



On the Move

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KMM Announces Green Commuter Reward Program

Beginning in September 2011, KMM is launching an exciting incentive program to those who choose green commutes. Commuters who carpool, vanpool, use mass transit, walk or bicycle at least twice a week are eligible for Green Commuter Rewards.

Online purchases from over 1,000 stores will earn rebates of up to 30%. Shop online for electronics, books, coffee, cookies, toys, clothes, sporting goods, even trips and movie tickets to start earning rebates. Rebates will accumulate and checks will be mailed directly to commuters.

To qualify for the program, a commuter must register at kmm.org to track green commute trips. Upon completing a requisite number of trips, the applicant will qualify for the Green Commuter Rewards. It is that simple!

"Green Commuter Rewards recognizes commuters for their ongoing commitment to reducing carbon emissions and also encourages new commuters to try these alternative methods," said KMM Executive Director, Bill Neary.

Registration forms are available at www.kmm.org, so sign up today!



No Summer Break for Pedestrian Safety

Taking advantage of the crowded Farmers Markets, the Middlesex County Fair and even a morning train station commuter rush, KMM staff provided a wealth of pedestrian and bicycle safety information to hundreds of people. Bright yellow tote bags filled with educational reading materials were enthusiastically accepted by commuters heading to catch their train and relaxed visitors perusing the fairs and market.

KMM Marketing Manager, Cristina C. Fowler explains, "We often communicate with our commuters via email and phone and people appreciate the friendly smile, pleasant reminders and of course, the tote bags. Occasionally, people will introduce themselves and thank us for helping them

find a carpool partner, or thank us for saving them from a traffic nightmare."

While the summer is quickly coming to an end, the KMM staff will continue to visit the local Farmers Market and maybe even a crowded train or bus stop near you. If you see us, stop by and say hello!



Bus Signs Promote Pedestrian Safety

KMM has placed three pedestrian safety messages on 12 Middlesex County Department of Transportation buses. The colorful banners appear on the side of the buses and are easy for pedestrians to spot as they stand at corners waiting to cross the street.

Those on foot are urged to be A Smart Pedestrian by following these simple rules:

Look Left-Right-And Left Again. Cross at the Green, Not in Between. Stop Means Stop, Don't Cross.

The promotion will run through the end of 2011.



When's the Bus Coming?

Now passengers can learn when the next bus is scheduled to arrive by calling or texting NJ Transit. A bus stop ID number is needed in order to obtain information. ID numbers can be seen on bus stop signs or at njtransit.com/mybus. Then, the passenger may text the ID number to mybus (69287) or call 973-275-5555 to obtain the time of the next bus and information related to the trip.



Additional Funding to Promote Safe Routes to School

NJDOT has awarded KMM a \$60,240 Safe Routes to School Grant in Middlesex County. This is part of a statewide non infrastructure pilot program to improve walking and bicycling safety for primary and middle school students.

The Alan M. Voorhees Transportation Center will provide overall coordination, education and training and technical assistance. KMM will identify and support municipalities and schools that wish to begin or enhance safe routes programming. To obtain more information, call 732-745-4465.

Are you a Distracted Driver?

Distracted driving is more than cell phones and texting. It is any activity that diverts a driver's attention from the road. The moment it takes to sip a cup of joe to go, change a radio station or fumble in a briefcase for a report can result in consequences to last a lifetime.

According to a Carnegie Mellon University Study, brain power used while driving de-

creases by 40% when a driver listens to conversation or music. And a recent AAA study showed that unrestrained pets are major contributors to distracted driving. Fifty-five percent of the drivers polled said they have pet their dog while driving, and 21 percent said they held the dog in their lap.

So what are we to do? While we can't entirely eliminate distractions, we can certainly reduce those distractions by following these helpful tips:

- Change your cell phone voice mail to indicate you are driving and will not answer calls until you have reached your destination. Then turn off the phone.
- Preset your music stations and turn the volume down to a comfortable listening level before driving.
- If driving with pets, make sure they are restrained either in a crate or harness that attaches to the seat belt.
- When driving with small children, find a safe location and pull off the road to deal with their needs.
- Resist the urge to rubberneck.

- Make a rule prohibiting food and beverages in the car.
- If you have teenage drivers, talk with them about the dangers of driving distracted.
- Clear your mind and concentrate on the road.

Remember, all it takes is a split second of inattention to be part of an accident. For more information on distracted driving, visit www.distraction.gov.

Ready to make the change? Join commuters across the country and take the pledge to be a Safe Driver. Visit the KMM website where you can take the pledge to be a safe driver and also test to see if you are a safe driver.



Register for Car Free Month 2011

For many, September signifies the end of summer and the start of another school year. But for the staff at KMM, September is synonymous with Car Free Month. Started in 1999 to bring awareness about the negative impacts motor vehicles have on our environment, Car Free Day has evolved into a world-wide movement. Today, Car Free Day is celebrated in over 1,000 cities throughout 40 countries.

Last year, more than 500 commuters left their cars at home and participated in KMM's Car Free Month. 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 month of September 2011.

Here are some ways you can go car free or car "lite."

- Take a train or bus
- Ride a bike
- Walk to lunch
- Bring a brown bag lunch
- Work from home
- Carpool or vanpool

All Car Free Month participants will be eligible to win prizes.



Movers & Shakers

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

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