



The Way To Work

A Newsletter for Middlesex County Commuters

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New Law, New Signs, New Requirements STOP for Pedestrians in the Crosswalk

Just when drivers had become accustomed to those Yield to Pedestrians in Crosswalk signs, the law has been changed. Now drivers must STOP AND STAY STOPPED for pedestrians in crosswalks and intersections. And drivers may not pass vehicles that have stopped to allow a pedestrian to cross in marked intersections. The new law took effect on April 1 and failure to comply carries some heavy penalties, including 2 points, a \$200 fine (plus court costs), 15 days of community service, and insurance surcharges.

Pedestrians may also face penalties if they do not behave responsibly. The new law states that pedestrians at any point other than within a marked crosswalk or within a unmarked crosswalk at an intersection shall yield the right of way to motor vehicles. In other words, pedestrians must "obey pedestrian signals and use crosswalks at signalized intersections." (C39:4-32 and 33) Failure to do so carries a fine of \$54.00.

Communities moved quickly to install new signage. KMM is helping to drive home the message with bright yellow tote bags stating STOP for Pedestrians in Crosswalks. Executive Director Bill Neary has scheduled a full calendar of street corner safety events with local officials to observe driver and pedestrian behavior and distribute tote bags.

Neary credited a Middlesex County employee with coming up with the concept

for the tote bags. He said, "this individual created a Stop for Pedestrians sign that she carried as she crossed the street in New Brunswick. KMM took it one step further and created tote bags."

In addition to the tote bags, KMM is running a radio campaign to remind motorists and pedestrians of their responsibilities to behave safely when driving or walking.

Neary said, "The message is very simple. If you're a pedestrian, think before you cross the street. If you're a driver, behave responsibly and stop for pedestrians in the crosswalk."

For more information on pedestrian and bicycling safety, please visit www.kmm.org.



MIDDLESEX COMMUTER CONNECTIONS
Associated with the Middlesex County Improvement Authority.



National Focus on Distracted Driving

When we think about distracted driving, typically we think about texting or cell phones. But, it's much more. According to the US Department of Transportation (USDOT), distracted driving is any non-driving activity that has the potential to distract the driver from driving. In fact, USDOT has identified three categories of driving distractions:

- Visual – taking your eyes off the road
- Manual – removing your hands from the wheel
- Cognitive – taking your mind off driving.

Drinking coffee, eating a burger, grooming, reading a book or the newspaper, changing a radio station or cd, or watching a video are just as threatening as texting or using a hand held cell phone.

The statistics are frightening. In 2008, 20% of all crashes involved distracted driving, nearly 6,000 people died in crashes involving distracted drivers and 500,000 people were injured (National Highway Traffic Safety Administration).

With the USDOT leading the way, celebrities, the media and magazines, and groups and organizations are lending their voices to raise awareness about

the dangers of distracted driving. Oprah Winfrey introduced the "No Phone Zone" campaign. ESPN teamed with State Farm for "On the Road to Camp," a 19-day bus trip visiting all the cities that host football training camps.

Seventeen magazine and AAA are sponsoring Two- Second Turnoff Day on September 17. Removing your eyes from the road for even two seconds doubles your chances of a crash. Yet, it only takes two seconds to shut off a cell phone. Though targeted to teens, Two-Second Turn-off Day is a good reminder for everyone to turn it off and put it down.

The second Distracted Driving Summit is planned for September 21 in Washington, DC. Representatives of transportation, safety, law enforcement, research and victims, and KMM's Executive Director Bill Neary will join Secretary Ray LaHood for discussions about how best to curb distracted driving. Already, the Obama Administration has banned text messaging and the use of mobile devices by all federal employees while driving government vehicles or driving any vehicle while on government business.

Employers, Challenge Your Employees

Companies are asked to also take the challenge and adopt a No Distraction While Driving policy. In addition, companies that promote the program and obtain the most participants will be honored at the May, 2011 Annual Meeting. Log on to www.kmm.org for more information.

Check out these resources for more information:

- www.distraction.gov
- AAExchange.com
- www.Seventeen.com
- www.oprah.com

<http://trafficsafety.org/drivesafelyworkweek/>

Don't think you're a distracted driver? Take our five-question survey. The results will surprise you. Visit www.kmm.org and click the Drive Safe Work Week link.

Join Drive Safely to Work Week

So what can you do? Very simply, pay attention when you're behind the wheel. Adjust mirrors, seats and radio stations before you begin driving. Put down the handheld device. Leave a few minutes early so you can stop to eat



your breakfast or take it with you to work. Keep the grooming aids in your purse or pocket. You get the idea.

Join KMM and participate in Drive Safely to Work Week. During the week of October 4, 2010, KMM challenges you to put all devices down when driving and focus on the road. Take the pledge at www.kmm.org and be eligible to win prizes including hotel, spa, dinner and theater ticket packages.

