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Gouveia, Susan

From: Masser, Michelle
Sent: Thursday, October 29, 2015 10:58 AM
To: Harris, Laura
Cc: Gouveia, Susan
Subject: FW: TMAC October 2015 Newsletter

CORRESPONDENCE

Michelle Masser
Township Clerk
PO Box 450
204 Flanders Drakestown Road
Budd Lake, NJ 07828
clerk@mtolivetwp.org
973-691-0900 X7291

From: info@tmacouncilnj.org [mailto:info@tmacouncilnj.org]
Sent: Thursday, October 29, 2015 10:08 AM
To: Masser, Michelle <clerkmichelle@mtolivetwp.org>
Subject: TMAC October 2015 Newsletter

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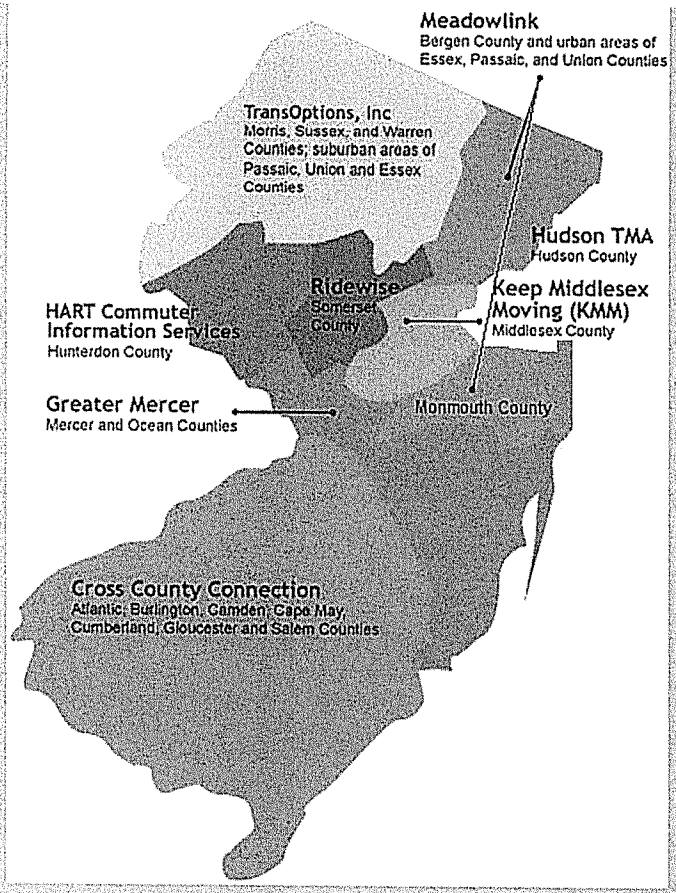
TMAC

TMA Council of NJ
October 2015



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 North Jersey Transportation Planning NJDOT and also by NJ TRANSIT.

Keep Middlesex Moving (KMM)

serving Middlesex County

www.kmm.org

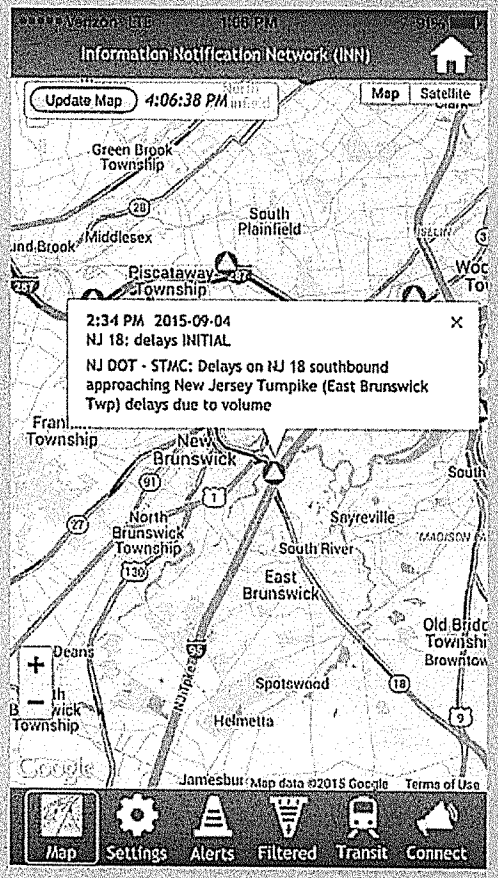
Sitting in Traffic? Yep, we have an App for that!

