

On the Move

Associated with the Middlesex County Improvement Authority

Winter 2009 • Volume 18, No. 1

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

Robert Koska
NJ TRANSIT

Peter Cantu
Township of Plainsboro

Bernard James
NJDOT

Freeholder
David B. Crabiel
Middlesex County
Board of
Chosen Freeholders

Joseph M. Lucas
Denise Nickel
MCIA

Tab Chukunta
St. Peter's University
Hospital

Joe Pruiti
Middlesex County
Comptroller's Office

J. Thomas Cross
Middlesex County
Dept. of Personnel

William R. Rayser
Johnson & Johnson

Steven Fittante
Middlesex County
Department of
Transportation

Erik Wong
Borough of Metuchen

Freeholder
H. James Polos
FREEHOLDER LIAISON

Transportation is the Theme of World Usability Day 2008

Executive Director Bill Neary joined Professor Tom Wakeman (Stevens Institute of Technology), Professor Kaan Ozbay (Rutgers School of Engineering) and Jeffrey Kashinsky (MTA, NYC Transit Systems Engineering) for a panel discussion about "The Future of Transportation: Where Are We Going and How Will We Get There?" on November 13 at Rutgers University.

It was part of World Usability Day 2008 and one of 170 events in 40 countries around the globe. The Usability Professionals Association (UPA) created World Usability Day in 2005 on the premise that technology is too hard to use. UPA is committed to "a united, coordinated effort to develop reliable, easy-to-use technology to serve people in all aspects of their lives, including education, health, government, privacy, communications, work, and entertainment." (World Usability Day Charter). Simply put, it's all about "Making Life Easier!"

Neary discussed several transportation initiatives that are making commuting easier. The award-winning Jersey Avenue Shuttle provides a comfortable and affordable ride for commuters who previously walked,



World Usability Day
Making life easy!

bicycled or drove to destinations on this busy roadway between the New Brunswick Rail Station and the intersection of Route 1. New Jersey's new 511 information system provides real time reports about road conditions around the state via land line, cell phone or computer. On the drawing board are bus rapid transit systems to serve Route 1 and Route 18. And KMM has proposed a bike station in the City of New Brunswick that would create a safe, secure, enclosed facility for bike storage adjacent to the Rail Station, providing new opportunities for bicycling commuters.

To emphasize our personal impacts on the environment, the UPA has created a way to measure, monitor and minimize carbon usage through transportation. Commuters are invited to take the Global Transport Challenge or to obtain more information about World Usability Day at www.worldusabilityday.org.

Take the Global Transport Challenge

<http://www.worldusabilityday.org/globaltransportchallenge>



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



In Memoriam

KMM would like to honor the late Freeholder Director David Crabiel, a founding member of Keep Middlesex Moving, Inc. and one of our longest serving Board Members. Freeholder Director Crabiel's commitment to KMM's mission will be greatly missed. Dave Crabiel knew that mobility and smart land use were vital to the planned growth and development of Middlesex County. He recognized that transportation alternatives such as carpooling, mass transit and bicycle and pedestrian initiatives could only enhance the quality of life of all residents and ensure that Middlesex County remained "the best county in the land." We are grateful for Dave Crabiel's vision, his leadership, and his friendship.

Wayfinding Signage Initiative Tells Travelers Where to Go

We've all experienced the excitement of going somewhere new, the building anticipation during the trip and the exasperation of getting lost within miles of the destination. How often have you driven in circles because directional signage was poor?

That will all change if New Jersey adopts a Statewide Wayfinding System. At the recent NJ League of Municipalities Conference, KMM Executive Director Bill Neary led a discussion about "A More Welcoming New Jersey – Creating A Statewide Wayfinding System." Members of the steering committee of the New Jersey Wayfinding Initiative spoke about their progress in creating a Wayfinding Master Plan.

As noted in the executive summary of the Wayfinding Master Plan, New Jersey is "the most densely populated and most culturally diverse state in the nation with more roadways per square mile than any other state.

We have 566 municipalities, 21 counties, and a number of state authorities over our roads — and they don't coordinate signage with one another."

The most recognized wayfinding sign may be the white "H" on a field of blue directing



travelers to a local hospital. How convenient if travelers could reach their destinations with the same ease.

Fortunately, with today's technology — GPS, cell phones and computers — they can. According to the Master Plan, it is possible "to create a comprehensive wayfinding system using words, colors and symbols (icons) that integrates signage, public transit, paper maps and electronic medium."

As a first step, the steering committee has recommended six wayfinding zones that would be identified with a recognizable icon. Additional information would be presented in a consistent pattern of signage, maps and written directions.

The steering committee asserts, "this is not just about pretty signs." The group points out there are economic benefits attached to reaching shopping, business, historic, cultural and recreational destinations easily.

Traffic Information at Your Fingertips



Commuters have a new tool to combat long traffic delays and congested roadways. In October 2008, the New Jersey Department of Transportation (NJDOT) introduced MyNJ511, an interactive traffic alert system that keeps motorists informed about traffic conditions on interstate and state highways, the NJ Turnpike and the Garden State Parkway.

The free subscription service notifies commuters of accidents, incidents or construction on the state highways or toll roads of their choice. Alerts and updates are sent to subscribers' cell phones, personal digital assistants or e-mail addresses.

