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EConnections - A Greener Way To *Comm*unicate

Greater Mercer TMA NAMED A FINALIST IN TOYOTA'S 2012 *100 CARS FOR GOOD* PROGRAM

Greater Mercer TMA has been selected as one of 500 nonprofit finalists in Toyota's **100 Cars for Good** program, a major philanthropic initiative in which the automaker is giving 100 cars to 100 nonprofits over the course of 100 days. Greater Mercer TMA's RideProvide program was selected as a finalist from more than 4,000 applications nationwide.



Each day, beginning May 14, 2012, **100 Cars for Good** will profile five finalists at www.100carsforgood.com. Individual members of the public will be able to vote for which ever nonprofit they think can do the most good with a new vehicle. The nonprofit with the most votes at the end of each day will win one of six Toyota models. Runners-up will each receive a \$1,000 cash grant from Toyota.



Greater Mercer TMA's RideProvide program will be up for consideration on Wednesday, July 25th.

"Everyone at the TMA is thrilled to have been selected as a finalist for the 2012 100 Cars for Good program," said Cheryl Kastrenakes, Greater Mercer TMA's Executive Director. "We're grateful for this incredible opportunity to showcase our RideProvide transportation service and hopefully win a car to help us to provide rides for seniors and visually disabled adults in the community. We hope everyone will help us spread the word now and, of course, will make time

to visit www.100carsforgood.com on **Wednesday, July 25th** to vote for us. A new vehicle would really improve our ability to meet the growing transportation needs of an aging population.”

100 Cars for Good is the first initiative to directly engage the public to determine how Toyota’s philanthropic donations are awarded. For complete information on **100 Cars for Good** and profiles of all 500 finalists, please visit www.100carsforgood.com

For more information on the TMA’s RideProvide program, go to www.rideprovide.org.

NJT's 655 Bus Route - GMTMA Partners On New Service

Plainsboro to Princeton Bus Service

In time for the opening of the new University Medical Center of Princeton at Plainsboro hospital, NJ TRANSIT has added a new bus route to its Mercer County services. The new weekday bus route will provide direct service to the new hospital, starting Monday, May 14th. The 655 Plainsboro – Princeton route is designed to provide East-West service with connections to various transit services, such as the 606 bus route at Palmer Square in Princeton.

The 655 bus route is part of a public-private initiative of NJTRANSIT where sponsors help to off-set the cost of providing bus service. Sponsors of the route include: Princeton Healthcare System, Princeton University, Middlesex County and Greater Mercer TMA. [Download a schedule](#).

Greater Mercer Onboard FreeB Transportation Committee



Greater Mercer TMA is assisting members of the Princeton FreeB Transportation Committee in helping to increase awareness and use of the Daytime FreeB bus service. In addition to marketing duties, the TMA will monitor system performance, provide customer service, evaluate routing and prepare system reports.

The daytime bus route provides six round trips between the hours of 9:00 AM – 3:00 PM on Monday, Wednesday and Saturday, throughout the Princeton community. The Daytime FreeB service is distinct from the Commuter FreeB service offered during rush hours to the Princeton Train station.

Recently, the FreeB bus provided a special festival shuttle route to and from Communiversiety on April 28th. A total of 180 passenger trips were made on the FreeB that day.

Information on the daytime FreeB service can be found on the TMA’s website, by [clicking here](#) or

calling (609) 452-1491, Commuter Services.

Route 130 Connection

The Mercer County WIB has called on Greater Mercer TMA to assist in the management of the Route 130 Connection bus route. The TMA will assume responsibility for route analysis, outreach, marketing, customer service and reporting.

Recently, the service has been expanded to include trips from Trenton. The TMA is also exploring transit options for the warehouse area off of the NJ Turnpike in Robbinsville.

The TMA was instrumental in the start-up of the Route 130 Connection, which began in 2006 to provide access to job seekers along the Route 130 corridor. For route information, [click here](#).

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