

On the Move

Associated with the Middlesex County Improvement Authority

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U.S. Power Generating Corp.

Jack Molenaar
VICE CHAIRMAN

Director of Dept. of Transportation Services
Rutgers University

Bill Neary
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KMM Board Elects New Officers

A new Chairman and Vice Chairman were elected to lead KMM at the Annual Membership and Board Meeting in May. Longtime Board Member Ron Hutchinson of U.S. Power Generating Corporation was elected Chairman. Jack Molenaar, Director of Department of Transportation Services at Rutgers University, was elected Vice Chairman. Rounding out the Board officers are George Ververides, Secretary, and William Neary, Treasurer.

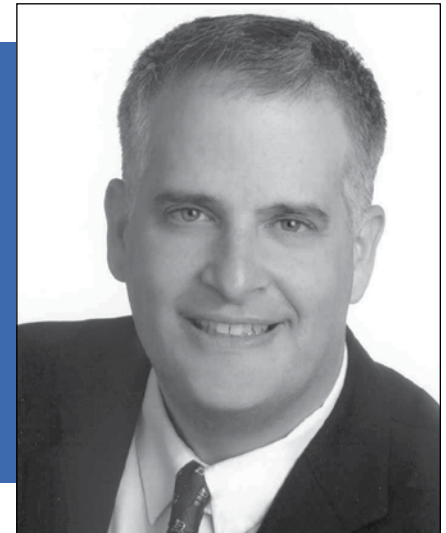
value is greater now than ever. With the cost of driving escalating, congestion an ever present aggravation, and the economy straining family budgets, KMM can deliver timely solutions in the form of ridesharing assistance, congestion mitigation, and mass transit promotion. And KMM's innovative programs like "Walk Your Children to School" and their work on bike centers is really cutting edge."

Newly elected Chairman, Ron Hutchinson said "I am excited about returning as KMM's Chairman after having seen this organization grow in professionalism and value over the past two decades. I believe that KMM's

The officers, board members, member organizations, and staff express our heartfelt good wishes and thanks to retiring Board Chairman Timothy Dacey.



Ron Hutchinson



Jack Molenaar



Former Governor James Florio was the keynote speaker at KMM's Annual Meeting. In his remarks, the Governor said that New Jersey's energy policy is "ahead of the curve." Governor Florio outlined three elements of an energy agenda including conservation, technology, and infrastructure.



Keep Middlesex Moving, Inc.
100 Bayard St., 2nd Floor
New Brunswick, NJ 08901

(p) 732-745-4465
(f) 732-745-7482

kmm@kmm.org
www.kmm.org

Middlesex County Companies Are NJ Smart Workplaces

Developed by the New Jersey Department of Transportation and transportation management associations (TMAs), NJ Smart Workplaces honors companies for their outstanding achievements in creating programs that provide and promote commuting alternatives for their employees that reduce traffic congestion and improve air quality. In 2008, seventeen Middlesex County companies were among the 300 companies from across New Jersey recognized at the May ceremony.

PLATINUM

Wyeth Pharmaceuticals Rutgers University

GOLD

Johnson & Johnson Healthcare Systems
C&D Detergents
IEEE

SILVER

Brunswick Square Mall Colgate-Palmolive Tech Center
KMM Township of Edison

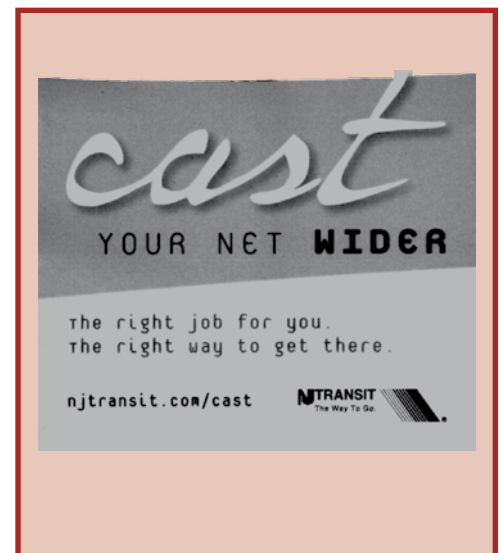
BRONZE

Granville Brady Jr. Au.D.P.A. County of Middlesex
Township of Piscataway East Brunswick Public Library
Township of East Brunswick Hoagland, Longo, Moran,
Township of Woodbridge Dunst and Doukas
Metuchen Public Library

To be named a NJ Smart Workplace, an official representative of your organization must fill out a short application, which can be obtained by logging onto www.kmm.org. For additional information about how your company can qualify as a NJ Smart Workplace, please contact Bill Neary at 732-745-7479 or bneary@kmm.org.

NJ TRANSIT Promotes Bus and Train Service

NJ TRANSIT urges employers who want to fill positions and people who are looking for jobs to *Cast Your Net Wider*. Buses, trains, shuttles and light rail expand the employment area for companies and potential workers alike. NJ TRANSIT makes the home-to-work connection easy and affordable. For more information, trip planning, schedules and system maps, log on to www.njtransit.com/cast. For a free Middlesex County Transit guide, log on to www.kmm.org.



