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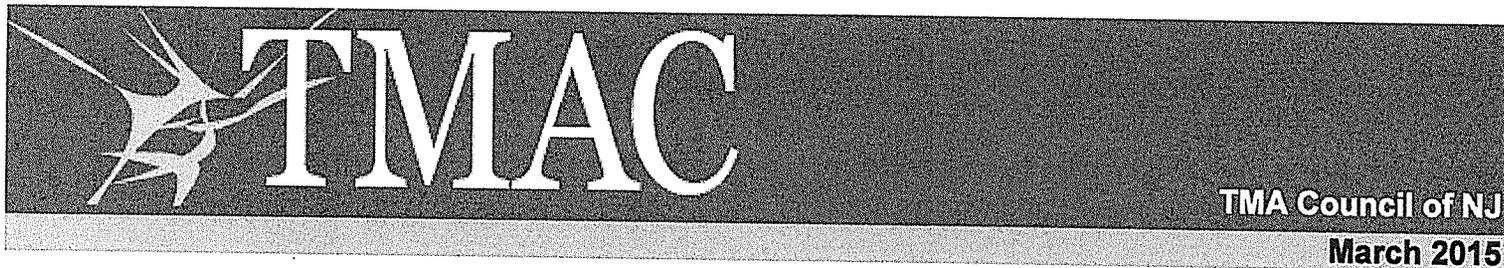
Gouveia, Susan

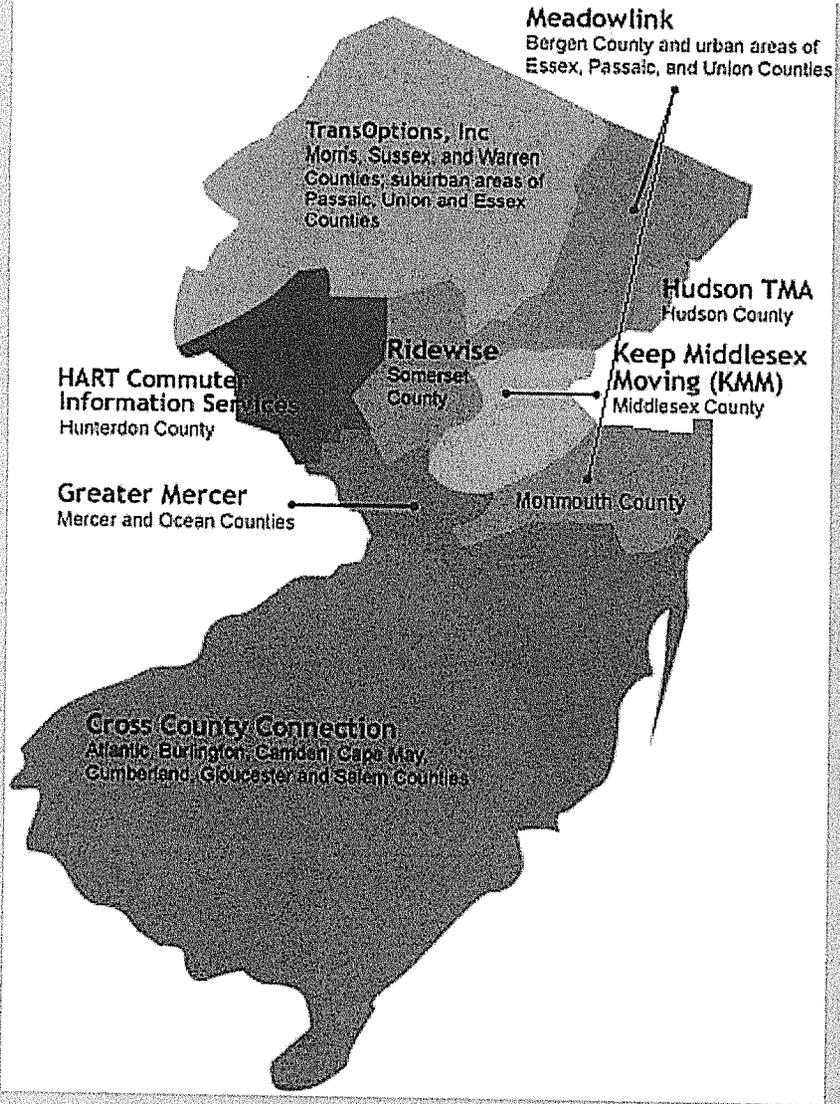
From: Lashway, Lisa
Sent: Tuesday, March 31, 2015 3:24 PM
To: Gouveia, Susan; Canning, Sean
Subject: FW: TMAC March 2015 Newsletter

