



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

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

MOVERS & SHAKERS

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

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MEMBERSHIP WITH MILEAGE

KMM has been an active member of the Middlesex and Monmouth County community for fifteen years. On September 27, 2003, KMM will celebrate its 15th Anniversary as Middlesex County's TMA.

Much has changed in our service area over the course of the past fifteen years. The suburbs have grown by leaps and bounds and traffic congestion is a familiar occurrence on most roadways. However, throughout these years, KMM has been available to assist the County's residents, businesses, municipalities and developers with a variety of programming geared to make our County a great place to live. KMM will continue to improve mobility, reduce traffic congestion and improve air quality.

KMM is a membership organization that delivers a number of important benefits to both municipalities and companies. Members of KMM, receive FREE services such as consulting on transportation issues, assistance in creating effective shuttle routes for commuters, critical information from the Emergency Traffic Network and Ozone Alerts and on-site Transportation Fairs to just to name a few.

KMM members also benefit from continual research and studies focusing on the needs and patterns of those people who travel in Middlesex County. KMM offers effective, viable mobility and management solutions. One example is KMM's role in the Route 1 Collaborative. KMM is working with businesses, elected officials and residents to identify and implement strategies to reduce automobile congestion along the Route 1 Corridor. It is this kind of initiative which not only decreases congestion, but increases productivity in the business community.

Members of KMM are part of the solution and part of an association that boasts members who take true pride in their county and take firm initiatives to create a community in which businesses can thrive.

If you are interested in becoming a member or would like to meet with us to further discuss how your company or municipality can benefit from membership, please Cristina Fowler at 732-745-4318. Join KMM and receive membership with mileage.



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## SAFER CROSSWALKS IN MIDDLESEX COUNTY

If you're driving in South Plainfield, expect to see red. On November 18, South Plainfield became the first town in New Jersey to start a Crosswalk Flags program. Edison, Metuchen, Milltown, Piscataway, Sayreville, South Brunswick and South River will soon join South Plainfield in implementing this pedestrian-safety initiative.

Busy crosswalks or intersections without traffic signals are most suitable locations for crosswalk flags. Large bright red flags are placed in receptacles on both sides of the walkway. In order to increase their visibility, pedestrians simply pick up a flag on one side of the street, carry it across, and place the flag back in the receptacle on the other side for use by the next pedestrian.

KMM's Program Director, Roberta Karpinecz, came up with the idea for the flag program. "One day, I was watching my Mother cross the street very slowly. She was so slow that the light changed before she got to the other side, leaving her stranded in the middle of the block. Mom is short so while the first two cars in the queue saw her, the third car didn't. Before I could reach my Mother, the driver started blowing her horn, which made my Mother more nervous."

Karpinecz added, "I remembered reading about a flag program in Japan. Then, I saw the flags on TV during the Salt Lake City Olympics. Soon, I learned other cities around America were trying the flags, too. Now, KMM has brought them to NJ."

The flags offer numerous benefits, especially to children and seniors. Flags give pedestrians visibility and confidence when crossing the street. When people feel safe, they walk more and that's healthy. The Crosswalk Flags program also sensitizes drivers, making them aware of pedestrians who are smaller, slower, and less powerful than someone in 4000 pound automobile.

Karpinecz praised KMM staffers Sean Meehan and Sarah Visokay for creating the flag program in Middlesex County. "Towns are accustomed to

painted crosswalks, signals, cones, or even the electronic counters that countdown the number of seconds left until the light changes. Compared to these established features, flags are low cost and even more, low tech. So Sean and Sarah had to convince towns to give the program a try. They managed to get eight towns to sign up for flags at 24 intersections."

Sean Meehan said, "The flags are safety tools to be used in conjunction with safety rules. The flags do not replace crossing guards, traffic lights, or well maintained intersections *and* nothing can substitute for common sense."

It's too early to evaluate the program in Middlesex County, but in Wisconsin, the flags have done exactly what they were supposed to do — catch the attention of drivers and signal that pedestrians mean to cross the road. Wisconsin reports there have been no accidents at the intersections with flags and that nearly all drivers yield when they see the flags. KMM is hoping for similar results.

To learn more about the Crosswalk Flags Program, call Sean Meehan at 732-745-5903, send an e-mail to [smeehan@kmm.org](mailto:smeehan@kmm.org), or visit our website, [www.kmm.org](http://www.kmm.org).



