



# The Way To Work

A Newsletter for Middlesex County Commuters

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## D e a r C o m m u t e r ,



Saving money has always attracted commuters to carpooling. Now, through a new program announced by Governor Jon Corzine in May, you can earn a \$100 gas card for carpooling. That's right! The State of New Jersey will pay you to try carpooling.

KMM began accepting applications as soon as Carpooling Makes \$ense was introduced. We're pleased to report 48 new carpools had registered and about 32 carpools had completed the requirements by September 18. To learn how to qualify for your \$100 gas card and to register for Carpooling Makes \$ense, turn to the article inside. Enrollment in the program is open.

The popular Commuter Classified ads are back; they are accessible online at [www.kmm.org](http://www.kmm.org) and through these quarterly newsletters. The Commuter Classifieds allow drivers seeking carpool or vanpool partners to easily search the KMM database for a possible commute match. Upon the publication of each issue, KMM is inundated with inquires and possible matches. Log on to the KMM web site or look inside to see if another com-

muter is going your way and make a match today!

Beyond carpooling, KMM is also proud to report on the success of our first ever Bike to Work 2006. Though it was a wet Spring morning, cyclists across Middlesex County donned their rain gear and commuted to work on their bicycles. Read more about winner Sara Bender's thoughts on biking to work on page 2 of this issue.

*The Way to Work* often includes information about KMM's commitment to help reduce congestion. Many readers ask how they can help. This issue introduces a new section called *It all Adds up to Cleaner Air*. Created by the US Department of Transportation, this section will feature three simple tips you can do to keep the air clean. Future issues will include three new steps appropriate for the season.

The staff at KMM would like to thank each and every commuter who does his or her part to ease congestion in and around Middlesex County. We understand the sacrifices involved in carpooling, vanpooling and taking mass transit, and we appreciate your continued commitment.



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.



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# First Annual Bike to Work Day!

The wet, dreary weather on Friday May 19th did little to stop cyclists from participating in KMM's first annual Bike to Work Day. Commuters from across the county set out on bicycles to promote this nationally recognized event. Bike to Work Day encourages commuters to leave their cars at home and bike to work or a nearby transit stop. Biking to work promotes a more active lifestyle while reducing traffic congestion.



As part of the event, KMM raffled a gift certificate for dinner in a New Brunswick restaurant to all registered participants. Rutgers University employee, Sara Bender, received the gift certificate.

The crisp morning air, the rush of wind, the pure exhilaration, and the fresh smells of nature are among the reasons Ms. Bender enjoys her 3-mile bike ride to work at the Rutgers University Institute for Marine and Coastal Sciences.

Ms. Bender bikes to work three days a week and uses the Rutgers University bus system the remaining two days. She finds biking to work in the mornings "an absolutely wonderful way to start [her] day." Although Ms. Bender previously drove on a regular basis, she has come to realize that "biking to work can be equally, if not more, convenient than driving." She also recognizes the extraordinary benefits biking and using public transit have on the environment and area congestion.

KMM was not the only Transportation Management Association (TMA) to sponsor bike to work activities. In all, over 300 bicyclists registered with TMAs throughout New Jersey.

For information about bicycling in Middlesex County, including renting a bike locker, requesting a Middlesex County Bicycling Guide, or learning about bike tours around New Jersey, please contact Sean Meehan at 732-745-5903 or [smeehan@kmm.org](mailto:smeehan@kmm.org). Also, be sure to log on to [www.kmm.org](http://www.kmm.org) to register for the 2007 Bike to Work event and learn about program updates.

2

## It All Adds Up to Cleaner Air Three Simple Steps for Fall

**1 Take Mass Transit** and consider riding your bike or walking to the bus or transit stop instead of driving. Even if you ride or walk only once or twice a week, you'll reduce traffic congestion and pollution...and save money. The average driver spends about 56 cents per mile on car ownership and maintenance expenses.

**2 Ride your bike or walk instead of driving.** Riding and walking are easy ways to get exercise and both are easy on the air. Vehicles on the road created more than 25% of all air pollution nationwide.

