



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 ,

September is Rideshare Month!

September is one of the busiest months of the year on New Jersey roads. School is back in session, and commuters are back from vacations and back to the grind. That's why September is the perfect time to look for ways to cut down on traffic congestion.

September has been designated as Rideshare Month in the State of New Jersey! KMM is teaming up with the state's other Transportation Management Associations and the New Jersey Department of Transportation to promote carpooling, vanpooling, and mass transit as preferred methods of transportation throughout September. These alternative means of getting to work make commuting less expensive, less stressful,

and less harmful to the environment. Ridesharing is easy to try, and there's nothing to lose, except for your commuting woes!

If you rideshare, you'll never get stuck at work without a way to get home, because KMM provides a free **Emergency Ride Home** up to three times a year! This program takes the worry out of sharing the ride.

If you vanpool to work, KMM has a new program to help support your vanpool, called the **Empty Seat Subsidy**. Turn to page 3 for more information!

We encourage you to do your part to battle congested roads during the month of September. Let KMM help you get started with Ridesharing. We can match you with potential carpool partners, help you form a vanpool, or provide you with free mass transit schedules. Try ridesharing for the whole month, or try it out for just a few

days. Join commuters throughout the state in celebrating Rideshare Month!

For more information about carpooling, vanpooling, transit or Emergency Ride Home, fill out the Rideshare Application form on the back page of this newsletter or contact Elyse Previte at (732) 745-4368 or eprevite@kmm.org.



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

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Sayreville Announces Raritan Street Park & Ride

Currently, Sayreville residents who commute to New York City or other local destinations have to search for parking spaces around the residential area or in Park & Ride lots in neighboring towns. However, in the near future these commuters will have a more convenient option, with the new Raritan Street Park & Ride! Construction of this first-ever Sayreville Park & Ride facility will start on Raritan Street as soon as the design phase is completed in less than a year.

At a press conference on July 21, 2004, New Jersey Department of Transportation Commissioner Jack Lettiere presented Sayreville Mayor Kennedy O'Brien with a check for \$800,000. The funding will help the borough pay for the construction of a new 290-space Park and Ride lot near the corner of Main and Raritan Streets – across the street from Raritan Shopping Center, and behind the ramp to the Garden State Parkway. The Park and Ride lot is part of Governor McGreevey's commitment to create 20,000 new spaces over the next five years.



On July 21, 2004, Sayreville Mayor Kennedy O'Brien receives a check from New Jersey Department of Transportation Commissioner Jack Lettiere. They are joined by (left-right) Assemblyman John Wisniewski, Michael Lapolla, Executive Director of the New Jersey Turnpike Authority, and Timothy McDonough, Deputy Executive Director of the Garden State Parkway Division.

KMM Lends a Helping Hand to Sayreville

According to Borough Councilman John Mellilo, the governing body's liaison to the Commuter Advisory Committee, "The idea came from a survey conducted for the Borough by Keep Middlesex Moving."

In August 2003, KMM assisted Sayreville by conducting a survey among bus passengers. Over 350 bus passengers responded to the survey and 66% named Raritan Street as their preferred location.

For more information, please contact Morteza Ansari, KMM's Senior Transportation Coordinator, at 732-745-2326 or mansari@kmm.org.

KMM Conducts Route 18 Pedestrian-Transit Survey

The Route 18 corridor in East Brunswick runs through significant commercial and retail developments and accommodates various local and New York-bound bus routes. However, many existing bus stops and commercial facilities are inaccessible to transit users, pedestrians and bicyclists because of an unsafe crossing environment, compounded by daily traffic volume of between 52,000 and 74,000 vehicles. Considering the existing traffic condition, crossing Route 18 is a very risky task for commuters and others.

Recently, KMM partnered with the Middlesex County Planning Department to identify existing safety problems on Route 18 and develop a mobility enhancement proposal. The goal is to make Route 18 safer – providing better access to commercial, recreational and employment sites via mass transit, walking, or bicycling. With these improvements, more people may consider alternative modes of travel and feel less reliant on the automobile.

In May 2004, KMM conducted a survey among bus users at various points between Tower Center and the Brunswick Hill Shopping Center in East Brunswick, to identify problematic areas for pedestrians and bicyclists. Some highlights from the survey results are summarized as follows:

Forty percent (40%) of respondents encounter numerous safety deficiencies while accessing their bus stops along Route 18.

