



The Way To Work

A Newsletter for Middlesex County Commuters

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Transportation is the theme of World Usability Day 2008

Executive Director Bill Neary joined Professor Tom Wakeman (Stevens Institute of Technology), Professor Kaan Ozbay (Rutgers School of Engineering) and Jeffrey Kashinsky (MTA, NYC Transit Systems Engineering) for a panel discussion about "The Future of Transportation: Where Are We Going and How Will We Get There?" on November 13 at Rutgers University.

Neary discussed several transportation initiatives that are making commuting easier. The award-winning Jersey Avenue Shuttle provides a comfortable and affordable ride for commuters who previously walked, bicycled or drove to destinations on this busy roadway between the New Brunswick Rail Station and the intersection of Route 1. New Jersey's new 511 information system provides real time reports about road conditions around the state via land line, cell phone or computer. On the drawing board are bus rapid transit systems to serve Route 1 and Route 18. And KMM has proposed a bike station in the City of New Brunswick to create a safe, secure, enclosed facility for bike storage adjacent to the Rail Station, providing new opportunities for bicycling commuters.



It was part of World Usability Day 2008 and one of 170 events in 40 countries around the globe. The Usability Professionals Association (UPA) created World Usability Day in 2005 on the premise that technology is too hard to use. UPA is committed to "a united, coordinated effort to develop reliable, easy-to-use technology to serve people in all aspects of their lives, including education, health, government, privacy, communications, work and entertainment." (World Usability Day Charter). Simply put, it's all about "Making Life Easier!"

To emphasize our personal impacts on the environment, the UPA has created a way to measure, monitor and minimize carbon usage through transportation. Commuters are invited to take the Global Transport Challenge or to obtain more information about World Usability Day at www.worldusabilityday.org.



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

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Wayfinding Signage Initiative

How often have you driven in circles because directional signage was poor?

Signage in New Jersey will change if the state adopts a statewide wayfinding system. At the recent NJ League of Municipalities Conference, KMM Executive Director Bill Neary led a panel of experts during a discussion titled *A More Welcoming New Jersey – Creating A Statewide Wayfinding System*. Members of the steering committee of the New Jersey Wayfinding Initiative spoke about their progress in creating a Wayfinding Master Plan.

According to the executive summary of the Wayfinding Master Plan, New Jersey is “the most densely populated and most culturally diverse state in the nation with more roadways per square mile than any other state. We have 566 municipalities, 21 counties, and a number of state authorities over our roads—and they don’t coordinate signage with one another.”

The most recognized wayfinding sign may be the white “H” on a field of blue directing

travelers to a local hospital. How convenient if travelers could reach all of their destinations with the same ease.

Fortunately, today’s technology—GPS, cell phones, and computers—makes it easier for travelers to find their way more easily. The Master Plan states it is possible “to create a comprehensive wayfinding system using words, colors, and symbols (icons) that integrates signage, public transit, paper maps and electronic medium.”

As a first step, the steering committee has recommended six wayfinding zones that would be identified with a recognizable icon. Additional information would be presented in a consistent pattern of signage, maps and written directions.

The steering committee said, “This is not just about pretty signs.” The group points out there are economic benefits attached to locating shopping, business, historic, cultural and recreational destinations easily.



Traffic Information at Your Fingertips



Commuters have a new tool to combat long traffic delays and congested roadways. In October 2008, the New Jersey Department of Transportation (NJDOT) introduced MyNJ511, an interactive traffic alert system that keeps motorists informed about traffic conditions on interstate and state highways, the NJ Turnpike and the Garden State Parkway.

The free subscription service notifies commuters of accidents, incidents or construction on the state highways or toll roads of their choice. Alerts and updates are sent to subscribers’ cell phones, personal digital assistants or e-mail addresses.

Dr. Granville Y. Brady, AuD, dials 866-511-6538 in the morning before he leaves for his office in East Brunswick. By naming the main roads over which he commutes, Dr. Brady is made aware of any construction or incidents before he even turns on his car’s engine.

“The state’s 511 Travel Information Hotline is the best service for me to find out about traffic

conditions around the state. The Hotline sure beats the radio travel information. It is like having your personal traffic coordinator available 24 hours a day,” said Dr. Granville Brady.

In addition to MyNJ511 and 866-511-6538, NJDOT recently launched its new, real time, Google Maps-based traffic Web site at www.nj511.info.

The site offers motorists interactive maps and displays information about real-time traffic conditions, traffic incidents, construction, weather and special events.

To register for these programs or for more information, visit www.kmm.org and click the traffic button.



Dr. Granville Y. Brady, AuD, uses the 511 Travel Information Hotline before leaving for his office.

Commuter Classifieds

The following classifieds are a partial list of commuters in our database who would like to share their ride to work. For more information about a particular carpool or vanpool, send e-mail to aperez@kmm.org with your interest and indicate the appropriate **ID number**.

