

On the Move

Associated with the Middlesex County Improvement Authority

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New Shuttle Along Jersey Avenue

KMM expanded commuter shuttle services with the introduction of the Jersey Avenue Shuttle on December 11. The shuttle travels between the New Brunswick Train Station and the intersection of Jersey Avenue with Route 1 in North Brunswick, connecting workers from downtown New Brunswick and surrounding areas with worksites along Jersey Avenue.

Executive Director of KMM, William Neary, is very pleased with the new shuttle: "Working with New Brunswick Mayor Cahill and North Brunswick Mayor Womack, and with input from employers in New Brunswick and North Brunswick, KMM identified a need for a safe, reliable way to bring workers to work."

Funded by a \$312,000 grant from the North Jersey Transportation Planning Authority, the shuttle provides a unique transportation route to area residents. KMM has contracted with Middlesex County Area Transit (MCAT) to provide the new service.

An informational meeting about the new service was held December 7 at the Church and Dwight facilities on Jersey Avenue. Present at the meeting were members of the KMM staff, employers along Jersey Avenue and representatives from the mayoral offices in New Brunswick and North Brunswick. Schedules and information were distributed at the meeting.

Freeholder H. James Polos, liaison to KMM, noted that "the service will provide a vital link for employees from throughout the county." The schedule of the new shuttle was designed so that commuters

could easily link to the New Brunswick Trolley and the Somerset DASH shuttle, opening more transportation opportunities for Middlesex County residents and workers.

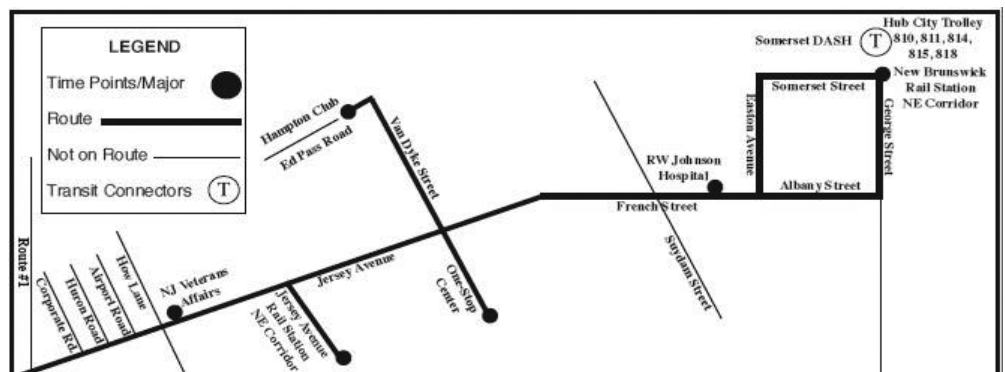
North Brunswick Mayor Francis Womack acknowledges that the shuttle not only benefits workers, but also "benefits North Brunswick industry, decreases traffic and helps protect the environment by reducing CO2 emissions." Womack believes this shuttle to be the "best example...of the State of New Jersey quickly responding to the expressed needs of a township."

Shuttles leave at 5:45 AM from the train station, at the corner of George and Somerset Streets, and arrive approximately thirty minutes later at the last destination, Jersey Avenue and Route 1 in North Brunswick. They run during morning and evening rush hours, with the last shuttle arriving at the train station at 6:25 PM.

Scheduled stops include those at Robert Johnson University Hospital and French Street, Van Dyke Street, the County's One-Stop Career Center, the Jersey Avenue Rail Station and How Lane. Riders also can flag down the shuttle from any point along the route.

Suggested fares are one dollar per ride or fifty cents for senior citizens and people with disabilities.

For more information about the Jersey Avenue Shuttle or other commuter shuttles, visit www.kmm.org.



Congress Recognizes New Jersey's Pivotal Role in Revolutionary War

They marched from Newark to Brunswick where they camped for three days. Then came new orders, "To the Delaware." With no wagons, food and blankets were left behind. One hundred brand new tents were burned lest they fall into enemy hands. In Kingston, on December 1, 1776, Enoch Anderson, the soldier charged with torching those precious tents, wrote, "the night was cold and we all suffered much, especially those with no shoes."

