



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 ,

With the winter months in full swing and Mother Nature reminding us that she is in charge of this blustery season, KMM is here to spread some warmth with the latest issue of The Way to Work.

In this issue, you will again find a listing of our commuter classifieds. Readers' response was so overwhelmingly positive that we have decided to make this section a constant feature in our newsletters. Note that the listings will change from issue to issue and can also be found on www.kmm.org.

Speaking of our website, have you visited it recently? If not, be sure to stop by today. KMM's new and improved interactive site was launched in October of 2005 and has been hot ever since. Applications and requests for information have increased and users are getting the news they need faster and more efficiently.

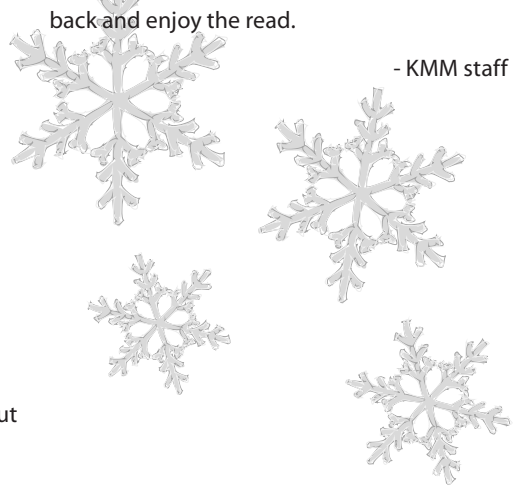
Also featured in this issue are the results of a recent survey conducted on Emergency Ride Home participants. Not surprising, most commuters who responded to the survey cited saving money as their main reason for carpooling (48%). In early fall 2005, gas prices were increasing at almost a daily rate and commuters' pockets were becoming dangerously lighter. Since then, the price of gas seems to have leveled off, but commuting in a single-occupancy vehicle is

still expensive. Carpooling, vanpooling or taking mass transit doesn't need to be a daily occurrence. Ridesharing just once or twice a week can save you dollars. Read how KMM employees are practicing what we preach.

For commuters who travel along Route 18 between East Brunswick and Piscataway, check out the information provided on the upcoming construction schedule. Significant work will begin between the spring and summer months, and KMM is ready to provide the latest information on road and emergency closures. Find out how to get the most up to date information inside.

There is much to read in this issue. So if you are passenger in a carpool or vanpool, a mass transit user or a single-occupancy vehicle driver, this issue has something for you. Sit back and enjoy the read.

- KMM staff



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

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Emergency Ride Home – Working for KMM Commuters

In 2003, KMM launched the Emergency Ride Home (ERH) program to benefit carpoolers, vanpoolers and mass transit users registered in KMM's ridesharing program. ERH is a safety net for commuters who rideshare. In the event of an emergency, unexpected overtime or illness, KMM pays for the commuter's ride home. All participants are allowed 3 rides home per year. Interestingly, this service has only been used a handful of times.

Initially, 33 people registered for ERH. Today, the program has swelled to 82 members and continues to grow.

Recently, KMM conducted a survey of Emergency Ride Home members to better understand the commute habits of participants. The survey consisted of seven questions that explored current commute modes and the reasons why commuters chose that mode. We also asked about frequency and length of trip.

- Seventy-one percent (71%) of Emergency Ride Home members commute to work by carpool or vanpool, and 29% rely on mass transit.
- The majority of respondents (71%) rideshare or use mass transit five days per week while 24% use this arrangement between two and four days.

- Forty-three percent (43%) commute between 51 and 100 roundtrip miles per day, and 14% travel more than 101 roundtrip miles.
- Almost half (48%) the respondents are veteran commuters who have been carpooling, vanpooling or using mass transit to work for 5+ years.
- Most commuters said their primary reason for commuting as they do is to save money (48%). A desire to reduce stress (43%), save vehicle wear and tear (29%) and reduce traffic congestion (29%) were other responses.
- If their current commute mode was no longer available, 62% of respondents stated they would have to drive alone to work, 14% would use transit and 10% would find a carpool arrangement.
- Seventy-five percent (75%) of respondents who carpool share their ride to work with 2 or more commuters, and 85% of vanpoolers share their commute with 10 riders.



KMM Staff – Practicing What We Preach

A lot of people ask, "does anyone at KMM actually carpool?" The answer is "yes." Members of our staff carpool, flex their schedules and telework. Here are our stories.

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Telecommuting

When my husband and I found out that we were expecting our first child, we encountered the traditional feelings of excitement, anticipation and utter fear. The months passed; our wait was over; and our daughter was born. Too quickly, the months passed and I was scheduled to return to work. The transition was easy because I spoke with my Director and we agreed on a schedule that allows me to telecommute. I work from home one day per week in a small office that I have set up. Through phone and Internet, I am in constant contact with the staff and I can be reached easily if someone needs me. Each day that I telecommute, I email my work schedule to the office in the morning and follow up with my accomplishments before I sign off at the end of the day. Not only do I save money on gas, but I can be home for my daughter as soon as my work day is done—without the stress of the commute!

- Cristina Fowler, Marketing Manager

Carpooling with family

My dear wife and I have been carpooling for over five years. We have similar work schedules, and while our offices are about 2 miles apart, our offices are along the same route. Financially, we save at least \$4000 a year on a second car. Most importantly, we

have the opportunity to share moments that we would otherwise miss had we been driving alone.

