

The Way To Work

A Newsletter for Middlesex County Commuters



Board of Directors

Ronald P. Hutchinson
CHAIRMAN
U.S. Power Generating Corp.

Jack Molenaar
VICE CHAIRMAN
Rutgers University Parking & Transportation

Bill Neary
TREASURER
Keep Middlesex Moving, Inc.

George Ververides
SECRETARY
Middlesex County Department of Planning

Philip K. Beachem
NJ Alliance For Action

Michael Burke
Colgate-Palmolive
Company

Peter Cantu
Township of Plainsboro

Tab Chukunta
St. Peter's University
Hospital

Steven Fittante
Middlesex County Dept.
of Transportation

Bernard James
NJDOT

Robert Koska
NJTRANSIT

Joseph M. Lucas

Denise Nickel
MCIA

Joe Pruiti
Middlesex County
Comptroller's Office

William R. Rayser
Johnson & Johnson

Freeholder Ronald G. Rios
Middlesex County
Board of
Chosen Freeholders

Erik Wong
Borough of Metuchen

Freeholder H. James Polos
FREEHOLDER LIAISON

Re-constructed Route 18 Open and Moving

On a very hot August morning in 2005, commuters sitting on a very congested section of Route 18 in New Brunswick could not imagine what it would be like to zip along that stretch of highway between Paulus Blvd. and the John Lynch Bridge. The commute through this section of roadway would take, at a minimum, 45 minutes during the morning and afternoon commutes.

Fast forward to a very hot August morning in 2009. The congestion is gone and commuters are zipping through this section in 15 minutes or less. Thanks to the NJ Department of Transportation, a \$200 million makeover of Route 18 in New Brunswick has been completed on budget and sooner than expected. The improvements should reduce travel time from Route 287 to Route 1 from 30 minutes to about 10 minutes.

New outer roadways separate local from through traffic. These roadways feature new bridges at Commercial Avenue and George, New, and Albany Streets. Bus cutouts make it easy for buses to pull to the shoulder to pick-up or discharge passengers. Pedestrian safety was considered, too. There are signaled crosswalks at Paulus Boulevard, George Street, and Commercial Avenue and pedestrian bridges at Carpenter Road and Richmond Street.

KMM participated on the community outreach and communications teams. Along with members of the public, other participants were Rutgers University, St. Peter's University Hospital, Robert Wood Johnson Hospital, UMDNJ, Johnson & Johnson, Middlesex County, the City of New Brunswick, and the NJ Department of Transportation.



From left to right: New Brunswick Mayor Cahill, Freeholder Barrett, Freeholder Rios, Assemblyman Chivukula, NJDOT Commissioner Dilts, Governor Corzine, Freeholder Valenti and Rutgers President McCormick cut the ribbon on Route 18 project.

The preparation of this newsletter has been financed by the New Jersey Department of Transportation and the Federal Highway Administration. It is disseminated under the sponsorship of the NJDOT in the interest of information exchange. The State of New Jersey assumes no liability for its contents or its use thereof.



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

Ped Safety Gets a Boost With New Grant

KMM's pedestrian safety program will get a boost as the result of a grant from the NJ Division of Highway Traffic Safety. The grant will enable KMM to update a pedestrian safety video that is about 20 years old.

KMM's Executive Director Bill Neary meets regularly with senior citizen groups to discuss safe walking tips. The existing video is a major part of his presentation.

Neary said, "The pedestrian safety lessons presented in the video are timeless, but the storyline is outdated."

Pedestrian fatalities have jumped significantly in 2009. The most vulnerable group is adults, particularly men, over age 50. The new video will be directed to this population.

The NJ transportation management associations (TMAs) collaborated on a grant application to address bicycle and pedestrian safety. The proposal included bicycle safety for non-English speaking adults, bike safety for children, and pedestrian safety for adults and children. The TMAs will also promote a new Buckle Up in Back campaign.



Are You Carpooling Yet?

Since its inception three years ago, Carpooling Makes \$ense has awarded thousands of dollars in gas cards to commuters across New Jersey. If you carpool 24 times over the course of two months, your carpool can receive up to a \$200 gas card. What are you waiting for?

Join today by logging on to the KMM website or calling our offices at 732-745-4368.

Tuesdays with Bicycles

A survey of people who participated in KMM's Bike to Work Week (May 2009) found that Tuesday was the most popular day to bicycle. Sixty-seven percent of the survey respondents selected Tuesday to bicycle to work. Only 49% decided to bicycle on Thursday. The survey was conducted following KMM's most successful Bike to Work Week ever.

This year, 81 people participated in Bike to Work Week. While some cyclists biked 1 or 2 miles each day, others cycled up to 60 miles. Combined, KMM's 2009 Bike to Work participants biked 900 miles in just one week!

Bike to Work Week is an international event to raise awareness of bicycling as a commute alternative. It also promotes bicycling safety.

"I enjoy bike riding all year round even when commuting to work. Bicycle commuting is enjoyable for providing exercise during the commute while being outdoors," said Bike to Work Week participant, Jonathan Amrahams.



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 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



Buckle Up in Back



New Jersey's primary seat belt law contains a loophole that allows passengers 18 years of age and older to ride unrestrained in the back seat of a motor

vehicle. In the event of a crash, unbelted back seat passengers become bullets, putting not only themselves, but everyone in the vehicle at risk. That's because unbelted back seat passengers continue to move at the same rate of speed as the vehicle they are riding in until hitting something – the seat back, the dashboard, the windshield, the driver or another passenger. It's also not uncommon for unbelted passengers to be thrown from a vehicle and either crushed by that vehicle or another on the road.

Since 2000, when the state's primary seat belt law went into effect, 259 unbelted backseat passengers have died in traffic crashes. Last year, 73% of back seat passengers killed in traffic crashes in New Jersey were unbelted.

Wearing a seat belt, regardless of seating position, is the simplest way to protect yourself and increase your chances of surviving a crash by as much as 75%.

According to the National Highway Traffic Safety Administration (NHTSA), seat belt use in rear seats is higher in states with laws requiring belt use in all seating positions. According to a statewide observational survey of backseat passengers conducted by the New Jersey Institute of Technology in April 2009, only 32% of adults are currently using seat belts when riding in the back seat. Meanwhile, front seat belt use is at an all-time high in our state – 91.74%. Prior to passage of New Jersey's primary law, front seat belt use was nearly 30 percentage points lower.

A bill to close this back seat loophole passed the New Jersey General Assembly (A870) in February 2008, but is stalled in the Senate. Please join with the New Jersey Child Passenger Safety Coalition in urging the Senate to convene a hearing on S18. We can't afford to lose one more life simply because of a loophole. (reprinted from: www.NJbackseatbullets.com)



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
- ___ Share the Road
- ___ 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

**REDUCE
 GAS
 PAIN**



**You can save up to 75% (or more) off
 gas on your next fill-up. It's easy.**

Learn More