



The Way To Work

A Newsletter for Middlesex County Commuters

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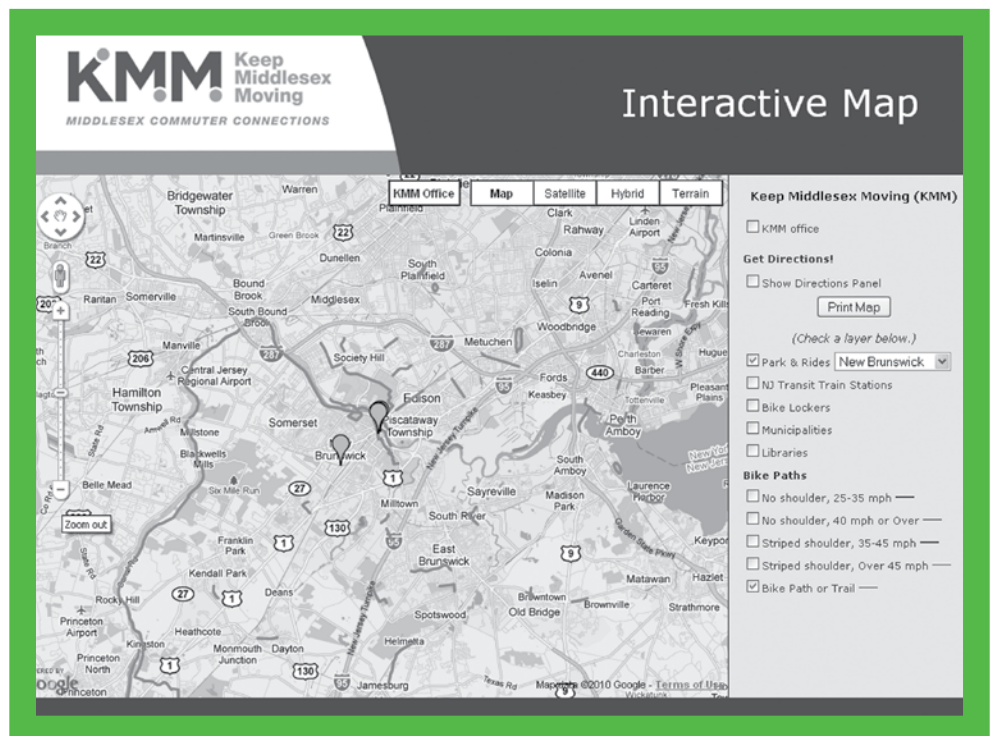
Interactive Transit Map Helps Figure Out How to Get Where You Want to Go

Not sure how to get to your destination by train or bus in Middlesex County? Check out KMM's new interactive map on kmm.org. The map allows users to pinpoint their location and the mass transit available in the area. In addition, the map also provides direct access to scheduling and fare information.

The map is designed to direct users to mass transit and the many connections available. For example, a commuter who lives in southern Middlesex County and commutes to North

Jersey can park at the Exit 8a park and ride lot, take a bus into Newark, and connect to the Northeast Corridor train line in Secaucus Junction instead of driving the turnpike or parkway.

In addition to mass transit, the map also provides the location of bike lockers, bike paths, municipal centers, and all libraries in the county. The KMM interactive map is a commuter's friend. Visit the site today and get started on an easier commute.



MIDDLESEX COMMUTER CONNECTIONS
Associated with the Middlesex County Improvement Authority.

Personal Responsibility Reduces Distracted Driving

When it comes to distracted driving, “personal responsibility is the bottom line,” said U.S. Transportation Secretary Ray LaHood. “When you get behind the wheel of a 5,000 pound automobile, you have a personal responsibility to drive that vehicle safely. That means, put away cell phones and other devices that take your focus off of the road.”

In the fall, KMM joined Secretary LaHood and others across the country to stress personal responsibility by sponsoring Drive Safe to Work Week. Distracted driving isn’t only texting or phoning. It’s eating, reading a paper, changing a radio station,

grooming — anything that takes a driver’s eyes off the road. With so many drivers multitasking behind the wheel, it’s easy to forget that these practices are unsafe.

KMM challenged commuters to take a quiz to assess their distraction potential. Many people were shocked to learn they are distracted drivers. In fact, 75% of those who took the survey were considered to be “distracted.” KMM also used social media to coach fans on Facebook and Twitter. Upon completion of the week, 193 commuters took a pledge to drive distraction-free.

