

2010 ANNUAL REPORT
Keep Middlesex Moving, Inc.



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message from
CHAIRMAN OF THE BOARD

*R*ONALD P. HUTCHINSON



Dear KMM Members,

Like a lot of good ideas, it was simple and obvious. Tired of dodging cars as she strolled across a crosswalk, one innovative County worker drew a sign stating “Stop for Pedestrians in Crosswalks.” KMM turned that sign into a big yellow tote bag. We began handing them out at employer transportation fairs and other programs. Next, we teamed with local officials to present Street Corner Safety to reach folks where it counts – on the sidewalks in their towns.

Street Corner Safety was an extension of Walk Our Children to School Day (iWalk), an international event that reminds children to be smart pedestrians. But, the rest of us, particularly senior citizens, among the most vulnerable pedestrians, needed some reminding, too.

KMM wrote and produced “The Jay Walker Show,” which packs a lot of great pedestrian safety information into a 12-minute video. Our partners in this venture included the NJ Division of Highway Traffic Safety, the East Brunswick Department of Public Safety, actors from Playhouse 22, and “extras” from the North Brunswick Senior Center.

With over 1,800 pedestrian crashes and 45 fatalities between 2007 and 2009, it made sense to focus on pedestrian safety last year. But that wasn’t all.

KMM provided transit training to members of Laurel House and offered bus tickets for job seekers. Bike to Work Week and Car Free Week reminded participants that motor vehicles aren’t the only way to get to work or lunch, or the store.

Ron Hutchinson



message from
.....
EXECUTIVE DIRECTOR

*B*ILL NEARY

After nearly 25 years of oversight, the NJ Department of Transportation has relinquished management of the TMAs to the North Jersey Transportation Planning Authority (NJTPA). The work program beginning on July 1, 2011 is largely unchanged. However, in the future, the NJTPA-TMA partnership is likely to emphasize the following:

- Livability - Smart Growth, alternative transportation modes, complete streets
- Mobility Management - services for the elderly and disabled
- Construction Mitigation – regional planning and implementation.

KMM has always enjoyed a robust relationship with NJTPA and we look forward to the opportunities this new dynamic will present.

KMM continues to support the goals of the NJ Division of Highway Traffic Safety (HTS) by turning the spotlight on Teen Driving Safety particularly as it relates to distracted driving. Under a grant from HTS, we expect to work more closely with the Puerto Rican Action Board to promote pedestrian safety in the Hispanic community. Across the entire county, KMM has partnered with the Middlesex County Department of Transportation to promote pedestrian safety with a series of bus ads. And, KMM is slated to receive a grant from NJDOT to expand local participation in non infrastructure Safe Routes to Schools programming in Middlesex County.

As always, I thank Board Members and General Membership for their support and our staff for their dedication.

Bill Neary



Transit Initiatives

.....
making our way to a greener tomorrow

Ticket To Work Works!

According to a recent survey, 57% of the job seekers who obtained bus tickets through KMM's Ticket to Work program did, in fact, find jobs. Nineteen percent of these new hires continue to ride a bus to work. It's a win-win!

Ticket to Work encourages those searching for employment to use the bus as a commute option when they are job hunting in Middlesex County.

An applicant registers online at www.kmm.org for up to three round trip bus tickets for the routes of his or her choice. If the individual finds employment, KMM will provide 10 round trip tickets for the first two weeks of work.

KMM's Executive Director Bill Neary said, "Finding a job is hard enough without having to worry about getting to the interview. If a job is secured, often the worker must wait two weeks to get paid. Ticket to Work reduces the stress of an already stressful experience."

KMM partnered with the Middlesex County Department of Workforce Development and the One Stop Career Center to reach clients who might benefit from Ticket to Ride.

Travel Training Gives Commuters More Confidence

Taking a bus can be stressful for the inexperienced. Where do I board? Where do I get off? How much is the fare? But for those with mental illnesses, it can be even more frightening.

Laurel House is a community-based clubhouse that supports those with mental illnesses through a welcoming environment and work in volunteer units or in paid positions.

Public transportation is often under used by club members because they find the process of reading a schedule, buying a ticket and getting on the bus daunting.