Once we receive your e-mail, 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, call us at 732-745-4368 or send email to aperez@kmm.org.

CARPOOLS: Riders/Drivers Wanted

TO CARTERET:

From: Barnegat (Ocean)
9:00 AM to 6:30 PM Flexible
#987636

TO CRANBURY:

From: Whitehall, PA
8:30 AM to 5:00 PM
#988824
From: Little Egg Harbor (Ocean)
6:30 AM to 3:30 PM
#985946

TO EDISON (Kilmer):

From: Howell (Ocean)
7:30 AM to 4:00 PM
#989621

From: Washington (Warren)
6:00 AM to 2:00 PM Flexible
#988830

TO EDISON (Raritan Center):

From: Bethlehem, PA
7:00 AM to 4:00 PM Flexible
#985269
From: Milltown (Middlesex)
8:30 AM to 5:00 PM
#985804

TO ISELIN/EDISON (Metropark)

From: New York City
9:00 AM to 5:30 PM
#990137
From: Lawrenceville (Mercer)
8:00 AM to 4:30 PM
#987303

TO NEW BRUNSWICK (Route 1):

From: New Egypt (Ocean)
7:30 AM to 5:00 PM Flexible
#981420

From: Brick (Ocean)
7:00 AM to 3:30 PM
#989581

From: Woodside, NY
9:00 AM to 5:00 PM
#985478

From: West Milford (Passaic)
8:30 AM to 5:00 PM Flexible
#986352

TO NEW BRUNSWICK (Downtown):

From: East Brunswick (Middlesex)
8:00 AM to 5:30 PM
#989576

From: Princeton (Mercer)
8:00 AM to 5:00 PM Flexible
#988832

TO OLD BRIDGE:

From: Burlington (Burlington)
8:30 AM to 5:00 PM
#987299

TO PISCATAWAY:

From: Princeton Junction (Mercer)
9:30 AM to 5:30 PM
#989569

From: Commack, NY
5:00 AM to 4:30 PM
#990833

TO PLAINSBORO:

From: Bayonne (Hudson)
2:30 PM to 11:30 PM
#988955

From: Perth Amboy (Middlesex)
3:00 PM to 12:00 AM
#986501

From: Harrison (Hudson)
8:00 AM to 4:00 PM
#985800

TO SAYREVILLE:

From: Toms River (Ocean)
7:00 AM to 3:30 PM
#986337

TO SOUTH PLAINFIELD:

From: Paterson (Passaic)
8:30 AM to 5:00 PM
#988877

TO WOODBRIDGE:

From: Brooklyn, NY
9:00 AM to 5:00 PM
#990834

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 (New York)
STOPS: Staten Island along 440
Hrs: 7:30 AM to 4:30 PM
#V50003

From here to there – using mass transit

Travelers used to rely on printed road maps, which were often available for free from local gas stations, to plan their trips. Then came GPS, cell phones, text messaging and other online direction-finding programs. Today, for business or pleasure, if the traveler can provide origin and destination addresses, driving directions are available through electronic devices.

Now, thanks to Google, this same concept has been applied to travel by mass transit. Google Transit helps travelers throughout the United States, Canada, Asia, Australia and Europe. Log on to www.google.com/transit and type your origination and destination addresses. Within seconds, Google will produce an itinerary showing available car, transit or walking routes.

NJ TRANSIT routes can be accessed through Google Transit. A convenient link to Google Transit is featured on the KMM transit pages. Visit www.kmm.org, click Mass Transit, follow the link to Google and get directions to where you need to go by bus or train!

Reading transit schedules – made easy

KMM released its newest commuter tool in Fall 2008 – Transit Schedule Reader. The 8 ½ by 4-inch double-sided, laminated Reader stores easily in bags and planners. The Reader provides detailed information on how to navigate a NJ TRANSIT train schedule as well as Middlesex County bus schedules.

The Reader was created to assist commuters who struggle with reading a transit schedule. It includes numbered instructions corresponding to a sample train schedule or bus route map and schedule and important contact information. This tool is perfect for seasoned and new transit commuters. The Reader is also available in Spanish.

For more information, to order a single copy or to order bulk quantities, please contact Cristina Fowler (732-745-4318 or ccormio@kmm.org).



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



In Memoriam

KMM would like to honor the late Freeholder Director David Crabiel, a founding member of Keep Middlesex Moving, Inc. and one of our longest-serving Board Members. Freeholder Director Crabiel's commitment to KMM's mission will be greatly missed. Dave Crabiel knew that mobility and smart land use were vital to the planned growth and development of Middlesex County. He recognized that transportation alternatives, such as carpooling, mass transit and bicycle and pedestrian initiatives, could only enhance the quality of life of all residents and ensure that Middlesex County remained "the best county in the land." We are grateful for Dave Crabiel's vision, his leadership, and his friendship.