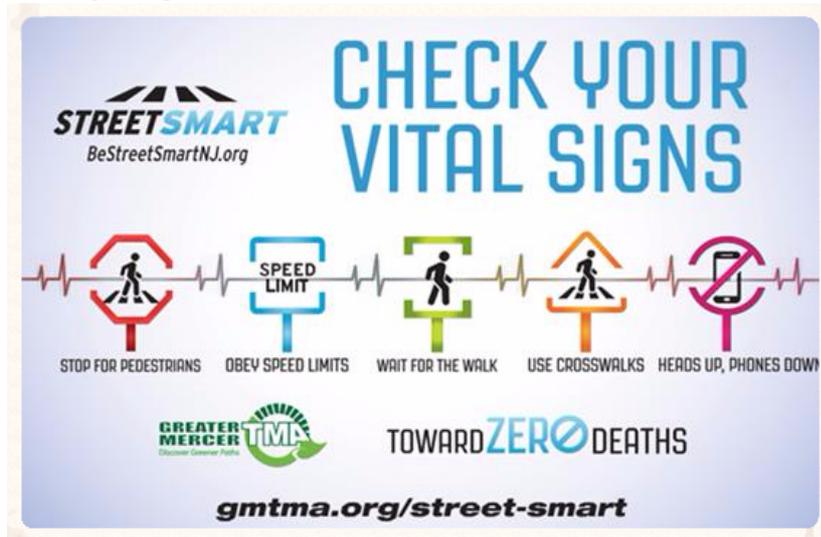


GMTMA Launches Street Smart Campaign in Princeton



Princeton Mayor Liz Lempert and the Princeton Police Department held a news conference with the Greater Mercer Transportation Management Association on September 29 to kick off its participation in Street Smart New Jersey, a pedestrian safety initiative focusing on outreach and education designed to change unsafe behavior by pedestrians and drivers on our streets.

Speakers included Princeton Mayor Liz Lempert, Princeton Police Chief Nicholas Sutter, GMTMA Executive Director Cheryl Kastrenakes and Zenobia Fields, director of Planning with NJTPA.

From October 4-7, Street level outreach by Princeton’s police, Princeton University’s Public Safety and GMTMA will be conducted at five locations in Princeton. The campaign focuses on compliance of traffic and pedestrian safety laws. Merchants in the community are also supporting the campaign by posting Street Smart messaging at their businesses.

“We want everyone to be safe whether they’re walking to school, to work, to the store, or out for some exercise,” said Mayor Lempert. “Princeton has lots of pedestrians because we’re a great, walkable community, and that’s why this safety campaign is so important. It’s an opportunity to remind both pedestrians and drivers of the rules that are designed to keep everyone safe.”

Street Smart is a collaborative effort between the North Jersey Transportation Planning Authority (NJTPA),

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Federal Highway Administration, New Jersey Department of Transportation and New Jersey Division of Highway Traffic Safety. GMTMA is working with NJTPA to coordinate Street Smart campaign in communities in Mercer and Ocean Counties.

Ocean Ride named "Outstanding System of the Year"



The Ocean County's public transportation system, Ocean Ride, has been recognized as the 2016 Outstanding System of the Year by the New Jersey Council on Special Transportation (NJ COST).

"Ocean Ride serves as a lifeline to many of our residents especially our seniors and the disabled who have no means or limited means of getting around," said Ocean County Freeholder Virginia E. Haines, who is liaison to the Ocean County Transportation Department. "We are aware of the importance of this

service. It is nice to have our efforts recognized by a statewide agency which serves as an advocate for special transportation."

"I am very proud of the staff of Ocean Ride, from Director David Fitzgerald, to the drivers, dispatchers and everyone that makes this transportation system the best possible service for our citizens," Haines said. "I appreciate the ongoing support of my colleagues on the Freeholder Board as we work to provide funding and improvements for this program."

Fitzgerald noted that Ocean Ride is on the forefront of County transportation services in New Jersey. In 2015, Ocean Ride provided 313,167 trips.

Ocean Ride is funded in part by a grant from NJ Transit under the Senior Citizen and Disabled Resident Transportation Assistance Program, which revenues are derived from casino revenues.

Photo Credit: co.ocean.nj.us

Left to Right: Michelle Arnold, Kelly Dyson, Thomas Giberson, Laurette Gabriel, Freeholder Virginia E. Haines, Michael Viera, David Fitzgerald and James Hand

Halloween Safety

Now that the days are shorter and most trick-or-treaters are going to be out during the twilight and evening hours, we would like to share a few Halloween safety tips.



For pedestrians

Young children should always trick-or-treat with an adult, older children should trick-or-treat in groups. Choose the safest routes to walk, try to avoid busy traffic areas, and always walk on the sidewalk. If there are no sidewalks, keep to the left and walk facing traffic. Try to limit the number of street crossings. Wear light colored clothing with reflective tape or stickers or put reflective tape on the trick-or-treat bag. Children can carry glow sticks to improve visibility.

Make sure the costumes don't make it hard for children to walk and try to avoid face masks because they reduce visibility. Instead children could use face paint.

Watch for cars turning or pulling out of driveways and don't cross between parked cars.

Eliminate distractions, keep your head up, and be alert.

Carry a flashlight.

For motorists

Slow down and make sure you pay extra attention in residential neighborhoods.

Watch for children at intersections, crossways, and curbs.

Enter and exit driveways and alleys carefully.

Remember popular times for trick or treating are between 5:30pm and 9:30pm.

Watch for children dressed in dark colored costumes.

Eliminate all distractions and turn headlights on early.

Do not drive while under the influence.

Stay safe and Happy Halloween!

Walk and Bike to School Day 20th Anniversary



October 5, is International Walk and Bike to School Day. The event promotes Safe Routes to School in the community, physical fitness and healthy activities, and reduces traffic congestion, pollution, and speed near schools.

Thousands of students and schools across the nation participate every year. The GMTMA SRTS Coordinator are available to help plan and participate in events.

Please contact [Ian Henderson](#) or [Jerry Foster](#) to make arrangements. To learn more about how you and your school can participate in this event go to <http://www.walkbiketoschool.org/>.



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