

On The Move

Associated with the Middlesex County Improvement Authority

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FREEHOLDER LIAISON

Peter Cantu Retires as Executive Director

Eighteen years ago, the Middlesex County Board of Chosen Freeholders created Keep Middlesex Moving, Inc., a non-profit transportation management association (TMA). Prior to 1988, Keep Middlesex Moving was a subcommittee of the Middlesex County Transportation Coordinating Committee. KMM's mission was to reduce congestion, expand transportation options, and improve mobility in Middlesex County. It was a big idea and it needed a big man to make it happen.

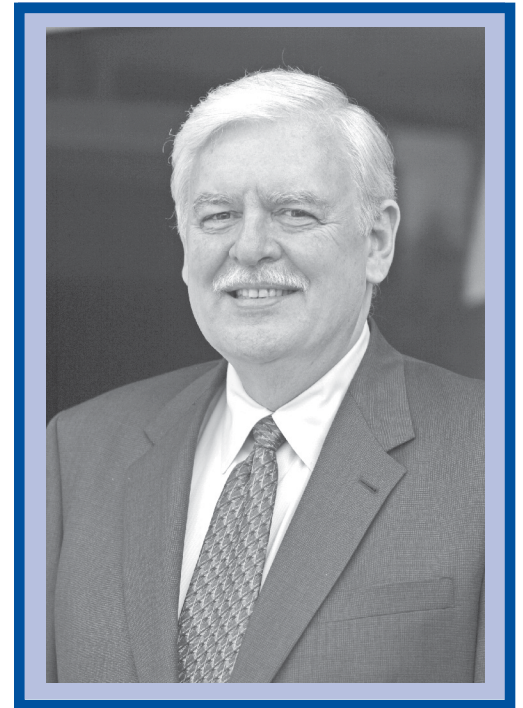
The Freeholder Board found that man in Peter A. Cantu, naming him KMM's Executive Director. With 25 years of corporate and municipal experience, Cantu knew how to get things done. But, first, he had to get things started.

"It was a small operation then, just myself and a secretary in an office within the Planning Department," recalled Cantu. "I started building a staff, identifying specific goals, and locating funding sources. It was slow at first, but it grew and grew. Now, with 18 years behind me, I can say KMM has made a real difference in the quality of life in Middlesex County."

According to Board President Timothy Dacey, today KMM is a thriving, professionally staffed organization serving a variety of transportation needs in Middlesex County. With a budget of nearly \$800,000, KMM offers such commuter programs as rideshare matching for carpools or vanpools, emergency ride home, and empty seat subsidies. The TMA has supported municipal shuttle services, traffic calming projects, and bicycle and pedestrian safety initiatives. It has partnered successfully with the County of Middlesex, the NJ Department of Transportation, and NJ Transit to meet the ever-expanding mobility needs of residents, commuters, and businesses in Middlesex County. Dacey attributes this to Cantu's leadership and vision.

Dacey announced Cantu's retirement as of December 31 and said, "It's hard to imagine KMM without Cantu at the helm."

Despite exiting as Executive Director, Cantu will hardly be retired. He plans to remain on KMM's Board as Treasurer. He continues to serve as Mayor of the Township of Plainsboro. In November 2004, Cantu became the President of the New Jersey League of Municipalities.



But, it won't be all work for this new retiree. Cantu looks forward to more time with his wife Gale and their children and grandchildren. *And* some quality time fishing in Maine is on the agenda, too.

Freeholder Director David Crabiel said, "For 18 years, Peter Cantu has worked tirelessly to enhance and implement transportation solutions in Middlesex County. The Board of Chosen Freeholders and the Board of KMM are grateful for his terrific service and commitment to the County."

Speaking for the staff, Roberta Karpinecz, KMM's newly appointed Director, said, "Many people come and go in our lives, but few leave an indelible mark. Those privileged to work with Peter cannot forget him. He is larger than life with a demeanor and commitment that are unmatched and inspiring."

To Peter – Our Thanks and Good Wishes for a lifetime of good health and happiness!

New Director at KMM

Roberta A. Karpinecz was named Director of KMM upon the retirement of Peter Cantu. She joined KMM in 1990 as a Program Coordinator and served as Program Manager and Program Director before assuming the directorship on January 1, 2005.