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Sent: Tuesday, March 31, 2015 3:23 PM
To: Lashway, Lisa
Subject: TMAC March 2015 Newsletter

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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 North Jersey Transportation Planning NJDOT and also by NJ TRANSIT.

**Calls Kill
Hands-Free is NOT Risk-Free**

April is Distracted Driving Awareness Month. It's the perfect time to break the habit and put away your cell phone

while behind the wheel. Convince yourself and help others realize that Calls kill.

Two new initiatives are spreading the word that cell phone use while driving, even hands free, is a distraction that may prove deadly.

Calls Kill

The National Safety Council (NSC) saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education and advocacy. Get their free information, watch videos and sign up for webinars about Distracted Driving Month at www.nsc.org/cellfree.

Just Drive

The New Jersey Motor Vehicle Commission reminds us to not text or call while driving. The recently launched Just Drive website www.JustDrive.com is dynamic and contains information, data and quotes from motorists that humanize the importance of not using a cell phone while driving

Are you kidding yourself?

It's NOT the same as walking and chewing gum!

Many people think that they can multitask by using a cell phone while driving. It is actually a myth and this infographic from the National Safety Council shows you why. See other driving-multitasking myths at <http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-the-great-multitasking-lie-infographic.aspx>



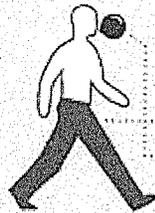
Myth vs. Reality

Myth Drivers can multitask.

Reality

Contrary to popular belief, the human brain cannot multitask. Driving and talking on a cell phone are two thinking tasks that involve many areas of the brain. Instead of processing both simultaneously, the brain rapidly switches between two cognitive activities.

Take the classic example of the act of walking and chewing gum. There is a common misconception that because people appear to simultaneously do both that they can just as easily talk on their cell phones and drive safely at the same time.



The truth is that walking and chewing gum involve a **thinking** task and a **non-thinking** task.



Conversation and driving are **both thinking** tasks.

Sources: National Highway Traffic Safety Administration, University of Utah, The AAA Foundation for Traffic Safety, and the National Safety Council.

Eighty percent of American drivers believe hands-free devices are safer than using a handheld phone. But that is just not the case.

More than 30 studies show hands-free devices are no safer because the brain remains distracted by the conversation.

When talking on a cell phone, drivers can miss seeing up to half of what's around them, such as traffic lights, stop signs and pedestrians

It's illegal to use a hand held cell phone while driving in New Jersey. In addition to risking your life and endangering others, you face penalties:

- \$200 to \$400 for a first offense
- \$400 to \$600 for a second offense
- \$600 to \$800 plus a possible 90 day driver's license suspension for a third or subsequent offenses and three motor vehicle penalty points.

Join the National Safety Council, the New Jersey Motor Vehicle Commission and your TMA to save lives by

encouraging family, friends and co-workers to put away their cell phone while driving.

Keep Middlesex Moving (KMM)

serving Middlesex County

www.kmm.org

I Like to Walk!

The Safe Routes to School program promotes safe walking and bicycling to schoolchildren through events, education, and technical assistance to schools and towns. A highlight of the year was our "I Like to Walk" third grade poster contest. First prize, donated by Magyar Bank, went to a student from Campbell Elementary School in Metuchen, and the five top entries were featured on a bookcover that was printed and distributed to area schools.



