

HUDSON TRANSPORTATION MANAGEMENT ASSOCIATION  
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Thomas A DeGise, Hudson County Executive

# Getting YOU There

Spring/Summer, 2011



## WELCOME

Your TMA works to improve the quality of life for Hudson residents, employers and travelers. But it's not just by reducing pollution and congestion. The Hudson TMA takes steps to keep us safe and healthy whenever and however we travel, at any age.

Welcome to our issue of *Getting You There.*



## IMPROVING THE QUALITY OF LIFE FOR HUDSON COUNTY SENIORS

### TMA Taking Steps to Improve Pedestrian Safety



▶ Did you know that in Hudson County seniors represent only 10% of the entire population, but—tragically—also represent more than 30% of pedestrian fatalities? Through its work with the New Jersey Division of Highway Traffic Safety, the TMA has recognized that seniors are a significant high risk group and is working to change that statistic.

The Hudson TMA's Senior Safety program is a "refresher" in pedestrian safety, re-introducing best practices and sharing new approaches and information with our seniors.

Best practices are sometimes simple: prompting folks to make eye contact with drivers before crossing roads, reminding them to avoid jay walking, and counseling them to see every drive-thru exit essentially as an intersection. Sometimes it's directing seniors towards new products that will help better ensure safety, such as reflective wrist wraps. The program also benefits the county, as it offers seniors the opportunity to share important information regarding the locations of broken cross-walk signals, areas where stop signs may be needed, and more.

So far, the program has been a tremendous success, with participants providing feedback like "Thanks, TMA... I forgot to even think about these things anymore" and "Who knew that most accidents occur closer to home? I am going to keep my eyes peeled from now on."

"Our residents really look forward to the TMA's safety events. Not only does it get them talking, but it gets them walking, too. Without fail, after each event, we immediately see more of our residents heading out for walks, and that's unbelievably good for their health across the board," says Tom Holschu of the Kearny Seniors Group.

The Hudson TMA has made pedestrian safety one of its priorities in serving county residents. From providing the Walk-to-School and Golden Sneaker programs for our kids to the Senior Safety Program, the TMA is helping many citizens walk safer in New Jersey.

The Hudson TMA Seniors Safety Program: helping keep senior pedestrians informed, engaged, and—above all—safe!



Hudson TMA staffer Josefina Palacios distributes reflective slap wraps to seniors promoting the "Be Safe. Be Seen" effort in Hudson County.

## HCIA'S EARTH DAY IN LIBERTY STATE PARK: THE TMA WAS THERE... WERE YOU?

► The theme of this year's Earth Day celebration was "A Billion Acts of Green," and the Hudson TMA, a division of the Hudson County Improvement Authority, lead by example!

As a matter of fact the TMA has been working with employers to encourage more effective and "greener" ways to commute.



Hudson County Executive Tom DeGise and HCIA CEO Norman Guerra, pictured with local children who participated in the TMA's kid-friendly and educational Earth Day events.

This year's event drew thousands of people into Liberty State Park, where TMA staff had a unique opportunity to pass along information on all of their programs. The Hudson TMA also had a chance to engage in some Q&A with attendees, and promote safety in a fun way through its "Wheel of Safety." People spun the wheel and won prizes for correctly answering various safety questions.

Earth Day is now more than 40 years old, and it continues to make a difference, and it's through events like this one—and the hard work of everyone involved—that difference becomes a lasting one.



## TEXTING & DRIVING? THE TMA CAN HELP.

► Would you read a newspaper or watch TV while you're driving? Of course not. It seems to be common sense that people would not attempt to read or write text messages while driving either. More and more accidents, however, are happening every day due to texting drivers. According to the Insurance Institute for Highway Safety, drivers using hand-held devices are four times as likely to get into crashes serious enough to injure themselves. Likewise, a recent study has shown that texting while driving is actually more dangerous than driving while drunk.

So why do so many drivers engage in this very risky behavior? The attraction appears to be the ability to access information and communicate with others in an immediate fashion. In many cases, drivers say they "couldn't help it."

The TMA is taking steps to discourage drivers from texting while driving by first creating a dialog to get drivers to recognize the dangers. The second step is to take the TMA's pledge to STOP. Those who make the pledge receive thumb rings that read "Don't Text & Drive" as an ongoing reminder.



When you're behind the wheel, things can happen in an instant. And if your eyes are anywhere but on the road, that instant could be tragic. Please: keep your eyes on the road and off your mobile. Take the TMA's pledge today.

Visit [www.hudsontma.org](http://www.hudsontma.org) for more details.



## BEST BIKE TO WORK WEEK EVER!

► It may have rained several times during the week of May 15th – 22nd, but that didn't dampen the enthusiasm of the many people who participated in the Hudson TMA Annual Bike to Work Week. The BTWW event not only commends those who already bike to work, but encourages those for whom it is feasible to give it a try.

A new feature of Bike to Work Week was an on-site, free bike inspection provided by the staff of James Vincent Bicycle Shops of Jersey City and North Bergen. All those who rode to the event received a free mini tune-up, as well as important information on bicycle safety and the rules of the road.

Despite its name, BTWW is also for those who cannot bike to work. One participant commented, "Because of the distance to my job, I'm not able to bike to work, but at the BTWW event I received a wealth of information about bicycle safety for myself and my children. I even signed the Pledge to try to use my bike instead of the car for errands and short trips."

The Pledge is simple: people who can't bike to work CAN get involved by promising to find opportunities to use bikes more often, rather than always depending on a car. It was a huge success; over 400 people made the pledge.

While the US leads the world in so many categories, it is definitely behind the curve when it comes to choosing a bike as a common alternate mode of transportation. Unfortunately, many of our citizens don't recognize the benefits of cycling: lowering carbon emissions, reducing roadway congestion, saving money, and increasing physical health, just to name a few. The Hudson TMA understands that changing our place on the curve is a community effort that requires many partnerships. That is why Bike to Work Week is not a solo event and the TMA would like to thank all of the commuters who participated in the event, the City of Hoboken for their support, and our Jersey City corporate partners Morgan Stanley Smith Barney and Pershing, LLC; whose staff members assisted in our outreach, provided encouragement, and distributed hats and water bottles.

**Morgan Stanley Smith Barney staff talking to potential bicyclists at Exchange Place.**



## SMARTEN YOUR COMMUTE WITH CUSTOM TRAFFIC ALERTS

► Why depend on the radio to tell you about traffic when you can get custom, FREE traffic alerts from the TMA sent to you via e-mail?

Want to know which is moving faster, the Turnpike or 1&9? Were you ever behind the wheel wondering whether to avoid the Rts. 7 and 3 interchange? Your custom alert will let you know before you even get in your car.



You can set-up alerts for the routes you follow—it takes less than two minutes—and quickly learn the fastest way to get where you're going. Not only is this the ideal solution for commuters, it can also help you find faster paths to the shore or other weekend getaways.

For years, living in northern New Jersey has meant living with traffic. But with custom traffic alerts from the Hudson TMA, you can avoid traffic, use less fuel, reduce emissions and spend more time enjoying your destination than struggling to get there!

Visit [www.hudsontma.org](http://www.hudsontma.org) for details.

