

# On *the* Move

Associated with the Middlesex County Improvement Authority

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## KMM Receives Funding for Pedestrian Safety Video

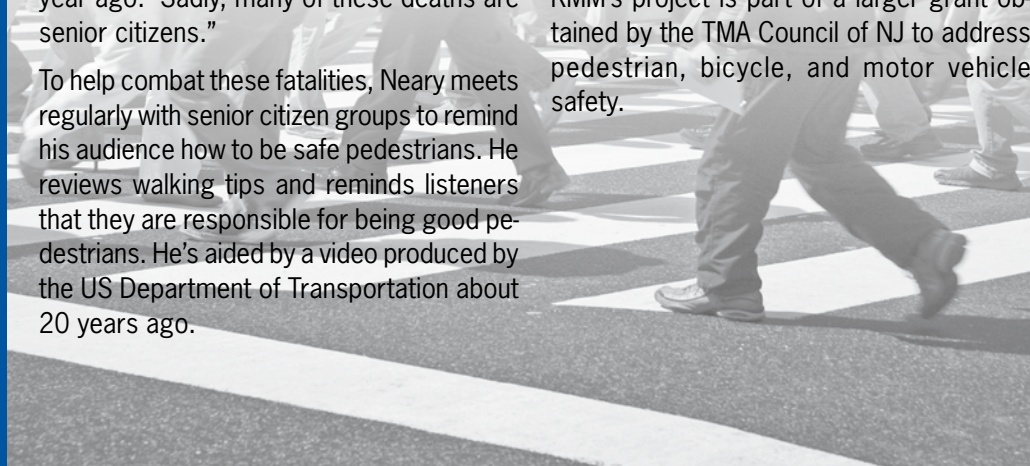
**K**MM has been awarded funding from the New Jersey Division of Highway Traffic Safety to produce a video targeted to senior pedestrians.

Executive Director Bill Neary said, "The first nine months of 2009 saw a spike in pedestrian deaths over the same period one year ago. Sadly, many of these deaths are senior citizens."

To help combat these fatalities, Neary meets regularly with senior citizen groups to remind his audience how to be safe pedestrians. He reviews walking tips and reminds listeners that they are responsible for being good pedestrians. He's aided by a video produced by the US Department of Transportation about 20 years ago.

Neary said, "Today, pedestrians face new challenges such as cell phones and ipods, and more traffic. I explain that a pedestrian always loses in a crash with a motor vehicle, so it is critical that pedestrians take responsibility for their actions. The video covers basic safety rules, but it needs to be updated."

KMM's project is part of a larger grant obtained by the TMA Council of NJ to address pedestrian, bicycle, and motor vehicle safety.



## TMA's Blanket the State of NJ

**K**MM has been serving Middlesex County for the past 21 years. Anyone that resides, commutes or does business in Middlesex County has received transportation support and assistance that makes their day to day operations more convenient. But did you know that there are seven other organizations that also perform the same services for other counties? KMM is part of the TMA Council of NJ (TMAC NJ) which is comprised of NJ's eight Transportation Management Associations. TMAs are non-profit organizations that work with businesses, commuters, county and

local governments and state agencies to implement programs that reduce traffic congestion and improve air quality. All the TMAs are funded primarily by the New Jersey Department of Transportation and NJ TRANSIT.

Beginning in the Winter of 2010, TMAC NJ will begin distributing an e-newsletter highlighting the activities of each TMA. To receive this email, contact Cristina C. Fowler at [ccormio@kmm.org](mailto:ccormio@kmm.org).



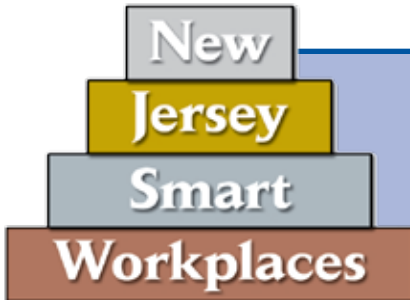
## 2010 New Jersey Smart Workplaces – A Call for Nominations

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 2009.

You can 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 2010.

To see if you qualify and register, call or email Cristina C. Fowler (732-745-4318 or [ccormio@kmm.org](mailto:ccormio@kmm.org)) or visit the KMM website and click the NJ Smart Workplaces banner on the home page. All entries must be received by April 1, 2010.

### Congratulations to the 2009 NJSWP



#### Platinum

Wyeth  
Rutgers University – New Brunswick  
Colgate Palmolive Tech Center

#### Gold

Johnson & Johnson Healthcare Systems  
J&J Corporate  
QualCare Inc.  
Cablevision  
IEEE  
Township of Edison

#### Silver

St. Peter's University Hospital  
KMM  
Capacity LLC  
White Rose Inc.  
Firmenich, Inc.