- Thirty four percent (34%) of respondents have to cross Route 18 to access local and New York-bound buses.
- Forty seven percent (47%) of respondents cross Route 18 at the intersection at Racetrack Road.
- Among 7 major deficiencies outlined by respondents, *lack of sidewalk* was reported as the highest concern, *broken or uneven sidewalk* the second highest, and *inadequate crossing time* the third highest safety issue. Some respondents listed more than 3 problems for crossing each intersection.

These facts and other survey findings were included in the Middlesex County Planning Department's Route 18 enhancement study plan, for follow up and further action. Stay tuned for more news from KMM about this mobility enhancement project.



Wanted: Your Opinion

Here's your chance to tell the North Jersey Transportation Planning Authority what you think about travel safety in parts of central and northern New Jersey. Log on to www.kmm.org and click on SURVEY to give your opinions about traffic safety problems and possible solutions. There's even an opportunity for you to name specific road problems and suggest specific improvements.

Don't miss this opportunity to tell decision-makers what you think about the safety of New Jersey roadways. Log on to www.kmm.org and click on SURVEY today!



New Bike Lockers at Dunellen Station!

Continuing our efforts to support bicycling in New Jersey, KMM has recently added another site to the list of locker facilities managed under the NJ TRANSIT Bicycle Locker Program. The new lockers at the Dunellen Train Station are a welcome addition to the other ten facilities already handled by KMM. The new bicycle lockers at Dunellen are designed to safely secure one bicycle from would-be thieves while protecting it from damage caused by inclement weather.

By providing safe and reliable storage, the bicycle locker program allows commuters in this walkable community to leave their cars at home and ride bikes to the train station. By leaving their cars parked at home, bike locker renters benefit from the absence of parking fees, while also helping to reduce traffic congestion and air pollution. For information about bike locker rentals, contact Sean Meehan at (732) 745-5903 or smeehan@kmm.org.

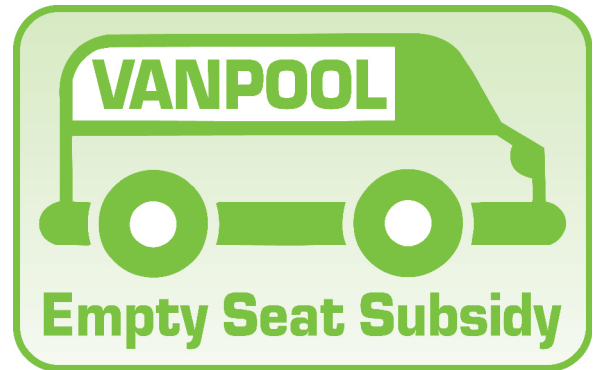


KMM Launches Empty Seat Subsidy for Vanpools

Did you know that just one commuter vanpool can eliminate up to 14 cars from the road? Vanpools benefit commuters as well as the community, and now KMM is stepping up efforts to keep vanpool groups on the road. This Fall, KMM will kick off an exciting new vanpool incentive program called Empty Seat Subsidy.

The Empty Seat Subsidy program gives vanpool groups a financial boost when they need it, helping them to stay on the road for as long as possible. The subsidy is available to new and existing vanpools with empty seats amounting to at least 20% of the full van capacity. Vanpool groups receive a \$125 monthly subsidy for up to 3 months, depending on eligibility and the availability of funding. KMM sends the amount directly to the vehicle leasing agent, to help defray the monthly costs of the vanpool group.

KMM is proud to offer this program as part of its continuing efforts to provide commuters with innovative ridesharing benefits. Together with the recently launched Emergency Ride Home program, the Empty Seat Subsidy gives commuters the support they need to rideshare to work and help tackle rising commuting costs and traffic congestion. For more information about the Empty Seat Subsidy or commuting by vanpool, call Commuter Services Administrator Elyse Previte at (732) 745-4368 or email eprevite@kmm.org.



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Exit 8A Shuttle a Hit with Commuters

For some time, Keep Middlesex Moving has been working with Middlesex County to establish a shuttle from New Brunswick to the Exit 8A region. After many months of research and an intense marketing campaign organized by KMM, the Exit 8A shuttle became a reality in early April.

There were 37 riders the first month. In May, 114 people rode the shuttle. In June, the shuttle carried 241 passengers! Every additional shuttle rider contributes to less traffic on our crowded roads and cleaner air for everyone.

The route begins at 7AM at the New Brunswick Rail Station, making stops along Livingston Avenue, North Oaks Boulevard, the North Brunswick Shopping Center, and Society Hill before continuing on Route 130

to the Exit 8A area. For more information about the Middlesex County Community Shuttle call 800-221-3520.





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 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 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