"The KMM Board could not be more pleased that Roberta Karpinecz has accepted the position. Her experience and devotion to KMM's mission will be an invaluable asset to KMM's future," said Timothy Dacey, KMM Board President.

Karpinecz is a graduate of Lehigh University and spent nine years as a member of the Somerville Borough Council. Over the past fourteen years she has played an integral role in the development and implementation of KMM's menu of commute alternative strategies and other mobility improvement projects.

"I'm grateful for the confidence of the Board and particularly for the support and guidance Peter has provided to me for these many years. The staff and I will miss him a great deal. Peter worked hard to build KMM into a solid, professional organization with a reputation for getting things done. Working together with the Board, the County, NJDOT, and NJ Transit, I'm confident that we can continue Peter's legacy."

- KMM Director, Roberta Karpinecz

Welcome Freeholder James Polos

Freeholder James Polos has been appointed Freeholder Liaison to KMM beginning January, 2005. Freeholder Polos has served as a Middlesex County Freeholder since 1998. During this time, Freeholder Polos developed the Middlesex County Cooperative Purchasing Program, and the Middlesex County Board of Freeholders newsletter, a bimonthly publication.

He is a member of the Middlesex County Children's Health Commission. Freeholder Polos is a member of the New Jersey League of Municipalities and a representative to the NJ State Police Training Commission.

On behalf of the Board and staff, we welcome Freeholder Polos and look forward to a fruitful working relationship.

Middlesex County Creates Department of Transportation

Middlesex County grew by 12% during the last decade of the 20th century. If projections are correct, the County will experience an additional 8% growth rate by 2010. More jobs, more homes, and more people are transforming the environment in Middlesex County and will continue to do so at a rate that exceeds statewide averages.

The demands on the County's transportation system are expected to burgeon in the coming years as workers, aging baby boomers, and people with special needs require more convenient and more frequent transit services. In order to meet the needs of County residents and workers, the Middlesex County Board of Chosen Freeholders has created a Department of Transportation.

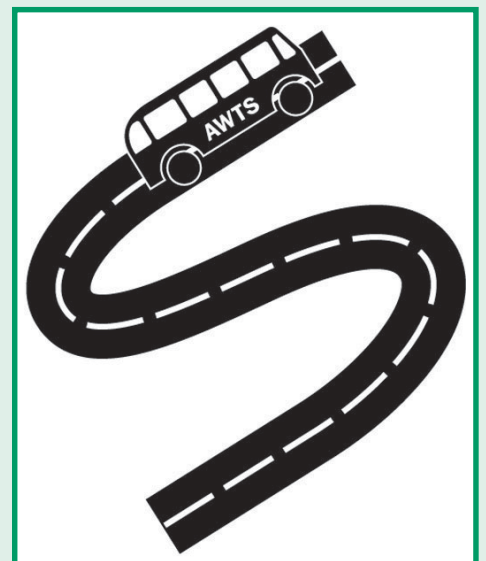
The new department consolidates Area Wide Transportation (AWTS) services, operations planning, and vehicle maintenance into one unit. Previously, these functions had spanned 3 departments. Eventually, vehicle storage and maintenance will be consolidated into one location. Division heads of operations and vehicle maintenance now report to the Director of the Department of Transportation.

Freeholder Director David Crabiell said, "The consolidation of services and functions will enable Middlesex County to improve our system, reduce downtime, and improve service for residents."

Following a nationwide search, the Freeholder Board selected Steven R. Fittante to be the Director of the Department of Transportation. Fittante holds a Masters Degree in City and Regional Planning from Rutgers University. He has spent 28 years developing and managing transit services

in the private and public sectors, including a stint as Director of the Monmouth County Department of Transportation. Most recently, Fittante worked as the Northeast Region Manager for National Express, a company that provides fixed route and para-transit services throughout the United States.

Fittante, who began work on December 13, said, "My professional life has come full circle. I attended school in New Brunswick and began my career in County government. My primary goal is to develop a system that better integrates our statewide public transit system with the specialized transportation services provided by the County in order to meet the rapidly growing demands for suburban passenger transportation."



Thank you Freeholder Camille Fernicola

After eight years of service, Freeholder Camille Fernicola will step down as the Middlesex County Board of Chosen Freeholders' Liaison to the KMM Board.