KMM is proud to announce that the Information Notification Network (INN) is now available as an App to all commuters EVERYWHERE!

Designed specifically with NJ commuters in mind, the INN App provides all the same great features as the online program including:

- customized routes, days and times
- construction, traffic and accident alerts
- NJTRANSIT bus and train schedules
- community alerts for municipalities in Middlesex County
- special alerts such as Rutgers football traffic, air quality, missing persons and NJ State Police alerts

The app is free to download and is available for Android and iPhones. Visit **kmm.org/nj-traffic-app** for more information and to download the App.



TransOptions, Inc.

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

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www.transoptions.org

Over 1,500 Solo Car Trips Replaced by Biking, Walking, and Carpooling During TransOptions' TripSwitch 2015

Participants replaced over 1,540 solo car trips in TripSwitch 2015, a friendly three-week competition hosted by TransOptions. From October 5 to 25, 2015, participants were encouraged to switch their single car trips and bike, walk or carpool instead.

"Our goal for TripSwitch was to get as many cars off the road as possible and motivate people to try biking, walking or carpooling. We are thrilled by the dedication of returning participants and the scores of new people who took part," said TransOptions President, John F. Ciaffone.

TripSwitch participants were able to track their progress, check their standings and log their bike, walk, and carpool trips on TransOptions' GoForGood tracking website. Participants compiled a total of 1,548 trips and traveled 10,671.5 miles by biking, walking, and carpooling versus driving solo. Participants made 447 trips by carpooling, 553 by walking and 548 by biking.

Swapping their solo car rides qualified participants for multiple opportunities to win an array of prizes awarded

weekly as well as at the conclusion of the challenge.

TransOptions thanks this year's participants for a second successful TripSwitch and encourages all to continue swapping their single car trips to bike, walk, or carpool where possible. View a list of the prizes and see more about TripSwitch 2015 at **http://GoForGood.TransOptions.org** or call (973) 267-7600.

Cross County Connection

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

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www.driveless.com

Pureland East-West Community Shuttle

People in and around Gloucester County have a new way to get around. The Pureland East-West Community Shuttle began operations just this past summer. 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 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 Daminger 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

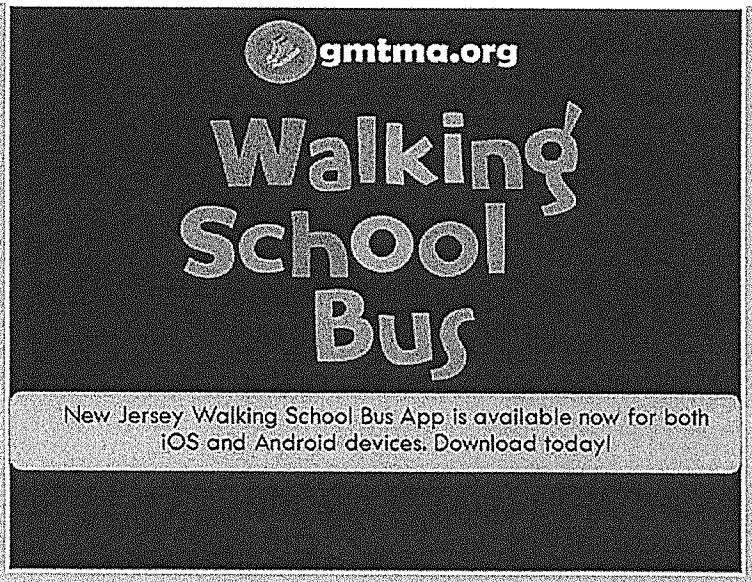
of Gloucester County. For more information on the shuttle, contact Cross County Connection at 856-596-8228, or SJTA Customer Service at 856-614-1072.

