

The Way To Work

A Newsletter for Middlesex County Commuters



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Who is a KMM Commuter?

Each year, KMM provides free transportation services to hundreds of people working in Middlesex County who share similar travel needs. But, just who are these commuters? Where do they live? How do they get to work? Here's a look at some of the "Who's Who" in KMM's Rideshare network.

At Home in Central Jersey

The majority of Middlesex County-bound commuters don't stray too far from home: 23% of KMM's commuters live and work in Middlesex County. Another 12% hail from Ocean County, while 11% commute from Monmouth, 7% from Somerset and 6% from Mercer County. The remaining 41% of commuters are scattered throughout New Jersey, New York and Pennsylvania.

What's Your Way to Work?

KMM's commuters are definitely doing their part to reduce New Jersey's traffic congestion. While 45% currently drive alone and seek rideshare partners, 37% of our members now rideshare to work in a carpool, vanpool or mass transit. The remaining 18% walk to work, go by bike, work from home or didn't report their travel mode to KMM.

Other Facts and Figures

Here are some more snapshots from KMM's database:

- The top three destination cities for work are:
 - Piscataway 25%
 - New Brunswick 22%
 - Edison 16%
 - 56% of commuters own a car
 - 44% do not own a car
 - 49% are female
 - 44% are male
- (+/- 7% - gender not reported)

As Middlesex County's commuter network continues to grow, KMM continues to shape transportation trends by providing solutions to gridlock. A KMM commuter is someone who stays ahead of the crowd by being informed and connected!

Find a Better Way to Commute

Find a better way to work today. Visit our website, www.kmm.org, for the latest in free commuter programs, carpool and vanpool matches, transit information, emergency traffic updates and more. KMM is your online home for commute options and transportation resources. Log on and get connected!



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

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Walk Your Way to 10K a Day



Get Started With 10K a Day

Follow a simple three-week program to get on your way to 10K a Day. First, you'll need a pedometer – a small, wearable device that counts your steps as you walk. You can find a pedometer at a sporting goods store.

Now that the weather is warm, it's time to leave the car in the driveway and set out walking. While you gather some sunshine this season, why not reach for an attainable fitness goal at the same time? Shoot for a healthy 10K or 10,000 steps, in a day.

It takes roughly 2,000 steps to walk a mile. In normal daily activity, most people walk about 2 to 3 miles, depending on their activity level. That accounts for about 4,000 to 6,000 steps a day. Believe it or not, to reach 10K a Day, the average person would only need to add a brisk 30-minute walk to his or her daily routine!

If your daily steps average below the norm, then just set a reasonable goal for yourself – try to boost your number of daily steps by 20%.

Week 1: Measure your steps in a typical week. Each morning, reset the pedometer to "0". Wear it all day from the moment you wake until going to bed, except in the shower. At night, record your steps.

Week 2: Now, start working toward boosting your daily step average by 20%. To do this, add the total steps taken in week one and divide by seven. Then multiply by 1.2. The result is your new target number for daily steps.

Week 3: Evaluate your progress. If you haven't reached 10K a Day or 20% more than your baseline, resolve to try a bit harder.

Many people find that with just two weeks of effort they've gotten their daily step average close to or beyond 10,000. Even if you only try for 20% more than your current average, you'll soon find that your days are full of opportunities for more steps. Reach for 10K a Day, and you'll reap the benefits of good health while giving your car a rest.

Biking – A Great Escape

Who says you need four wheels to get anywhere? Try two wheels and see New Jersey in a whole new way. Bicycling is a great way to get exercise while enjoying a new perspective. KMM has a wealth of free information to help you plan a trip by bicycle.

- Before you ride, know the rules of the road. Order one of KMM's helpful **Bicycle Safety** brochures. These manuals feature such topics as wearing a helmet, obeying traffic laws, choosing a safe route and lighting your bike.
- Try commuting by bicycle, even if it's only one leg of your trip! Bike to the train station, and lock up your bike in one of NJ TRANSIT's **Bicycle Lockers**. KMM rents these lockers on a monthly basis at train stations throughout Middlesex County. To check availability, contact KMM.
- Need some ideas about where to ride? KMM's **Middlesex County Bicycling Guide** can help you plan a route using bicycle paths and suggested roads throughout the county. Or, call to order one of KMM's nine **Bicycle Tour Maps**, outlining scenic bicycle trips in beautiful New Jersey.

Start your great escape today! For more information about any of KMM's bicycle brochures and programs, contact Sean Meehan at (732) 745-5903 or email smeehan@kmm.org.