KMM worked with NJTIP Inc., an organization which specializes in providing seniors and the disabled with the tools to become travel independent, to help Laurel House members overcome their fears. Participants received classroom and field training in safe street crossing skills, trip planning with bus schedules, computers and cell phones, and safety awareness. To gain real life experience, Club members participated in escorted trips on Middlesex County and NJ Transit buses.

Park and Ride Guide

There are 39 official park and ride lots with 14,648 spaces in Middlesex County. In July and August 2010, KMM staff visited all of them. The purpose of the field work was to get a handle on capacity and conditions at the lots.

The locations of each lot as well as information about cost, capacity and availability may be found on KMM's interactive map at kmm.org.

Official Park and Ride Lots	39
Total Parking Spaces	14,648
Average Percentage Use	95%
At or Above Capacity	34





Community Impact

making neighborhoods safe beginning with you

Walk This Way – Safely

KMM’s Bill Neary and Mayor Wilda Diaz of Perth Amboy teamed up to introduce Street Corner Safety at Perth Amboy’s Fink Park. During a busy lunch hour, the Mayor and Neary reminded walkers, to “cross at the corner” and “wait for the pedestrian signal.” They distributed Stop for Pedestrian totebags, reflective wristbands, and brochures.

Neary summed it up, “the best advice I can give pedestrians is – pay attention.”

Little Feet Learn to Walk Smart

Walk Our Children to School Day continues to unite parents, educators, public officials, and police in the goal of teaching children to be smart pedestrians. KMM estimates more than 5,500 people from eight municipalities participated in this year’s event. By hosting walks, Dunellen, Highland Park, Jamesburg, Metuchen, Middlesex, New Brunswick, Perth Amboy and Piscataway provided a fun and informative way for children to learn how to walk safely.

KMM Supports Greenable Museum

Going “green” is more than recycling or using a canvas tote instead of a plastic bag. Through films, exhibits, workshops and roundtable discussions, the Greenable Woodbridge Museum of the Future focuses on living green.

Of course, walking, bicycling or mass transit instead of solo driving all contribute to a green lifestyle. KMM is proud to be a part of the greenable space and has provided information about commute alternatives.

Idling Gets You Nowhere

When motor vehicles idle, they damage our health and environment. And idling vehicles burn gas but go nowhere. To raise awareness about the dangers of idling vehicles, the North Jersey Transportation Planning Authority (NJTPA) has named School Bus and Auto Idling Reduction, Education and Awareness as one of nine Transportation Clean Air Measures that could be implemented to reduce nitrogen oxides, fine particulate matter, and greenhouse gases.

KMM laid the groundwork for an Anti-Idling Education and Awareness campaign by preparing and distributing a School Bus Idling Survey to school districts in Middlesex County during spring, 2010. The purpose of the inventory was to gather baseline information on school or municipal anti-idling policies, number of buses arriving at the school, number of buses and autos that idle and number of auto drop offs/pick ups. Additionally, information on school enrollment, number of children walking or bicycling, participation in Walk Our Children to School Day and sponsorship of Earth Day programs was requested.

The information gathered will be used to develop a comprehensive anti-idling program in 2011.

“Meryl Street” and “Jay Walker” Present Ped Safety Tips to Seniors

A grant from the NJ Division of Highway Traffic Safety enabled KMM to produce “The Jay

Walker Show,” a pedestrian safety video targeted to senior citizens who are frequent victims of crashes with automobiles. The video reminds seniors of basic pedestrian safety tips in an amusing way. In October, “The Jay Walker Show” premiered at the North Brunswick Township Senior Center.

KMM is grateful for the support of Playhouse 22, the Township of East Brunswick, the East Brunswick Department of Public Safety, the North Brunswick Senior Center, the Alan M. Voorhees Transportation Center at Rutgers University and Dr. Granville Y. Brady and Dr. Anita Bhandarker, Audiologists.



