

On *the* Move

Associated with the Middlesex County Improvement Authority

Fall 2009 • Volume 18, No. 2

Board of Directors

Ronald P. Hutchinson
CHAIRMAN

U.S. Power Generating Corp.

Jack Molenaar
VICE CHAIRMAN

Director of Dept. of Transportation Services
Rutgers University

Bill Neary
TREASURER

Keep Middlesex Moving, Inc.

George Ververides
SECRETARY

Middlesex County Department of Planning

Philip K. Beachem
NJ Alliance For Action

Michael Burke
Colgate-Palmolive
Company

Peter Cantu
Township of Plainsboro

Tab Chukunta
St. Peter's University
Hospital

Steven Fittante
Middlesex County
Department of
Transportation

Bernard James
NJDOT

Robert Koska
NJ TRANSIT

Joseph M. Lucas

Denise Nickel
MCIA

Joe Pruiti
Middlesex County
Comptroller's Office

William R. Rayser
Johnson & Johnson

Freeholder Ronald G. Rios

Middlesex County Board
of Chosen Freeholders

Erik Wong
Borough of Metuchen

Freeholder H. James Polos
FREEHOLDER LIAISON



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

Re-constructed Route 18 Open and Moving

On a very hot August morning in 2005, commuters sitting on a very congested section of Route 18 in New Brunswick could not imagine what it would be like to zip along that stretch of highway between Paulus Blvd and the John Lynch Bridge. The commute through this section of roadway would take, at a minimum, 45 minutes during both the morning and afternoon commutes.

Fast forward to a very hot August morning in 2009. The congestion is gone, and commuters are zipping through this section in 15 minutes or less. Thanks to the NJ Department of Transportation, a \$200 million makeover of Route 18 in New Brunswick is has been completed on budget and sooner than expected. The improvements should reduce travel time from Route 287 to Route 1 from 30 minutes to about 10 minutes.

New outer roadways separate local from through traffic. These roadways feature new bridges at Commercial Avenue and George, New, and Albany Streets. Bus cutouts make it easy for buses to pull to the shoulder to pick up or discharge passengers. Pedestrian safety was considered, too. There are signaled crosswalks at Paulus Boulevard, George Street and Commercial Avenue and pedestrian bridges at Carpenter Road and Richmond Street.

KMM participated on the community outreach and communications teams. Along with members of the public, other participants were Rutgers University, St. Peter's University Hospital, Robert Wood Johnson Hospital, UMDNJ, Johnson & Johnson, Middlesex County, the City of New Brunswick, and the NJ Department of Transportation.



From left to right: New Brunswick Mayor Cahill, Freeholder Barrett, Freeholder Rios, Assemblyman Chivukula, NJDOT Commissioner Dilts, Governor Corzine, Freeholder Valenti and Rutgers President McCormick at Route 18 ribbon-cutting ceremony.

Making Mass Transit Work Better for Colgate–Palmolive

KMM has a Transit First! policy and encourages commuters to use mass transit when it is convenient to do so. So, partnering with NJ TRANSIT and Colgate-Palmolive to make mass transit work better was a natural role for KMM.

The NJ TRANSIT (NJT) 980 bus provides service between the New Brunswick Rail Station and work locations in Piscataway. The 980 is part of the WHEELS program, an initiative introduced a dozen years ago to connect transportation hubs with employment sites.

Initially, the service entered the campus of Colgate-Palmolive on River Road in Piscataway to deposit passengers at the main

lobby. After that practice was discontinued, Colgate passengers disembarked at the foot of the company's driveway in the morning and crossed a very busy River Road for pick-up during the afternoon peak period. With no traffic light or shelter, the return trip proved to be challenging.

Recently, Colgate's LEED AP O+M Director, Michael Burke, PhD, asked NJT to reconsider entering the Colgate campus. He enlisted KMM to facilitate the conversations.

KMM conducted a survey of Colgate employees to ascertain interest in the 980. After field work determined the request was manageable, NJT agreed to the change.

The new bus route coincided with modifications to the Northeast Corridor Rail schedule and was introduced in mid-July. KMM Program Manager Morteza Ansari was onsite at the New Brunswick Rail Station and onboard the 980 to explain the changes and answer questions.

Colgate's Mike Burke reports, "Our employees are safer, and our colleagues from our NYC headquarters are discovering the ease of travel afforded by on-campus service. And, all of this has a direct and positive impact on our local environment."



Ped Safety Gets a Boost With New Grant

KMM's pedestrian safety program will get a boost as the result of a grant from the NJ Division of Highway Traffic Safety. The grant will enable KMM to update a pedestrian safety video that is about 20 years old.

KMM's Executive Director Bill Neary meets regularly with senior citizen groups to discuss safe walking tips. The existing video is a major part of his presentation.

Neary said, "The pedestrian safety lessons presented in the video are timeless, but the storyline is outdated."

Pedestrian fatalities have jumped significantly in 2009. The most vulnerable group is adults, particularly men, over age 50. The new video will be directed to this population.

The NJ transportation management associations (TMA) collaborated on a grant application to address bicycle and pedestrian safety. The proposal included bicycle safety for non-English speaking adults, bike safety for children and pedestrian safety for adults and children. The TMAs will also promote a new Buckle Up in back campaign.



Treasure Trove of Information – Have you visited us lately?

Visit the KMM website and you will find a host of programs that can help you find a carpool partner, find a bus route to and from your office and give you the nearest park and ride location. Not what you need? What if you are looking for traffic conditions on Route 287 or information on Biking and Pedestrian safety? For the past 21 years, KMM has become the leader and advocate in commuter services for Middlesex County. In 1988, a commuter would call the office seeking a solution. Today, all of the information can be found with a couple of clicks and key strokes.

At KMM, we encourage employers to direct their employees to the website to find the solutions to their commuting and safety needs. Occasionally visitors may even find a contest or two offering exciting prizes. So don't wait to visit kmm.org. Come see us today.

If you would like to provide your employees with brochures of KMM programs, contact Lynne Cuevas (lcuevas@kmm.org).



Bus Stop Inventory Completed

Morteza Ansari, Program Manager, has taken on seemingly monumental tasks before, so the challenge of locating 980 bus stops in Middlesex County wasn't all that daunting. With the assistance of intern Antonia Flanagan, Morteza visited each stop, noting the general condition and availability of amenities.

While there are over 1,100 bus stops in Middlesex County, the inventory focused on communities served by two or more bus routes. The data identifying the locations of bus stops was provided by NJ TRANSIT (NJT).

The result of this half-year project is a comprehensive report that can assist communities in upgrading bus stops by installing bus shelters, informational signs, benches, trash cans or even sidewalks. Copies of the report have been provided to communities, NJT and the NJ Department of Transportation.



Movers & Shakers

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

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

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

Partner Highlight

KMM proudly welcomes new partner Tim Haas. An engineering and architectural design firm specializing in planning, design and restoration services for parking structures and mixed-use projects, Tim Haas has offices in Philadelphia, Miami, Atlanta and New Brunswick, NJ.