

## Love Your Heart!

February is Heart Month. It is a yearly reminder to check and take action to improve your heart health. Heart disease is the leading cause of death among both men and women in U.S.



[The American Heart Association](#) recommends taking the following steps to improve your heart health: watch your weight, quit smoking, control your cholesterol and blood pressure, get active and eat healthy.

It is also a good time to teach children to love their heart by encouraging them to adopt a healthy diet and an active lifestyle. Lead by example, and let your children see you being active. Encourage walking to school by joining them on the walk. Our [Walking School Bus app](#) can help you form a walking group in your neighborhood.

## Quick Links

[Programs & Services for Employers](#)

[NJ Smart Workplaces](#)

[Commuter Tax Benefit](#)

[Commuter Rewards](#)

[Carpooling](#)

[Vanpooling](#)

[Zline](#)



## Show Us Some Love, Renew Your Membership!

Last month GMTMA sent out renewal information to our members. [Please contact us](#) if you have not yet received your membership package or if you have questions. Thank you to all the members who already renewed their membership.



---

## GMTMA Staff Show Their Love for Transit Equity

Greater Mercer TMA's Mobility Manager Chad Dixson and Executive Director Cheryl Kastrenakes together with Greg Krykewycz DVRPC Manager, Office of Transit, Bicycle, and Pedestrian Planning held a session on [Equity Through Access](#) at this year's APA Conference.

The session included information about challenges faced in both Pennsylvania and New Jersey due to the scarcity of funding and how local planners found creative ways to solve the transportation access gaps for disadvantaged populations. DVRPC's *Equity Through Access* project focuses on developing and prioritizing projects that may be funded outside of the traditional human service transportation funding sources.



Greater Mercer TMA has applied this new approach and successfully implemented a new transit service, the ZLine that connects employees who would not otherwise have access, to the Robbinsville Amazon warehouse. GMTMA also offers travel training for seniors, individuals with disabilities, and people with lower income, improving their mobility and access to various resources.

---

## Their Love for Biking Turned Into Love for Each Other



Since Valentine's Day is only days away, we wanted to share this cycling love story published on [bicycling.com](#). It is the story of a couple who used a website, Strava, to track their bike rides and to seek motivation. She was from Australia; he was from Pennsylvania. Although they could not ride together, they shared pictures of their rides. Their conversation about biking slowly turned into travel plans and eventually wedding plans.

We wish them happiness and keep riding!

To read more about this couple [click here](#).

---

## Another Reason to Love the Smart Phone: Getting Insight Into Transit Use

Meeting rider's needs on limited funding can be quite a challenge for transportation officials these days. Getting ride information that could help better meet demand is costly and reliable tools are hard to find. But that may no longer be the case. A team of researchers from the University of Washington came up with a solution. A smartphone that collects Wi-Fi and Bluetooth signals from passenger's cell phones. The researchers estimate this solution will cost approximately \$60 per bus.



To read more about their proposal [click here.](#)

---

## Love Yourself

Shortening your commute shows up on most top ten lists of ways to increase happiness and decrease daily stress. While a short commute is something that should be considered when looking for a place to live, it isn't always possible and a move isn't always an option. So what can you do to make the daily trek to work, feel like less work?

Consider carpooling or vanpooling to work. Sharing your ride with others takes the stress out of being the driver every day and offers the social connection that can add some fun to your commute. Plus, you will save a bundle on commuting costs! Now, that's something to love!



---

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

[Click here](#) to forward this email to a friend

Greater Mercer TMA  
15 Roszel Rd  
Princeton, New Jersey 08540  
US

[Read](#) the VerticalResponse marketing policy.

**vertical** DELIVERED BY  
**response**  
Try It Free Today!