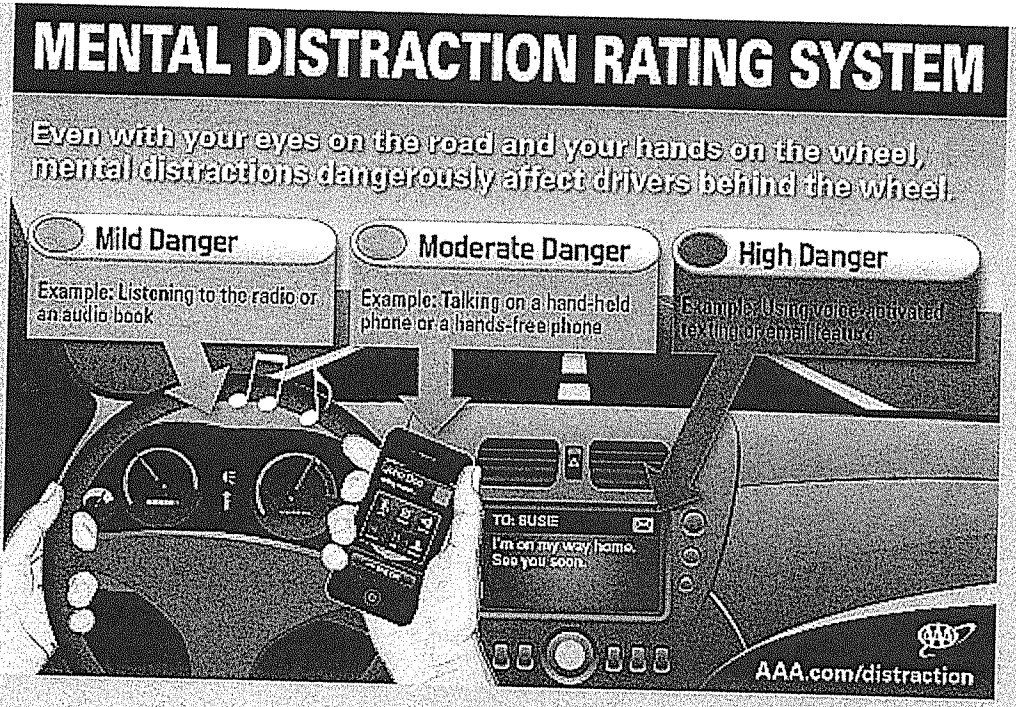
www.kmm.org

Are YOU a Distracted Driver?

There is more to distracted driving than texting or talking on the phone. In fact, anything that diverts a driver's attention from the road is distracted driving. Combing hair, drinking coffee, eating, fiddling with the radio and even looking into the backseat through the rear view mirror can be a distraction. In 2012 alone, 3328 people were killed in distracted driving accidents.

Are you at risk at becoming a distracted driver? The self assessment quiz at **www.kmm.org/reg_drivesafequiz.php** may help you decide. For the best results, consider each question thoughtfully and give an honest response. Don't worry. The results are for your eyes only.

* National Highway Traffic Safety (NHTSA) Administration



TransOptions, Inc.

serving Morris, Sussex, and Warren Counties; suburban areas of Passaic, Union and Essex Counties

www.transoptions.org

Two "Transit Innovations" from TransOptions

Traffic Safety Town Simulates Sharing the Road

Merriam Avenue School students learn the rules of the road as TransOptions' Traffic Safety Town Arrives in Newton.

TransOptions brought the brand new Traffic Safety Town program to Newton last week, sharing valuable lessons with fourth-grade students at Merriam Avenue School.

The simulated town features a sprawling road map, complete with signals, signs, sidewalks and crosswalks. TransOptions staff leads a series of exercises to teach safe walking, biking and driving while students experience how all of these road users must interact with one another.

Traffic Safety Town is scaled to fit perfectly in school gyms and can complement a physical education or health curriculum at the 3rd and 4th grade levels.

If your school would like to host our traffic safety town, please contact Andrew Lappitt at **alappitt@transoptions.org** to arrange a program.

