



The Way To Work

A newsletter for Middlesex and Monmouth County Commuters

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

Register Now for the Emergency Ride Home Program!

Through the years, the staff at KMM has often heard the same view about ridesharing from commuters. While people recognize the incredible benefits of traveling by carpool, vanpool, or mass transit, they may hesitate to try ridesharing because they feel vulnerable at work without a car. Now, sharing the ride to work is easier than ever, because KMM has created a new back-up plan for emergencies during office hours.

The program is called Emergency Ride Home, and it provides up to three FREE rides home per year in times of personal emergency or unexpected overtime. This incentive program was partly modeled on successful Emergency Ride Home (also called Guaranteed Ride Home) programs from around the country. Through contracts with Enterprise Rent-a-Car and A-1 Limousine, KMM is able to offer commuters two options for their ride home: a rental car for one day, or one trip home via driving service.

As the Transportation Management Association for Middlesex and Monmouth Counties, one of KMM's goals 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 those who rideshare to work. KMM is able to offer



this program thanks to important funding from the New Jersey Department of Transportation.







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. Don't miss out on this free ridesharing incentive from KMM. While you may never need an Emergency Ride Home, just knowing that the safety net is there will ease your commuting worries.

To qualify for Emergency Ride Home, commuters first need to be registered in KMM's Rideshare network. If you are currently registered for ridesharing, call us for an Emergency Ride Home brochure. If you are not yet registered with KMM, fill out the application on the back page of this newsletter, call (732) 745-4368 or visit www.kmm.org.

The KMM Staff

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...and more!



Associated with the Middlesex County Improvement Authority.

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Vanpool to Work And Leave Your Car Behind

With traffic congestion always on the rise in densely populated New Jersey, the value of vanpooling can not be overstated. Just one vanpool can eliminate up to 14 cars from the road - and that is something we can all appreciate. This method of ridesharing offers a cost-saving, less stressful commute, while improving mobility and reducing air pollution. Vanpooling also offers commuters a sense of camaraderie



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and opportunities for networking, and free time to read or relax instead of sitting behind the wheel.

Contrary to a popular misconception, a vanpool is not a shuttle or taxi-type service. Vans are leased on a monthly

basis by a group of commuters from one of several vanpool leasing companies in the state. While driving responsibilities may be shared by a few members of the vanpool, the vehicle is usually driven by the same commuter each day, who takes the van home in the evening.

KMM works with 11 vanpools traveling into Middlesex and Monmouth Counties. KMM's role is to assist the vanpool coordinators in many ways, including finding new riders when needed, and helping with application materials for NJ Transit's Vanpool Sponsorship Program. Vanpools that qualify for this program save \$150 - \$300 *per month* on their vehicle lease.

Most of the 11 vanpools in KMM's region transport commuters to major worksites such as Telcordia in Piscataway, AT&T in Middletown, and Lucent in Holmdel. Although some of the riders have changed through the years, many of these van groups have been traveling together since the mid-1980s.

Vanpooling is a wonderful alternative to driving alone, and once people try it, they are likely to form a healthy attachment to this way to work!

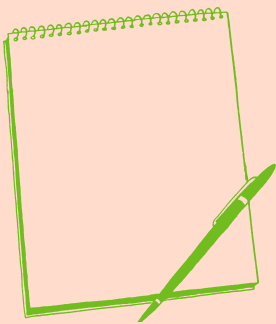
Commuter Vanpool Routes

Below is a list of current commuter vanpool routes serving worksites in Middlesex and Monmouth Counties. These van groups travel five days a week, round trip:

HOME CITY:	WORK CITY:
Brick, NJ area	Piscataway, NJ
Brooklyn, NY	Holmdel/ Middletown, NJ
Brooklyn, NY	Piscataway, NJ
Burlington, NJ	Fort Monmouth, NJ
Eatontown/ Holmdel, NJ	Piscataway, NJ
Moorestown, NJ	Fort Monmouth, NJ
New York City	Middletown, NJ
Queens, NY	Piscataway, NJ

To inquire about joining one of these vans or for advice on how to form your own vanpool group for your daily commute, contact Elyse Previte at (732) 745-4368 or eprevite@kmm.org.

Commuter Survey Conducted by Sayreville



The Borough of Sayreville is seeking to make commuting to and from work easier for its residents. Over the course of the summer, Sayreville, with assistance from KMM, mailed over 1700 surveys to the residents of the borough asking what improvements could be made to ease their already long commute.

Councilman John Melillo, a former NYC commuter who is also the Chairperson of the Sayreville Commuter Advisory Board, sought the assistance of KMM to evaluate the commuting habits of borough residents. Currently, Sayreville's downtown area is heavily congested during peak commuting hours despite the fact that many of its residents avoid the area by accessing mass transit from other hubs such as the Old Bridge and Cheesequake Park & Rides.

"Councilman John Melillo and the Commuter Advisory Board have worked hard to identify the problems with commuting and are working on the possibility of improvements such as creating Sayreville Park & Rides and providing more mass transit," said Sayreville Mayor Kennedy O'Brien. "Feedback from our residents has been overwhelming and we anticipate exciting change in the future."

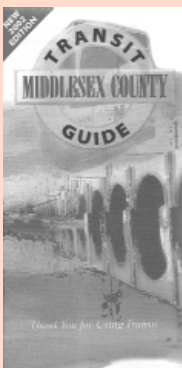
KMM is able to assist with the survey and tabulate the results of the project through funding from NJ TRANSIT.

Middlesex County and Monmouth County Transit Guides Available!

If you live or work in Middlesex or Monmouth County, chances are you have been faced with more than the occasional traffic nightmare. Ongoing construction projects and unlimited vehicles on the road have made morning and evening commutes stressful. If you feel there is no solution to this traffic disaster, we have great news!

Middlesex and Monmouth County transit maps are now available! These maps outline bus, train, shuttle, and ferry services throughout each county. Also, park and ride lots, and terminal and transfer points are clearly illustrated. These Transit Guides make using public transportation for your morning and evening commutes effortless. Using transit just a couple days per week can significantly reduce stress levels. More importantly, it alleviates traffic congestion and pollution associated with high volumes of vehicles on the road.

If you would like more information, or would like to obtain a copy of the Middlesex and Monmouth County Transit Guides, please contact Elyse Previte at eprevite@kmm.org or 732-745-4368.



Route 18 Extension Project Gets Underway

This past summer, New Jersey Department of Transportation (NJDOT) began the first phase of construction on the \$60 million federally funded New Jersey State 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 in Piscataway.

Currently, the northern terminus of Route 18 is just north of the John A. Lynch Sr. Memorial Bridge at River Road in Piscataway. The Route 18 extension project, approved in 2001 as part of NJDOT's five-year capitol program, will see Route 18 extended past the bridge and 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 along Metlars Lane 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 currently impede traffic flow. These improvements will provide a missing link in the State highway system, providing a thruway with 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 will remain in contact with NJDOT and local municipal officials throughout the duration of the project to make sure we have the most up to date information.

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.

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Sign Up for this Newsletter Via Email!

To request this newsletter via email instead of in print, please fill out this box and fax it to 732-745-7482.

Name:

Company Name:

Address:

Phone:

Fax:

Email:

Please check one:

This newsletter is for my reference only.

This newsletter will be forwarded to others in my company.

Indicate approximate number of employees: _____.



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: _____

 EMAIL: _____

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 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, 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 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 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