

# 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

**Joseph M. Lucas**

**Denise Nickel**  
MCIA

**Michael Burke**  
Colgate-Palmolive  
Company

**Joe Pruiti**  
Middlesex County  
Comptroller's Office

**Peter Cantu**  
Township of Plainsboro

**William R. Rayser**  
Johnson & Johnson

**Tab Chukunta**  
St. Peter's University  
Hospital

**Freeholder Ronald  
G. Rios**

**Steven Fittante**  
Middlesex County Dept.  
of Transportation

Middlesex County  
Board of  
Chosen Freeholders

**Bernard James**  
NJDOT

**Erik Wong**  
Borough of Metuchen

**Robert Koska**  
NJTRANSIT

**Freeholder H. James Polos**  
FREEHOLDER LIAISON

## Middlesex County Commuters Shine During Car Free Week

Four years ago, KMM incorporated an international event into its yearly calendar. As advocates of carpooling, mass transit, biking and walking as alternative methods transportation, International Car Free Day seemed like a perfect fit. That first year, with a limited budget, KMM promoted the event and received pledges from 99 commuters.

Fast forward to 2009.

During the week of September 20 to 26, 2009, KMM held its fourth annual Middlesex County Car Free Day. Using a similar budget and marketing approach, the 2009 event was inundated with 536 pledges. Commuters took mass transit, carpooled, walked to work or lunch (or both) and, most impressively rode their bikes. Their enthusiasm was infectious, and 72% of the participants said they would

incorporate their pledge into their permanent routine commute. Most impressive was the miles saved during this week. In just six days, the Car Free participants saved 36,448 miles. All who took the pledge were also entered to win a host of prizes donated by The Heldrich, New Brunswick Hyatt and the State Theater.

In addition to the individual pledges, many prominent local employers promoted the program internally for a fun, friendly competition. KMM acknowledged their efforts by awarding the companies with the most employees registered with an honorary plaque. Johnson & Johnson took the lead award, followed by impressive showings from IEEE, Robert Wood Johnson University Hospital and Rutgers University. All companies will be honored at the 2010 KMM Annual Meeting.

"Bob and I have been car pooling for more than 8 years now. It really is a pleasant way to commute 90 miles each day back and forth to Piscataway. Since we share a confined space and we talk about everything from Hollywood gossip on the radio, to politics, work stuff, and family it really helps that we are very compatible. Having a "buddy" driving with you makes the time go quickly and each of us has reduced the wear and tear on our cars. We also feel we are making a very small contribution to protecting our environment and reducing congestion. Car Free Day activities are just an added bonus to our routine."

— Susan Freije, Director, Global Quality Systems,  
Colgate-Palmolive Company



KEEP MIDDLESEX MOVING, INC.

Middlesex County's Transportation Management Association

Associated with the Middlesex County Improvement Authority.

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.

# Winter Driving Requires Extra Care

## Tips for Safe Winter Driving

The National Highway Traffic Safety Administration (USDOT) stresses the 3 Ps of safe winter driving:

- Prepare for the trip;
- Protect yourself; and
- Prevent crashes on the road.

### Prepare for the trip

**Maintain your car.** Check battery and tire tread; keep your windows clear; put no-freeze fluid in the washer reservoir; check your antifreeze.

**Have on hand:** Flashlight, jumper cables, abrasive material (sand, kitty litter, even floor mats), shovel, snow brush and ice scraper, warning devices (like flares), and blankets. For longer trips, add food and water, medication and cell phone.

**Stopped or stalled?** Stay with your car; don't over exert, put bright markers on the antenna or windows and shine dome light. If you run your car, clear exhaust pipe and run it just enough to stay warm.

**Plan your route.** Allow plenty of time (check the weather and leave early if necessary), be familiar with maps and let others know your route and arrival time.

**Practice cold weather driving!** During the daylight, practice maneuvers slowly on the ice or snow in an empty lot. Steer into a skid. Know what your brakes will do: stomp on antilock brakes, pump non anti-lock brakes. Remember stopping distances are longer on ice. Don't idle for a long time with the windows up or in an enclosed space.

### Protect Yourself

- Buckle up and ensure child safety seats are properly fastened.
- Never place a rear-facing infant seat in front of an air bag.
- Children under 12 are much safer in the back seat.
- Sit back 10 inches from an air bag.

### Prevent Crashes

- Drugs and alcohol never mix with driving.
- Slow down and increase distances between cars.
- Keep your eyes open for pedestrians walking in the road.
- Avoid fatigue – Get plenty of rest before the trip, stop at least every three hours and rotate drivers, if possible.

**2** Winter weather challenges even the most skilled driver. Do you know the rules of winter driving? Take the Winter Driving Quiz below to find out.

### Winter Driving Quiz

Answer True or False to each question.

1. Vehicles with all-wheel drive can drive on anything—even ice.
2. You need to brake the same in snow or ice, regardless of what kind of braking system your vehicle has.
3. When your car skids, steer into the opposite direction of the skid to straighten out.
4. When approaching a snowy hill, try to get some inertia going and make the ascent slowly and steadily.
5. Leaving snow on your car is not a hazard to you or others.
6. You usually cannot see or feel the black ice until your vehicle is already on it.
7. Sand or another abrasive material can help increase traction on snowy and icy road surfaces.
8. It is better to stay behind a snow plow than to pass it.
9. Bridges and overpasses freeze before other road surfaces.
10. You should maintain at least a half tank of gas in your car during winter months.

Answers: 1)False 2)False 3)False 4)True 5)False 6)True 7)True 8)True 9)True 10)True



# 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).

## 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



## Pre-Order Middlesex County Bicycle Guide Now

Now is the time to pre-order copies of the 2010 Middlesex County Bicycle Guide. The Guide was last updated in 2001, and many improvements have been to the bicycle-friendly infrastructure since that time

"The new Middlesex County Bicycle Guide updates the 2001 Guide; it provides useful updates and expanded information of bicycling accommodations throughout the County and certain roadway conditions that one may consider for bicycling purposes. The Guide has helped to revolutionize bicycling in the County by promoting bicycling as a growing mode of transportation, as a means that can provide good linkages to transit and also enhance healthy living and a better quality of life," said George Ververides, Middlesex County Planning Department Director and a member of KMM's Board of Trustees.

The 2010 Middlesex County Bicycle Guide displays new bike trails/paths and contains an updated legend for easier navigation. The double-sided, bi-lingual map features information to assist its user in determining which trails/paths best suit the individual's cycling skill level. And for the first time ever, the entire Bike Map will be available online to download on the KMM website.

To request a free copy of the 2010 Middlesex County Bicycle Guide, visit [www.kmm.org](http://www.kmm.org) and pre-order today.





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.



# New Arrivals

KMM staff member, Arlene Perez Holt and her husband Dave, welcomed their first child

*Gabriella Mya Holt*  
 on November 1, 2009.

### 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