



## **EConnections - A Greener Way To *Comm*unicate**

### **Greater Mercer TMA Member Spotlight – Princeton University**

Long time member and supporter of the TMA, Princeton University is undeniably one of the region's leaders in providing Transportation Demand Management (TDM) programs for its employees and students. Under the guidance of Transportation and Parking Services Director, Kim Jackson, the University has developed a comprehensive TDM program that encompasses an array of commuter alternatives to meet the University's growing mobility needs and long-term sustainability goals.



The University provides a robust transportation service for students, faculty and the community. Prior to the start of the current transportation system, the University service consisted of three bus routes. In 2006, planners recognized that the current system would not be sufficient to meet the growing mobility needs and long-term sustainability goals. With the start of the New Year in 2009, Princeton University launched TigerTransit, a newly integrated campus transit system, featuring new routes, new environmentally friendly buses and passenger amenities.

*The University didn't just stop at providing a great bus service; the department provides more commuter choices including:*

- Mass transit reimbursement of 50% on monthly transit passes for full-time employees and graduate students.
- Princeton Undergraduate and Graduate students are eligible to receive a 25% off a regular rail, bus or light rail monthly pass when enrolled through NJ TRANSIT's Quik-Tik program.
- Carpool matching and incentive program
- Vanpool matching and participation in NJ Transit's Vanpool Sponsorship Program
- Mass Transit Subsidy Program
- Shared car program - We Car
- Bikeshare and repair program

*How their efforts have paid off so far?*

- From 2010 to 2011, more than 603,000 rides were taken on the campus shuttle service, an increase of about 2 percent, or 13,000 rides, over the previous year.
- 300 fewer vehicles commuting to the University on a daily basis. Goal 500 by 2020.
- In three years, the University is more than halfway to reaching its sustainability goal of reducing the number of cars commuting to campus by 10% by 2020.
- From 2010 to 2011, there was a 98 percent increase in the number of campus community members participating in Transportation Demand Management (TDM) programs.
- In the 2011 fiscal year, 186 commuters participated in the mass transit program, which provides a 50 percent subsidy to eligible commuters. This subsidy program was extended to include graduate students beginning in July 2011.
- As of September 2011, over 420 University community members have enrolled in the

WeCar car sharing program.

- More than 150 bicycles (a combination of new and refurbished abandoned) are maintained by the student-run U-Bikes rental and bikeshare program for students, faculty and staff.

The University isn't finished yet. As the community continues to grow and new venues are offered, the Transportation and Parking Services department is continually challenged to meet commuter demands and reach their sustainability goal. No doubt they are well on their way to doing so.

## Got A Date?

### .... Add Us To Your Calendar



Are you planning an Earth Day, Safety, Community event or Transportation Fair? If so, we'd be happy to attend. Greater Mercer TMA's new outreach program brings an all new assortment of brochures, information and FREE give-a-way items.

Spring is right around the corner, so take time now to have us join you at your next event.

***Need help planning an event? We can help with that too.***

***Call Aly at: (609) 452-1491 x237 Or, [email](#)***

## Have A Heart – Give A Ride On RideProvide

While we are showering our sweethearts with tokens of affection – why not share the gift of love by donating funds to provide a ride for a senior on behalf of your sweetheart? When you do, we'll send a card to your valentine acknowledging your generosity.

[Have A Heart](#)



## Presidents' Day Holiday Service

Area transportation service providers will be observing the holiday either by suspending service or providing limited service. Greater Mercer TMA has put together an area transportation service chart that shows the modified schedules. [Click here.](#)

## Ice & Snow- If It Comes, Clear it Before You Go



Don't be fooled by the mild winter-February is typically our snowiest month. State laws require motorists operating private passenger and commercial motor vehicles to remove all snow and ice from their vehicles before driving, especially from the hood, windows and roof. Motorists who fail to do so can cause property damage and/or injury to others and face fines of not less than \$200 or more than \$1,000 for each offense.

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