



e-Connections



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ZLine Bus Service and Expanded NJ TRANSIT Service



There's excellent transportation news for Mercer County residents—especially those seeking employment or employees at the Matrix Business Park at 7A and Hamilton Marketplace.

Greater Mercer TMA, working with NJ TRANSIT, Mercer County, Amazon and other Matrix tenants and partners, designed a new bus service called the ZLine that will meet NJ TRANSIT buses at Hamilton Marketplace and travel to the Matrix Business Park.

Beginning July 12, NJ TRANSIT will have expanded and adjusted schedule arrival and departure times for the 601, 606 and 603/613 to improve connectivity with the ZLine and work shifts at the office park. These NJT bus lines will have earlier morning service and greatly expanded service on the weekend. "We are thrilled that there will be new and improved transit service to two major employment centers in Mercer County," said Cheryl Kastrenakes, Greater Mercer TMA Executive Director. "We are also continuing to study the possibility of improving connections between the ZLINE and the Route 130 Connection bus service for East Windsor/Hightstown residents at Hamilton Marketplace and direct access to Amazon on some trips."

ZLINE is scheduled to stop in the business park at the Amazon Fulfillment Center and on Montgomery Way after it turns off of New Canton Way. Zline is a FREE service that will operate 365 days a year beginning July 16. Greater Mercer TMA is the managing partner for the ZLine.

Funding for the bus service is provided by NJ TRANSIT, Amazon, and Mercer County. Greater Mercer TMA played a key role securing grant funds through NJTRANSIT's Job Access Reverse Commuter (JARC) program. Kastrenakes has applauded the group effort, "this was a truly a cooperative effort. ZLINE and the expanded NJ TRANSIT service is one of the largest public-private partnerships for bus service in the state. It is extremely rewarding when all the pieces fall in to place".

View the ZLINE service details on line by [clicking here](#).

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Check Your Vital Signs



A new pedestrian safety pilot program kicked off last month in Long Beach Island (LBI), Ocean County with a live demonstration of the



potentially lethal effects of speeding involving a moving car and a dummy. At 25mph, the vehicle stops in time. At 35mph, the car slams into the model with devastating force.

The “Street Smart NJ” campaign, a collaborative effort between public, private, and non-profit organizations, urges motorists and pedestrians to “check your vital signs” to improve safety on the road. The campaign comes at a significant time as New Jersey is ranked 14th in the nation in pedestrian fatalities.

The program was first piloted in Newark, Hackettstown, Jersey City, and Woodbridge. Results from the other pilots have produced reductions in the number of pedestrian accidents. By educating, promoting, and enforcing pedestrian safety on LBI, similar results are hoped for and anticipated.

Materials are available on the beststreetsmartnj.org website to download for use in other communities.

If you are interested in promoting pedestrian safety in your community, contact TMA representative, Jerry Foster by calling the TMA or [clicking here](#).

NJ TRANSIT's 655 Princeton-Plainsboro Promotion Yields Positive Results



Last month NJ TRANSIT implemented new changes to the 655 bus line that provides service between the two communities of Princeton and Plainsboro. The changes were made in an effort to increase access to the bus route for Plainsboro residents by directly serving Village Center and housing along Plainsboro Road.

The route was also streamlined in Princeton to provide service in both directions on Witherspoon. To introduce the service changes to the community, Greater Mercer TMA proposed and NJ TRANSIT agreed to allow passengers to try the service for free.

The results of the three FREE Fare days netted a 24% increase in ridership. “Hopefully the passengers that rode for the first time during this promotion will continue to use this bus line as a way to get around,” said Cheryl Kastrenakes, Executive Director of Greater Mercer TMA. In coordination with NJ TRANSIT an aggressive multi-media advertising approach was used to communicate the changes and Free Fare Days.

The TMA will continue to promote the 655 bus line. An outreach campaign is being planned for this Fall, Kastrenakes commented, “We want to make sure all are aware of the 655 service and website (655route.com). The website contains information about the bus line, an event calendar and a list of places to go along the route.” Businesses, health and service agencies, and entertainment venues along the route can become 655 Route partners, which includes advertising on the page and place marker on the map. All are welcome to list their event(s) on the community calendar.

For more details contact Joan at the TMA, [by clicking here](#).

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