



e-Connections 6.10.14

NJ TRANSIT 655 Bus Line Service Revisions

FREE FARE DAYS: June 24 - June 25 - June 26

Greater Mercer Transportation Management Association (GMTMA) is pleased to announce new healthline routing changes for the NJ TRANSIT 655 bus route that serves Princeton and Plainsboro will go in to effect starting Monday, June 23 2014. As an incentive to try the revised route, GMTMA and the 655 Partners have arranged for the public to try the service for FREE on Tuesday, June 24, Wednesday, June 25 and Thursday, June 26.

The bus route changes were made to provide more direct access to destinations in Princeton and Plainsboro. “The No. 655 route is a vital connection between Plainsboro and neighboring Princeton which will provide direct access to employment, recreation and shopping opportunities for residents and visitors,” said NJ TRANSIT Executive Director Veronique “Ronnie” Hakim. “We encourage community members and visitors alike to travel on the No. 655 and make public transportation a regular part of their day-to-day routine.”

In Princeton the route has been streamlined by having the bus travel on Witherspoon from Nassau to Terhune in both directions to and from the Princeton Shopping Center rather than looping on Harrison Street. “We listened to a number of residents, who felt the bus line was not as effective as it could be in meeting their needs,” said Cheryl Kastrenakes, Executive Director of GMTMA. “We then communicated their concerns to the 655 Partners and NJ TRANSIT and recommended the route changes.”



“When we evaluated the service in Plainsboro, we determined that passengers would be better served by routing the bus through the heart of Plainsboro, the Village Center and along Plainsboro Road to

Enterprise,” said Kastrenakes. The new routing in Plainsboro will still serve the UMCP, Novo Nordisk, Bristol Myers – Squibb and Plainsboro apartment complexes.

NJ TRANSIT’s No. 655 bus route first began providing service in May 2012 between the communities of Princeton and Plainsboro, with service to the new University Medical Center of Princeton at Plainsboro.

The route is a Public–Private Partnership with funding being provided by Princeton University, UMCP, Greater Mercer TMA, Middlesex County and DVRPC. Kastrenakes believes the revised routing and FREE FARE DAYS will help to increase ridership on the route. “We want to encourage area residents to ride the No. 655 bus route to discover where they can go in Princeton and Plainsboro. The **FREE FARE DAYS (June 24-June 26)** are an excellent opportunity to try it out.”

A website created for the No. 655 bus route (655route.com) shows the new routing, schedule, fares, comment section, event calendar, and participating business/government partners accessible to the bus route.

For information about the No. 655 bus route changes, FREE FARE DAYS, call GMTMA Commuter Services at (609) 452-1491, online at 655route.com.

Contact [Joan](#), if you wish to receive a pdf to post or print copies of the flyer to distribute.

Special Olympics Comes To Mercer County Plan Your Trips On Transit

The Special Olympics are being held this year in and around Mercer County, June 14th - June 21st. Come out and welcome the athletes by cheering them on in their respective sport. Many of the sites are accessible by public transportation. If you are not able to attend any of the venues, you may want to explore alternative routes as traffic in and around the various sites becomes heavier than usual with an expected combined attendance of 80,000.

Below is a list of the venues where the competition is taking place.

Olympic Venue	Transit Service
College of New Jersey	NJT No. 601 or No.602
Hun School	NJT No. 606
Lawrenceville School	NJT No. 606
Mercer County Park	(NJT No. 609 - 7 blocks)
Princeton University	NJT No. 605, No. 655, PMA
Rider University	NJT No. 606

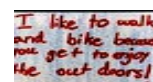
Princeton Merchant Association (PMA) is co-sponsoring a Special Olympics bus to shuttle people around Princeton. For information on line, princetonmerchants.org

For information about the Special Olympics, [click here](#).

[Plan](#) a trip on NJTRANSIT.

Safe Routes to School Bookmark Design Contest Winners!

Congratulations to Greater Mercer TMA's Safe Routes to School Bookmark Design Contest Winners! As part of the TMA's mission to promote



and educate children on safe pedestrian and bicycle safety, the TMA held a contest to have children in 3rd - 5th grade in Mercer and Ocean County design a bookmark that had them address the phrase "I like to Walk/Bike because...". The participants then forwarded their designs to the TMA. The winners in Mercer and Ocean County received a \$50.00 gift card and a safety kit. Their winning entry was then printed and distributed to local school libraries. The Runner-Up received a safety kit.



Mercer

County Winning Design

Mercer County Winners:

First Place: Janai Rajan, a 3rd grader from Dutch Neck Elementary School in the West Windsor-Plainsboro Regional School District (A picture of Janai receiving her certificate and prize is below)

Runner-Up: Tanay Patel, a 5th grader at Lawrence Intermediate School in the Lawrence Township School District was selected as the runner up.

Ocean County Winners:

First Place: Julia Morgan, a 5th grader from Pine Beach Elementary School in the Toms River School District (Her bookmark can be seen below.)

Runner-Up: Isabella Silva, a 5th grader at Drum Point Elementary School in the Brick Township School District



Ocean County

Winning Design

We received many creative, imaginative and thought-provoking entries and it was very difficult to pick a winner. We can't wait to see the entries for next year's contest!

Bike "Did Ya Knows"

Bike Month is over - for some but not for us. An important element of Bike Month is what we learn from the participants. The information collected through the website is just not fodder for the nose. It helps us to track trends in cycling and bicyclist concerns. This year:

- 32 communities had residents participating
- 32% were females - up 2%
- 18% 1st time participants
- 49% usually commute by car
- 34% presence of bike trails, lanes or shoulders influence their decision to ride
- 1,473 miles reported for bike vehicle
- 1,196 pounds of CO2 saved

Greater Mercer TMA

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