Greater Mercer TMA

serving Mercer and Ocean Counties

www.gmtma.org

Walking School Bus APP



Throughout the year, Greater Mercer TMA works with schools and with towns on a variety of programs to encourage kids to walk and bike to school where it is safe to do so. Recently, GMTMA launched a new app, the New Jersey Walking School Bus App that allows parents to easily create and plan walks to and from school. The app also calculates the miles walked, calories burned and reduction in CO2 emissions for the individual, group and school.

Parents in Mercer County and selected areas in Ocean County can search by elementary school for existing walking groups, create walking groups, invite neighbors to join, plan walks to and from school, assign parent leaders to walk with students, group text within the app, and alert parents when students have arrived safely at school!

"Walking School Bus" is a universal term used to describe an organized group of children walking to and from school with one or more adults. It's like a carpool - without the car!

"Walking to school isn't just great for the health of our kids and the environment, it's fun and social too," said Cheryl Kastrenakes, Executive Director of GMTMA. "The WSB app gives parents a simple way to find other parents that want their children to walk to school and to set up a walking group."

The app is easy to use and it is available for both Apple and Android devices. To demonstrate how easy it is to use, GMTMA created a demo video available here: **https://www.youtube.com/watch?t=1&v=BIUtwgSAwy0**.

More information about the app and demo video are available on the Walking School Bus page on our website **http://www.gmtma.org**.

Ridewise

serving Somerset County

www.ridewise.org

RideWise's Ninth Annual Employer Recognition Breakfast

Somerset County business and government leaders gathered at the Raritan Valley Country Club in Bridgewater, Wednesday, September 30 for RideWise's ninth annual employer recognition breakfast. 64 businesses and 5 municipalities were honored as 2015 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 who show vision and leadership by providing commuter benefits and alternative transportation options for employees. Recipients earn a bronze, silver, gold, or platinum designation based upon the types and levels of activity provided. This year, 11 new worksites were added to the list and another 8 recipients implemented additional activities to advance to a higher level.

"The breakfast is an opportunity for the agency to honor businesses and municipalities for having the vision and foresight to provide these benefits," said Christopher King, Chairman of RideWise. "More and more employers are finding that by providing incentives and services such as ridesharing, shuttles, and vanpooling, they are more accessible and attractive to new talent," said King.

Michele Siekerka, President and CEO of the New Jersey Business and Industry Association delivered the keynote address which focused on the importance of sustainability and improving New Jersey's business climate.

RideWise is now accepting and reviewing applications from Somerset County worksites for the 2016 list and can help businesses and municipalities qualify for a bronze, silver, gold or platinum level award. For more information, contact Vicki Becker at (908) 704-1011 ext 12 or **vicki@ridewise.org**.

New Jersey 2015 Smart Workplace Recipients:

Platinum Award

- AkzoNobel Surface Chemistry
- Allergan, Inc.
- AON Hewitt
- Bridgeway Senior Healthcare
- Brother International Corp.

- Citi
- Duke Farms Foundation
- Ethicon Inc.
- Financial Resources Federal Credit Union
- Henkel Corporation
- Hillsborough Township
- Janssen Pharmaceutical Companies
- Johnson & Johnson Bridgewater
- Johnson & Johnson ITS
- Matheny Medical and Education Center
- McKesson Corporation
- MetLife - Bridgewater
- MetLife - Somerset
- Pfizer Inc.
- Philips Lighting North America
- Qualcomm Incorporated
- Raritan Valley Community College
- Robert Wood Johnson University Hospital Somerset
- Sanofi
- Somerset County Park Commission
- Township of Bridgewater
- VA New Jersey Healthcare System
- Verizon Communications

Gold Award

- Anadigics Inc.
- Costco Wholesale - Bridgewater
- Eli Lilly and Company
- Infosys Limited
- Ortho Clinical Diagnostics
- PVH Corp.
- Reckitt Benckiser
- Somerset County
- The Olde Mill Inn
- The Palace at Somerset Park
- Township of Franklin
- Verizon Wireless, Bedminster, NJ (NEW)