KMM Supports Greenable Woodbridge Museum

According to Woodbridge Mayor John McCormac, "a green lifestyle is no longer a luxury." He has challenged Township officials and residents to take the first steps toward adding "green" to their lives. Solar panels on municipal buildings and a "Greenable Woodbridge" page on the town's website underscore McCormac's seriousness about sustainable living.

Recently, the Mayor cut the ribbon on an innovative space at the Woodbridge Mall. The Greenable Woodbridge Museum of the Future features films, exhibits, workshops, roundtable discussions and other events focusing on sustainability. By locating in the mall, McCormac says, "we're bringing events to the people, instead of trying to bring people to events."

KMM is proud to be a part of the greenable space. For information about bicycling, walking, using mass transit or carpooling, stop by the Greenable Woodbridge Museum at the Woodbridge Mall or log on to www.woodbridgemuseum.org.

You probably noticed the changes to On The Move – new logo, new colors, crisp photos. The new look has been extended to our website, www.kmm.org. The site is easier to navigate and features interactive pages.

Need to find a carpool partner? Visit the carpool classified page or enroll in the carpool program, all with a click of a button. Need the latest copy of the Middlesex County Bike Map? Download the printable version and click print. Within minutes, you can have the latest map in your hands.

Also new is our highly anticipated Interactive Maps page. Powered by Google Maps, this feature provides a wealth of information on a single, engaging

page. The map provides information on Middlesex County Park and Ride lots, Bike Locker locations, NJ Transit train stations, libraries and municipalities. Search for Park and Ride lots, check the availability of bike lockers or get directions to the closest train station. Soon the map will also feature all the information that is currently found on the Middlesex County Transit Guide and the Middlesex County Bike Map.

Visit the [kmm](http://kmm.org) website soon and often. Many additional and exciting features will become available in the coming year. Let us know what you think and what else you would like to see on our website. Visit www.kmm.org today!

KMM
Gets a
New
Look!

commuter classifieds

The following classifieds are a partial list of commuters in our database looking to share their ride to work. For more information on a particular carpool or vanpool, fill out the Rideshare Application Form located on the back of this newsletter and include the ID#. Then give us a call, fax, or mail the application to our attention.

Once we receive your application, we will provide you with information on how to contact the person. If you do not find a potential rideshare partner, please submit your completed application, and we will search our database for other matches.

If you would like your carpool featured in our upcoming classified section, please call us at 732-745-4368 or email aperez@kmm.org.

CARPPOOLS: Riders/Drivers Wanted

TO CARTERET:

From: Jamaica, NY
9 AM to 5 PM
#1009577

TO DAYTON:

From: West Orange (Essex)
8:00 AM to 5:00 PM
#1008125

TO DAYTON:

From: Hoboken (Hudson)
8:30 AM to 5:30 PM
#1019104

TO EDISON (Raritan Center):

From: New Britain, PA
8:00 AM to 4:00 PM
#1020305

From: Warwick, NY
8:00 AM to 4:00 PM Flexible
#1019105

From: Hopatcong (Sussex)
4:00 PM to 12:30 AM
#1008137

TO EAST BRUNSWICK:

From: Bayville (Ocean)
8:00 AM to 4:00 PM Flexible
#1008134

TO NEW BRUNSWICK (How Lane):

From: Monroe (Middlesex)
8:00 AM to 4:00 PM
#522561

TO NEW BRUNSWICK (Downtown):

From: Springfield (Union)
9:00 AM to 5:00 PM
#522522

From: Califon (Hunterdon)
7:00 AM to 4:30 PM Flexible
#962944

From: Collingswood (Camden)
8 AM to 4 PM Flexible
#1018747

From: North Brunswick (Middlesex)
9 AM to 5 PM Flexible
#960939

From: West Milford (Passaic)
7:30 AM to 4:30 PM
#1010004

TO PISCATAWAY:

From: Nutley (Essex)
8:30 AM to 5:00 PM
#522526

From: Hopewell (Mercer)
8:30 AM to 5:00 PM Flexible
#965743

TO SOUTH BRUNSWICK (Route 1):

From: Wayne (Passaic)
8:30 AM to 4:30 PM Flexible
#1020306

TO SOUTH PLAINFIELD:

From: North Brunswick (Middlesex)
9:00 AM to 6:00 PM
#1020473

TO WOODBRIDGE (Route 1):

From: Hackettstown (Warren)
9 AM to 5 PM Flexible
#990813

TO SAYREVILLE:

From: Caldwell (Essex)
8:00 AM to 6 PM Flexible
#1011626

TO WOODBRIDGE:

From: Bergenfield, (Bergen)
8:30 AM to 5:00 PM
#1009817

VANPOOLS: Riders Wanted

TO PISCATAWAY (via 287):

From: Brick (Ocean)
STOPS: Lanes Mill Road (rick)
Commuter Lot GSP Exit 98
Hrs: 7:00 AM to 4:00 PM
#V50001

From: Brooklyn (via Outerbridge)
STOPS: Staten Island along 440
Hrs: 7:30 AM to 4:30 PM
#V50003

New MCAT Route Serves Southern Middlesex County

Since May 15, 2010, the Middlesex County Area Transit (MCAT) M6 Jamesburg-Plainsboro has provided connections between Jamesburg and the Princeton Junction Rail Station. The route provides connections with five other County shuttles as well as NJ Transit bus and rail services.

