



Gouveia, Susan

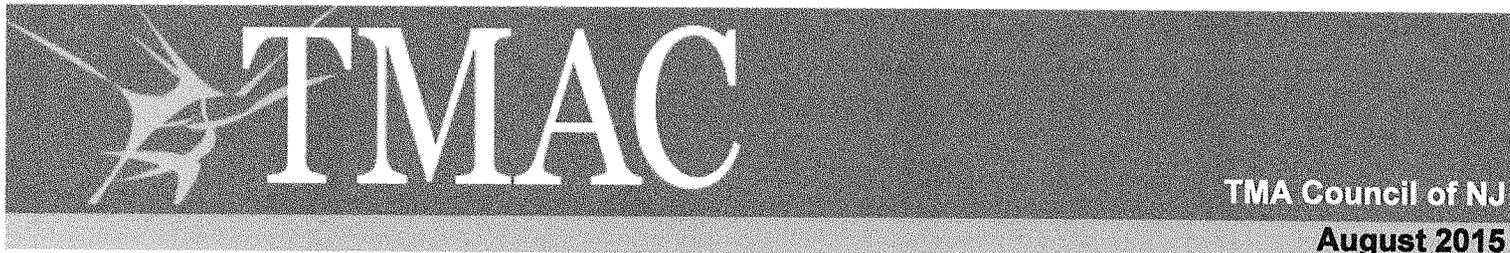
From: Lashway, Lisa
Sent: Thursday, August 27, 2015 2:04 PM
To: Canning, Sean
Cc: Gouveia, Susan
Subject: FW: TMAC August 2015 Newsletter

