

On The Move

Associated with the Middlesex County Improvement Authority

Fall 2003 • Volume 13, No. 2

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KMM Announces Emergency Ride Home for Commuters

KMM is pleased to offer commuters who work in Middlesex or Monmouth Counties a new reason to try ridesharing. It's called Emergency Ride Home, and it's a free program that takes the worry out of leaving your car at home! ERH provides commuters up to three free rides home per year, to be used in the case of emergency. Traveling to work by carpool, vanpool, bus or train has never been easier.

As the Transportation Management Association for Middlesex and Monmouth Counties, KMM's goal is to keep traffic moving through the region by reducing the number of cars on the road. To this end, ERH is KMM's way of saying "thank you" to commuters who do their part by ridesharing. KMM is able to offer this program thanks to important funding from the New Jersey Department of Transportation (NJDOT).



KMM has worked for many months on the research and development of this program, which was partly modeled on successful Emergency Ride Home programs from around the country. Through contracts with Enterprise

Rent-a-Car and A-1 Limousine, KMM offers commuters two options for their rides home: a rental car for one day, or one trip home via driving service. The ride home is a backup plan for personal emergencies or unexpected overtime.

The Emergency Ride Home program is open to anyone who works in Middlesex or Monmouth County and travels to work by carpool, vanpool, or mass transit at least once a week. To receive information about Emergency Ride

Home, commuters need to be registered in KMM's Ridesharing network. For more information or to register, visit www.kmm.org or call (732) 745-4368.

Where Can I Find Information About...

KMM kicks off the Fall of 2003 with the publication of an innovative and exciting resource guide, **Where to Find What You Need to Know About Transportation Demand Management**. This toolkit is beneficial to municipalities and other organizations across Middlesex and Monmouth Counties and around the state looking for information about transportation demand management (TDM). It provides information on over 60 agencies and groups specializing in bicycle and pedestrian issues, planning, ordinances, mass transit, federal and state agencies and educational institutions.

The guide is not intended to be definitive but is a roadmap that directs the reader to the applicable organizations and websites. It is an ideal launching pad to thousands of additional resources. The toolkit provides the agency or group name along with the contact information and a brief description of the organization's

mission and goals. For example, many municipalities are searching for solutions to traffic congestion. One solution may be a trip reduction ordinance. Using the toolkit, a municipality can connect to towns that have adopted such policies.

Since its release, over 1000 copies have been requested and more requests are received daily. If you are interested in receiving a copy, please call the KMM offices (732) 745-4465 or email us at kmm@kmm.org.

*"We get so many questions about various TDM topics that it seemed natural to produce this toolkit. We think of it as **one-stop shopping guide.**"*

— KMM Program Director, Roberta Karpinecz

Improving Mobility in Middlesex County Award

The Township of Edison and the Borough of Metuchen were the recipients of the Improving Mobility in Middlesex County Award at KMM's Annual Membership Breakfast on May 22, 2003. The municipalities were recognized for their ongoing commitments to improving mobility in Middlesex County. Mayor Edmund O'Brien of Metuchen and Mayor George Spadaro of Edison accepted the awards on behalf of their communities.

Edison and Metuchen introduced new shuttle bus services in 2002. Edison Light Transit serves the western portion of the Township and provides linkage to the Edison Rail Station. The Metuchen Commuter Service connects to morning and evening trains at the Metuchen Rail Station. Both services reduce traffic congestion and enhance the quality of life in their communities. The services got started with a boost from NJ Transit's Community Shuttle Program.

The Mayors praised the support KMM had provided to their municipalities. KMM assisted with the development and distribution of announcements and schedules.

Mayor O'Brien also discussed a new initiative with Edison, "The regional transportation study we have undertaken with Edison will some day be a model for all municipalities to follow especially in densely populated states like New Jersey."

Mayor Spadaro of Edison added, "Mass transit options and the development of pedestrian friendly neighborhoods will help us to combat sprawl and congestion in our communities".

While much has been accomplished in Middlesex County in the past several years, there is still more to tackle and KMM remains committed to continue lending our resources, expertise and support to Edison, Metuchen and municipalities throughout the County in improving mobility.



Mayor O'Brien and Mayor Spadaro accepting the Mobility Award on behalf of their municipalities.

Evaluating Traffic Calming Measures

In early 2001, KMM partnered with the Voorhees Transportation Policy Institute, Edward J. Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey, to design and test a prototype traffic calming evaluation and methodology in Plainsboro, New Jersey.

The report serves as a practical evaluation tool to help municipalities assess the effectiveness of local traffic calming initiatives by explaining how to evaluate vehicle speed, exposure risk, driver predictability, vehicle volume, noise, and cost-benefits. Each element is quantified, qualified and evaluated in conjunction with the actual traffic calming measures used in Plainsboro but can easily applied to any other locations. Included in the report are detailed before and after photos of the various roads that were part of the overall project as well as formulas used to measure the effectiveness of each element.

To obtain a copy of the guide and cd-rom, call Program Coordinator Morteza Ansari at 732-745-2326.

Route 18 Extension Project Gets Underway

This past summer, NJDOT began the first phase of construction on the \$60 million federally funded Route 18 extension project in Piscataway Township. The project is expected to last through the fall of 2004 and encompasses the area from the John A. Lynch Sr. Memorial Bridge to Hoes Lane and the surrounding areas. Currently, the northern terminus of Route 18 is just north of the Lynch Bridge at River Road. Approved in 2001 as part of NJDOT's five-year capitol program, the project will extend the roadway into Piscataway along what is currently Metlars Lane and Hoes Lane and eventually see the highway connected to Interstate 287.