How Much Does It Cost to Drive?

Ever wonder how much it costs to drive annually? Now, you can find out by logging on to www.njtransit.com or www.njcommutecalculator.com. After you've answered a few questions about your driving habits, both sites will calculate your annual costs. But there's more. Both sites will also tell you how much it would cost to use mass transit. Log on today. Your commute may cost more than you imagine.



Carpooling Makes \$ense

With gas prices going up again, you deserve a break! Why not carpool with a friend and earn a \$100 gas card? Carpooling Makes \$ense is a federally funded carpool incentive program. If you have a work destination in Middlesex County and carpool 24 times over the course of two months, you will receive a \$100 gas card. Carpooling Makes \$ense is a great way to begin a commute alternatives program at your worksite, with no cost to your company.

KMM's Rideshare Coordinator, Arlene Perez, is available for on-site transportation fairs to talk with your employees, or she can provide information for you to send out to

your employees via email. Contact Arlene at aperez@kmm.org or 732-745-4368.



Schedule a Transportation Fair Now

In June, July, and August, nearly 150 new carpools registered with KMM. Many of these commuters registered right at their worksites during transportation fairs staffed by KMM.

A transportation fair doesn't have to be a big production. Just set up a table and chairs in a visible location (usually outside the cafeteria is best). Our staff will do the rest.

Arlene, Cristina and Lynne can answer all the FAQs about carpooling, vanpooling, mass transit, walking and biking. They're happy to talk about incentives like Carpooling Makes \$ense, Vanpool Sponsorship and Empty Seat Subsidy and Emergency Ride Home. Contact Arlene Perez at aperez@kmm.org to select a date for your company's transportation fair.

Many employers are taking a more assertive approach. Recently, KMM has conducted employee transportation surveys for several companies in the area. These surveys help employers understand how and why employees commute as they do and what, if anything, will get them out of their single-occupant vehicles. Executive Director Bill Neary is available to discuss how KMM can conduct a free survey for your company. Bill may be reached at bneary@kmm.org.



Arlene Perez and Cristina Fowler hosting a transportation fair.

Township of Edison Installs Bike Racks

Through KMM's Municipal TDM Award Program, the Township of Edison purchased ten bicycle racks, which were installed at public parks and recreation sites throughout the municipality.



Literally in the middle of a residential neighborhood, Old Post Park is always busy with local children from the homes surrounding it as well as the public schools nearby. The need for a bike rack was apparent with bicycles strewn across the lawns of the park. As you can see in the photo above, the bicycle rack is being fully utilized by the young riders visiting the park.

More Stops, More Service Along Jersey Avenue

As of July 8, service on the award-winning Jersey Avenue shuttle has almost doubled. Commuters can enjoy Monday thru Saturday service every half hour starting at 5:45 a.m. and continuing through 6:25 p.m. Designated time stops are located at George and Somerset Streets, RWJ at French Street, Van Dyke/Veteran's Affairs, One Stop Center, Jersey Avenue Rail Station, Jersey Avenue/How Lane, Middlesex County Bureau of Social Services/How Lane, and Jersey Avenue/Rte 1. The vehicle will make flag stops at a safe corner.

The expanded Jersey Avenue service coordinates with the new BrunsQuik shuttle. The 25-minute loop runs along George Street and Livingston, Remsen and Commercial avenues.

The new and expanded services are funded by the County of Middlesex, the City of New Brunswick, the Township of North Brunswick and a federal grant obtained by KMM.



Movers & Shakers

The efforts of Keep Middlesex Moving are supported by the following institutions:

Borough of Highland Park	Middlesex County Regional Chamber of Commerce	Township of East Brunswick	Township of Woodbridge
Borough of Jamesburg	Miller Rentals	Township of Edison	Verizon
Borough of Metuchen	New Brunswick Parking Authority	Township of Monroe	Woodbridge Chamber of Commerce
Borough of Milltown	New Jersey Department of Transportation	Township of North Brunswick	United Way of Central Jersey
Borough of South River	New Jersey Turnpike Authority	Township of Piscataway	Wyeth Pharmaceuticals
Borough of Spotswood	NJ Alliance for Action	Township of Plainsboro	
Bristol-Myers Squibb	NJ TRANSIT	Township of South Brunswick	
Brunswick Square Mall	PSE&G		
Buckler Associates	QualCare		
Business and Governmental Insurance Agency, Inc.	Rutgers University		
City of New Brunswick	Sayreville Public Library		
CME Associates	South Plainfield & Piscataway Chamber of Commerce		
Greater Media Company	The Regional Planning Partnership		
Johnson & Johnson	Township of Cranbury		
K. Hovnanian Companies			
Middlesex County Improvement Authority			

KMM Staff

Bill Neary
Executive Director

Roberta Karpinecz
Director of Operations

Cristina C. Fowler
Marketing Administration Manager

Morteza Ansari
Program Manager

Arlene Perez
Rideshare Coordinator

Lynne Cuevas
Secretary/Bookkeeper