The Continental Army dwindled as regiments completed their service and returned home. On the trek through central New Jersey, Thomas Paine, in a "passion of patriotism," wrote *The American Crisis*. His condemnation of "summer soldiers and sunshine patriots" was a call to action for the Continental Congress and private citizens alike. Even before Washington retreated to Pennsylvania, a great revival of the American spirit foretold a reversal of fortune for the fledging nation.

For those who think, "nothing ever happened in New Jersey," think again.

In July 2006, the U.S. Senate designated the 244 New Jersey towns and counties known as the Crossroads of the American Revolution as a National Heritage Area. Congressman Rush Holt was pivotal in moving the legislation through Congress. The Heritage Area will:

- 1) encourage land-use planning and economic incentives to revitalize urban and rural areas by preserving threatened Revolutionary War sites

- 2) promote tourism involving the area's culture and heritage to gain national and international visibility
- 3) foster the expansion of interpretive facilities and educational programs to tell engaging stories of the American Revolution
- 4) develop trail systems and driving tours to connect Revolutionary War sites
- 5) integrate the Heritage Area narrative into New Jersey public school curricula

The Middlesex County Regional Convention and Visitors Bureau has created a Steering Committee to promote the County's role in the war and to examine the feasibility of a Crossroads of the American Revolution Center in Middlesex County.

William Neary, Executive Director of KMM and a member of the Steering Committee, is very excited about this program: "The Crossroads designation is sure to attract visitors from across the nation. Middlesex County could serve as a hub for travelers to Revolutionary War sites and other attractions."

For more information about the Crossroads of the American Revolution Association, visit www.revolutionarynj.org or email info@revolutionarynj.org.

KMM acknowledges Pulitzer Prize Winner *Washington's Crossing* by David Hackett Fischer, Oxford University Press, 2004.

Safe Walking Is A Universal Concern

Some lessons are universal, especially when it comes to kids. Wednesday, October 4, 2006 was an opportunity for adults everywhere to teach children a few lessons about walking safely in celebration of International Walk Our Children to School Day (iWalk).

iWalk encourages parents, teachers and community leaders to educate children about pedestrian safety and the everyday obstacles children encounter on their way to school. Since its inception in 1997, iWalk has grown considerably with over three million walkers from countries around the world, including the United States, Canada, Great Britain, Ireland, Australia and South Africa.

Here in Middlesex County, KMM assisted municipalities in developing their iWalk programs for lower elementary school children. A total of eleven municipalities participated, including Perth Amboy, Jamesburg, Metuchen, Dunellen, Piscataway, Plainsboro, Middlesex, South River, North Brunswick, Milltown and Woodbridge.

KMM provided each participating municipality with enough supplies to ensure that every participating child received an informative safety bookmark and a copy of the *Penny and Paul Panda Safety Fun Book*.

Car Free Day: A First in Middlesex County

Melissa Schepacarter, an employee in Middlesex County, usually drives alone to work, but on September 22, she carpooled with a friend. Melissa was an early registrant for Middlesex County's first-ever Car Free Day!

An international event that began in Europe on September 22, 1999, Car Free Day encourages people to reduce dependence on automobiles and raises awareness of the negative impacts automobiles have on our environment. Since its inception, Car Free Day has continued annually and participation rates have risen each year. Last year, over 112 million people participated worldwide. This year, over 100 Middlesex County residents pledged to go Car Free or Car Lite by using public transit, walking or biking to work, carpooling or even bringing a bag lunch.

Melissa said, "It is really important to look at the overall picture. Our environment and economy are suffering. We really need to live today, but save tomorrow!" She was selected randomly from all Middlesex County Car Free

Day participants and received two tickets to a performance, courtesy of the George Street Playhouse in New Brunswick.

For information about how you can become involved with carpooling or to be reminded about Car Free Day 2007, please visit www.kmm.org.