“The quiz really opened my eyes to how easy it is to become distracted behind the wheel, even though I don’t text while driving.” – Sam

“It has been a great, successful week driving safely to work! I surely do hope it continues and everyone realizes just how very important it is to drive safely all the time! I thank you and it was fun getting your emails every day.” – Karen

“Love these little reminders.” – Melody

“I always tell my kid, ‘turn off the cell and text’ before he drives off. Now, I see I’m just as bad, in different ways. Guess it’s time for a family conversation about driving responsibly.” – William

Car Free Day a Huge Success in Middlesex County

Over 550 commuters signed up for Car Free Week 2010. By going “car free” or “car lite,” vehicle miles travelled in Middlesex County during the week of September 22, 2010 were reduced by more than 26,000 miles. Here’s what some of the participants had to say:

“I am sold on going car-free as much as I possibly can. Although door-to-door takes longer using public transportation (two trains and a campus bus), it is much less stressful than sitting in traffic. The overall cost is less. I get a little more exercise and extra time to read, sleep, or catch up with work, and a surprise bonus is that I have made new friends with other regular or semi-regular commuters.”

– Janet, winner of Car Free Day Heldrich package

“I signed the pledge last week and decided that on Monday I would take the train to work.

I rode my bicycle a little less than two miles from my house to get myself to the Princeton Junction train station. I rolled

into the New Brunswick train station with more than enough time to make the short walk to the office.

The funny part was on the way home. I’m waiting for the arriving train to come to a halt at the platform in New Brunswick and lo and behold, someone I know is getting on the train just behind me who works for the same employer I do! We talked the whole way to Princeton Junction. It turns out, she was taking the train because her car was being fixed.

So, of all the days I decide to take the train, I just happen to see someone I know who also almost never takes the train!

It was a fun trip and I may just take the train again someday!”

– Fred, Car Free Day participant

“My co-worker and I decided to car-pool to be eligible for the prizes. We didn’t win a prize but we decided to continue carpooling.”

– Margaret, Car Free Day participant

Special thanks to the following for donating such wonderful prizes!

Heldrich Hotel

The Hyatt New Brunswick

Greater Media

Playhouse 22

New Brunswick State Theater

Be a Fan. Be a Follower.

Are you on Facebook and Twitter? Of course you are! Why not “like” and “follow” KMM on both Facebook and Twitter? Don’t miss out on great contests and prizes and the latest commuting info!



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.

CARPOOLS: 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



Commuting Tips

Get ready, commuters. Winter is upon us, and there is no better way to greet Old Man Winter than by being prepared. According to the Farmer's Almanac, the 2011 winter will be colder than normal, with the most snowfall in January and late February.

Commuters who take mass transit

It is important to keep warm when you are waiting for your bus or train. Hats, gloves, and warm socks are your ticket to keeping warm, but always keep spare pairs on hand in case you misplace them. Layering will also protect against strong winds and snow. Before you leave the house or office, check if your train or bus is on time by registering for NJ TRANSIT alerts.

Commuters who drive

During the winter, remember to add extra time to your commute. Snow, ice, and wind can slow traffic considerably. Anticipating the slower-moving traffic and leaving more time to get to work can provide you with ease and comfort behind the wheel as you make your way to the office. Also, always keep a warm blanket and your cell phone charger in your car. Before you leave the house or office, check 511nj.org for the latest traffic information. Please visit www.njtransit.com to register for alerts.



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.

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

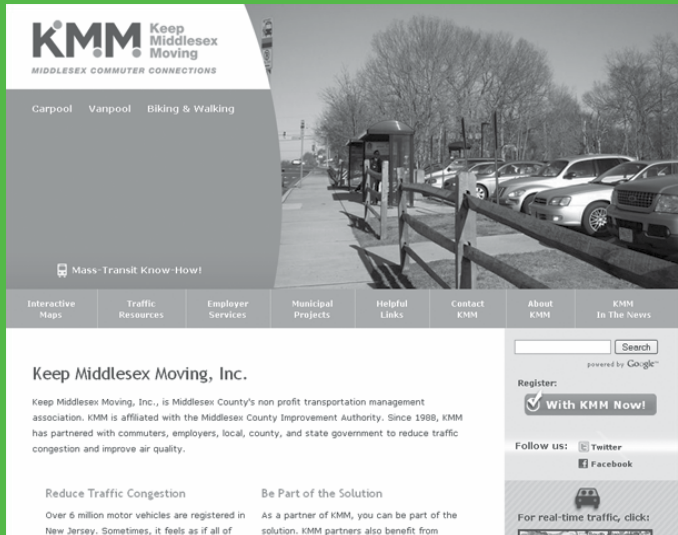
Work days: ___ Mon. – Fri. ___ Other

I would be willing to:

___ carpool ___ as a passenger ___ driver

___ vanpool ___ as a passenger ___ driver

Auto available? ___ yes ___ no



Visit kmm.org today!