

THE WAY TO WORK

A NEWSLETTER FOR MIDDLESEX AND MONMOUTH COUNTY COMMUTERS

D E A R C O M M U T E R ,

The 2002 summer season was the hottest in recent years. A record amount of days reached over the 95-degree temperature mark and a record amount of blackouts and brown-outs plagued most of New Jersey. Why was last summer so warm? The answer is right over our heads! The ozone layer protecting the earth from the sun's powerful and damaging ultraviolet rays is depleting. If this continues unchecked, the number of hot days will continue to increase, and this summer will find us spending much time indoors basking in the air conditioning.

people suffer from asthma, shortness of breath, coughing, lung tissue damage, headaches, and nausea. Ground level ozone also harms trees and vegetation.

BE A PART OF THE SOLUTION

What can you do to help? Join the **New Jersey Ozone Action Partnership**. The New Jersey Ozone Action Partnership is comprised of hundreds of corporations, government agencies and individuals working to reduce ground level ozone pollution. As a member of the Partnership, you will receive a fax alert the day before a bad ozone day is predicted. It will contain tips for ozone-reducing activities. To preview some of these clean air tips, turn to pg. 2 of the newsletter.

If you are interested in becoming an Ozone Action Partnership member or learning more about the program, fill out the enclosed Spring Sign-up form, or call **Elyse Previte at 732-745-4368**.

The KMM Staff

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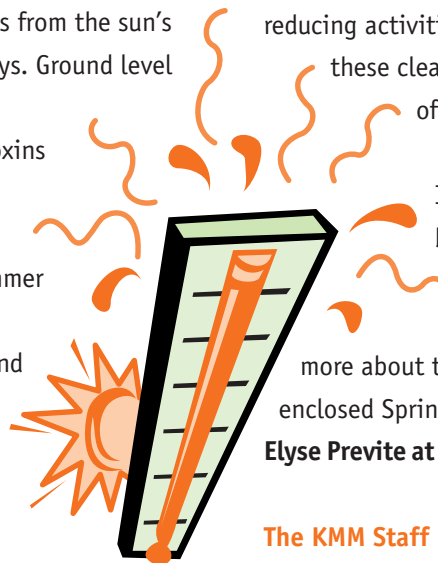


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...and more!



Ozone in the upper atmosphere is essential to protect us from the sun's harmful ultraviolet rays. Ground level ozone, however, is contaminated with toxins from engine exhaust and other pollutants in the air. During summer months, heat and pollutants combine and raise ground level ozone to a dangerous scale. On high ozone alert days, many

SeaStreak and KMM Team Up to Fight Traffic Congestion

KMM has teamed with SeaStreak, Inc. to help commuters form carpools to one of three ferry locations, where they then catch a boat into New York City. SeaStreak, with ports in South Amboy, Atlantic Highlands, and Highlands, currently operates a fleet of 5 vessels to Pier 11 (Wall Street) and E. 34th Street in Manhattan.

This ferry service has proved so successful, it has increased commuter traffic into the three port locations. KMM is assisting SeaStreak ferry riders with organizing carpools that will make the commute even easier. The general public can also register with KMM to find carpools at www.kmm.org.

For more information about SeaStreak, visit www.seastreak.com. The company offers 25 weekday departures and 9 weekend departures from its three ports, as well as a host of special event trips.



PUBLIC TRANSIT USAGE ON THE RISE

According to recent census data analysis by the North Jersey Transportation Planning Authority (NJTPA), commuters in northern New Jersey have increased their use of mass transit in recent years. As of the year 2000, the share of commuters in the NJTPA's 13-county region who get to work by transit is 11 percent. This represents a 1 percent increase from the 1990 figures. This also stands in contrast to a national trend of decreased mass transit ridership.

One aspect that affected these commuting trends was growth of the statewide transit network, including an increase in ferry operations, more extensive commuter rail service, and the advent of the Hudson-Bergen Light Rail. Other possible factors were an increase in the size of the area's workforce, and a change in attitudes about commute alternatives.