Free Bike Valet Debuted at Morristown's Festival on the Green

Bikes parked at TransOptions' free bike valet, featured at Morristown's Festival on the Green last weekend.

Bikes parked at TransOptions' free bike valet, featured at Morristown's Festival on the Green last weekend. TransOptions helped take some cars off the road on September 28, 2014 as visitors to Morristown's Festival on the Green were invited to park their bikes for free. The all-day event featured numerous vendors, entertainers and activities for everyone to enjoy, and many chose to leave their cars at home, instead taking a two-wheeled trip to the festival.

Cross County Connection

serving Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties

www.driveless.com

New Free Bikeways App from CCCTMA

Cross County Connection Transportation Management Association (CCCTMA), announces a dynamic and uniquely-personalized, new web tool designed to help make enjoying your bicycle in southern New Jersey now even more accessible and easier for you: the **Bike Route Locator App**.

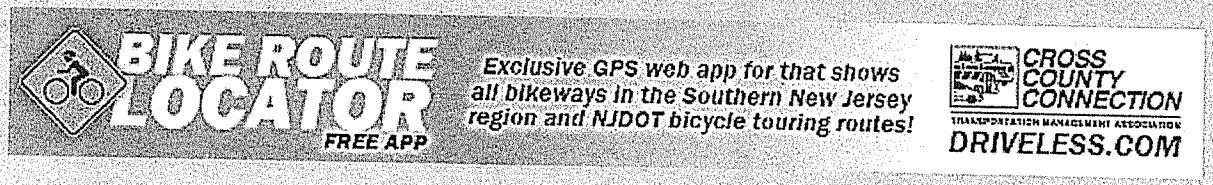
This exclusive, FREE web application developed by CCCTMA's acclaimed, in-house mapping and technology experts, works with built-in GPS capabilities on iPhone and Android-enabled devices. With a mere touch of your finger, it can show all known existing bikeways in your immediate area, conveniently displayed on an interactive Google map. Bike Route Locator can also be viewed with web browsers on desktop computers and other mobile devices.

The app includes over 400+ bikeway segments in: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties. Selecting an individual bikeway reveals information such as the route name, type of facility, length, and location. The Bike Locator App can even tell you what TYPE of bikeway from which one may choose: an off-road path, on-road bicycle lane, a shared bicycle route, or a NJ DOT bicycle touring route. There are numerous touring routes statewide, including the 238-mile *High Point to Cape May Route*, as well as the newly released *Explore the Jersey Shore by Bicycle Routes!*

What's more, Google Streetview is also featured within the application. Simply drag their little yellow person icon

onto the roadway you would like to see, and it will open a panoramic view of the bikeway that you can then pan and zoom. This invaluable feature allows you to familiarize yourself with the specific conditions and visual location of each route before you head out the door.

To access the Bike Route Locator App, visit **www.bikeroutelocator.com** on your mobile device or desktop computer, and start your next bicycle trip today.



Cross County Connection, a nonprofit organization, partners with the North Jersey Transportation Planning Authority (NJTPA), the New Jersey Department of Transportation (NJDOT), the Delaware Valley Regional Planning Commission (DVRPC), the South Jersey Transportation Planning Organization (SJTPO), member organizations and the U.S. Federal Highway Administration, to provide solutions to complex transportation problems for counties, municipalities, employers and in the southern New Jersey region encompassing Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties.

For more information, please visit **www.driveless.com**.

HART Commuter Information Services

serving Hunterdon County

www.hart-tma.com

Hunterdon Pedestrian Safety Awareness Month: "Be Safe, Know your Space"

HART Commuter Information Services, Hunterdon County's transportation management association, is again promoting October as "Hunterdon County Pedestrian Safety Month". The organization encourages pedestrian safety year round, but makes a special effort during the month of October to develop a specific message to raise awareness of the need for increased pedestrian safety. "The fall is a great time to reinforce pedestrian safety. The days are still warm, but become shorter with the change in daylight savings time. Darker mornings and evenings can be particularly dangerous for those who are walking or jogging," says Tara Shepherd, HART executive director.