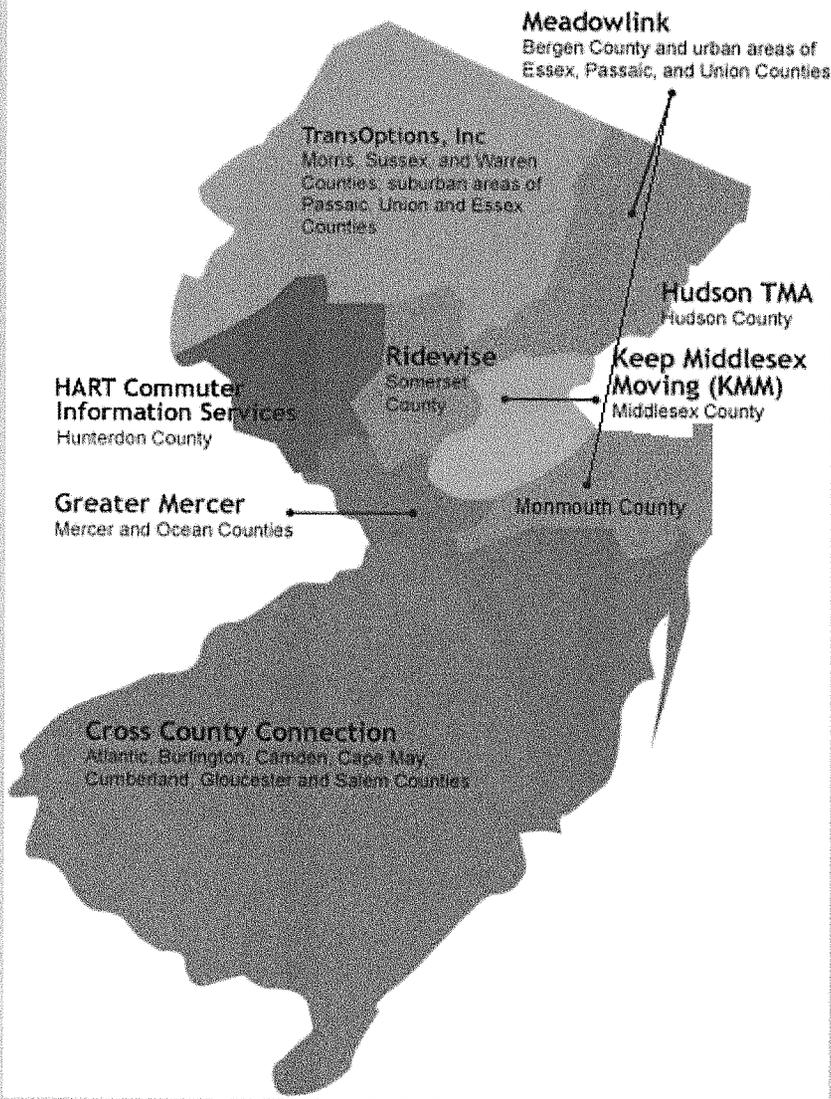
Correspondence

Michelle Masser
Deputy Clerk

From: info@tmacouncilnj.org [mailto:info@tmacouncilnj.org]
Sent: Thursday, August 27, 2015 11:10 AM
To: Lashway, Lisa
Subject: TMAC August 2015 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 North Jersey Transportation Planning NJDOT and also by NJ TRANSIT.

Keep Middlesex Moving (KMM)

serving Middlesex County

www.kmm.org

Intersections!



Intersections is one of Keep Middlesex Moving's latest platform for getting the message out to commuters, cyclists, transit users and everyone in between. The blog features posts from employees and commuters and shares anecdotes, safety tips and just about everything else you need to know about commuting.

A recent post explores how one of KMM employee's life was almost cut short at three way intersection.

Part 1 - Close Call

They say your life passes before your eyes just before you die. I don't know if that's true but a close call on May 27 made me realize I'm not eager to find out.

Walking back from lunch, I stopped at a 3 way intersection about a block from KMM. There are 3 stop signs and a speed limit of 25 MPH. Signage reminds drivers to stop for pedestrians who are crossing the one way street. On this bright, sunny day, there were no vehicles in the intersection and none approaching. I looked left then right, and feeling it was safe, I stepped off of the curb and began to cross.

Suddenly, from the corner of my eye, I noticed a SUV barreling toward me. Speeding closer and closer, the vehicle showed no signs of slowing down let alone stopping. It was going to hit me. With seconds to spare, I rushed back to the sidewalk. I focused my eyes on the driver, a well-dressed 60-ish man. A woman was in the passenger seat. The couple appeared to be arguing and looking at each other, not the street.

In the panic stricken moments that followed, I realized I was lucky to be alive, but was too stunned to scream, "you almost killed me!" Bill Neary, my colleague, witnessed the incident, and did the yelling for me. But, it didn't matter. The SUV was long gone and the driver totally unaware of the near miss.

Back in my office, I sat silently, taking deep breaths, and replaying the entire incident in my mind. I asked myself, "how did this happen?"

As a transportation specialist involved with traffic safety issues, I mentally reviewed the 3 Es of traffic management - Engineering, Enforcement and Education. The engineering and enforcement aspects including road design, pavement markings, speed limit and stop signs to control traffic were all present. The missing element was education.

Anyone who sits behind the wheel must respect the rules of the road and understand the risks and dangers of driving. Drivers must stay ALERT and pay attention to roadway conditions, speed limits and traffic signs. A driver under the influence of drugs or alcohol, or who is experiencing rage, anger, or other distractions should not drive until he or she is back to normal, especially in a downtown setting with many pedestrians walking around during the lunch hour.

This incident made me realize that I am not only responsible for my own behavior and safety but, I must also be mindful of the improper driving behaviors of others. It reminded me that life is so unpredictable and that we should never take it for granted. You never know if you can go back home.

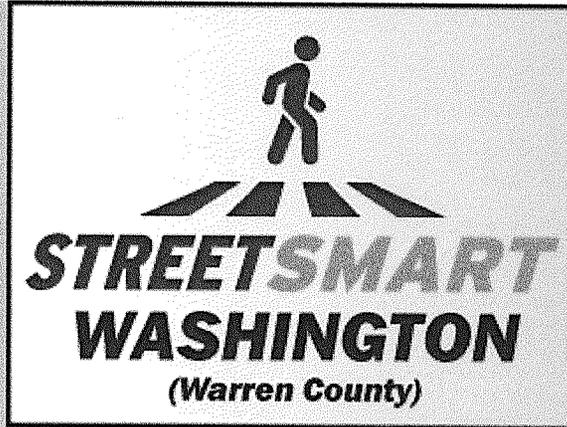
Visit www.kmm.org/intersections/ for part 2.