Route 1 Rebuild

Tired of inching your way along Route 1? The New Jersey Department of Transportation has acknowledged the extreme congestion and after an in-depth analysis of the situation, has announced a congestion relief project. The project, which began on September 29, 2006, intends to reconstruct and widen 2.5 miles of Route 1 from I-287 in Edison to the Garden State Parkway in Woodbridge.

Funded by the federal government, the rebuild is the last of seven projects aimed at improving traffic flow and enhancing safety along ten miles of Route 1 from I-287 in Edison to Rahway. The rebuild will create a new third lane in each direction, create new shoulders or auxiliary lanes and reconfigure various bridges and jughandles. Other improvements include new overhead signs, guiderails, crash protection devices and two ITS (Intelligent Transportation Systems) cameras.

The rebuild will be done in three stages and is expected to be completed in June 2009. During the construction, KMM suggests using public transit or carpooling. For public transit information, visit www.njtransit.com or for carpooling information and to learn how new carpools can earn \$100, visit www.kmm.org.

September 2006 to November 2007

- northbound lanes, new ramps, new jughandles
- traffic shift: right northbound lane will be closed; off peak night lane closures possible

November 2007 to July 2008

- the median
- traffic shift: northbound traffic will shift to the newly widened section, new ramps will open at Grandview Avenue, Parsonage Road, and the north side of Ford Avenue; off peak night lane closures possible

July 2008 to June 2009

- southbound lanes
- traffic shift: southbound lanes closed; traffic shift to northbound lanes and median; off peak night lane closures possible



Eight Middlesex Employers Named NJ Smart Workplaces

KMM is proud to announce that eight companies have recently qualified as NJ Smart Workplaces! Developed by the New Jersey Department of Transportation and transportation management associations throughout the state, the program honors companies for their outstanding achievements in creating programs that provide and promote commuting alternatives for their employees.

Companies that have qualified provide varying degrees of alternative commute options for their employees. Such options include carpool and vanpool information, bus and train schedules, emergency ride home services, traffic alerts, flextime programs, lockers, showers and other on-site amenities. The achievements of these companies will be celebrated in the Spring of 2007.

To learn more about the program and how your company can be nominated, contact Bill Neary at bneary@kmm.org or 732-745-7479.

Gold

Johnson & Johnson Health Care Systems

Silver

Brunswick Square Mall

Church & Dwight Detergents

Bronze

East Brunswick Township
Keep Middlesex Moving, Inc.
Miller's Rentals

Granville Y. Brady, Jr. Au.D. P.A.
Middlesex County

KMM Seeks Funding to Develop a Bike Station

KMM's Program Manager, Morteza Ansari, has advocated the concept of a bike station in downtown New Brunswick for sometime. So when NJDOT announced an opportunity to access additional funding for special projects, Ansari and KMM had a proposal ready to go.

Bike stations, attended indoor parking facilities, are an integral part of transportation systems in Europe and Japan. A relatively new concept in the United States, only eight bike stations are operational here, but more are on the way.

Like a parking lot, parking deck or park and ride, bike stations are usually located in downtown areas or near transit centers. Typically, bike stations also offer repairs, refreshments, lockers and other amenities.

With letters of support from the City of New Brunswick and the Middlesex County Planning Department, KMM applied to develop a Bike Station Implementation Plan for the City of New Brunswick.



While on vacation, Morteza Ansari visited the bike station in Long Beach, California.

Movers & Shakers

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

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

Carpooling Makes \$ense

With gas prices going up again, you deserve a break! Why not carpool with a friend and earn a \$100 gas card? Carpooling Makes \$ense is a federally funded carpool incentive program. If you have a work destination in Middlesex County and carpool twenty-four times over the course of two months, you will receive a \$100 gas card. Carpooling Makes \$ense is a great way to begin a commute alternatives program at your worksite, with no cost to your company. KMM's Rideshare Coordinator, Arlene Perez, is available for on-site transportation fairs to talk with your employees, or she can provide information for you to send out to your employees via email. Contact Arlene at aperez@kmm.org or 732-745-4368.



KMM Staff

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Cristina C. Fowler Marketing Administration Manager	Lynne Cuevas Secretary/Bookkeeper
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