Each year, the organization develops a message in recognition of the safety month. Past campaigns have included

messaging on the importance of using marked crosswalks (Our Town Loves Pedestrians! Please use marked crosswalks) and wearing reflective clothing (Let Yourself Be Seen).

This year's message, "Be Safe: Know Your Space" reminds pedestrians that when there are no sidewalks, they should walk/run facing traffic. This message is particularly important for many of the rural areas of the county. "Although the rule has always been that you walk against traffic, we still see people on local roads walking with their backs to oncoming cars," says Shepherd. "With a growing number of distracted drivers, it is more important than ever that pedestrians make eye contact with passing drivers to be sure that the motorist has seen them," she adds.

Window clings and posters with a simple graphic, noting that pedestrians should walk facing traffic and bicyclists should ride with traffic will be posted throughout the county in the coming weeks. Several municipalities will be receiving in street "Stop for Pedestrians" for placement at crosswalks. The signs are being funded, in part, by HART through a grant from the NJ Division of Highway Traffic Safety.

Additional signs have been funded by the Hunterdon-Mercer Regional Chronic Disease Coalition, who partnered recently with HART in its efforts to improve pedestrian safety. "Walking is a great way to reduce chronic diseases, such as cancer," says Amanda Medina Forrester, Hunterdon Mercer Regional Chronic Disease Coalition Coordinator. "We understand that when we encourage walking as a form of exercise that we must also ensure that pedestrians can be safe doing so," she added. "We are very pleased to support HART in its efforts to improve walkability, promote "Complete Streets", and promote pedestrian safety around Hunterdon County, she concluded.

HART offers a comprehensive pedestrian program including free technical assistance to municipalities that want to

improve safety and become more walkable. Assistance includes walkability audits of a community, speed studies, assistance in adopting Complete Streets policies, and customized municipal safety programs. More information about HART's free assistance is available on their website, **www.harttma.com**

"Pedestrian safety is everyone's responsibility," says Shepherd. HART offers the following safety reminders to all residents:

Motorists:

- Watch for pedestrians as you would watch for wildlife along the side of the road.
- Give pedestrians walking along the side of the road about 3 feet of clearance.
- Be particularly aware in the early morning hours and in the evening when sun glare can impede vision.
- Stop and stay stopped for pedestrians in marked crosswalks (it's the law).
- Avoid distractions while driving (cell phone, texting, eating)

Pedestrians:

- Use marked crosswalks and sidewalks. Do not jay-walk.
- Stop and look left, right and left again before crossing.
- Where there is no sidewalk, walk FACING traffic.
- Make eye contact with drivers.
- When using earphones, remove one earbud so that you can hear oncoming cars.
- Avoid distractions such as texting or talking on a cell phone.
- Wear hi-visibility clothing (hi-viz yellow) and reflectives; free vests and wristbands available through HART, 908-788-5553.

HART is funded, in part by the New Jersey Division of Highway Traffic Safety, New Jersey Department of Transportation and the North Jersey Transportation Planning Authority.

For more information on pedestrian safety, contact Liz Usmiani, Complete Streets Coordinator, 908-788-5553 x 16 or email **liz@harttma.com**.

Greater Mercer TMA

serving Mercer and Ocean Counties

www.gmtma.org

Mobility is Key for Healthy Aging

Most of us recognize that poor health can affect a person's ability to get around easily. Less attention though has been given to the fact that mobility affects health and well-being. Access to transportation for seniors is closely tied to their quality of life.

Did you know:

- 21% of seniors no longer drive
- Non-drivers make 15% fewer trips to the doctor
- 59% fewer shopping trips
- 65% fewer trips for social, family and religious activities

Greater Mercer TMA's senior transportation program is one option for seniors in Mercer County, Plainsboro and the southern portion of Montgomery. RideProvide helps to fill an important need in the community, providing over 1000 rides each month!

We all need to have the ability to stay connected to our communities, healthcare, shopping and social opportunities. Healthy aging depends on it!