Among the new outreach opportunities this year were Walk Safety Assemblies at Carteret elementary schools, and participation in the Old Bridge and Monroe Green Fairs. In addition, KMM continued to support New Brunswick Ciclovía, an open streets event that builds the biking and walking culture in our city. The continuation of SRTS Infrastructure grants from the NJ Department of Transportation and the launch of Sustainable Jersey for Schools present new opportunities to grow our program. With strong support from our funding agencies, we look forward to continuing this program into the future.

- 3 - New Brunswick Ciclovía open streets events
- 6 - Walk Safety Assemblies at Woodbridge elementary schools
- 7 - Bicycle rodeos in Edison, New Brunswick, Middlesex and Highland Park
- 20 - Schools participating in Walk to School Day, reaching over 5800 students
- 121 - Entries in the "I Like to Walk" third grade poster contest



TransOptions, Inc.

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

www.transoptions.org

Return of TransOptions' Bike to Work Challenge!

Registration Starts April 1st



It's FREE to participate. Beat boredom. Win awesome prizes!

Commuters from all over northern New Jersey are encouraged to celebrate spring and National Bike Month by incorporating a bike ride into their commute to work during the month of May.

TransOptions' Bike to Work Challenge isn't just for expert riders. It's not how far you ride, or whether you ride the whole commute or just some, it's about getting on your bike as often as you can from May 1 to May 31, 2015.

Choosing two wheels over four on your way to work during May also gives you a chance to win some great prizes! Plus, it's free to participate.

Registration starts on April 1, 2015 at <http://GoForGood.TransOptions.org>. For more information call (973) 267-7600 or email info@TransOptions.org.

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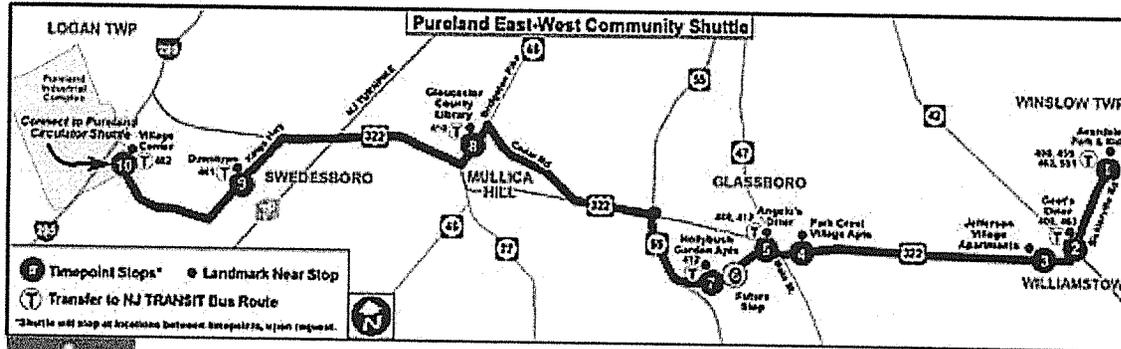
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for schedules and free trip planning.



HART Commuter Information Services

serving Hunterdon County

www.hart-tma.com

Collaboration with Hunterdon County Office of Emergency Management Provides Commuters with Expanded Traffic Alert Information

Collaboration with Hunterdon County Office of Emergency Management Provides Commuters with Expanded Traffic Alert Information

To provide commuters with the information that they need before heading out on the road, HART Commuter Information Services has expanded its free Traffic Alert Service to include more frequent emergency management notifications.



A new collaboration with the Hunterdon County Office of Emergency Management means that HART can share more information on local road conditions, closures, and other emergency situations that may impact local travel.

HART's Traffic Alert Service (TAS) provides commuters with free weekday alerts on traffic congestion, traffic accidents, construction closures, detours, weather related travel conditions, and other relevant travel information. Alerts are emailed to Hunterdon commuters during peak commute hours, 6:00 a.m. - 8:00 a.m. and 3:30 p.m. -

5:30 p.m.