This intersection in South Plainfield became the first in the State of New Jersey to implement a Crosswalk Flags Program.

# Winter Driving Tips

According to the Old Farmer's Almanac, Winter 2003 will be colder than last year and snow and precipitation will be above average. Expect snowy conditions in January, the first half of February and the second week in March. Sounds like we're in for a lot of bad weather and worse driving conditions.

Here are a few tips for getting through the snow, slush, and sleet. If possible, take mass transit on the wicked weather days. NJ TRANSIT adds additional buses and

trains to its schedule to better accommodate those who must brave the snow. However, if you are unable to take mass transit and must drive, make sure to always have a full tank of gas. There is nothing worse than being stranded in the cold on a snow covered road without gas. Drive safely by reducing speed and increasing the distance between your vehicle and the vehicle ahead of you. If you begin to skid, remove your foot from the gas pedal and steer toward the direction of the skid.

Most importantly, be sure to keep a Winter First Aid Kit in your car. Fill your kit with:

- Jumper cables
- Jack and spare tire
- Flashlight with batteries
- A gallon of water
- Matches
- Screw driver
- Blankets
- Flares
- Shovel
- Window scraper
- Change for a pay phone
- Charger for your cellular phone
- Non perishable snacks

*Winter can be beautiful: Enjoy it, safely!*

## ROUTE I-287 INTERCHANGE EASTON AVENUE AND RIVER ROAD PLANNING STUDY

Interstate 287, along the Easton Avenue and River Road area during the morning and afternoon commutes, is one of the most heavily traveled routes in Middlesex and Somerset Counties. But relief may be on its way.

The Route 287 / Easton Avenue and River Road area was designated as a "Major Mobility and Accessibility Issue" in the Regional Transportation Plan by New Jersey Transportation Planning Authority (NJTPA) in 2001. As a result of the NJTPA report, the Counties of Somerset and Middlesex and the Townships of Franklin and Piscataway have formed a Joint Steering Committee to develop a series of improvements to increase mobility in this area. Committee members include elected officials, residents, business leaders, the New Jersey Department of Transportation, and other stakeholders including KMM.

Wilbur Smith Associates was hired to conduct public outreach in order to build a regional consensus on viable solutions to improve access in this key corridor. Somerset and Middlesex Counties have each allocated \$25,000 for this planning study.

Participants in two public meetings, identified short and long term goals. The comments gathered will be used by the Steering Committee and the consultant to develop the final proposal for mobility improvements.

A third public meeting has been scheduled for January 2003 to review and discuss the proposed concepts before the plan goes to NJDOT. There the project will undergo a concept development and feasibility study.

KMM will keep you posted on further developments. For more information, please call Morteza Ansari at 732-745-2326.

## Save the Date

### TransAction 2003 27th Annual NJ State Transportation Conference

NJ Department of Transportation  
NJ TRANSIT  
County Transportation Officials  
Association of NJ  
NJ Council on Community &  
Special Transportation  
Port Authority of New York & New Jersey  
New Jersey's 3 Metropolitan  
Planning Organizations  
**April 7, 8 & 9, 2003**  
**At Tropicana Resort & Casino**  
**Atlantic City, NJ**

Details, general registration, and vendor registration forms may be obtained from Frank T. Reilly, Morris County DOT, PO Box 900, Morristown, NJ 07963-0900, telephone (908) 903-1077; Email FReilly@co.morris.nj.us.

## KMM OFFERS THE EMERGENCY TRAFFIC NETWORK THROUGH EMAIL!

KMM is proud to announce that the Emergency Traffic Network (ETN) is being offered through **FREE Email**.

If an emergency road condition occurs in Middlesex or Monmouth counties during normal business hours, participants will receive an alert via email with a short description of the situation including date, time, location, estimated duration,

contact name and phone number. Along with the emergency traffic alerts, KMM also sends a weekly report through the ETN noting ongoing construction projects in Middlesex and Monmouth counties for the week to come. With the winter weather upon us, prepare for your commute and weekend trips by joining the Emergency Traffic Network.

Currently, over 300 businesses and municipalities from across Middlesex and Monmouth Counties receive the ETN alerts.

If you are interested in receiving the ETN alerts, please call the KMM offices at 732-745-5903 or email us at [kmm@kmm.org](mailto:kmm@kmm.org).

