



[Click to view this email in a browser](#)

Vol. 1, Issue 5, May 2013



Mercer & Ocean In Motion

Getting You from Here to There

Greening Your Fleet

It's possible for businesses to demonstrate their commitment to the environment every time their employees drive. Hybrid and electric vehicles, natural gas or biodiesel fuels are some of the options available for a businesses' "Green Fleet." From finding affordable and efficient vehicle options, to researching "green" vehicle choices, to educating employees on fuel-conserving driving techniques, GMTMA can help your business get on the right road. The less fuel you use, the bigger your savings, and the greener you will be! For more information contact Aly Dyson at adyson@gmtma.org..

Become a Savvy Cyclist

Want to bike to work but don't know where to start? Nervous about riding your bike in traffic? What happens if your bike breaks down mid-ride? If any of these questions sound familiar to you, GMTMA can help. GMTMA has a League of American Bicyclists Certified Cycling Instructor on staff, and we are offering "Bike Safety 101 Lunch & Learn" sessions at businesses around our region. Depending on time constraints, courses could cover topics such as:



- ABC Quick Check: Simple bike maintenance
- Helmets: Should I wear? How to fit
- Hand Signals: Common signals everyone should know

- Be Safe - Be Seen: Lights & reflectives
- What to Bring: Clothing, equipment & nutrition
- Lane Positioning: Navigating traffic safely
- Office Etiquette: Changing, storing bike & clothes
- Emergency Ride Home: What to do if bike breaks down
- Routing Assistance: What's the best route for me?

Want to learn more? [Contact us today!](#)

It's Bike Month...There's Still Time to Sign Up!

National Bike Month is finally here – join in on the fun!

- ***It's Not Too Late to Sign Up for Bike to Work Week!*** [Click here](#) to register for Bike to Work Week. Bike to Work Week is GMTMA's premiere Bike Month event, and we're delighted to already have over 150 registrants. All you have to do is bike to work, log your miles, and win great prizes donated from our generous sponsors: [Hart's Cyclery](#), [Knapps Cycles](#), [Kopps Cycle](#), [McCaffrey's Supermarket](#), [St. Lawrence Rehab Center](#), [Small World Coffee](#), and [Whole Earth Center](#).



- **And there's more!** [Click here](#) to view all of our Bike Month activities.

For registration and general info on all these events and assistance with any bike-related activities, please visit GMTMA's website at www.gmtma.org or contact Rebecca Hersh at rhersh@gmtma.org.

Helping Girl Scouts Clear the Air

Greater Mercer TMA recently assisted a troop of 6th grade Girl Scouts in West Windsor with their "Project Breathe" journey. Project Breathe is a project designed to educate the scouts about all aspects of air; GMTMA participated by explaining to them how their transportation choices, purchasing habits, and other every day activities can effect air quality.

The scouts learned about how taking the bus, carpooling, biking or walking to school and other activities, instead of having a parent drive them alone, can be great for air quality. They learned about the air quality impacts of things like electricity use, trash and recycling, and consumer products.

The girls really enjoyed an experiment where they add "air pollution" food coloring to their

“air-shed” cup of water to show how daily activities can create air pollution. For example, while most of the girls rode the bus to school, one was picked up from school in a car. They learned that this one car trip created more air pollution than the bus trips, so that girl added more “pollution” to her cup. The simple and fun experiment helped them understand that seemingly small actions like getting a ride instead of taking the bus can create more air pollution in their town. They also learned about the air quality impacts of vehicle idling, and we are sure that these girls will be nagging their parents to turn off their car engines from now on!

Greater Mercer TMA is available to make similar presentations to other scout troops, classrooms, camps, and after school programs in order to educate children about air pollution and transportation issues and how each person, no matter how young, can make a difference. For more information contact Aly Dyson at adyson@gmtma.org.

The Colors Are Back for Ozone Season

You’re going to start seeing colors again when you watch and listen to the news and weather. The colors don’t represent the flowers that are in bloom (though they are very pretty); the colors represent the air quality for the day. Ozone season in our area runs from May through September because there is a greater chance for high ozone and high air pollution levels during this time.

The colors help you decide if you should take a long run after work, call your neighbor and try to carpool the following day, take public transportation, or decrease the kids’ workout at soccer practice.

Category, Color & Range	What does this mean?	Precautions to take
Good 0-50	Air quality is good.	None: Everyone enjoy outdoor activities.
Moderate 51-100	Air quality is a concern for people who are extra sensitive to air pollution.	People extra sensitive to air pollution: Plan strenuous outdoor activities when air quality is better.
Unhealthy for Sensitive Groups 101-150	Air quality is unhealthy for many people including active adults, people with lung disease (including asthma), older adults and children.	Sensitive groups: Cut back or reschedule strenuous outdoor activities.
Unhealthy 151-200	Air quality is unhealthy for everyone, especially people with heart or lung disease.	Everyone: Avoid strenuous outdoor activities.
Very Unhealthy 201-300	Air quality is unhealthy for everyone, especially people with heart or lung disease.	Everyone: Avoid physical outdoor activities.
Hazardous 301-500	Air quality is hazardous for everyone.	Everyone: Avoid all outdoor activities.

Most days are going to be code green or yellow, but when there are code orange or red days, everyone needs to do their part by taking action to decrease air pollution. Things that everyone can do include:

- Drive less – use public transportation, carpool, put off a trip until the next day.
- If you have to drive: No Idling! And make sure your tires are properly inflated.
- Telecommute – even one day a week helps decrease air pollution.
- Trip chain – do all your errands in one trip, don't keep going out over and over.
- Most importantly, always know the Code! Sign up for air quality alerts emailed right to you at www.enviroflash.info

For more information go to: <http://www.gmtma.org/pg-community-air-quality.php>

Greater Mercer TMA • 15 Roszel Rd. Princeton, NJ 08540 • (609) 452-1491 • tma@gmtma.org

web: www.gmtma.org

blog: gmtma.wordpress.com



[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

[Click here](#) to forward this email to a friend

Greater Mercer TMA
15 Roszel Rd
Princeton, New Jersey 08540
US

[Read](#) the VerticalResponse marketing policy.

