



## **EConnections - A Greener Way To *Communicate***

### **Green Commuter Rewards Program Launched**



Greater Mercer TMA will be launching this month, a new commuter reward program that puts money back in their pocket. The new incentive program from GMTMA offers qualified commuters rebates for online purchases.

Green Commuter Rewards provides access to over 1000 online stores, who in turn, offer rebates for purchases. The program is available to commuters who carpool, vanpool, use mass transit, walk or bicycle for 24 times over a 60 day period.

In order to qualify for Green Commuter Rewards, a commuter must register and track green commute trips. Upon completing the requisite number of green commute trips, the applicant will qualify for the Green Rewards Program. It is that simple!

Check out our new Green Commuter rewards [page](#).

### **Train Link's Environmental Impact**

Greater Mercer TMA recently completed an Environmental Impact study on the Train Link service.

Passengers were asked to provide origin and destination information; and mode choice to access the Train Link bus. The passenger information was then tabulated and entered in to the emission model to calculate the impact on regional carbon dioxide (CO<sub>2</sub>) emissions reduction.

#### **The combined use of the NEC train and Train Link:**

- prevents 256,669 pounds of CO<sub>2</sub> from being emitted into the atmosphere each year.
- provides a 51% reduction in CO<sub>2</sub> emissions when compared to commuting in a single occupancy vehicle.

Sustainability starts with resource conservation. Currently, the transportation

#### **TMA Dates**

#### **Greater Mercer TMA At Bike Exchange**

**September 17 - Noon - 3:00 pm**

If you're in the market for a good used bike, come by the Trenton Boys & Girls Club Bike Exchange. Greater Mercer TMA will be there distributing bicycle safety information. The TMA will provide instruction and proper fitting of FREE bike helmets, lights and reflective straps to anyone who purchases a bike!

The Trenton Exchange is located in the Capitol Plaza Shopping Center at 1500 N. Olden Avenue in Ewing, NJ. Hope to see you Saturday!

#### **Celebrate Walk to School Day October 5th**

Schools in Mercer and Ocean Counties can partner with the TMA on **October 5th** to promote pedestrian safety by taking part in National Walk to School Day. Walk to School Day is the ideal opportunity to encourage parents and students to view walking as a healthy and fun alternative to being driven to school.

sector's contribution to greenhouse gas emissions is slightly higher than 25% of the total United States Greenhouse Gas emissions. Given its dynamic functions, this sector can be influenced and altered at a reasonably quick rate to reduce its impact on the natural environment.

TMA Members are encouraged to discover their own carbon footprint. Please contact [Aly](#), to discuss an impact study for your site. Or if you are interested in receiving a copy of the report, [click here](#).

***"9,997 pounds of CO<sub>2</sub> would be released per week if Train Link riders drove to work instead of using their current mode of commute".***

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## Gentlemen (& Ladies) Turn-Off Your Engines

Greater Mercer TMA is reaching out to communities that have formed Green Teams and are on their way to becoming Sustainable Jersey Certified. GMTMA is able to assist these communities with the Health and Wellness: Anti-Idling Education & Enforcement Program requirements by inviting them to participate in our **Idle Free Zone – Idling gets you NOWhere** program to reduce illegal vehicle idling and improve air quality and citizen's health. Greater Mercer TMA's **Idle Free Zone – Idling gets you NOWhere** toolkit includes pamphlets and brochures that can be distributed, assistance with finding high idling locations, examples of municipalities with No Idling resolutions, and much more.

If you are interested in decreasing idling, please contact Aly Dyson at [adyson@gmtma.org](mailto:adyson@gmtma.org) or 609.452.1491 ext.237. We also have information specifically for schools, scout troops, volunteer groups, bus companies and many more.

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## Greater Mercer TMA and ARC Mercer, Inc Awarded New Freedom Grant

The Mercer County Coalition for Coordinated Transportation has announced that two members, Greater Mercer TMA and Arc Mercer/Inc., have each been awarded New Freedom grants for a combined total of \$383,000. The New Freedom grant, funded by the Federal Transit Administration (FTA), is geared towards enhancing transportation options for individuals faced with mobility challenges, including seniors, low income individuals, and people with disabilities.

To kick-off the start of the new grant year, a free, half-day Stakeholders Conference will be held on **Thursday – October 6, 2011** at Project Freedom (715 Kuser Road, Hamilton, NJ). The Coalition will provide updated information on achievements in collaboration, as well as present the New Freedom grant projects. This forum seeks to gather professionals that will assist the grant recipient in making informed coordinated decisions that will benefit all of Mercer County's agencies in their efforts to address the continuing needs of the community at large.

[Registration](#) is now open for schools interested in participating in Walk to School Day 2011. By registering, organizers are given access to free downloadable materials including event ideas, certificates and customizable flyers.

You can also win a Walk to School Day Safety Kit for your school if you "like" [Safe Kids USA's Facebook page](#) and sign up on their Facebook page.

For assistance in getting a Safe Routes to School (SRTS) program started or organizing an event, contact Rebecca Hersh, GMTMA's Safe Routes to School Project Manager at [rhersh@gmtma.org](mailto:rhersh@gmtma.org).

### **Mercer County Coalition for Coordinated Transportation Stakeholders Conference October 6th - Noon - 3:30 PM**

Noon – 1:00 pm  
Networking and complimentary lunch

1:00 pm – 3:30 pm  
Presentations

#### **Opening Remarks:**

Patrick Cacacie, Coalition  
Chairperson

Mercer County Executive  
Brian M. Hughes.

#### **Key Note Presentation:**

Mr. James McLary  
United We Ride Coordination  
Ambassador for FTA Region 2.

To RSVP please call Kelly Jiras at (609) 406-0181 ext. 146 or [email](#) by September 23, 2011. Participants must RSVP.

#### **Greater Mercer TMA Annual Meeting and Luncheon**

**October 28th  
11:00 am - 1:00 pm**

## In Your Opinion Results - TMA Online Poll Results

Greater Mercer TMA's online poll last month asked visitors:

Besides NYC, what are the top three cities in the U.S. with the highest level of transit ridership?

- 42% - Jersey City; DC; Boston
- 10% - Chicago; Portland, OR; Boston
- 13% - DC; San Francisco; Seattle
- 35% - Boston; Chicago; San Francisco



*Sept.'s On Line Poll:* At what point does turning off your car save you more money than idling it?

[Vote On Line Now!](#)

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