Commuters are also receiving safety reminders more often. Safety messaging includes removing snow and ice from vehicles before driving, warnings about flooded roads, and the dangers to distracted driving.

For more information or to sign up for HART's free traffic alert service,
www.harttma.com/TrafficAlertService/Overview.aspx

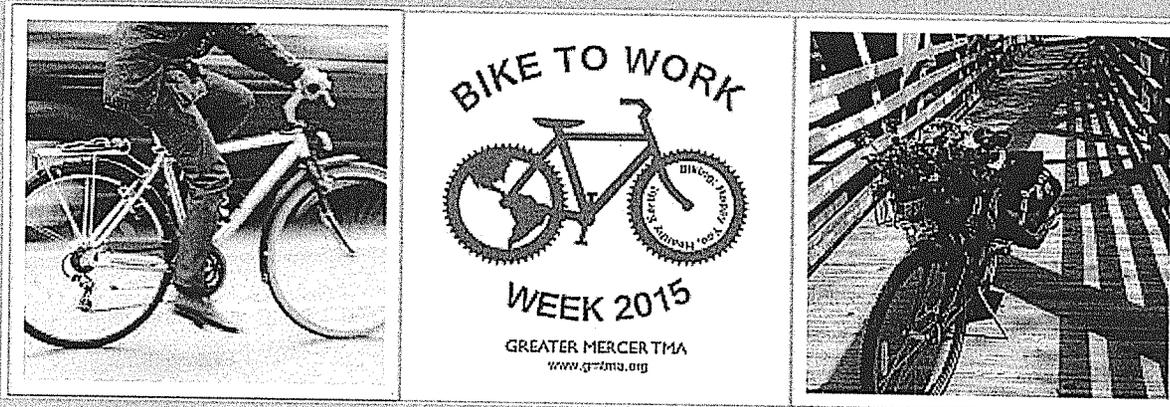


Greater Mercer TMA
serving Mercer and Ocean Counties

www.gmtma.org

**Greater Mercer TMA organizing
Bike to Work Week**

May 11-15, 2015



May is National Bike Month, and Greater Mercer Transportation Management Association (GMTMA) is celebrating again this year with Bike to Work Week events to encourage people to get on their bikes and discover the benefits and joy of cycling. The motto this year is "Biking: Happy You, Healthy Earth!"

Registration for Bike to Work Week and Bike Month events is available on www.gmtma.org. Registrants that log in their miles at the end of the week are entered to win great prizes offered by the following sponsors: Kopp's Cycle, Whole Earth Center, St. Lawrence Rehab Center, Hart's Cyclery, McCaffrey's Supermarket, Knapps Cyclery, Sourland Cycles, REI, NJ Bike Tours and Halter's Cycles.

First 150 registrants get a free t-shirt!

GMTMA is also sponsoring the following Bike Month events:

Swap A Ride: Don't bike to work? No problem. Replace as many car trips as possible with bike trips and enter to win prizes!

Employer Bike Challenge: Form a group of fellow employees to participate in Bike to Work Week. Enjoy the camaraderie and the great outdoors with co-workers by commuting to and from work together. AND, get a chance to win our EMPLOYER WHEELS award.

Visions of Bicycling: To celebrate Bike Month and the beauty that is bicycling, GMTMA is hosting a photo contest. Bike to Work Week participants are welcome to submit their photographs. Check out last year's winning photograph, "Lunchtime Errands", in the photo above!

And of course, GMTMA offers information and safety tips for bicyclists and pedestrians of all ages and can provide onsite bike safety and pedestrian education programs for schools and camp programs, businesses, as well as

seniors. GMTMA can also help your community do a walkability audit and identify concerns for pedestrians related to the safety, access, comfort and convenience of the walking environment. An audit can also help identify potential solutions such as engineering treatments, policy changes or education and enforcement.

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