

HUDSON TRANSPORTATION MANAGEMENT ASSOCIATION

574 Summit Avenue, 5th Floor, Jersey City, NJ 07306

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To contact the Hudson Transportation Management Association,
please write to the address above, call 201.792.2825,
or email us at info@hudsontma.org

Information is also available online at www.hudsontma.org

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Getting YOU There



Summer Newsletter 2009

WELCOME

► This issue of *Getting You There* is all about making better choices. Employers partnering with the TMA, the County addressing the needs of its newly relocated employees, commuters carpooling, and adults and children learning bicycle safety are great examples of healthier alternatives for ourselves and our environment. Consider what options might be right for *getting you there*.



HUDSON EMPLOYERS RECOGNIZED AS NEW JERSEY SMART WORKPLACES

Among the 353 employers to receive the prestigious award presented by the NJDOT, 59 businesses were Hudson TMA clients.

► On behalf of the State of New Jersey, Stephen Dilts, Commissioner of the New Jersey Department of Transportation, presented the 2009 New Jersey Smart Workplaces award to employers at the annual ceremony at NJIT in May. Many of Hudson TMA's clients, a total of 59 businesses, were among the 353 employers which received the prestigious honor. Through the NSW, the state recognized each of the company's unique efforts which assisted the TMA in improving air quality and reducing traffic.

Businesses are now seizing the opportunity to take a partnership role with the TMA. The transportation choice a commuter makes affects everyone, and companies are seeing that the TMA should not face the task alone. When a company expends a considerable effort to not only assist the worker, but also the environment, the state deems that the business be recognized.

There are four levels of recognition an employer can reach. Nine Hudson companies reached the Gold level and three reached the Platinum level. To learn what you can do to be among next year's recipients, visit the Hudson TMA website or call our office.



COUNTY ASSISTED IN RELOCATION

Over 1,000 Hudson County employees have moved to Hudson County Plaza, the former national headquarters of the Block Drug Company.



County's 600,000+ residents have been relocated from various sites to the newly renovated property which boasts a 340,000 sq. ft. office building on a 16 acre campus.

The county spent great effort to renovate, plan and orchestrate the large move. To help prepare the employees for the challenge of a new commute, the county requested the services of the Hudson TMA. "We knew our employees would have many questions regarding how they would get to their new job site. Issues regarding transportation needed to be addressed and the staff at the Hudson TMA stepped up to the plate," said County Executive Tom DeGise.

The Hudson TMA provided group presentations as well as one-on-one consulting at each of the original county offices. Hudson interviewed all staff, completed surveys, and provided information on all modes of transportation as well as all TMA incentive programs. The TMA was also able to identify the needs of drivers with disabilities and evaluate the impact of all drivers on the planned parking areas. TMA staff found it to be an excellent opportunity to provide the right information so more employees can take mass transportation or carpool.

Hudson County Plaza follows other relocation efforts assisted by the TMA such as Barclays, AXA, and Citco. Businesses considering relocating to a site within Hudson County can call or email the Hudson TMA to receive its free services.

WE GREW UP IN A TIME WHEN ONLY KIDS RODE BICYCLES

and there was no point in walking when you could go by car. Today, municipalities are paving bike lanes, bike racks are everywhere, cycling clubs are growing and there are hundreds of advocacy groups promoting walking for better health. The grass roots campaign for using alternate means of transportation has finally sprouted and innovative programs from your TMA are in full swing. Read about some of our activities this past summer and go to our website to learn about our various incentive programs.



ADULT CYCLISTS GET SAVVY

►Bicycle safety instruction should not be exclusive to children. Adults are equally at risk for accidents while cycling on congested streets are all the more dangerous; especially, when rules are not properly followed. Adults find riding their bicycles in an urban setting to be challenging on many different levels. To address their concerns and teach the new rules of the road, as well as vital biking skills, the Hudson TMA sponsored two "Savvy Cyclist" classes. One was in Hoboken in June and the other in Jersey City in May. Both classes were free.

Instructors, supplied by Bike New York and certified by the American League of Bicyclists, provided a lecture in a classroom as well as on-the-road training. Power Point presentations, lectures, a video, cycling through the neighborhood, safety drills, and mechanical instruction were all part of the free 8 hour course.

