



On the Move

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MIDDLESEX COMMUTER CONNECTIONS

Keep Middlesex Moving, Inc.
100 Bayard St., 2nd Floor
New Brunswick, NJ 08901

P 732-745-4465 **F** 732-745-7482
kmm@kmm.org • www.kmm.org



KMM Gets a New Look!

Undoubtedly, you've noticed the changes to *On The Move* – new logo, new colors, crisp photos. We didn't stop with *On The Move*. The new look has been extended to our website www.kmm.org. If you haven't visited in awhile, you might want to. The website is easier to navigate and features interactive pages.

Need to find a carpool partner? Visit the carpool classified page or enroll in the carpool program, all with a click of a button. Need the latest copy of the Middlesex County Bike Map? Simply download the printable version and press print. Within minutes, you can have the latest map in your hands.

Also new is our highly anticipated Interactive Maps page. Powered by Google Maps, this feature provides a wealth of information all neatly organized on one engaging page. The map provides information on Middlesex County Park and Ride lots, Bike Locker locations, NJ Transit train stations, libraries and municipalities. Search for Park and Ride lots, check the availability of bike lockers or get directions to the closest train station. These features are just the beginning. Soon the map will also feature all the information that is currently found on the Middlesex County Transit Guide and the Middlesex County Bike Map.

Visit the kmm website soon and often. Many additional and exciting features will become available in the coming year. Let us know what you think and what else you would like to see on our website. Visit www.kmm.org today!

New MCAT Route Serves Southern Middlesex County

Since May 15, 2010, the Middlesex County Area Transit (MCAT) M6 Jamesburg-Plainsboro has provided connections between Jamesburg and the Princeton Junction Rail Station. The route provides connections with five other County shuttles as well as NJ Transit bus and rail services.

The new bus route provides hourly service on Monday through Saturday, 6 AM to 7PM, to destinations including:

Cranbury Village Center
Plainsboro Village Center

Concordia Shopping Center
Jamesburg Borough

Connections can also be made at Veterans Park in Jamesburg from the M6 to the M1 and M2 routes serving New Brunswick and Brunswick Square Mall, respectively.

The suggested fare is \$.50 for persons over 60 or people with disabilities and \$1.00 for the general public.

The route will also serve the Princeton Medical Center at Plainsboro and related medical facilities scheduled to open over the next year.

Copies of the timetable can be obtained online at www.kmm.org.

National Focus on Distracted Driving

When we think about distracted driving, typically we think about texting or cell phones. But, it's much more. According to the US Department of Transportation (USDOT), distracted driving is any non-driving activity that has the potential to distract the driver from driving. In fact, USDOT has identified three categories of driving distractions:

- Visual – taking your eyes off the road
- Manual – removing your hands from the wheel
- Cognitive – taking your mind off driving.

Drinking coffee, eating a burger, grooming, reading a book or the newspaper, changing a radio station or cd, or watching a video are just as threatening as texting or using a hand held cell phone.

The statistics are frightening. In 2008, 20% of all crashes involved distracted driving, nearly 6000 people died in crashes involving distracted drivers and 500,000 people were injured (National Highway Traffic Safety Administration).

With the USDOT leading the way, celebrities, the media and magazines, and groups and organizations are lending their voices to raise awareness about the dangers of distracted driving. Oprah Winfrey introduced the "No Phone Zone" campaign. ESPN teamed with State Farm for "On the Road to Camp," a 19-day bus trip visiting all the cities that host football training camps.

Seventeen magazine and AAA are sponsoring Two- Second Turnoff Day on September 17. Removing your eyes from the road for

even two seconds doubles your chances of a crash. Yet, it only takes two seconds to shut off a cell phone. Though targeted to teens, Two-Second Turn-off Day is a good reminder for everyone to turn it off and put it down.