TransOptions, Inc.

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

www.transoptions.org

**TransOptions Expands Street Smart NJ
Pedestrian Safety Campaign Launches in Washington, Warren County**



Street Smart signs and posters just began appearing in Washington, Warren County. On August 4, 2015, TransOptions joined with Washington Borough and Township stakeholders to kick off Street Smart Washington. The pedestrian safety awareness campaign will continue for eight weeks during the summer and fall.

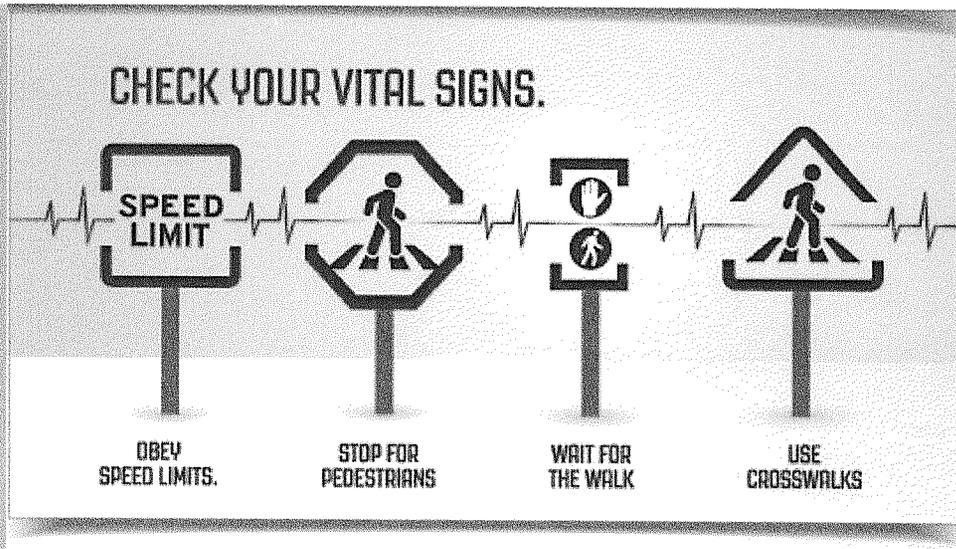
Washington Township and Washington Borough in Warren County were identified as locations that would benefit from Street Smart because of their incidence of pedestrian-related crashes. There have been 12 pedestrian-related crashes in Washington Borough since 2011 and 12 pedestrian-related crashes in Washington Township since 2003.



TransOptions' President, John F. Ciaffone, joined Borough and Township leaders to kickoff Street Smart Washington on August 4, 2015.

To date the grassroots campaign has had enthusiastic support from The Washington Township Police Department, town officials, local merchants, community organizations and civic groups.

Spearheaded by TransOptions, community stakeholders are posting signs, distributing flyers and speaking about Street Smart's "vital signs" with customers and constituents. Together they are helping pedestrians and motorists residing, working and visiting Washington understand their personal responsibilities in creating a safe environment for all road users.



Motorist Responsibilities:

Obey speed limits
Stop for pedestrians

Pedestrian Responsibilities:

Wait for the walk
Use crosswalks

TransOptions' implementation of Street Smart is the catalyst that's bringing together the stakeholders who can reduce the incidence of pedestrian injuries and fatalities in Washington Township and Washington Borough with:

- Community and municipal support
- Awareness of the laws in order to change pedestrian and motorist behavior
- Increased enforcement of pedestrian and roadway safety laws

Working together is the first step to being *Street Smart!*

Cross County Connection

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

www.driveless.com

New Publication from Cross County Connection Highlights FREE New Jersey

Commuting E-Resources!

Thank you for taking the time to review this important publication!

