



On the Move

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KMM Keep Middlesex Moving
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



Mayor Diaz and KMM Focus on Pedestrian Safety

Take a walk through Perth Amboy's Fink Park any weekday and it will be obvious why this little gem on the corner of Smith Street and Madison Avenue was the perfect place to kick off KMM's Street Corner Safety program. Pedestrians of all ages — parents with strollers and children in tow, teenagers, businesswomen and men, senior citizens — compete with motor vehicles as everybody tries to get where they need to go safely and expeditiously. Thankfully, this busy intersection, and in fact, the entire city, has experienced no major accidents of late.

Mayor Wilda Diaz wants to keep it that way. That's why she teamed with KMM's Executive Director Bill Neary for Street Corner Safety, a campaign to raise awareness

that drivers and pedestrians must behave responsibly.

Diaz noted that a new law requires that drivers stop for pedestrians in crosswalks, adding "pedestrians must behave responsibly, too."

Neary summed it up, "Pedestrians must think before they cross the street. Cross at the corner with a traffic light or in a designated crosswalk. Look both ways. Put away the cell phone and other distractions. Pay attention."

Then, Diaz and Neary handed out approximately 200 bright yellow totes, reflective wrist bands, and printed materials to passersby.



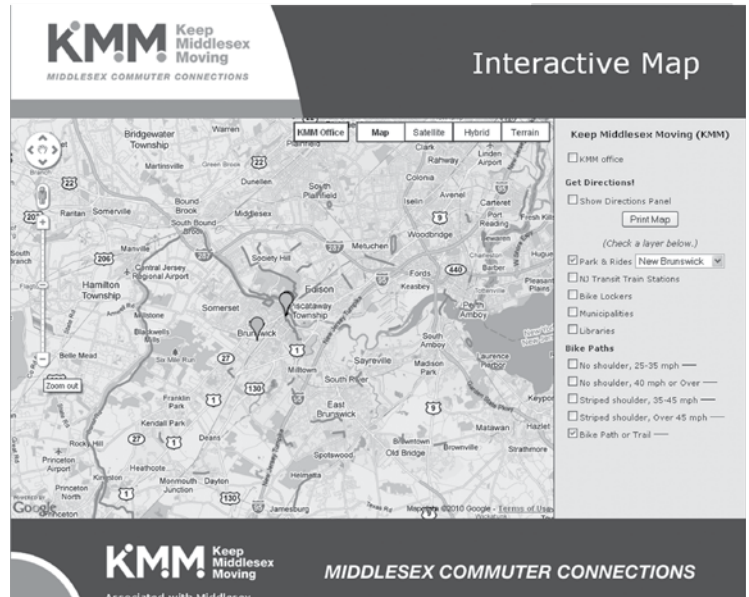
Mayor Wilda Diaz and Bill Neary, Executive Director of KMM, hand out bright yellow totes in Perth Amboy's Fink Park.

Interactive Transit Map Helps Figure Out How to Get Where You Want to Go

Not sure how to get to your destination by train or bus in Middlesex County? Check out KMM's new interactive map on kmm.org. The map allows users to pinpoint their location and the mass transit available in the area. In addition, the map provides direct access to scheduling and fare information.

The map directs users to mass transit and the many connections available. For example, a commuter who lives in southern Middlesex County and commutes to North Jersey can park at the Exit 8a park and ride lot, take a bus into Newark, and connect to the Northeast Corridor train line in Secaucus Junction instead of driving the turnpike or parkway.

The map also provides the location of bike lockers, bike paths, municipal centers and all libraries in the county. The KMM interactive map is a commuter's friend. Visit the site today and get started on an easier commute.



KMM's Pedestrian Safety Video Premieres

Stars and fans turned out for the premier of "The Jay Walker Show," KMM's video about senior citizen pedestrian safety. Approximately 75 people attended the viewing at the North Brunswick Senior Center in October. KMM had obtained a grant from the NJ Division of Highway Traffic Safety to develop the video.