The second Distracted Driving Summit is planned for September 21 in Washington, DC. Representatives of transportation, safety, law enforcement, research and victims, and KMM's Executive Director Bill Neary will join Secretary Ray LaHood for discussions about how best to curb distracted driving. Already, the Obama Administration has banned text messaging and the use of mobile devices by all federal employees while driving government vehicles or driving any vehicle while on government business.



Join Drive Safely to Work Week

So what can you do? Very simply, pay attention when you're behind the wheel. Adjust mirrors, seats and radio stations before you begin driving. Put down the handheld device. Leave a few minutes early so you can stop to eat your breakfast or take it with you to work. Keep the grooming aids in your purse or pocket. You get the idea.

Join KMM and participate in Drive Safely to Work Week. During the week of October 4, 2010, KMM challenges you to put all devices down when driving and focus on the road. Take the pledge at www.kmm.org and be eligible to win prizes including hotel, spa, dinner and theater ticket packages.

Remember Car Free Week

Last year, almost 600 commuters left their cars at home and participated in KMM's Car Free Week. This year, we expect the numbers to grow even more. Join the hundreds of other commuters and take the pledge to go car free or car lite during the week of September 20, 2010. Instead of driving for lunch, brown bag it. Instead of driving alone, carpool with a co-worker even for one day. Visit the KMM website and register today. All who register are eligible to win prizes including hotel, spa, dinner and theater ticket packages. Companies that promote the program within their office and obtain the most participants will be honored at the May 2011 Annual Meeting.

Employers, Challenge Your Employees

Companies are asked to also take the challenge and adopt a No Distraction While Driving policy. In addition, companies that promote the program and obtain the most participants will be honored at the May, 2011 Annual Meeting. Log on to www.kmm.org for more information.

Check out these resources for more information:

- www.distraction.gov
- AAAExchange.com
- www.Seventeen.com
- www.oprah.com

<http://trafficsafety.org/drivesafely-workweek/>

Don't think you are a distracted driver? Take our five-question survey. The results will surprise you. Visit www.kmm.org and click the Drive Safe Work Week link.

Meteorologist Chris Cimino Addresses Annual Meeting

Predicting a sunny forecast for KMM, Chris Cimino was the featured speaker at KMM's Annual Breakfast Meeting in May. Cimino, a Middlesex County resident, is a meteorologist for NBC's "Today in NY" and "The Today Show." He discussed global climate change and the work of KMM.

Approximately 75 members and guests attended the breakfast. Many were recognized for their alternative commute programming and activities. Thomas Healy was named Commuter of the Year and Joseph Monzo was recognized for bicycling the most miles during Bike to Work Week.

During the meeting, NJDOT Section Chief Sheree Davis presented the NJ Smart Workplaces awards to the 26 Middlesex County

companies that achieved the prestigious designation.



Chris Cimino, Meteorologist for NBC

KMM Supports Greenable Woodbridge Museum

According to Woodbridge Mayor John McCormac, "a green lifestyle is no longer a luxury." He has challenged Township officials and residents to take the first steps toward adding "green" to their lives. Solar panels on municipal buildings and a "Greenable Woodbridge" page on the town's website underscore just how serious McCormac is about sustainable living.

Recently, the Mayor cut the ribbon on an innovative space at the Woodbridge Mall. The Greenable Woodbridge Museum of the Future features films, exhibits, workshops, roundtable discussions and other events focusing on sustainability. By locating in the mall, McCormac says, "we're bringing events to the people, instead of trying to bring people to events."

KMM is proud to be a part of the greenable space. For information about bicycling, walking, using mass transit or carpooling, stop by the Greenable Woodbridge Museum at the Woodbridge Mall or log on to www.woodbridgemuseum.org.

Be a Fan. Be a Follower.

Recently, KMM entered the world of social media by joining Facebook and Twitter. Now, our followers and fans can get news and information almost before it happens.