The new bus route provides hourly service on Monday through Saturday, 6 a.m. to 7 p.m., to destinations including:

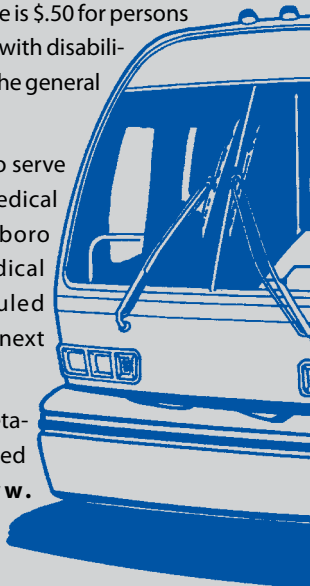
- Cranbury Village Center
- Concordia Shopping Center
- Plainsboro Village Center
- Jamesburg Borough

Connections can also be made at Veterans Park in Jamesburg from the M6 to the M1 and M2 routes serving New Brunswick and Brunswick Square Mall, respectively.

The suggested fare is \$.50 for persons over 60 or people with disabilities and \$1.00 for the general public.

The route will also serve the Princeton Medical Center at Plainsboro and related medical facilities scheduled to open over the next year.

Copies of the timetable can be obtained online at www.kmm.org.



Be a Fan. Be a Follower.

Recently, KMM entered the world of social media by joining Facebook and Twitter. Now our followers and fans can get news and information almost before it happens.

One afternoon last summer, KMM sent out news about traffic conditions, heat advisories and new pedestrian safety laws and even held a contest to see what sub sandwich* President Obama ordered while visiting the Tastee Sub Shop located in Edison.

"The information is fast. The topics are hot and there is no better way to stay connected with our commuters," says KMM Marketing Manager Cristina C. Fowler.

Join our burgeoning number of fans and followers by visiting www.kmm.org today.

*The President ordered 1/2 of #5, the Super Sub.



The Way to Work
 c/o Keep Middlesex Moving, Inc.
 100 Bayard Street, 2nd Floor
 New Brunswick, NJ 08901



ORDER FREE MATERIALS

Please send me the following free materials:

Qty:

- ___ Walking Tips – A Guide for Active Adults
- ___ Walk Smart – Teach Your Child to be a Safe Pedestrian
- ___ Bicycling – A Smart Move
- ___ Bike Smart – Child Safety
- ___ Spare the Air – Ozone
- ___ Emergency Ride Home
- ___ Carpooling
- ___ Vanpooling

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Mail to: KMM, 100 Bayard Street, 2nd Floor, New Brunswick, NJ 08901
 or Fax to 732-745-7482.

Don't Forget Car Free Week

Last year, almost 600 commuters left their cars at home and participated in KMM's Car Free Week. This year, we expect the numbers to grow even more. Join the hundreds of other commuters and take the pledge to go car free or car lite during the week of September 20, 2010. Instead of driving out for lunch, brown bag it. Instead of driving alone, carpool with a co-worker even for one day. Visit the KMM website and register today. All who register are eligible to win prizes including hotel, spa, dinner and theater ticket packages. Companies that promote the program within their office and obtain the most participants will be honored at the May 2011 Annual Meeting.

Rideshare Application Form

If you or someone you know is interested in joining the Rideshare commuter network, please fill out the attached form and either fax or mail it back to us. If you are a current member and would like to update your information, please do so on the attached form.

KMM, 100 Bayard Street, 2nd Floor, New Brunswick, NJ 08901
Fax: 732-745-7482

Please check one:

___ *This is new information* ___ *This is an updated application*

Name:

Home Phone: ()

Primary Email:

Home Address:

Apt. No.:

City:

State:

Zip:

County:

Mailing Address (if different):

Employer:

Work Phone: ()

Street Address:

City:

State:

Zip:

County:

I usually arrive at work: ___ AM ___ PM

I usually leave work: ___ AM ___ PM

My work hours are: ___ Flex ___ Not flex

Work days: ___ Mon. – Fri. ___ Other

I would be willing to:

___ carpool ___ as a passenger ___ driver

___ vanpool ___ as a passenger ___ driver

Auto available? ___ yes ___ no