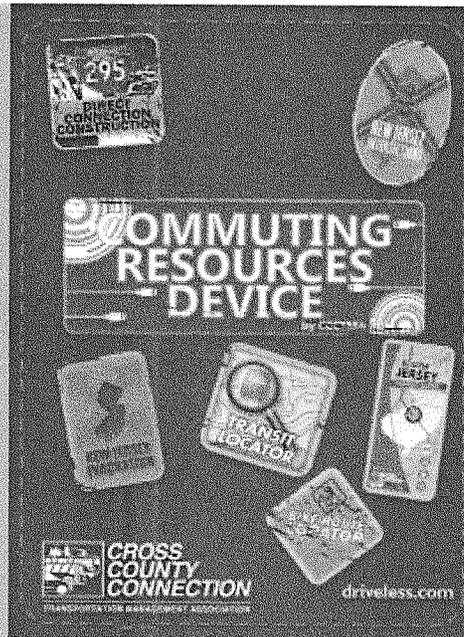
Many years ago as a result of receiving hundreds of calls, Cross County Connection realized that there was a critical element missing in the public's understanding of the commuting options they could access - that is, they didn't really know what was available! With that in mind, we developed the Southern New Jersey Transit Guide as a general source of all southern NJ transit information located in one easy-to-use-and-understand guide. This has always been our premiere publication, and remains that way to this day! A few years ago, we decided to develop a mobile application that would open up the world of transit to the digital age. Accessible from smart phones, tablets and PCs, our Transit Locator application puts detailed information about the transit options available at your fingertips!

Cross County Connection TMA has never been an organization to rest on its successes, so we guessed that the commuting public would also be very interested in the traffic conditions they would face on their commute to or from work, so we developed the NJ Intersections mobile application to allow commuters to see what they would face on their route of travel before they left! Likewise, safety resources are never far from our minds either! So, we developed a mobile application called NJ Evacuation, which allows you to see - and follow - the official NJ Evacuation Routes in the event of an emergency requiring an evacuation.

Well, I could go on, but I don't want to keep you from checking out this publication and - hopefully - broadening your world of mobile applications with a transportation spin! And, as always, we welcome your comments, so feel free to find us on Facebook and/or Twitter and let us know what you think!

Bill Ragozine
Executive Director
CCCTMA

Download here: [driveless.com/pdfs/App Brochure web.pdf](http://driveless.com/pdfs/App%20Brochure%20web.pdf)



HART Commuter Information Services

serving Hunterdon County

www.hart-tma.com

HART Assists Hunterdon Employees with Relocation

The closure of the North Jersey and Woodbridge Developmental Centers this year meant an influx of relocated employees to the Hunterdon Developmental Center, as employees were offered new positions.

Many of the relocated employees, particularly those from the Woodbridge Developmental Center, were used to taking public transit to work~ transit that would no longer be available to get them to a new job in Hunterdon.

HART coordinated with Keep Middlesex Moving, the TMA serving Middlesex County, and vanpool providers, to identify options for these employees who would now be commuting to Hunterdon County, with no available public transit to meet their commute needs.

HART Commuter Information Services conducted outreach to the new employees, through onsite information fairs, and the distribution of relocation packets to provide employees with information on carpool and vanpool opportunities.

More than 100 employees were assisted to identify appropriate options to get to work.

Job Relocating?



Let us help you with
your NEW commute!

P l e a s e t a k e a f l y e r !

Questions?
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Christina@hartma.com
908.788.5553 x12

www.hartma.com



Greater Mercer TMA

serving Mercer and Ocean Counties

www.gmtma.org

GMTMA Launches Good Moves



A personalized transportation planning service for Mercer County and Ocean County residents, Good Moves is a free resource that will provide personalized travel plans, transit schedules, bike maps, carpool matching, and more. Good Moves aims to help residents that have recently moved to the area by connecting them to different transportation options throughout their community.

GMTMA Executive Director Cheryl Kastrenakes says, "Good Moves can provide residents that are new to the community with alternative options for getting around town and the region. Whether you are going to work or out shopping, we want new residents to know that there are other options for transportation besides a personal car." Although targeted towards new residents, all are welcome to take advantage of the service.

[Click here](#) to register and learn more!



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