To sign up for the next set of spring and summer classes, you can visit our website or call.



BIKE RODEO HITS NORTH BERGEN

►Each year the TMA staff asks families to walk and ride their bikes more often. Habitually, adults drive children to many places which are easily accessible by foot or bike. The Stride & Ride is a unique event which encourages people to make better choices in traveling to local destinations as well as celebrates those who already do.

The event hosts information booths providing assistance in understanding the greener alternatives and better safety for both children and adults. At the center of the Stride & Ride is the Bike Rodeo. This interactive activity provided 12 safety stations teaching more than 225 children on their bicycles how to safely negotiate crossroads, driveways and foreign obstacles in their path. The young cyclists were also taught better balancing skills, hand signals, and proper scanning. Bicycle helmets were provided free to any child whose helmet was unsafe or who did not have one, courtesy of the Hudson County Safe Kids Coordinator of the Jersey City Medical Center.

Next to the rodeo, TMA staff presented a program which teaches the child to ride without training wheels. Over 65 children and their guardians took part in the process. Family members were instructed in the methods to teach balance and control so the child can ride on two wheels.

Walking races, games, and music were provided to round out the event. Volunteers from the HCIA, Boy Scouts, Girl Scouts, and area businesses made the Stride & Ride possible for the nearly 300 children who participated.

TMA staff has already begun planning next year's Stride & Ride which will be on June 5, 2010. To join the 50 volunteers needed for 2010, call or email the Hudson TMA.



►Jay DiDomenico, Director

►Ivonne Pierluisses, Marketing Associate

►Amina Ghoul, Marketing Associate

►Faiza Rasheed, Marketing Intern

GOLDEN SNEAKER TROPHIES AWARDED TO 2 SCHOOLS

►Last year the Hudson TMA produced a pilot program to encourage walking called the Golden Sneaker at Robinson School in Bayonne. This year TMA staff brought it back to Robinson and extended the program to Jersey City at PS 16.

Students in grades 2 and 3 are each given pedometers provided by the TMA in order to compete to attain the highest number of steps for one week. Children and their family members start to see the opportunities they always had to walk rather than drive. Together the family learns to make better decisions to reduce traffic and pollution. It also addresses health issues as the child obesity rate is growing at an alarming rate. Walking is a healthy habit which children need to be encouraged to do.

Ashley LaParre, a teacher at Robinson School, Bayonne, remarked, "I particularly liked the opportunity the TMA provided to add other educational components to the contest. I was able to incorporate exercises in mathematics, science and health. It was tremendously fun and it motivated the children to stay engaged in the learning process."

Besides awarding the class with the Golden Sneaker trophy, all students in the participating grades received a presentation by TMA staff to learn the importance of small changes and how collectively they can make a big difference in our air quality.



HISTORIC COURT HOUSE RECEIVES FIRST BIKE RACK

►Hoboken activist and bicycle enthusiast, Jim Vance, thought a bicycle rack was needed at the Hudson County Brennan Court House on Newark Avenue in Jersey City. Vance, never shy to voice an opinion, made a request to the office of the County Executive. "I wasn't sure if County Executive DeGise had the same concern for the environment. He clearly does, as the rack went up in record time. It was refreshing to see an elected official act quickly to support the fastest growing alternate mode of transportation," exclaimed Vance. "Having attended Hudson TMA presentations and working on establishing Hoboken's bike lanes, I thought it only proper to see more places for cyclists to park."



KIDS NEED TO BE CYCLE SAVVY, TOO!

Hudson TMA provides six bicycle safety presentations to North Bergen schools.

►To drive a car, an adult must pass a written test and a driving road test. Children, however, are typically taught to ride a bicycle and not much beyond that. What many do not realize is that they must obey many of the same rules and regulations as car drivers to ensure their safety as well as the safety of others.

Hudson TMA staff provided six bicycle safety presentations to students at Robert Fulton, Lincoln, Horace Mann, Franklin, and Kennedy schools in North Bergen. This program, offered for the first time this year, covered numerous topics including checking your bicycle before riding, using hand signals, obeying the rules of the road, helmet use, respecting pedestrians and drivers, and safe riding tips.

Since the program is modeled after the Savvy Cyclist class, staffers refer to it as the Savvy Child's class.