For more information about this program, please call Cristina C. Fowler at 732-745-4318.

## RELIEF IS ON ITS WAY FOR ROUTE 1/130 COMMUTERS

### *Ahead of Schedule*

If you drive along Route 1/ Route 130 in North Brunswick, you are well aware of the construction project that is underway. If it seems each time you pass the construction site, another ramp has been built or another ramp is ready for use, you're right. The construction project is ahead of schedule and within the next couple of months, the new overpass will be in full use. Soon, days of sitting in traffic waiting for the light to change, for the third time, will be a thing of the past.

In December 2001, work began on the Route 1 / 130 Circle. The \$83 million project, funded through the NJ Department of Transportation, was the subject of heated debate for years prior to the actual construction start date. Over the course of time, Middlesex County's population increased, along with congestion and vehicular accidents in that area. Seeing the urgent need for this project to begin, state and local officials, through a series of public hearings with North Brunswick Township residents, worked on making the project a reality. Finally, the project is nearing completion - ahead of the original 18-month projection.

The construction project has progressed rapidly, in part, because of the mild weather and because of the constant communication of information of the project status to residents and commuters in the area.

"The success of the Route 1/130 project is attributable to many things," said North Brunswick's Mayor, David Spaulding. "Wonderful weather conditions, the exceptional job of the construction team, the support from NJDOT, our internal staff, including Tom Vigna, Sgt. Bill Kloos, and our police department, and KMM. This was a team effort that has made a difficult and challenging situation much better and shorter."

KMM supports municipalities through the Traffic Mitigation Program. The program assists towns in implementing strategies to reduce traffic congestion especially during major road construction projects. For example, prior to the beginning of



the Route 1 / 130 project, KMM worked with North Brunswick to inform commuters and residents in the area by mailing a brief description of the construction project and ways to stay informed about the progression of the project. KMM placed some commuters in carpools or vanpools. KMM also sent Emergency Traffic Bulletins via fax and email on a weekly basis with updates on the current closures in the construction area. During the height of the construction, daily status reports were posted on the KMM website. The construction team, local law enforcement, commuters and residents benefited from these effective strategies.

"The residents have seen some remarkable changes over the past several months and traffic improvements have already been realized. The process has gone even more smoothly because the principal players, such as the Department of Community Development, Department of Transportation, Department of Public Safety, and KMM provided a consistent flow of information that we could then share with residents. Residents were a mere click or phone call away from getting up-to-date information on changes and closures," said North Brunswick Human Services Director, Leslie G. MacNeil.

While the project will be completed in the Spring, KMM encourages commuters who joined the Emergency Traffic Network, took mass transit, carpooled or van pooled, as a result of the construction project; to continue to do so even after the project is completed. Your contribution will continue to ease congestion and pollution in Middlesex County. If you are interested in receiving more information with regards to this project or any of the programs KMM offers, please email us at [kmm@kmm.org](mailto:kmm@kmm.org).

## WALK FOR YOUR HEALTH, WALK FOR YOUR SAFETY & WALK FOR YOUR FUTURE

October 2, 2002 marked KMM's 4th year of involvement in the International Walk Our Children to School Day (iWalk 2002) and as in previous years, the number of participants has grown. Word is spreading across not only Middlesex County but to the entire state of New Jersey that walking to school safely is not just an annual event but a concept that needs to be incorporated into everyday life.

In Middlesex County, 11 municipalities with over 10,000 students, school officials, parents, law enforcement officials and governing officials participated. Each municipality highlighted the importance of walking as both a health and safety issue through various events that included parades, assemblies and contests. For example, Dunellen, participating in its first ever iWalk event, invited community members to walk from two borough locations to the Faber Elementary School. Dunellen's program embodied the true meaning and purpose of the event: Walk for your Health, Walk for your Safety and Walk for your Future.

We now know that obesity is a growing problem in the US not only for adults but alarmingly, for children. According to some reports, 20% of America's children are obese! Though children are not plagued by weight related diseases, they are the perfect candidates to suffer from these diseases when they become adults.

iWalk is an annual event designed to raise our collective consciousness about the benefits of walking. The event serves as a reminder to everyone that exercise and safety is key to the growth of our children, our schools and communities. But don't wait until iWalk 2003 to walk with your children. Make a date this week to walk with your children!



Over 650 students walked to school with various members of the community in Dunellen.