How to help yourself or the seniors in your life:

1. Encourage everyone to keep walking. Maintaining mobility is a lot easier than regaining mobility.
2. Promote Complete Streets in your town so that safe walking is possible.
3. Keep driving skills sharp by signing up for a driver refresher course through AARP.
4. Learn how to use public transportation. It will be much easier to "put down the keys" if it should become necessary. Contact GMTMA to learn about our travel training classes.
5. Learn about senior ride services like TRADE and RideProvide in Mercer County and Ocean Ride in Ocean County.
6. Advocate for improved transportation options for seniors.
7. Have a positive attitude!

For more information on RideProvide go to **www.gmtma.org** or contact Carol Staats at **cstaats@gmtma.org**.

Ridewise

serving Somerset County

www.ridewise.org

Business Leaders Gather for the RideWise Annual Recognition Breakfast

Somerset County business and government leaders gathered at Duke Farms in Hillsborough, Wednesday,

October 1 for RideWise's annual employer recognition breakfast. 61 businesses and 3 municipalities were honored as 2014 New Jersey Smart Workplaces for making outstanding transportation benefits and incentives available to employees.

New Jersey Smart Workplaces is a statewide program that recognizes employers and municipalities who show vision and leadership by providing commuter benefits to employees. Recipients earn a bronze, silver, gold, or platinum designation based upon the types and levels of activity provided. Municipalities achieving the gold and platinum levels are also eligible for action points under the Sustainable Jersey program.

"This event is an opportunity for the agency to honor businesses and municipalities for having the vision and foresight to provide these benefits," said Donna Allison, executive director. "More and more companies are finding that commuter incentives and services such as ridesharing, shuttles, and vanpooling make them more accessible and attractive to new talent," said Allison.

Somerset County Freeholder Peter Palmer and Hunterdon County Freeholder Director Matthew Holt delivered joint keynotes highlighting the important role transportation will play in revitalizing New Jersey's economy.

New Jersey Smart Workplaces Platinum Award

- AkzoNobelSurface Chemistry
- Allergan, Inc.
- Bridgeway Senior Healthcare
- Brother International Corp.
- Cegedim
- Citi
- Duke Farms Foundation
- Ethicon Inc.
- Financial Resources Federal Credit Union
- Henkel Corporation
- Janssen Pharmaceutical Companies of Johnson & Johnson
- Johnson & Johnson Bridgewater

- Johnson & Johnson ITS
- Matheny Medical and Education Center
- McKesson Corporation
- MetLife - Bridgewater
- MetLife - Somerset
- Ortho Clinical Diagnostics
- Philips Lighting North America
- Qualcomm Incorporated
- Raritan Valley Community College
- Robert Wood Johnson University Hospital Somerset
- Sanofi
- Somerset County Park Commission
- Township of Bridgewater
- Township of Hillsborough
- VA NJ Healthcare System
- Verizon Communications

New Jersey Smart Workplaces Gold Award

- AON Hewitt
- Costco Wholesale - Bridgewater
- Eli Lilly and Company
- Infosys Limited
- Pfizer Inc.
- PVH Corp.
- Reckitt Benckiser
- Somerset County
- The Palace at Somerset Park
- Township of Franklin

New Jersey Smart Workplaces Silver Award

- Affinity Federal Credit Union
- Anadigics Inc.
- Comfort Inn and Suites Somerset
- Costco Wholesale - North Plainfield (NEW)
- Courtyard Somerset by Marriott
- Dolce Hotels and Resorts Basking Ridge
- Doubletree by Hilton Somerset
- Fellowship Senior Living (NEW)
- Hilton Garden Inn Bridgewater (NEW)

- Lifecell Corporation (NEW)
- Raritan Americas, Inc.
- Regency Jewish Heritage Post-Acute Rehab & Nursing Center (NEW)
- SHI International Corp.
- Somerset Patriots Baseball Team
- Somerville Bicycle Shop
- The Olde Mill Inn
- The Oscar and Ella Wilf Campus for Senior Living (NEW)

New Jersey Smart Workplaces Bronze Award

- ADESA New Jersey
- Borough of Manville
- Fairfield Inn & Suites
- Greater Media New Jersey Inc.
- Hamamatsu Corporation
- J. Knipper and Company (NEW)
- Procure Proton Therapy Center
- Somerset County Recycling
- The Spaulding Group

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