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Monroe Shuttle Launches into Action

Monroe Township Councilman Irwin Nalitt smiled broadly as he cut the ribbon signaling the start of the new Princeton-bound shuttle service. For years, on behalf of Monroe Township residents, Nalitt had advocated for expanded transportation opportunities. In 2002, Congressman Rush Holt identified federal funding to enable the municipality to purchase five shuttle vehicles. That action triggered a lengthy process of route and schedule design and vehicle purchase and acquisition.

The ancient Romans said, "...victory has a thousand fathers." That is certainly the case with the Monroe Township shuttle. Mayor Richard Pucci named numerous local, county, state and federal officials, and agencies whose efforts resulted in the five vehicles ready to begin service. In addition to Congressman Holt, among those cited were Assemblywoman Linda Greenstein, Freeholder James Polos and the Middlesex County Planning and Transportation Departments, representatives of NJ TRANSIT, Township staff, KMM's former Executive Director Peter Cantu, and current members of KMM's team, Bill Neary, Roberta Karpinecz, Morteza Ansari, Sean Meehan, and Cristina Fowler.

KMM began its involvement with the shuttle in 2002, coordinating meetings between the principal parties to reach an understanding on how the funds would be accessed and released. Then, the staff distributed and tabulated a town-wide survey to identify preferred destinations and schedules. KMM worked with NJ TRANSIT to draw possible routes. Last, KMM managed the creation and printing of the shuttle schedules. KMM's participation and printing were paid for with funding from the New Jersey Department of Transportation and the Federal Highway Administration.

The Monroe Township *Out of Town Shuttle* makes stops at the various communities before heading to US Route 1 and County Road 571, the Princeton Junction Rail Station, Palmer Square, Princeton Hospital, and Princeton Shopping Center. The shuttle operates Sunday through Thursday.

In about three months, Monroe Township will introduce a second shuttle to provide access to Freehold.



Monroe Shuttle Ribbon Cutting Ceremony, August 2006

KMM Presents First Municipal TDM Awards

Towns are important partners in the push to improve mobility and safety for pedestrians, bicyclists, and drivers. But often municipal budgets fall a bit short when it comes to funding transportation demand management (TDM) projects. That's why KMM introduced the Municipal TDM Awards. Our goal was to help communities complete small projects that would make a big difference. In 2005-2006, KMM awarded \$28,000 to four municipalities.

Borough of Metuchen

Metuchen received \$7,500 to purchase crosswalk signage and other pedestrian safety amenities. The signs complement other pedestrian safety-related work that has already taken place in Metuchen, including walking and biking routes and four lighted crosswalks.



Borough of Metuchen

Borough of Jamesburg

In Jamesburg, \$5,500 was awarded to support enhanced walking safety in school zones. The funding enabled the community to purchase flashing school zone signs to raise motorists' awareness of pedestrians. The signs are the latest in a series of pedestrian safety programs implemented in Jamesburg. In addition to Jamesburg's aggressive dedication to community sidewalk installation, the borough was also designated as one of NJDOT's Safe Routes to School pilot site locations.



Borough of Jamesburg

Township of Piscataway

Piscataway's Columbus Park boasted walking paths and bicycling trails. But the benches along the routes had seen better days. With a \$7,500 Municipal TDM Award, Piscataway replaced worn out benches and added new ones. Now, this beautiful community asset is even more attractive and inviting to walkers, joggers, and bicyclists of all ages.



Township of Piscataway

Township of Woodbridge

Woodbridge needed only \$7,500 to improve the walking environment near School #19 in Menlo Park Terrace. With KMM's Municipal TDM Award, Woodbridge added 270 feet of sidewalk to aid students currently walking to school and encourage more parents to allow their children to walk.



Township of Woodbridge

NJ Offers \$100 Gas Card Incentive for Carpooling



In May, Governor Jon Corzine introduced Carpooling Makes \$ense (CM\$), an incentive to help motorists save money at the gas pump. The Governor made his announcement as fuel prices began their steep climb upward.

Carpooling Makes \$ense rewards commuters with a \$100 gas card if they carpool 24 times over 60 days. Each carpool must carry at least 2

commuters and be registered with a local Transportation Management Association (TMA) such as KMM. Rolling enrollment allows carpoolers to join during a time most convenient to them.

Federally funded, CM\$ is open to commuters who live or work in the Garden State. Those with destinations in Middlesex County can register at www.kmm.org. The registration form asks that the carpool designate a "leader" who will be responsible for electronically recording the number of days the carpool operates each week. Once the carpool has logged 24 days and the leader has completed a brief survey, a \$100 gas card will be mailed to the leader for use by the carpool. Only one gas card will be awarded per carpool.

Forty five new carpools registered with KMM since May. Nearly half have completed their 24 trips and many report that they are still carpooling.

Introduce Carpooling Makes \$ense to Your Employees

Carpooling Makes \$ense is a great way to jump start the commute alternatives program at your worksite, at no cost to your company. Arlene Perez, KMM's Rideshare Coordinator, is available for on-site transportation fairs to talk with your employees. Or Arlene can provide you with information that can be broadcast via your internal email network. Contact Arlene at aperez@kmm.org or 732-745-4368.

A Call for Nominations — Is your company a NJ Smart Workplace?

Do employees at your office carpool to work? Does your company offer an informal flextime program? Perhaps it has bike racks or showers? KMM knows that companies throughout Middlesex County offer varying degrees of alternative commute options for their employees. For that reason, we are proud to announce NJ Smart Workplaces.

Developed by the New Jersey Department of Transportation and transportation management associations (TMAs), NJ Smart Workplaces seeks nominations to honor 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.

NJ Smart Workplaces designates Bronze, Silver, and Gold recognition levels and can be the first step toward achieving the national Best Workplaces for Commuters award.

For more information on the program and specific requirements, contact Bill Neary at bneary@kmm.org or 732-745-7479.



Fuel Your Pool! Program a Success

Even before NJ introduced Carpooling Makes \$ense, KMM lured commuters out of their single occupant vehicles with Fuel Your Pool!, a reward program tied to the Route 18 construction. Participants traveling Route 18 between Route 1 and the Albany Street Bridge could earn a \$100 gas card for carpooling 30 times over 90 days.

Executive Director Bill Neary explained, "We had two goals. First, reduce traffic in the construction zone and second, show commuters that carpooling doesn't have to be onerous. And, it worked."

Fifty carpools registered with KMM and only 4 carpools were unable to complete the program due to a change in their commuting habits. Of the 46 carpools that completed the program, 78% indicated they would continue carpooling and 77% said the entire experience was extremely positive.

"This was a great incentive to get together to conserve energy and to promote the idea of carpooling." – Christopher Howatt & Mark Kiernan, Fuel Your Pool! carpool participants



Movers & Shakers

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

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

Schedule a Commute Options Fair for Your Office!

One of the many services KMM provides is an onsite *Commute Options Fair*. These informative fairs are hosted by KMM staff and are customized to fit your employees' needs. For more information, contact Cristina C. Fowler at ccormio@kmm.org or 732-745-4318.

KMM Staff

Bill Neary Executive Director	Morteza Ansari Program Manager	Lynne Cuevas Secretary/Bookkeeper
Roberta Karpinecz Director of Operations	Sean Meehan Program Coordinator	Kristin Claus KMM Intern
Cristina C. Fowler Marketing Administration Manager	Arlene Perez Rideshare Coordinator	