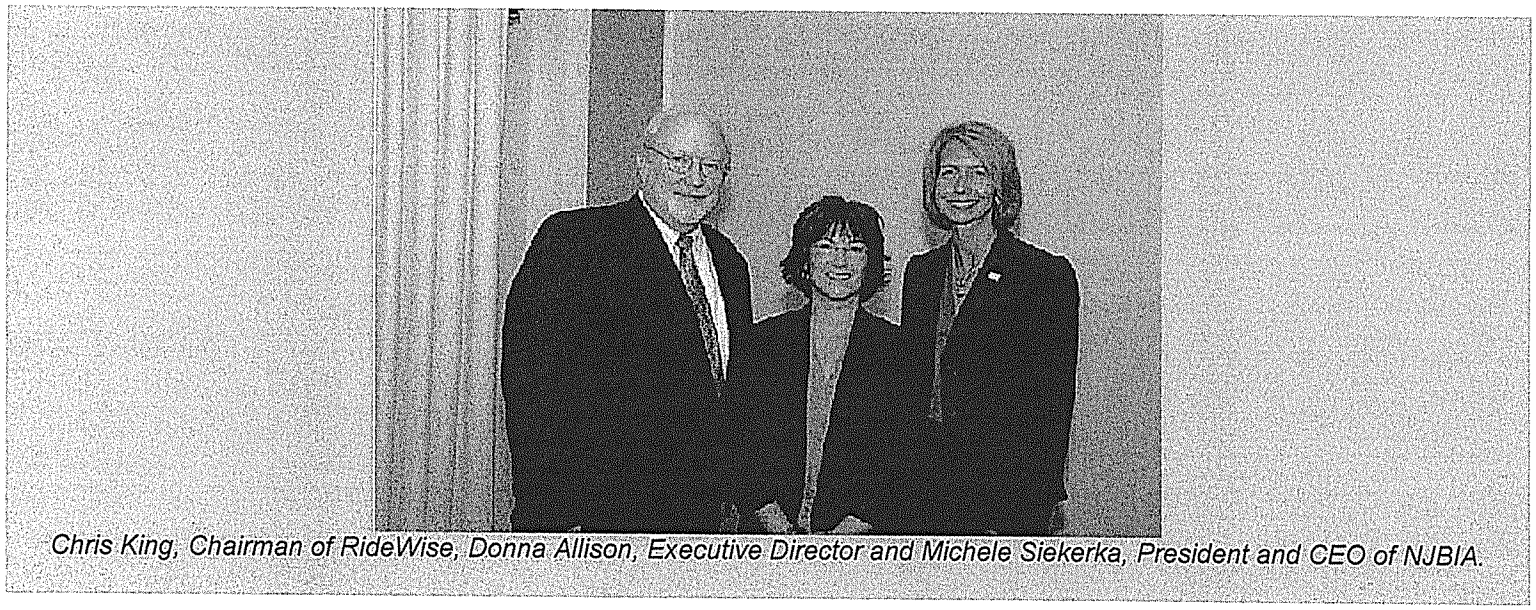
- Verizon Wireless, Warren, NJ (NEW)

Silver Award

- ADESA
- Affinity Federal Credit Union
- Costco Wholesale - North Plainfield
- Courtyard Somerset by Marriott
- Doubletree by Hilton Somerset
- Hamamatsu
- Hilton Garden Inn Bridgewater
- J. Knipper and Company
- JM Sorge, Inc. (NEW)
- LifeCell
- Raritan Americas, Inc.
- SHI International Corp.
- Somerset Patriots Baseball Team
- Somerville Bicycle Shop
- The Spaulding Group
- Township of Warren (NEW)

Bronze Award

- Borough of Manville
- Bridgewater Marriott (NEW)
- Fairfield Inn & Suites
- Greater Media New Jersey Inc
- Hyatt House Bridgewater (NEW)
- MICRO (NEW)
- Natural Systems Utilities (NEW)
- Parsons (NEW)
- Saint-Gobain Performance Plastics Corporation (NEW)
- Somerset County Recycling
- Somerset County Vocational & Technical Schools (NEW)
- The Oscar and Ella Wilf Center for Senior Living



Chris King, Chairman of RideWise, Donna Allison, Executive Director and Michele Siekerka, President and CEO of NJBIA.

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