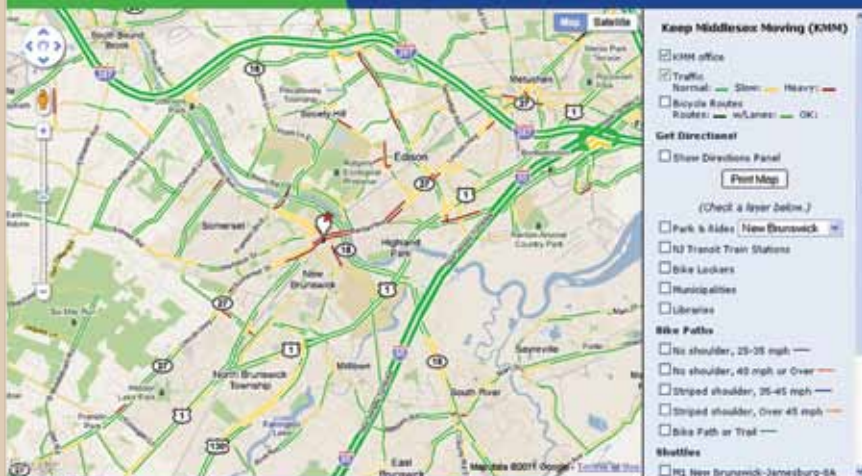
All it takes
is the
turn of a key

Here's what you can do to
stop idling

- Drive your vehicle to warm it up rather than idling the engine.
- Use remote starters wisely to avoid excessive warm-ups.
- Turn off your engine while you wait.
- Avoid “quick” errand idling.
- Educate others.

KMM Keep Middlesex Moving
MIDDLESEX COMMUTER CONNECTIONS

Fund for by NJDOT
www.kmm.org



Regional Mobility getting you where you need to go safely

Commute Info Just A Click Away

Bike routes and bike lockers, park and rides and traffic flow are layered on KMM's new interactive map.

Is space available at the Kilmer Park and Ride in Edison? Click the icon to learn the cost of a permit and where to call. Are bike lockers available for rent in Old Bridge? The interactive map will indicate how many are available and the rental cost. Is traffic moving on Route 287? If the route appears in green, you're good to go. If it's red, expect delays.

There are additional features on the interactive map. Log on to kmm.org to try it out.

Bike to Work Week -- It's Cycle-logical!

KMM's seventh annual Bike to Work Week (BTWW) attracted 98 participants, representing a 20% increase over 2009. In total, they pedaled 1,222 miles from May 16 through May 22. This week long event encouraged commuters to travel to work by bicycle at least once during the designated period. People who registered for BTWW were eligible to win a \$100 gift certificate.

"I've been commuting by bicycle pretty regularly for about 10 years now. A bad day riding is better than a good day driving."
– Edward Troike, Bike to Work participant

98 participants

78% would have driven solo
80% would continue bicycling

"I am sold on going car-free as much as I possibly can.

Although door-to-door takes longer using public transportation (two trains and a campus bus), it is much less stressful than sitting in traffic. The overall cost is less. I get a little more exercise and extra time to read, sleep, or catch up with work, and a surprise bonus is that I have made new friends with other regular or semi-regular commuters." – Janet, winner of Car Free Day Heldrich package

"It has been a great, successful week driving safely to work! I surely do hope it continues and everyone realizes just how very important it is to drive safely all the time! I thank you, and it was fun getting your emails every day." – Karen

County Bicycling Guide Available in Print or Online

Bicycling enthusiasts may order a copy of the 2010 Middlesex County Bicycling Guide or log on to KMM's interactive map at kmm.org. The 2010 Guide displays new bike trails/paths and contains an updated legend for easier navigation. The double-sided, bi-lingual map features information to assist in determining which trails/paths best suit the individual's cycling skill level.

Car Free or Car-lite Participants Reduce 26,000 Miles

Over 550 commuters shaved off 26,000 vehicle miles by going car free or car-lite during Car Free Week in September, 2010. Most of the participants stayed at the office and brown bagged lunch as a way to reduce vehicle miles travelled. Other popular strategies were walking to work and carpooling or vanpooling.

Special thanks to Heldrich Hotel, The Hyatt New Brunswick, Greater Media and Playhouse 22 for donating outstanding prizes.

Three Seconds Can Change Your Life

A study by Virginia Tech found that 80% of all crashes occur when a driver's attention is diverted for just three seconds. The three seconds it takes to take a sip of coffee, text or phone, change the radio station or apply lipstick can be deadly.

KMM stresses personal responsibility when driving by sponsoring Drive Safe to Work Week. With so many drivers multitasking behind the wheel, it's easy to forget that these practices are unsafe. KMM challenged commuters to take a quiz which assessed their distraction potential. Many people were shocked to learn they are distracted drivers. In fact, 75% of those who took the survey were considered to be "distracted." KMM also used social media to coach fans on Facebook and Twitter. Upon completion of the week, 193 commuters took a pledge to drive distraction-free.