#### Bronze

Dr. Granville Brady Jr. Au.D.  
Township of Woodbridge  
County of Middlesex  
Greater Media Company  
Hoagland, Longo, Moran, Dunst  
and Doukas

### Pre-Order Middlesex County Bicycle Guide Now

Now is the time to pre-order copies of the 2010 Middlesex County Bicycle Guide. The Guide was last updated in 2001, and many improvements have been made to the bicycle-friendly infrastructure since that time.

"The new Middlesex County Bicycle Guide updates the 2001 Guide; it provides useful updates and expanded information of bicycling accommodations throughout the County and certain roadway conditions that one may consider for bicycling purposes. The Guide has helped to revolutionize bicycling in the County by promoting bicycling as a growing mode of transportation, as a means that can provide good linkages to transit and also enhance healthy living and a better quality of life," said George Ververides, Middlesex County Planning Department Director and a member of KMM's Board of Trustees.

The 2010 Middlesex County Bicycle Guide displays new bike trails/paths and contains an updated legend. The double-sided, bi-lingual map features information to assist its user in determining which trails/paths best suit the individual's cycling skill level. And for the first time ever, the entire Bike Map will be available online to download on the KMM website.

To request a free copy of the 2010 Middlesex County Bicycle Guide, visit [www.kmm.org](http://www.kmm.org) and pre-order today.



## Walk Our Children to School Day 2009 Stronger Than Ever

During the week of October 5, 2009, students, parents and teachers throughout Middlesex County, along with Keep Middlesex Moving, Inc. (KMM), joined hundreds of children, mayors, school superintendents and other community leaders from around the world in celebration of the 2009 International Walk Our Children to School Day (iWalk).

In 2009, KMM worked closely with the participating municipalities as they developed their iWalk programs for lower elementary school children. KMM estimates more than 5,500 people from 11 municipalities participated in last year's event. By hosting their own walks, the towns of Carteret, Dunellen, Jamesburg, Metuchen, Middlesex, North Brunswick, Perth Amboy, Piscataway, Plainsboro, South Plainfield and Woodbridge provided a fun and informative way for children to learn how to walk safely.

"The program was well received by our young students and the school staff. We reinforced several basic rules of pedestrian and bicycle safety. We impressed upon the children the importance of looking both ways prior to crossing a street or driveway. We also pointed out the dangers of crossing near school buses and parked cars. The school staff was very appreciative of our efforts and those of the KMM program," said Chief Ferraro of South Plainfield.



## Middlesex County Commuters Shine During Car Free Week

Four years ago, KMM incorporated an international event into its yearly calendar. As advocates of carpooling, mass transit, biking and walking as alternative methods transportation, International Car Free Day seemed like a perfect fit. That first year, with a limited budget, KMM promoted the event and received pledges from 99 commuters.

Fast forward to 2009.

During the week of September 20 to 26, 2009, KMM held its fourth annual Middlesex County Car Free Day. Using a similar budget and marketing approach, the 2009 event was inundated with 536 pledges. Commuters took mass transit, carpoled, walked to work or lunch (or both) and, most impressively rode their bikes. Their enthusiasm was infectious, and 72% of the participants said they would incorporate their pledge into their permanent routine commute. Most impressive was the miles saved during this week. In just six days, the Car Free participants saved 36,448 miles. All who took the pledge were also entered to win a host of prizes donated by The Heldrich, New Brunswick Hyatt and the State Theater.

In addition to the individual pledges, many prominent local employers promoted the program internally for a fun, friendly competition. KMM acknowledged their efforts by awarding the companies with the most employees registered with an honorary plaque. Johnson & Johnson took the lead award, followed by impressive showings from IEEE, Robert Wood Johnson University Hospital and Rutgers University. All companies will be honored at the 2010 KMM Annual Meeting.

*Save the Date*  
*Thursday,*  
*May 13, 2010*

KMM's Annual Membership Meeting is scheduled for Thursday, May 13, 2010 at Forsgate County Club in Monroe Township. If you wish to attend, please contact Lynne Cuevas at 732-745-4465 or [lcuevas@kmm.org](mailto:lcuevas@kmm.org).



## Movers & Shakers

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

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

## KMM Staff

**Bill Neary**  
Executive Director

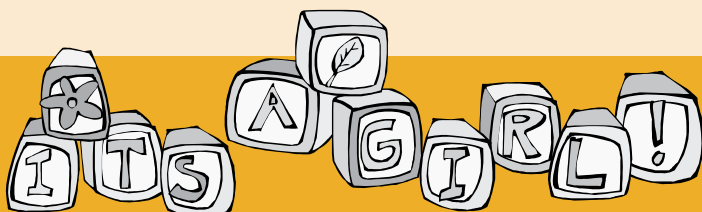
**Roberta Karpinecz**  
Director of Operations

**Cristina C. Fowler**  
Marketing Administration Manager

**Morteza Ansari**  
Program Manager

**Arlene Perez**  
Rideshare Coordinator

**Lynne Cuevas**  
Secretary/Bookkeeper



KMM staff member, Arlene Perez Holt and her husband Dave, welcomed their first child  
*Gabriella Mya Holt*  
on November 1, 2009.

