



EConnections - A Greener Way To *Comm*unicate

All Aboard the Walking School Bus!

Safe Routes To School Webinar

Want to get kids in your town walking and biking to school, but aren't sure how to go about doing it? Get started by signing up for an upcoming webinar, "All Aboard the Walking School Bus: Walking to School in a Safe, Fun, and Healthy Way." The webinar will be on **Thursday, April 19, 12:15pm – 1:00pm**, and anyone with a computer that can play audio can participate.

GMTMA is helping organize this webinar, designed for all parents, teachers, local officials, and any interested citizens who are concerned with the well-being of our children, our air quality, and our public health. Walking School Buses and Bike Trains are great for getting more kids to walk and bike to school, but organizing them can be a challenge. This 45-minute webinar will teach you some successful approaches and resources for creating group walks and rides to school.

This webinar will help participants:

- Understand the benefits of creating a Walking School Bus
- Learn the key components of a successful program
- Hear case studies of successful programs in New Jersey
- Learn about resources available to help implement a Walking School Bus or Bike Train program.



Want to register for this webinar? Click [here!](#)

First Webinar Available Online

Are you interested in learning the basics of the Safe Routes to School program? You're in luck. You can watch a recording of the webinar GMTMA participated in last week. The webinar, "Walking and Biking to School: Inspiring Safer, Healthier, More Active Students," has been made available on the Safe Routes to School Resource Center website, which you can view by [clicking here](#). The webinar is the first link listed under "Safe Routes to School Educational Programs and Webinars."

During the 45 minute session, you'll learn the basics of New Jersey's Safe Routes to School program, why SRTS is so important, how to engage your community, practical strategies to get kids walking and biking to school, and how your TMA can help you get a program off the ground.

Anyone interested in the well-being of our children, our air quality, and our public health should find something of interest in this webinar. [Listen today!](#)

The webinar series is brought to you by two Transportation Management Associations — Greater Mercer TMA and Keep Middlesex Moving, and the New Jersey Safe Routes to School Resource Center with support from the New Jersey Department of Transportation (NJDOT) and the Federal Highway Administration (FHWA).

April is Distracted Driving Awareness Month

Although illegal in New Jersey, motorists continue to use handheld cell phones and text while they drive. Texting or talking on a cell phone while driving has been shown to impair driving ability, increase the risk of a crash and threaten highway safety in general. During the month of April, researchers, safety advocates and legislators are working to raise public awareness of this dangerous habit, through the National Highway Traffic Safety Administration campaign titled: “**One Text or Call Could Wreck It All**” .

To learn more about Distracted Driving and/or to take the pledge that you drive cell free, [visit](#).



How Employers Are Responding To Distracted Driving

Many businesses have already drafted or are considering drafting policies to address cell phone usage. A free webinar to assist employers in drafting such policies is being presented on April 25th, see information below.

Title: [Corporate liability and the need for comprehensive cell phone policies](#)

Date: April 25

Time: 1:00 - 2:00 p.m. CST

Presenters: Deborah Trombley, senior program manager of Transportation Initiatives at the National Safety Council and Todd Clement, attorney with the Clement Law Firm in Dallas, TX.

Learn more about [NJ's cell phone law](#), what's acceptable and what is not acceptable.

Fueling UP

Will high gas prices hurt business? A recent Gallup poll asked:“how high would the cost of gasoline have to rise to significantly impact an employee’s lifestyle and spending”. On average, gas prices of \$5.30 to \$5.35 per gallon were cited as the “tipping point.”

With gas prices quickly approaching that mark, businesses also need to figure out ways to tighten their belts by offering greater discounts, sharing services with other area employers, four day work weeks and renegotiating contractual service agreements.

[Tell us](#) how gas prices are affecting you, your business and ideas to defray costs.

Megabus NOW Serving Princeton

Megabus, through an agreement with Suburban/Coach USA, has begun providing bus service from Princeton to New York City. The bus stops once in New Brunswick, but otherwise expresses to New York. The carrier offers: Wi-Fi, power outlets and low fares that range from as low as \$1.00 to \$14.00 depending on seating and advance booking. For information, visit Megabus website at www.megabus.com .

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