- Morteza Ansari, Program Manager

Carpooling with a neighbor

My carpool partner and I live about one-half mile from each other and our offices are only a block apart. We were traveling the same route everyday! With busy schedules during and after work, flexibility was an important consideration. We knew a five-day-a-week carpool would be rough, so we looked at our calendars and determined that Mondays and Wednesdays worked best. I adjusted my work hours slightly to accommodate my partner. Interestingly, we've become protective of our carpool; we want it to succeed. Each of us made a conscience and independent decision not to schedule non-essential meetings on carpool days.

- Roberta Karpinecz, Director of Operations



Online Magic – KMM's NEW Interactive Website

If you are a commuter and have access to the Internet and have not yet visited the NEW www.kmm.org, stop what you are doing and rush to your computer. In October 2005, KMM's website became a one-stop information center that provides a host of online services such as commuter classifieds, bike rental availability, mass transit schedules, park & ride lot information, construction updates and much, much more. The site offers New Jersey drivers an online home where they can explore transportation alternatives. KMM's free commuter services aim to decrease traffic congestion, improve air quality and reduce stress for drivers.

Visitors to the site can also find a carpool or vanpool partner, register for a bike locker and access over fifty various mass transit schedules with a click of a mouse. For companies who do business in Middlesex County, the new site offers programs that can assist employers in providing services that will ease their employees' commutes in easy, cost efficient ways. Since the website's debut, KMM has received an increased number of rideshare, bike and mass transit applications.

"Web users are looking for an instant solution to their commute questions. So, it was vital to allow for more interaction between user and recipient. We're working on additional features, such as commuter and employer-specific pages that require login access," said Cristina C. Fowler, Marketing Manager for KMM.

Do not waste another minute. Visit www.kmm.org today!

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, contact KMM (732-745-4368 or aperez@kmm.org).

CARPOOLS: Riders/Drivers Wanted

To Avenel (Woodbridge)

From: Wall (Monmouth)
Hrs: 8:00 AM to 4:00 PM
ID: #955239

To Cranbury (Rt. 130)

From: Bordentown (Burlington)
Hrs: 7:00 AM to 4:30 PM
ID: #955148

From: Hillsborough (Somerset)
Hrs: 9:00 AM to 5:00 PM Flexible
ID: #955703

To East Brunswick

From: Clifton (Passaic)
Hrs: 9:00 AM to 5:00 PM Flexible
ID: #955125

From: Long Valley (Morris)
Hrs: 7:15 AM to 6:00 PM Flexible
ID: #954999

To Edison (Raritan Center)

From: Easton, PA
Hrs: 10:00 AM to 6:30 PM Flexible
ID: #955000

To New Brunswick

From: Kendall Park (Middlesex)
Hrs: 8:30 AM to 5:00 PM Flexible
ID: #955461

From: Mount Laurel/ Marlton
Hrs: 9:00 AM to 5:00 PM Flexible
ID: #956018

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

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

To Piscataway

From: Bayonne (Hudson)
Hrs: 8:00 AM to 5:15 PM
ID: #956297

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

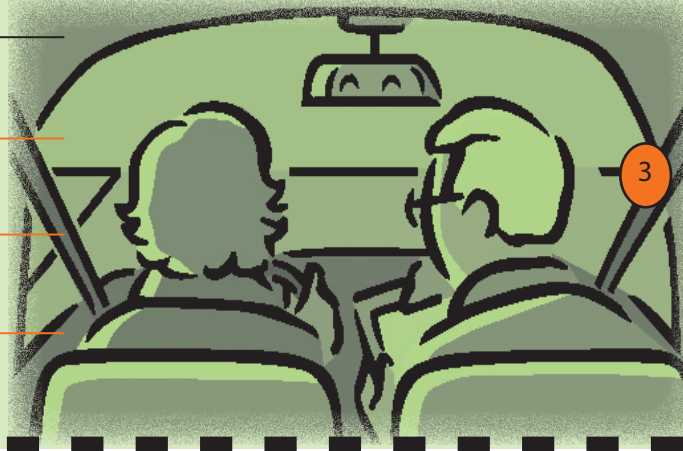
From: Nutley (Essex)
Hrs: 8:30 AM to 5:00 PM
ID: #522526

VANPOOLS: Riders Wanted

To Piscataway (via 287)

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

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



Route 18 Construction Project Winter 2006 Update

For some time, KMM has kept commuters informed on the various stages of construction on the Route 18 Project through email blasts, features in the newsletters and weekly information on the KMM website.

In the coming months, activity in the corridor will increase dramatically with more congestion and more lane closures as the spring and summer months arrive. As a member of the Route 18 Community Partnering Team and the Communications Committee, KMM is a continual source for construction information.

If you have not yet signed up for the Route 18 ETN alerts, join today. This ETN list was specifically created to cope with the Route 18 project. This special ETN is a weekly email that is sent to your inbox detailing what roads and section of Route 18 will be affected and what to expect. In the event there is an emergency road closure on this section of Route 18, KMM will also send out alerts. To join this FREE Route 18 ETN, log on to www.kmm.org and click the Construction button, or email your request to smeehan@kmm.org.





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). 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