Dr. Granville Y. Brady, AuD. dials 866-511-6538 in the morning before he leaves for his office in East Brunswick. By naming the main roads over which he commutes, Dr. Brady is made aware of any construction or incidents before he even turns on his car's engine.

Dr. Brady said, "The state's 511 Travel Information Hotline is the best service for me to find out about traffic conditions around the state. The Hotline sure beats the radio travel information. It is like having your personal traffic coordinator available 24 hours a day."

In addition to MyNJ511 and 866-511-6538, NJDOT recently launched its new real-time traffic Web site, which offers interactive

maps and displays traffic incidents. The Google Maps-based Web site offers motorists real-time traffic conditions at www.nj511.info. The Web site highlights incidents, construction, weather and special events.

To register for these programs or for more information, visit www.kmm.org and click the traffic button.



Dr. Granville Y. Brady, AuD. uses the 511 Travel Information Hotline before leaving for his office.

2009 New Jersey Smart Workplaces – A call for nominations

Keep Middlesex Moving, Inc. seeks nominations for the NJ Department of Transportation's employer recognition program, NJ Smart Workplaces (NJSWP). NJSWP honors companies for their outstanding achievements in offering programs that provide and promote commuting alternatives for their employees. Over 300 NJ companies were awarded this prestigious designation in 2008. We believe your company also deserves this award.

You may nominate your workplace for the bronze, silver, gold or platinum level. All nominees will be presented awards at the NJ Smart Workplaces recognition event, which will be hosted in May, 2009.

To see if you qualify and to register, call or e-mail Cristina C. Fowler (732-745-4318 or ccormio@kmm.org) or visit the KMM website and click the NJ Smart Workplaces button. All entries must be received by Friday, March 13, 2009.

Congratulations to the 2008 NJSWP

Bronze Level

Granville Brady Jr. Au.D.P.A.
Township of Piscataway
Township of East Brunswick
Township of Woodbridge
Metuchen Public Library
County of Middlesex
East Brunswick Public Library
Hoagland, Longo, Moran, Dunst and Doukas

Silver Level

Brunswick Square Mall
KMM
Colgate-Palmolive Tech Center
Township of Edison

Gold

Johnson & Johnson Healthcare Systems
C&D Detergents, A Church and Dwight Company
IEEE

Platinum

Wyeth
Rutgers University – New Brunswick



Bus Stop Inventory May Lead to Improvements

KMM is hoping that an inventory of bus stops in Middlesex County will lead to improved accessibility, signage and physical conditions. With over 1100 designated bus stops to visit, Program Manager Morteza Ansari designed a two-phase study.

In phase one, Ansari and intern Antonia Flanagan began examining 738 bus stops in New Brunswick, East Brunswick, Edison, Woodbridge, Old Bridge, Highland Park, Perth Amboy and South Amboy. They are recording the availability or lack of amenities, such as bus shelters, benches and bike

racks. Sidewalks, signage and access for disabled people are also evaluated during the field observation.

Ansari said, "With the increased use of mass transit, it's more important than ever that bus stops be identified, accessible and safe."

When the phase one field work is completed, key findings will be detailed in a town by town report that will include photos and recommendations for improvements. KMM is hoping the report will enable communities to obtain funding for implementation of the findings.

Available Carpool Signs

In recent months, carpooling has increased at many Middlesex County companies. Encourage carpooling at your facility by posting a carpooling sign. KMM can provide carpooling signs and the appropriate hardware at no cost to you. For more information, contact Cristina Fowler (732-745-4318 or ccormio@kmm.org).



TRY CARPOOLING
WWW.KMM.ORG
1-800-245-POOL
PAID FOR BY NJDOT & FHWA

Movers & Shakers

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

Borough of Carteret
 Borough of Highland Park
 Borough of Jamesburg
 Borough of Metuchen
 Borough of Milltown
 Borough of South River
 Borough of Spotswood
 Bristol-Myers Squibb
 Brunswick Square Mall
 Buckler Associates
 Business and Governmental
 Insurance Agency, Inc.
 City of New Brunswick
 CME Associates
 Greater Media Company
 Johnson & Johnson

K. Hovnanian Companies
 Middlesex County Improvement
 Authority
 Middlesex County Regional
 Chamber of Commerce
 New Brunswick Parking
 Authority
 New Jersey Department of
 Transportation
 New Jersey Turnpike Authority
 NJ Alliance for Action
 NJ TRANSIT
 PSE&G
 QualCare Inc.
 Rutgers University
 Sayreville Public Library

South Plainfield & Piscataway
 Chamber of Commerce
 The Regional Planning
 Partnership
 Timothy Hass & Associates
 Township of Cranbury
 Township of East Brunswick
 Township of Edison
 Township of Monroe
 Township of North Brunswick
 Township of Piscataway
 Township of Plainsboro
 Township of South Brunswick
 Township of Woodbridge
 Verizon
 Woodbridge Chamber of Com-
 merce
 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

Antonia Flanagan
 Intern



*Save the
 Date*

KMM will host its Annual Membership Meeting at Forsgate County Club on Wednesday, May 13, 2009. If you are interested in attending, please contact Lynne Cuevas (732-745-4465). This event is by invitation only.