

HUDSON TRANSPORTATION MANAGEMENT ASSOCIATION
 A Division of the Hudson County Improvement Authority
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Getting YOU There

Fall/Winter, 2011



WELCOME

Our work is about partnership — with communities, agencies, corporations **and you**. Let us know if you would like to join our efforts to reduce congestion and pollution.

Call 201.792.2825, or e-mail us at info@hudsontma.org



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

Information is also available online at www.hudsontma.org

WALK, DON'T RIDE

TMA Taking Steps to Improve Pedestrian Safety

► In October, the Hudson TMA kicked off its' annual Walk to School Program, with our ever popular mascot "Buster the Bus." Taking a stroll to school instead of hopping into a vehicle is always a cleaner, greener move and it also reduces dangerous car congestion around

schools. Walking to school also provides multiple benefits to kids and families. It gives families more time to spend together before separating for the day and helps teach kids important pedestrian skills. Parents also gain the opportunity to meet and converse with other parents, strengthening the home-school connection. It's the healthy move — while the number of children walking to school has declined drastically, the rates of childhood obesity have more than tripled over the past 30 years.

TMA staff offers a program to assist families who wish to walk to school, and also, provides a fun, interactive educational program for students in grades K to 3.

To learn more or get started, call 201.792.2825 or e-mail info@hudsontma.org.



Principal Robert Brower and school staff, work with the TMA to help children and their family members make the healthy decision to walk to school.

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TMA HELPED BRING BACK SUMMER SHUTTLE BUS

► Visitors exploring Liberty State Park on summer weekends got a lift, as the weekend shuttle bus that travels through the 1200 acre park was reinstated for the 2011 season. Said Hudson County Executive Thomas DeGise, "The County supports the use of mass transit to improve accessibility to this outstanding park," adding that he was pleased to be able to work with NJ Transit, the park staff, the Friends of Liberty State Park and the Hudson TMA to provide this needed service for the 2011 summer. Sam Pesin, President of the Friends of Liberty State Park was pleased with the return of the popular shuttle bus which runs through the park and connects to the Hudson Bergen Light Rail, "Liberty

State Park is the state's largest urban park and the shuttle benefits both county residents and tourists, especially visitors to the Statue of Liberty."



Getting YOU There



Thomas A DeGise, Hudson County Executive



GIVE UP YOUR WHEELS — FOR THE DAY

► Each September people all over the world participate in CarFree Day, vowing to walk, bike or take mass transit instead of driving for the day. The hope is that participants will have the opportunity for at least one day to enjoy the benefits of carfree commuting and will then begin to look for ways to minimize car use in all areas of their lives. All people who registered their pledge with the TMA had a chance to win tickets to the Liberty Science Center. This year's winner was Aisha Priester who gave up gassing up her Ford Explorer truck and driving all the way to Grove Street in Jersey City in favor of hopping on the Light Rail in Bayonne to start her commute. "I will save gas, time and not have to worry about traffic" she explained.



Jay DiDomenico, Hudson TMA Director, awards Aisha Priester her prize of Liberty Science Center Tickets at the 8th Street Bayonne HBLR Station.



NJ DOT Commissioner James S. Simpson.

THE TMA ON THE ROAD

► The Hudson TMA was honored to be invited to speak at the 14th Annual Transportation and Infrastructure Summit, held in Irving TX. The purpose of the conference, held in August, was to develop and advocate for effective responses to meet the challenges for the future of transportation. The summit included all forms of transportation from cycling to high-speed rails, and featured a keynote address from NJ Department of Transportation Commissioner James S. Simpson. Some noteworthy topics covered at the meetings included the economics of toll, waterways, aviation safety and distracted driving. Jay DiDomenico, Director of the Hudson TMA was asked to participate as a panelist on "TMA's in the United States" and spoke about relationships and building partnerships for successful TDM (Transportation Demand Management). Norman Guerra, CEO of the Hudson County Improvement Authority commented, "We are very proud that our TMA was selected to represent the Northeast and participate in a national transportation summit. We knew we were in good company with Commissioner Simpson and happy to assist in sharing the New Jersey perspective."



VIDEO STARS IN THE HUDSON TMA

► Keep on the look out for our video "How Will You Commute Tomorrow?" <http://www.hudsontma.org/commutetomorrow/>. The TMA worked with student filmmakers from Fairleigh Dickinson University, under the direction of Professor Matt Clarke through the Corporate Video Production Unit. This public-service piece highlights the benefits of using various modes of mass transit as an alternative to driving. While it may not make the charts on MTV, if you look closely you will note there are as many costume changes as a Lady Gaga show. Staff members played multiple characters during the filming and had to come up with their own costumes, with sunglasses, hats, fake mustaches and some ducking behind newspapers spy-style.



TMA staffer/movie extra, Amina Ghoul, and actress Deidre King "take 2" at the WTC PATH.

Many thanks to the Port Authority, NJ Transit and NY Waterway for making their facilities and equipment available for filming.



STRIDE & RIDE 2011



At the 2011 TMA Stride & Ride Bike Rodeo HCIA staff member, Joe Capozzoli, teaches an eager cyclist about best safety practices. Last June, 300 children and their family members participated in the rodeo at Lincoln Park, Jersey City.



Each year at the rodeo 70 volunteers give their time and energy for our Hudson kids.