**3 Share a ride or carpool.** Every time you share a ride, you're helping to reduce emissions by almost half.



**If everyone takes just a few of these simple, easy steps, it could make a big difference!**

Brought to you by the USDOT and FHA

## \$100 Gas Card Helps Remedy Pain at the Pump

If just the thought of filling up your gas tank is painful beyond words, a new program sponsored by the New Jersey Department of Transportation (NJDOT) may be the right medicine for you. It's called Carpooling Makes \$ense (CM\$), and it pays you to carpool. That's right! The NJDOT will give you a \$100 gas card to try carpooling.

In May, NJ Governor Jon Corzine announced Carpooling Makes \$ense, a rideshare incentive that rewards commuters with a \$100 gas card if they carpool 24 times over 60 days. Each carpool must have at least two riders and register with a local Transportation Management Association (TMA) such as KMM. Carpooling Makes \$ense offers rolling enrollment so carpoolers may 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](http://www.kmm.org). The registration form requests 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.

If you do not work in Middlesex County, log on to [www.driveless.com](http://www.driveless.com) or call 1-800-245-POOL. Select the county in which you work, and you'll be connected to the appropriate TMA's Web site or phone.

To date, KMM has 48 registered carpools for Carpooling Makes \$ense, 32 of which have already completed the program. Over 500 carpools have registered statewide.

Don't have a carpool partner? We can help with that, too. For more information, to register for Carpooling Makes \$ense or for help setting up a carpool, please contact Arlene Perez at 732-745-4368 or [aperez@kmm.org](mailto:aperez@kmm.org).



# Commuter Classifieds

The following classifieds are a partial list of commuters in our database who would like to share their ride to work. For more information about a particular carpool or vanpool, fill out the Rideshare Application Form on the back of this newsletter and include the ID number. Call KMM, fax or mail the application to our attention.

Once we receive your application, we will provide you with information on how to contact the person. If you do not find a potential rideshare partner, please submit your completed application and we will search our database for other matches.

If you would like your carpool featured in our upcoming classified section, call us at 732-745-4368 or send email to [aperez@kmm.org](mailto:aperez@kmm.org).