The census data also revealed some positive growth in the area of ridesharing. The 2000 figures indicate that driving alone to work decreased in Hudson, Middlesex, and Morris Counties. The numbers showed that carpooling increased in Middlesex County. This commuting behavior is a step in the right direction and KMM hopes to further the growth of carpooling in the region.

To find out more about the North Jersey Transportation Planning Authority or its recent journey-to-work analysis, visit the NJTPA website, www.njtpa.org.

Source: Data from North Jersey Transportation Planning Authority, *Communiqué*, February 2003

10 SIMPLE STEPS TO CLEANER AIR



- ✦ **"Trip chain" more often.** Combine your driving errands into one trip.
- ✦ **Take transit, carpool, or vanpool.** Drive less and cut down on stress, even just once a week.
- ✦ **Have fun! Ride your bike.** It's healthy for you and the environment.
- ✦ **Take things in stride.** Walk or in-line skate instead of driving short distances.
- ✦ **Care for your car.** Regular maintenance prolongs vehicle life and reduces car emissions.
- ✦ **Get fuel when it's cool.** This helps prevent gas fumes from heating up and creating ozone.
- ✦ **Don't top off the gas tank.** A full tank releases more gas fumes into the air.
- ✦ **Telecommute.** Work at home sometimes to help cut down on traffic.
- ✦ **Know before you go.** Get travel and transit updates before you leave and avoid traffic jams.
- ✦ **Spread the word.** Let's work together to make a big difference!

BICYCLE TOUR GUIDES AVAILABLE FROM NJ DOT!

It's time to leave your car in the garage and explore the great outdoors. Get on your bicycle! Biking is a healthy, fun activity whether alone or with a friend. Now, you can plot your trip ahead of time with one of the New Jersey Department of Transportation's handy Bicycle Tour Guides. There are nine colorful maps available, featuring bike routes spanning New Jersey's breathtaking countryside. Choose from these fantastic tours:

Allamuchy Allegory Ride -
Warren & Sussex Counties

Battle of Monmouth Ride -
Monmouth County

D & R Canal Towpath Ride -
Mercer County

Great Swamp Ride -
Morris & Somerset Counties

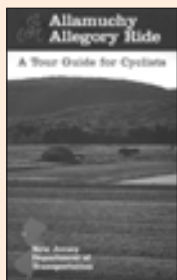
Last Covered Bridge Ride -
Mercer & Hunterdon Counties

Old Mine Road Ride -
Warren & Sussex Counties

Pine Barrens River Ramble -
Burlington & Atlantic Counties

Round Valley Roundabout -
Hunterdon County

Three Easy Scenic River Rides -
Somerset & Burlington Counties



For more information or to order a Bicycle Tour Guide, fill out the enclosed Spring Sign-up sheet or go to www.njcommuter.com and download your copies now.

COMING SOON: EMERGENCY RIDE HOME!

Check your mailbox this spring for a brochure on KMM's new Emergency Ride Home program! If you travel to work by carpool, vanpool, or mass transit at least once a week, you could be eligible for a free ride home in an emergency. For more information or to request a registration brochure, contact KMM at eprevite@kmm.org or (732) 745-4368.

NJ TRANSIT BIKE LOCKERS POPULAR WITH COMMUTERS

In an effort to provide better amenities for bike riders around New Jersey, Keep Middlesex Moving and NJ Transit have instituted the Bike Locker Program. KMM is acting as an agent for NJ Transit by managing the program and renting bicycle lockers at various local train stations. Each locker holds one bicycle, and is designed to safely secure the bike from would-be thieves and protect against weather-related damage.

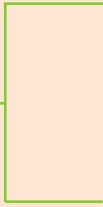
By allowing renters to store their bikes at the train station, the Bike Locker Program offers a fun alternative for the commute to work. Bicycling offers a great fitness benefit, while also benefiting the environment. Commuters who bike to the train are reducing traffic congestion and lowering the amount of pollution emitted into the air - helping to ensure a brighter future for us all. Renting a bike locker also provides a financial benefit to commuters. Instead of paying high parking fees while still not being guaranteed a spot each morning, locker renters pay only \$7.50 a month to ensure that they can easily park their bikes without worry.