Take Transit and Take a Break

Tired of terrible traffic and rising gas prices? Stop *driving* yourself crazy and try transit! KMM has free information on all the transit options serving Middlesex County. Taking transit helps you save money, decrease stress and grab some rest, all while helping the environment by cutting down on vehicle emissions.

KMM is proud to work closely with NJ TRANSIT to distribute its schedules free to the public. NJ TRANSIT is the nation's third largest provider of bus, rail and light rail transit, linking major points in New Jersey, New York and Philadelphia. On 236 bus routes and 11 rail lines statewide, NJ TRANSIT provides nearly 223 million passenger trips each year.

Whether you need an NJ TRANSIT bus route or rail schedule, KMM will provide you with friendly and timely service to help you get acquainted with our public transportation system.

In addition to NJ TRANSIT information, KMM also provides free Middlesex County Transit Guides and schedules for local bus lines, commuter shuttles and area ferries. Contact KMM today at (732) 745-4368, and get moving with transit.



Route 18 Widening Project to Begin



Middlesex County commuters are all too familiar with the scene: Route 18 in New Brunswick frequently resembles a parking lot during rush hour. However,

there is hope in sight for embattled Route 18 drivers. The New Jersey Department of Transportation is kicking off its plan to widen the six-lane Route 18, adding an additional two lanes in each direction for traffic exiting into New Brunswick. The existing lanes spanning from George to Albany Streets will be converted into express lanes.

Starting in late spring 2005, the \$200 million widening project is estimated to be completed in early 2009. The NJDOT plans to keep commuters moving for the duration of the project by leaving two lanes open in both directions during morning and evening peak hours. During off-peak times, the contractor, Conti Construction of South Plainfield, may close down portions of the road and detour traffic.

The first phase of the project begins with the closing of Crest Road to construct temporary paving routes, allowing traffic shifts on Albany Street between Neilson and Burnett streets. Starting this summer, the New Street interchange and Commercial Avenue jughandle will be closed, but workers will create a double left turn at Commercial Avenue to make up for the closed jughandle. Off-peak closures are expected to occur on Carpender Road, Dewey Drive and a stretch of Route 27 between River Road and Burnett Street.

State Transportation Commissioner Jack Lettiere, speaking at a recent news conference in East Brunswick, addressed the public's traffic-related concerns: "We're building in one of the most congested pieces of roadway in New Jersey." He promised, "We are going to do our best to minimize disruptions."

Lettiere states that NJDOT wants to "make sure we have a continuing dialogue with the community and businesses." KMM will keep the public informed with up-to-date construction information posted on www.kmm.org. For breaking emails on road conditions, join KMM's Route 18 Emergency Traffic Network by contacting Sean Meehan at (732) 745-5903 or smeehan@kmm.org.



It has been reported that smog levels in each of New Jersey's 21 counties exceed the federal government's air quality standards. Dirty air and a polluted environment are everyone's problem. NJ TRANSIT is now offering your company a chance to take action and help ensure cleaner air this summer with the **Ozone Pass** program. The **Ozone Pass** is a special commuter ticket offered by NJ TRANSIT. It provides a simple, discounted means for people to try transit instead of driving on days when high levels of ground-level ozone pollution are predicted.

Employers can purchase a limited number of passes at the start of the ozone season. The **Ozone Pass** is valid from May 16th to September 9th and allows employees to use mass transit on Ozone Action Days and Ozone Health Watch Days. Employers have the option of subsidizing the pass in its entirety



or reselling it to employees for up to the cost of \$2.00 per round trip. Passes are good for the entire trip, including transfers, on NJ TRANSIT buses, trains or the Newark City Subway.

The Ozone Pass is only available to members of the **Air Quality Partnership**. As a member of the partnership, your organization will receive an email or fax alert the day before ground-level ozone pollution is predicted to be in the unhealthy range, allowing you and your employees the advance knowledge needed to take actions to reduce ozone levels. If you would like some informative brochures about ground-level ozone, its effects and ways you can contribute to its reduction, please contact the KMM office. To join today, fax the Ozone form found on page 4 of this issue to (732) 745-7482, or for more information, contact Sean Meehan (732) 745-5903 or smeehan@kmm.org.



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

Join the Ozone Action Partnership!

We can work together to reduce the harmful effects of ground level ozone pollution. Sign up for the free Ozone Action Partnership and receive advance notice about bad ozone days by fax alert. Stay informed about air quality and enjoy a healthier season. To register, fill out the form below and fax it to KMM at (732) 745-7482.

OZONE ACTION PARTNERSHIP

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. 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, 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: ()
 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