



# The Way To Work

A Newsletter for Middlesex County Commuters

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## Bicycling Goes Virtual

Thanks to a new feature on Google maps, bicyclists now have an additional tool to help them safely navigate (or avoid) busy roadways. On March 10, 2010, Google, Inc. announced a new bicycle directions feature on their already popular maps website. The tool provides biking directions and bike trail data for the entire United States.

The new feature, available at <http://maps.google.com/biking>, includes a "bicycling" layer which clearly identifies all official bike trails, bike lanes and bike friendly roads. The tool gives point-to-point directions and lets riders "customize their trip, make use of bike lanes, calculate rider-friendly routes that avoid big hills and customize the look of the map for cycling to encourage folks to hop on their bikes,"

said Shannon Guymon, product manager for Google Maps.

The bicycling tool is currently a beta version, which means users must take precautions when using the information supplied on the map. Users are also encouraged to report problems or incorrect information directly to the Google directions team. The bicycle map is also accessible via Smartphone which makes this tool even more useful to bicyclists already on Middlesex County's roadways.

But if you prefer the look and feel of a paper map, log on to [www.kmm.org](http://www.kmm.org) and order your free copy of the updated 2010 Middlesex County Bicycling Guide. The handy waterproof guide clearly marks all bicycle lanes, trails and identifies roadways according to speed limit.



**KEEP MIDDLESEX MOVING, INC.**

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

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# New Pedestrian Safety Law Goes Into Effect

On April 1, 2010, a new law aimed at improving pedestrian safety went into effect. The law, Stop and Stay Stopped, requires motorists to come to a complete stop—and stay stopped—until the pedestrian has crossed the road. Prior to this change, New Jersey law required motorists to yield to pedestrians in crosswalks and intersections.

The new law was enacted to help reduce the disproportionate number of pedestrian accidents and fatalities due to motor vehicle accidents in New Jersey. Motor vehicle operators who violate this new legislation may face a \$200 fine, two points on their license and 15 days community service. Likewise, pedestrians may be fined or subject to community service for jaywalking or failing to yield to motor vehicles anywhere except at crosswalks.

To help reduce pedestrian and vehicle incidents, KMM would like to remind pedestrians and motorists to use caution when navigating streets and roadways.

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Pedestrians should:

- Always cross at corners and marked crosswalks, when available
- Wear light, reflective clothing when walking at night
- Look left, then right, then left again before crossing
- Always walk facing traffic
- Always obey traffic signals

Motorists should:

- Stop and stay stopped for pedestrians in crosswalks
- Obey posted speed limits
- Be alert for pedestrians at all times, especially when turning right on red
- Not block or park in crosswalks

For more information on the Stop and Stay Stopped legislation, visit [www.njsaferoads.com](http://www.njsaferoads.com) or log on to [www.kmm.org](http://www.kmm.org).



# NJDOT Launches Statewide Pothole Repairs

Due to the unusually harsh winter weather, some potholes have taken the appearance of small craters. Automobile repairs caused by hitting these potholes can be costly, requiring motorists to dig deep into their pocketbooks to fix alignment issues and flat tires. NJDOT has created a hotline and is encouraging motorists to report potholes by calling 800-POTHOLE. You can also complete an online form by visiting <http://www.state.nj.us/transportation/commuter/potholeform.shtm>.

Join KMM on  
**Twitter**  
&  
**Facebook**

In our efforts to make KMM your home for transportation solutions, you can now follow us on Twitter by logging on to [www.twitter.com/MiddlesexCmuter](http://www.twitter.com/MiddlesexCmuter). Look for us on Facebook in mid May as we have some exciting news and great surprises in store for our commuters. Our Facebook fans and Twitter followers will have exclusive access to promotions, news and up to date information on everything transportation related.

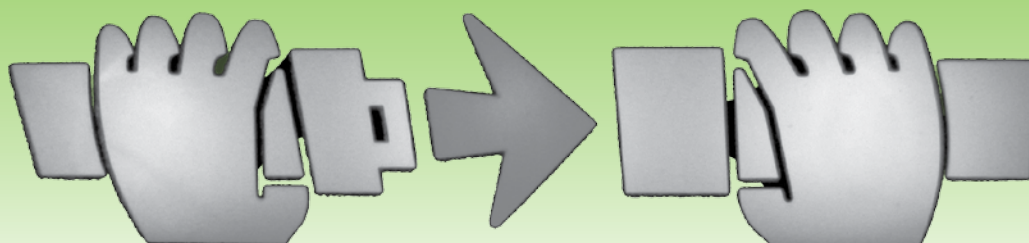
If you do not have a Twitter or Facebook account and you haven't updated your information with us in awhile, we encourage you to complete the rideshare application located on the back of this newsletter and return it ASAP. Trust us; you do not want to be left out of the excitement!



# New Seat Belt Law Goes Into Effect

On January 18, 2010, new legislation went into effect requiring all occupants in a vehicle to buckle up, regardless of their seating position. In a collision, unbuckled back seat riders are particularly at risk because their bodies become like bullets moving rapidly and erratically throughout the vehicle.

Previously, seat belt laws required children up to age 18 to be restrained in car seats or buckled. Now any passenger age 18 or older must buckle up at all times. Because this is a secondary offense, vehicles stopped for another violation may receive an additional summons for all unbuckled back seat passengers.



# 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](mailto:aperez@kmm.org).

## CARPOLS: 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 EDISON (Raritan Center):

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

### TO MONMOUTH JUNCTION:

From: Whitehouse Station (Hunterdon)  
8:30 AM to 5:00 PM Flexible  
#1011753

From: Trenton (Mercer)  
9:00 AM to 5:00 PM Flexible  
#1009576

From: Flemington (Hunterdon)  
8:30 AM to 6:00 PM  
#1008146

### TO EAST BRUNSWICK:

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

### 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: 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

### 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



# Celebrate Spring

## Participate in Bike To Work Week 2010

May is national bike month, and in celebration, KMM is hosting Bike to Work Week from May 17 to 21, 2010. For many Middlesex County commuters, participating in Bike to Work week has become a spring time tradition.

Bike to Work week is an international event that helps raise awareness about the ease of using a bicycle as a viable transportation mode and highlights the environmental and health benefits associated with bicycling. Biking to work builds morale and encourages people to become active in their communities. In addition, bicycling reduces the rider's carbon footprint, eases traffic congestion and saves money.

KMM invites all Middlesex County commuters to register for Bike to Work Week. Each registrant will receive a free 2010 Middlesex County Bicycling Guide and be entered to win a \$100 gift card. Bicyclists who currently rent bike lockers through KMM will be entered into a raffle to win one free year of bike locker rentals. For more information, visit us online at [www.kmm.org](http://www.kmm.org).



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, 2<sup>nd</sup> 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