Employer Outreach
keeping you connected

NJ Smart Workplaces

Congratulations to the 2010 NJ Smart Workplace Awardees.

PLATINUM

Colgate-Palmolive Company • Rutgers, The State University of NJ
Johnson & Johnson Health Care Systems Inc. • IEEE

GOLD

Johnson & Johnson Corporate • Capacity LLC • Township of Edison
QualCare Inc. • Crowne Plaza Edison

SILVER

White Rose Inc. • Firmenich Inc. • Keep Middlesex Moving, Inc.
Robert Wood Johnson University Hospital • Pines Manor

BRONZE

County of Middlesex • Hoagland, Longo, Moran, Dunst & Doukas, LLP
Granville Y. Brady, Jr. AU.D. PA • Merial Limited • Borough of Jamesburg
North Brunswick Senior & Transportation Center
Provident Bank • Greater Media New Jersey • Middlesex County College
Crowne Plaza Monroe • Hyatt Regency New Brunswick
State Theatre

Fans and Followers

In a marketplace where emails, texts and messages are received at an incredible rate, KMM took the plunge and entered the world of social media. Within weeks of launching Facebook and Twitter, KMM was keeping connected with hundreds of fans and followers. In addition to delivering information about transportation-related topics, Facebook and Twitter became essential during the treacherous winter months by providing instant information regarding road conditions and closures. In addition, KMM offered an array of fun contests!

"KMM helps keep me moving. I love the e-mails and the facebook updates!" – Helen Hohnhorst

"Your fan page is fantastic and of course I always forward the info to my staff!" – Bev Alexander

KMM provided assistance, information or programming to these partners:

Computershare

Colgate-Palmolive Company

IEEE

Puerto Rican Action Board

Enzon

J&J HCS

J&J World Headquarters

Pines Manor

Hyatt New Brunswick

IFF

UMDNJ Piscataway

UMDNJ New Brunswick

Laurel House

Forsgate Country Club

St. Peter's Hospital

Raritan Bay Medical Center

Woodbridge Chamber of

Commerce

Provident Bank

Middlesex County Regional

Chamber of Commerce

Middlesex County College

New Millennium Bank

2010



Middlesex County Improvement Authority

Completing 20 years of operations, the Middlesex County Improvement Authority (MCIA) advanced a number of programs to aid local government and improved the quality of life for residents.

In 2010, the Capital Equipment and Improvement Program closed in September; it provided participants with emergency equipment, police vehicles, public works equipment and vehicles and many other items.

The county-wide, curbside recycling program served 90,000 residences and small businesses in fourteen municipalities. In March, a new five-year contract for curbside services was begun.

Phase one of a \$1 million U.S.E.P.A. Brownfields Assessment Coalition Grant began in Perth Amboy and Woodbridge with the compilation of environmental data and visual surveys. These towns were also in the process of prioritizing suitable properties for evaluation and redevelopment.

Partnering with the County, the MCIA continued to conduct the technical and legal due diligence for more than 7,200 acres of open space that are now preserved forever, and notable open space properties that reached final agreement in 2010 include 58 acres in Old Bridge known as the Cottrell Farm and Whitney Estates and 70 acres in North Brunswick known as Pulda Farm.

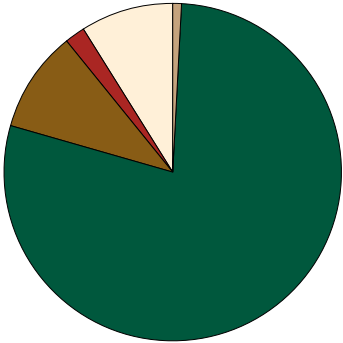
The MCIA's management of four county golf courses at three locations has resulted in well-maintained public courses, all without fare increases. A partnership with First Tee of Middlesex County offered Middlesex County youth ages 5 to 18 the opportunity to participate in clinics and camps teaching life skills through the game of golf.

At Roosevelt Care Center, a major upgrade of the sprinkler system was completed in the historic building. Significant technical advances in electronic medical records and communications at the Roosevelt Campus were achieved during the year.