One afternoon last summer, KMM sent out news about traffic conditions, heat advisories, new pedestrian safety laws and even held a contest to see what sub* sandwich President Obama ordered while visiting Tastee Sub Shop located in Edison.

"The information is fast. The topics are hot, and there is no better way to stay connected with our commuters," says KMM Marketing Manager Cristina C. Fowler.

Join our burgeoning number of fans and followers by visiting www.kmm.org today.

* The President ordered half of #5, the Super Sub.



New Law, New Signs, New Requirements – STOP for Pedestrians in the Crosswalk

Just when drivers had become accustomed to those Yield to Pedestrians in Crosswalk signs, the law has been changed. Now drivers must STOP AND STAY STOPPED for pedestrians in crosswalks and intersections. And drivers may not pass vehicles that have stopped to allow a pedestrian to cross in marked intersections. The new law took effect on April 1 and failure to comply carries some heavy penalties, including 2 points, a \$200 fine (plus court costs), 15 days of community service, and insurance surcharges.

Pedestrians may also face penalties if they do not behave responsibly. The new law states that pedestrians at any point other than within a marked crosswalk or within a unmarked crosswalk at an intersection shall

yield the right of way to motor vehicles. In other words, pedestrians must "obey pedestrian signals and use crosswalks at signalized intersections." (C39:4-32 and 33) Failure to do so carries a fine of \$54.00.

Communities moved quickly to install new signage. KMM is helping to drive home the message with bright yellow tote bags stating STOP for Pedestrians in Crosswalks. Executive Director Bill Neary has scheduled a full calendar of street corner safety events with local officials to observe driver and pedestrian behavior and distribute tote bags.

Neary credited a Middlesex County employee with coming up with the concept for the tote bags. He said, "this individual created

a Stop for Pedestrians sign that she carried as she crossed the street in New Brunswick. KMM took it one step further and created tote bags."

In addition to the tote bags, KMM is running a radio campaign to remind motorists and pedestrians of their responsibilities to behave safely when driving or walking.

Neary said, "The message is very simple. If you're a pedestrian, think before you cross the street. If you're a driver, behave responsibly and stop for pedestrians in the crosswalk."

For more information on pedestrian and bicycling safety, please visit www.kmm.org.

Movers & Shakers

The efforts of Keep Middlesex Moving are supported by the following institutions:

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| Borough of Carteret | Middlesex County Regional Chamber of Commerce | Timothy Haahs & Associates, Inc. |
| Borough of Highland Park | New Brunswick Parking Authority | Township of Cranbury |
| Borough of Jamesburg | New Jersey Department of Transportation | Township of East Brunswick |
| Borough of Metuchen | New Jersey Turnpike Authority | Township of Edison |
| Borough of Milltown | NJ Alliance for Action | Township of Monroe |
| Borough of South River | NJ TRANSIT | Township of North Brunswick |
| Borough of Spotswood | PSE&G | Township of Piscataway |
| Bristol-Myers Squibb | QualCare Inc. | Township of Plainsboro |
| Brunswick Square Mall | Robert Wood Johnson University Hospital | Township of South Brunswick |
| Buckler Associates | Rutgers University | Township of Woodbridge |
| City of New Brunswick | Sayreville Public Library | Verizon |
| CME Associates | South Plainfield & Piscataway Chamber of Commerce | Woodbridge Chamber of Commerce |
| Colgate-Palmolive Company | The Regional Planning Partnership | Wyeth Pharmaceuticals |
| County of Middlesex | | |
| Greater Media Company | | |
| Johnson & Johnson | | |
| K. Hovnanian Companies | | |
| Middlesex County Improvement Authority | | |

KMM Staff

- Bill Neary**
Executive Director
- Roberta Karpinecz**
Director of Operations
- Cristina C. Fowler**
Marketing Administration Manager
- Morteza Ansari**
Program Manager
- Arlene Perez**
Rideshare Coordinator
- Lynne Cuevas**
Secretary/Bookkeeper