There are NJ Transit bicycle lockers available for immediate rental in Matawan, Edison, Red Bank, Old Bridge, Howell, South Amboy, Middletown, Belmar, and Metro Park. For more information, contact Sean Meehan at (732) 745-5903 or at smeehan@kmm.org.





The Way to Work
 c/o Keep Middlesex Moving, Inc.
 100 Bayard Street, 2nd Floor
 New Brunswick, NJ 08901



SCHEDULE A "COMMUTE OPTIONS" FAIR AT YOUR WORK SITE!

KeeP Middlesex Moving is constantly striving to provide information and assistance to commuters looking for an alternative to their daily drive to work. One of the many services we provide is an onsite Commute Options Fair at work sites throughout Middlesex and Monmouth Counties.

These informative lunchtime fairs, hosted by KMM staff, feature an information booth in or near an employee lunchroom or another central area. Those who stop by the booth can find mass transit schedules, carpool and vanpool information, an overview of KMM's services, and commuter newsletters full of important transportation articles. In addition, commuters may register in person for KMM's rideshare network and receive a free carpool or vanpool match.

To request more information on behalf of your employer or schedule a Commute Options Fair, contact Elyse Previte at (732) 745-4368 or eprevite@kmm.org.

WE LOOK FORWARD TO ASSISTING YOU!

RIDESHARE APPLICATION FORM

If you or someone you know is interested in joining the Rideshare Program, please fill out the attached form and either fax or mail it back to us. If you are a current member and would like to update your information, please do so on the attached form.

KMM, 100 Bayard Street, 2nd Floor New Brunswick, NJ 08901 Fax: 732-745-7482

Please check one

This is new information This is an updated application

Name _____

Home Phone (____) _____

E-mail _____

Home Address _____

Apt. No. _____

City _____

State _____

Zip _____

Mailing Address (if different from above) _____

Employer _____

Work Phone (____) _____

E-mail _____

Street Address _____

City _____

State _____

Zip _____

Current Mode of Travel _____

I usually arrive at work : ____ AM ____ PM

I usually leave work: ____ AM ____ PM

Work days: ____ Mon.-Fri. ____ Other

My work hours are ____ Flex ____ Not flex

I would be willing to:

____ carpool ____ as a passenger ____ driver

____ vanpool ____ as a passenger ____ driver

KMM'S SPRING SIGN-UP!

Curious about some of KMM's exciting commuter and bicycle programs?
Complete this form to request more information, and get on your way to a healthier Spring!

Bicycle Tour Guides: *(see pg. 3 of newsletter for details)*

Select Tour Route:

- Allamuchy Allegory Ride
- Battle of Monmouth Ride
- D & R Canal Towpath Ride
- Great Swamp Ride
- Last Covered Bridge Ride
- Old Mine Road Ride
- Pine Barrens River Ramble
- Round Valley Roundabout
- Three Easy Scenic River Rides

Name: _____

Home Address: _____

Phone #: _____

Email: _____

*Need your maps in a hurry?
Download your copies now
at www.njcommuter.com!*



Get Ozone or Traffic Alerts at the Office!

Ozone Action Partnership: Join the New Jersey Ozone Action Partnership and get a fax alert at your office the day before a bad ozone day is predicted. This statewide system is comprised of hundreds of corporations, government agencies and individuals working to reduce ground level ozone pollution. The fax you receive will contain tips for ozone-reducing activities and provide an early notice to those with health-related concerns such as asthma.

Emergency Traffic Network: KMM has established the Emergency Traffic Network to give you breaking news on emergency road conditions in Middlesex County during normal business hours. If a major traffic problem develops, we will email you a short description of the situation, estimated duration and a contact name and number. Stay informed and plan your commute home accordingly!

Select one or both programs to receive more information:

Ozone Action Partnership **Emergency Traffic Network**

Name: _____

Company Name: _____

Company Address: _____

Phone: _____ Fax: _____ Email: _____