Record amounts of food and personal products were collected through numerous food drives in 2010 to stock the M.C.F.O.O.D.S. (Middlesex County Food Organization and Outreach Distribution Services) warehouse.

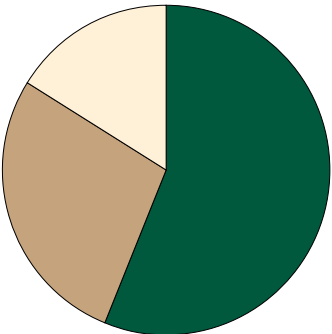


Financial Statement



REVENUE

1.09%	NJ Division of Highway Traffic Safety	\$8,329.62
78.7%	NJDOT	\$595,974.86
9.6%	NJ TRANSIT	\$73,111.12
1.9%	Dues & Lockers	\$14,430.00
8.6%	County in-kind contributions	\$66,404.12
TOTAL REVENUE		\$757,249.72



EXPENSES

56.3%	Salaries & wages	\$375,762.34
27.6%	Other operating expenses	\$184,743.61
16.0%	Payroll taxes & fringe benefits	\$106,781.24
TOTAL EXPENSES		\$667,287.19

Communication Partners

ABB • AKZO CHEMICALS • ALLMERICA FINANCIAL • ALPHAGRAPHICS • AMERICAN CANCER SOCIETY • AMERICAN EXPRESS • AMERICAN RED CROSS • AMERICAN REPERTORY BALLET • AMERICAN TOURS • ARB • ARC-MIDDLESEX COUNTY • AT&T • ATLANTIC CONTAINER COMPANY • AVANTT CONSULTING • AVIONIC INSTRUMENTS INC. • BANK OF NEW YORK • BARNES & NOBLE • BAROOD REAL ESTATE • BASF CORPORATION • BOARD OF SOCIAL SERVICES • BORAIE DEVELOPMENT CORPORATION • BOROUGH OF HIGHLAND PARK • BOROUGH OF JAMESBURG • BOROUGH OF METUCHEN • BOROUGH OF MIDDLESEX • BOROUGH OF SAYREVILLE • BOSTON PROPERTIES • BRACCO RESEARCH • BRISTOL-MEYERS SQUIBB • BRUNSWICK SQUARE MALL • BRYANT STAFFING • BUSINESS ACQUISITION & TRANSITION • BUSINESS NEWS OF NEW JERSEY • C&L CONTRACTING • CAMPUS TRAVEL • CARILON ENTERPRISES • CCMS CORP. • CENDANT CORPORATION • CENTRAL JERSEY CHAMBER/COMMERCE • CENTURY CONVEYOR INC. • CHANEL USA • CHARLES LATSKIN COMPANY • CHU & GASSMAN CONSULTING ENGINEERS • CITY OF NEW BRUNSWICK • CITY OF PERTH AMBOY • CME ASSOCIATES • COACH USA • COLART AMERICANS, INC. • COLGATE-PALMOLIVE COMPANY • COMPUTER CARE, INC. • COSMAIR, INC. • COVANCE • CRANBURY DEPT. 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PLAINFIELD • TELCORDIA TECHNOLOGIES • TERRANCE TONER, ESQ. • THE BARSON GROUP • THE CITITONE INSTITUTE • THE OLD BAY RESTAURANT • THE SAMMIS GROUP • THE SHERWIN WILLIAMS COMPANY • THE TRENTON TIMES • THE TRENTONIAN • TOPS APPLIANCE CITY, INC. • TOTAL RESEARCH CORPORATION • TRANSCOM • TRANSCONTINENTAL GAS PIPELINE • TRUE GREEN-CHEM-LAWN • UA LOCAL 855 • UNION CARBIDE • US 1 NEWSPAPERS • VAN MAR ASSOCIATES INC. • VERTIS INC • VNACJ • WAKEFERN FOODS, INC. • WESTERGARD LIBRARY • WILENTZ, GOLDMAN & SPITZER • WILLIAM GRANT & SONS, INC. • WITHUM, SMITH & BROWN • WOODBRIDGE SANITARY POTTERY • WOODBRIDGE TOWNSHIP • WYETH-PHARMACEUTICALS



MIDDLESEX COMMUTER CONNECTIONS

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