The primary purpose of the project is to improve the Route 18 corridor by eliminating the existing "bottleneck" condition created by the sudden termination of the highway. Improvements include the construction of major overpasses and

interchanges and eliminating traffic signals that impede traffic flow. These improvements will provide a missing link in the State highway system, a continuous four-lane arterial-highway, providing improved access to Interstate 287, Rutgers University and employment centers in Piscataway Township.

Though this project will result in innumerable benefits once completed, many residents and area commuters may experience construction related delays. KMM is committed to making sure information about the project and construction related traffic information is readily available. Information will be disseminated through our e-mail Emergency Traffic Network and will



also be posted on our website. For the most up to date information, contact Sean Meehan at smeehan@kmm.org and ask to be added to the Emergency Traffic Network e-mail list or visit our website at www.kmm.org.

Best Workplaces for Commuters

Do your employees rideshare in carpools, vanpools or via mass transit? Do you offer alternative work programs? Are you a member of KMM? If so, you may be one of America's *Best Workplaces for Commuters*. This new voluntary program was established by the US Environmental Protection Agency and the US Department of Transportation to recognize and reward companies who advocate employee commuter benefits and whose commuter benefits reach a National Standard of Excellence.

The National Standard of Excellence requires that an employer offer commute support benefits such as monthly transit or vanpool subsidies, alternative work options, or ridematch services. Additional initiatives include preferred parking for those who rideshare, an emergency ride home, or a designated commuter benefits contact. The good news is these programs can be provided directly by the employer or through KMM.

Your company's membership in KMM brings many of these commute options to your employees gratis. And, our staff can help you set up compressed work week schedules, teleworking programs, vanpool or shuttle services at your site. We can help you earn the *Best Workplaces for Commuters* designation.

Think of what that means. Your company may use the exclusive service marked term in job postings, annual reports, or advertising. Your company enjoys an improved image among your employees and peers. Finally, you receive national recognition as an environmental leader.

To become a member of KMM, contact Cristina Fowler, Marketing Administration Manager at 732-745-4318 or

at ccormio@kmm.org. To learn more about Best Workplaces for Commuters, logon to www.bwc.gov.

For more information logon to www.bwc.gov or contact Roberta Karpinecz at rkarpinecz@kmm.org or at 732-745-4490.



Commuter Survey Conducted by Sayreville

The Borough of Sayreville wants to make mass transit easier for its residents. That's why Councilman John Melillo, a former NYC commuter and Chairperson of the Commuter Advisory Board, sought KMM's help to write and evaluate a commuter survey. Over the summer, the Councilman and his team distributed 1700 to bus riders asking what improvements could be made to ease their already long commutes.

During peak hours, Sayreville's downtown area is heavily congested. Many commuters avoid the area, accessing mass transit from other hubs such as the park and ride in Old Bridge or the

Cheesequake park and ride lot off the NJ Garden State Parkway.

"Councilman Melillo and the Commuter Advisory Board have worked hard to identify commuting issues and possible solutions such as Park & Rides and more mass transit," said Mayor Kennedy O'Brien. "Feedback from our residents has been overwhelming and we anticipate exciting change in the future."

NJ TRANSIT provided funding to tabulate and report the results of the survey.

Cash Out Parking – A Best Workplaces Strategy

Not surprisingly, most employers provide free parking for their employees. In fact, Donald Shoup, a Professor at UCLA, estimates that American businesses host 85 million free parking spaces off or on-site. The net value of these spaces is estimated to exceed \$30 billion dollars. That's a lot of money, a lot of parking spaces, and a lot of traffic congestion.

One strategy for reducing these costs is a program called Cash Out Parking. Employers that adopt a Cash Out Parking program offer employees a free non taxable parking space or a taxable cash benefit. Studies have shown that, given a choice, a good number of employees will opt for the taxable cash and turn to ridesharing, mass transit, or another commute alternative to get to work.

When employees of a company in Washington State were offered \$40 per month or a free parking space, drive alone commuting dropped by 39%. In one year, the Sacramento Chamber of Commerce went from "0" to 22% as employees selected cash instead of free parking. It's easy to see why cash out parking is sometimes called "pay me not to drive."

Reduced parking and maintenance, elimination of new parking construction, and employee satisfaction are a few of the benefits of cash out parking. There are environmental benefits such as reduced congestion, improved mobility and better air quality, too.

Any employer can offer cash out parking but the program is most successful at worksites in which parking spaces are scarce, leased, or expensive. Small businesses and businesses located in downtown areas are often good candidates for cash out parking.

Should your company consider cash out parking? Keep Middlesex Moving can answer all your questions and help you decide. Call Program Director Roberta Karpinecz at 732-745-4490 for more information.

KMM wishes to recognize Parking Cash Out: Implementing Commuter Benefits Under the Commuter Choice Leadership Initiative published by the USEP.



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

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

Welcome New Members

KMM is proud to announce two new additions to our growing family. The Boroughs of Milltown and Highland Park have recently joined KMM and continue to dedicate themselves to bringing about transportation solutions that will increase the quality of life for their residents.

Highland Park is about 2 square miles, home to over 14,000 residents and rich in history dating back to the Revolutionary War. First settled in 1667 by Baptists, Highland Park became an incorporated municipality in 1905.

The Borough of Milltown traces its history to the early 19th century when the town was known as Bergen's Mill. Named after Jacob Bergen who owned a gristmill, the village consisted of 5 or 6 homes. In 1896, Milltown became an independent borough.

The residents of Milltown and Highland Park can take pride in knowing their elected officials are dedicated to improving the quality of life for their municipalities. We would like to thank Mayor Meryl Frank of Highland Park and Mayor Gloria Bradford of Milltown for their dedication to Keep Middlesex Moving!

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