Freeholder Fernicola has been a perfect "fit" for KMM. A staunch advocate for safer roads for bicyclists and pedestrians and more accessible bike paths throughout the County, Freeholder Fernicola has supported KMM in our endeavors to promote bicycle and pedestrian programming for all county residents. In 2004, Freeholder Fernicola was awarded the KMM Leadership Award for her dedication and commitment to bicycling and walking.

On behalf of the KMM Board and staff, thank you Freeholder Fernicola for your dedication and service to KMM.



Arlene Perez named *new* Rideshare Coordinator

Arlene Perez has accepted the Rideshare Coordinator position vacated by Elyse Previte. Ms. Perez came to KMM as intern in 2003 and quickly proved herself as an exceptionally diligent and conscientious employee. Soon she was hired as the full time Transportation Planner. Ms. Perez officially became the new Rideshare Coordinator on January 17, 2005.

"We are extremely pleased that Arlene accepted the position. We are confident that she will excel in this position," said Director Roberta Karpinecz.

2005 NJ Transit Contract Approved

KMM has received approval for its 2005 NJ Transit work program. The \$80,000 contract enables KMM to market existing transit services and to support the creation of new services throughout Middlesex County.

"Often, we find commuters are unaware of mass transit opportunities," said Roberta Karpinecz, Director of KMM. "Our contract with NJ Transit funds promotional campaigns on the radio, in the newspapers, or with direct mailings into people's homes. We're concluding our *winterize your commute* radio and direct mail campaigns that urged travelers to consider mass transit alternatives during the winter months."

KMM supports a *Transit First!* policy and refers rideshare applicants to appropriate buses and trains. Mass transit schedules and transit guides are available at no charge from KMM.

Karpinecz, "If a bus or train is available, we'll inform the traveler of that option. We can also link commuters to nearby park and rides. And, if someone wants to ride a bike to the bus or train, we can rent them a storage locker, too."

NJ Transit has placed 54 bike lockers in Dunellen, Edison, Metro Park, New Brunswick, Old Bridge, and South Amboy. KMM handles rentals for NJ Transit.

NJ Transit's Vanpool Sponsorship Program encourages the formation of vanpools by providing a monthly financial incentive. Qualifying vanpool groups can receive \$150 per month off the cost of the vehicle's lease. To further promote vanpooling, KMM offers an Empty Seat Subsidy funded by the NJ Department of Transportation. Qualifying new vanpools or those in danger of disbanding could obtain \$125 per month for up to 3 months.

Municipalities participating in the Community Shuttle program benefit from KMM's relationship with NJ Transit. In the past, the TMA's staff has assisted with route development and promotion of services in Metuchen and Edison.

An update of the Middlesex County Transit Guide is on tap for 2005. Working with the Planning Department, KMM's staff will gather current information about transit services in Middlesex County for inclusion in the 2006 Guide.

Save the Date - *TransAction* 2005

29th Annual NJ State Transportation Conference
Tropicana Resort & Casino, Atlantic City, NJ

April 11, 12 & 13, 2005

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

NJ State Transportation Conference and Expo featuring road, bridge, goods movement (railroad, truck, maritime) bus (urban, rural, community and shuttle), commuter and light rail, paratransit, bicycle & pedestrian, car and vanpools (ridesharing), traffic calming, safety and security, ITS, and alternate fuel; planning, funding, operations and administration. Includes a major expo with over 100 booths, a deluxe networking reception, field trips, social activities and over 55 sessions on up to 5 concurrent tracks. Last year's attendance was over 900 from 22 states and Canada.

Details, general registration, and vendor registration forms from Frank T. Reilly, Conference Chairman, 460 Elm Street, Stirling, NJ 07980-1126. Contact: (908) 903-1077 or FTR4444@hotmail.com or www.njcost.com.

TransAction 2005

April 11, 12, 13



Keep Middlesex Moving, Inc.
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Movers & Shakers

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

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

Welcome Nathaniel Previte!

Well before the sun rose on October 24, 2004, Commuter Services Administrator Elyse Previte and her husband Edward welcomed their first child, Nathaniel Thomas. Nathaniel weighed in at 6 pounds 13 ounces. All of us at KMM, both Board and staff offer Elyse and Eddie our heartiest congratulations.



KMM Staff

Roberta Karpinecz Director	Sean Meehan Transportation Planner
Morteza Ansari Senior Transportation Coordinator	Arlene Perez Rideshare Coordinator
Cristina C. Fowler Marketing Administration Manager	Gail Wolynech Program Assistant

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