KMM's Executive Director Bill Neary said, "senior citizens are frequent victims of accidents with automobiles. Too often, the pedestrian is at fault because he or she was not following the rules of the road. We wanted to remind seniors of basic pedestrian safety tips in an amusing way."

Talk show host Jay Walker is dismayed to see his guest, star of stage, screen, and soaps, Meryl Street, arrive on stage in a wheelchair. Ms. Street explains that she stepped into the street while talking on her cell phone and was so involved in her conversation, she didn't look left-right-left. She walked right in front of an oncoming car and suffered a broken leg. Ms. Street says she has learned her lesson and is on a mission to teach others how to be responsible pedestrians. She is assisted by a local police officer who joins her onstage.

Gregory Newton, Frank Takacs, and Elaine Schaffer of Playhouse 22 in East Brunswick portrayed the Announcer, Jay Walker, and Meryl Street. Officer Mark Czimar and Ranjit Walia also appeared in the film.

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.

Save the Date Wednesday, May 11, 2011

KMM's Annual Membership Meeting is scheduled for Wednesday, May 11, 2011 at Forsgate County Club in Monroe Township. If you wish to attend, please contact Lynne Cuevas at 732-745-4465 or lcuevas@kmm.org.

MAY 2011						
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Be a Fan.
Be a Follower.

Are you on Facebook and Twitter? Of course you are! Why not "like" and "follow" KMM on both Facebook and Twitter? Don't miss out on great contests and prizes and the latest commuting info!



Car Free Day a Huge Success in Middlesex County

Over 550 commuters signed up for Car Free Week 2010. By going “car free” or “car lite,” vehicle miles travelled in Middlesex County during the week of September 22, 2010, were reduced by more than 26,000 miles. Here’s what some of the participants had to say :

“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

“I signed the pledge last week and decided that on Monday I would take the train to work.

I rode my bicycle a little less than two miles from my house to get myself to the Princeton Junction train station. I rolled into the New Brunswick train station with more than enough time to make the short walk to the office.

The funny part was on the way home. I’m waiting for the arriving train to come to a halt at the platform in New

Brunswick and lo and behold, someone I know is getting on the train just behind me who works for the same employer I do! We talked the whole way to Princeton Junction. It turns out, she was taking the train because her car was being fixed.

So, of all the days I decide to take the train, I just happen to see someone I know who also almost never takes the train!

It was a fun trip and I may just take the train again someday!” – Fred, Car Free Day Participant

“My co-worker and I decided to carpool to be eligible for the prizes. We didn’t win a prize, but we decided to continue carpooling.” – Margaret, Car Free Day participant



Special thanks to the following businesses for donating such wonderful prizes!

Heldrich Hotel

The Hyatt New Brunswick

Greater Media Playhouse 22

New Brunswick State Theater

Personal Responsibility Reduces Distracted Driving

When it comes to distracted driving, “personal responsibility is the bottom line,” said U.S. Transportation Secretary Ray LaHood. “When you get behind the wheel of a 5,000 pound automobile, you have a personal responsibility to drive that vehicle safely. That means, put away cell phones and other devices that take your focus off of the road.”

In the fall, KMM joined Secretary LaHood and others across the country to stress

personal responsibility by sponsoring Drive Safe to Work Week. Distracted driving isn’t only texting or phoning. It’s eating, reading a paper, changing a radio station, grooming — anything that takes a driver’s eyes off the road. 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 to assess 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.

“The quiz really opened my eyes to how easy it is to become distracted behind the wheel, even though I don’t text while driving.” – Sam

“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

“Love these little reminders” – Melody

“I always tell my kid, “turn off the cell and text” before he drives off. Now, I see I’m just as bad, in different ways. Guess it’s time for a family conversation about driving responsibly.” – William

Movers & Shakers

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

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
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Director of Operations

Cristina C. Fowler
Marketing Administration Manager

Morteza Ansari
Program Manager

Arlene Perez
Rideshare Coordinator

Lynne Cuevas
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