

# Intersections

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## i carpool NJ

### Rideshare Incentives

# KMM

is your home for  
transportation solutions

## icarpoolNJ Offers Rideshare Incentives

Commuters who visit [www.iCarpoolNJ.com](http://www.iCarpoolNJ.com) are eligible for gift card incentives in two ways. Those who take a brief online survey will be entered to win a \$25 gift card. Once the survey is completed, participants can refer their friends to register with KMM for ridesharing.

If a NEW, previously unregistered, referral completes a rideshare application, KMM will send the person who made the referral a \$5 gift card. Gift cards will be awarded for referral of NEW applicants only. Participants can receive up to four gift cards (a \$20 value)\*. In addition, the new rideshare applicants will also receive a thank you gift.

This program is KMM's way of thanking commuters for recommending our ride-share service to their friends and family. For more information, log on to [www.icarpoolnj.com](http://www.icarpoolnj.com).

\* While supplies last



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**KMM** Keep Middlesex Moving

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## Call for Nominations

NJ Smart Workplaces seeks nominations to honor companies for their outstanding achievements in creating programs that provide and promote commuting alternatives for their employees, thus reducing traffic and congestion and improving air quality. Employers may be nominated for the bronze, silver, gold or platinum recognition levels by an official representative of the organization. If you would like to nominate your company, please visit [kmm.org](http://kmm.org). Deadline for applications is April 15, 2015. Employers in Middlesex County that earn NJSWP designation receive their award at KMM's Annual Meeting in May 2015.



## Coming Soon – The Winter Doldrums

Don't let winter weigh you down. Lift your family's spirits with a brisk walk. A walk around the corner, to a friend's house, the park, the skating rink or sledding hill or to school in the sunshine and fresh, cold air can put everyone in a better mood. Sound impossible? Here are some winter walking tips to put the spring in your step.

- Be role model! If winter walking is normal to you, it'll be normal to your children.
- Being warm is not just about clothing. Start out with a good breakfast and drink fluids to stay well-hydrated.
- Dress appropriately. Bundle up in coats, hats, gloves and scarves. Also consider warm, waterproof boots (snow boots) and snow pants for snowy or very cold days. Dress in layers.
- Walking is more fun with friends! Recruit friends and neighbors to join you.
- Short winter days means dusk comes earlier. Be visible. Consider carrying a flashlight or clipping reflective tags to coats and backpacks.

Spring will be here before you know it, and April is New Jersey Walk and Bike to School Month. Now is a great time to bring in KMM for a school Walking Safety Assembly and to start planning a Spring Walk to School Day. Contact Safe Routes to School Coordinator Peter Bilton at (732) 745-3996 to find out more.

## Be Social This Winter!

Be social this winter! Participate in KMM's photo contest. Each Friday, KMM will post a winter-related theme on Facebook. Take a picture and share it on Facebook, Twitter or Instagram. Be sure to use **#kmmwintercommuter**.

One lucky photographer will be selected to receive a \$5 gift card from Dunkin Donuts each week. The winning photo will be posted on all of KMM's platforms: Facebook, Twitter, Pinterest, Google+ and Instagram.

Check KMM's Facebook page each Friday to learn the theme and each Monday to learn the previous week's winner.

*Please be a responsible driver, and wait until you get to your destination before you post.*

## KMM's Blog Corner

A few times a week, you can find KMM blogging. We chat about everything from pedestrian safety to carpool to mass transit to even summer vacation. Check out one of our latest posts and visit us at [www.kmmtma.wordpress.com](http://www.kmmtma.wordpress.com).

Often, things don't happen quickly in the field of transportation demand management. Projects can take years to go from conception to design to implementation. So, I was a little self-satisfied when I saw the new blinking yellow traffic signal and Stop for Pedestrians in Crosswalk signs on New Brunswick's Paterson Street near Robert Wood Johnson Medical Center.

My colleague drives the route every day and noticed that the crosswalk traffic light was always green, indicating drivers had the right of way. Yet, pedestrians would cross the street boldly in front of oncoming cars.

"It's an accident waiting to happen," she exclaimed.

Late last year, I investigated. My field observations confirmed her concerns. The light remained green because pe-



destrians didn't push the button for the pedestrian crossing signal. They didn't use the button because it took 30 seconds for the light to change.



Sometimes the motorist would stop, sometimes not. Sometimes a pedestrian would look left-right-left, sometimes the pedestrian would step into the street without a glance. Lacking clear directions, pedestrians and motorists had established an uneasy truce.

My report contained a number of recommendations to improve the conditions. It was presented to various stakeholders. I thought it might end up on the shelf like other reports. But, I was wrong.

Recently, my colleague urged me to return to Paterson Street. I was happily surprised to see that the red and green phases of the traffic light have been replaced with a flashing yellow light. Two pedestrian crossing signs have been placed in the roadway. These economical, simple, quick fixes have reduced confusion and created a safer environment in which pedestrians and motorists can co-exist.



## Thumbs Up for 2014 Car Free Week

KMM's annual challenge to go "Car Free" or "Car Lite" for one week attracted 256 commuters in the Fall. Here's what participants had to say.

"The Car Free Week was a great idea to publicize the possibilities for reducing car travel. I rode my bike to work a couple of times (6 miles each way). It was a great way to get exercise and fresh air and also help the earth." – Nancy P.

"I enjoyed my experience and thank KMM for providing me with an alternate route back and forth from work." – Desiree S.

"I really enjoyed riding my bike to work. Not only was it a great way to start and end my work day but it helped me enjoy the journey instead of worrying about what I needed to do once I reached my destination. Knowing that I was helping the environment was an added bonus." – Andrew M.

"As a representative supporting grounded aircrafts, I face many pressures. When weather allows, I take a shortcut behind our building to Quick Chek or otherwise bike to work. I also find scheduling errands in the same area not only saves gas and increases my leisure time but the extra walk gives me a few additional minutes to breathe and enjoy the nice weather—it's anyone's guess on how this winter will turn out." – Tin N.

"I feel this kind of event serves as an eye opener to the people in the community to show that it is not as difficult as you may initially think to give up your car every once in a while." – Daniel W.

## Movers & Shakers

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