## CARPPOOLS: Riders/Drivers Wanted

### TO CRANBURY:

From: Bordentown (Burlington)  
8:30 AM to 5:00 PM Flexible  
ID: 960117

From: Easton, PA (Northampton)  
7:00 AM to 3:00 PM Flexible  
ID: 960212

From: Little Ferry (Bergen)  
8:30 AM to 5:00 PM Flexible  
ID: #960259

### TO DAYTON:

From: Hackensack (Bergen)  
8:30 AM to 4:30 PM  
ID: 962718

### TO EAST BRUNSWICK:

From: Ocean (Monmouth)  
8:30 AM to 5:00 PM  
ID: 962798

### TO EDISON (Raritan Center):

From: Beachwood, (Ocean)  
7:30 AM to 4:30 PM  
ID: 960116

From: Belmar, (Monmouth)  
8:00 AM to 5:00 PM Flexible  
ID: 960182

From: Colonia (Middlesex)  
9:00 AM to 6:00 PM  
ID: 960935

From: Washington, (Warren)  
8:30 AM to 4:30 PM Flexible  
ID: 960938

### TO MONMOUTH JUNCTION:

From: Cherry Hill (Camden)  
8:00 AM to 4:00 PM  
ID: 963311

From: Jersey City (Hudson)  
8:00 AM to 4:00 PM Flexible  
ID: 963314

From: Lambertville (Hunterdon)  
9:00 AM to 5:00 PM  
ID: 961310

From: Morrisville, PA (Bucks)  
8:30 AM to 5:30 PM Flexible  
ID: 963305

### TO NEW BRUNSWICK:

From: Clementon (Camden)  
7:30 AM to 3:00 PM Flexible  
ID: 964230

From: Highlands (Monmouth)  
8:30 AM to 4:30 PM Flexible  
ID: 960244

From: Maplewood (Essex)  
8:00 AM to 5:00 PM Flexible  
ID: 522522

From: Mt. Laurel/Marlton (Burlington)  
8:30 AM to 5:00 PM Flexible  
ID: 956018

From: Phillipsburg (Warren)  
7:00 AM to 3:30 PM  
ID: 540458

### TO NORTH BRUNSWICK:

From: Burlington (Burlington)  
8:00 AM to 5:00 PM  
ID: 962306

From: Fords/Woodbridge (Middlesex)  
7:00 AM to 4:00 PM Flexible  
ID: 960258

From: Franklin Lakes (Bergen)  
7:00 AM to 4:00 PM Flexible  
ID: 962109

### TO PISCATAWAY:

From: Budd Lake (Morris)  
7:00 AM to 4:00 PM Flexible  
ID: 960246

From: Califon (Hunterdon)  
8:00 AM to 4:30 PM Flexible  
ID: 962944

From: Morganville, (Monmouth)  
8:30 AM to 5:00 PM Flexible  
ID: 960114

From: Nutley (Essex)  
8:30 AM to 5:00 PM  
ID: 522526

From: Toms River (Ocean)  
7:00 AM to 4:00 PM  
ID: 522301

### TO FORDS/WOODBRIDGE:

From: Bath, PA (Northampton)  
8:30 AM to 5:00 PM Flexible  
ID: 963930

From: Easton, PA (Northampton)  
7:00 AM to 4:00 PM Flexible  
ID: 960447

From: Andover (Sussex)  
8:30 AM to 4:00 PM Flexible  
ID: 963459

## VANPOOLS: Riders Wanted

### TO PISCATAWAY (via 287):

From: Brick (Ocean)  
STOPS: Lanes Mill Road (rick)  
Commuter Lot GSP Exit 98  
7:00 AM to 4:00 PM  
ID: V50001

From: Brooklyn (New York)  
STOPS: Staten Island along 440  
7:30 AM to 4:30 PM  
ID: V50003

From: Califon (Hunterdon)  
\*\*Also Northampton & Morris  
STOPS: Route 78, Clinton Point and Tewksbury Park & Rides  
8:00 AM to 4:30 PM Flexible  
ID: 962944





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



### Join the Emergency Traffic Network for Up-to-the-Minute Road Conditions!

KMM has established the Emergency Traffic Network to give you breaking news on emergency road conditions in Middlesex County during normal business hours. If an emergency develops, we will email you a short description of the situation, including the date, time, location, estimated duration and a contact name and number. This free service will help you make informed decisions and select alternate routes when traveling to or from work. To register, fill out the form below and fax it to KMM at (732) 745-7482.

**EMERGENCY TRAFFIC NETWORK**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

\_\_\_\_\_

Fax: \_\_\_\_\_

### Schedule a "Commute Options" Fair for your Worksite!

One of the many services KMM provides is an onsite Commute Options Fair at work sites throughout Middlesex County. 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, and an overview of KMM's services. In addition, commuters may register in person for KMM's rideshare network and receive a free carpool or vanpool match.

To request more information or schedule a Commute Options Fair, contact Arlene Perez (732-745-4368 or [aperez@kmm.org](mailto:aperez@kmm.org)). We look forward to assisting you!

### Rideshare Application Form

If you or someone you know is interested in joining the Rideshare commuter network, 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, 2<sup>nd</sup> Floor, New Brunswick, NJ 08901**  
**Fax: 732-745-7482**

**Please check one:**

*This is new information*     *This is an updated application*

Name: .....

Home Phone: (     ).....

Primary Email: .....

Home Address:.....

Apt. No.: .....

City: .....

State: .....

Zip:.....

County: .....

Mailing Address (if different): .....

Employer: .....

Work Phone: (     ).....

Street Address: .....

City: .....

State: .....

Zip:.....

County: .....

I usually arrive at work:    \_\_\_\_\_ AM    \_\_\_\_\_ PM

I usually leave work:        \_\_\_\_\_ AM    \_\_\_\_\_ PM

My work hours are:         \_\_\_\_\_ Flex    \_\_\_\_\_ Not flex

Work days:                    \_\_\_\_\_ Mon. – Fri.    \_\_\_\_\_ Other

I would be willing to:

                  \_\_\_\_\_ carpool    \_\_\_\_\_ as a passenger    \_\_\_\_\_ driver

                  \_\_\_\_\_ vanpool    \_\_\_\_\_ as a passenger    \_\_\_\_\_ driver

Auto available?    \_\_\_\_\_ yes \_\_\_\_\_ no