

# 2011 Annual Report

## Keep Middlesex Moving, Inc.



## Board of Directors

**Ronald P. Hutchinson** CHAIRMAN  
Broadrock Renewables

**Jack Molenaar** VICE CHAIRMAN  
Rutgers - The State University of NJ

**Bill Neary** TREASURER  
Keep Middlesex Moving, Inc.

**George Ververides** SECRETARY  
Middlesex County Planning Board

**Dr. Granville Brady**  
Dr. Granville Brady, PhD, AuD

**Peter Cantu**  
Township of Plainsboro

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

**Jeremy Colangelo-Bryan**  
New Jersey Transit

**Stephen Dalina**  
Board of Chosen Freeholders

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

**Alex Hollywood**  
M.C.R.C.C.

**Joseph M. Lucas**

**Denise Nickel**  
Middlesex County Improvement  
Authority

**Joe Pruiti**  
Comptrollers Office

**William R. Rayser**  
Johnson & Johnson

**Peter Riga**  
Weichert Realty

**Ronald G. Rios**  
Board of Chosen Freeholders

**Eric Wong**  
Borough of Metuchen

## Staff

**Bill Neary**  
Executive Director

**Roberta A. Karpinecz**  
Director of Operations

**Cristina C. Fowler**  
Marketing Administration Manager

**Morteza Ansari**  
Program Manager

**Arlene Perez Holt**  
Rideshare Coordinator

**Lynne Cuevas**  
Bookkeeper / Program Coordinator

The Plainsboro Preserve includes over 1000 acres of undisturbed open space with nature trails and 50-acre McCormack Lake. The preserve was established through the cooperative efforts of Plainsboro Township and Middlesex County. It is managed by the New Jersey Audubon Society on behalf of Plainsboro and Middlesex County.





message from

CHAIRMAN OF THE BOARD

Ronald P. Hutchinson

Dear KMM Members,

When KMM started in 1988, no one anticipated the Internet, social networking or smart phone. Yet, these technologies have allowed KMM to greatly increase both its reach and its benefits to County residents. Today, much of our outreach and messaging is electronic. Twenty four years ago, who would have thought KMM would be blogging?

New grants from the NJ Division of Highway Traffic Safety (HTS) and the NJ Department of Transportation (NJDOT) broadened KMM's scope in 2011. Teen driving safety and Safe Routes to School have been added to KMM's menu of services.

Be sure to log on to **[www.baddriversmakemecrazy.com](http://www.baddriversmakemecrazy.com)**, a blog written by "Car-Lotta," KMM's college-age driver and funded by HTS. In a conversational tone, Car-Lotta offers her thoughts and observations about the perils and pleasures of driving. Though targeted to new drivers, Car-Lotta gives readers of all ages much to contemplate before they get behind the wheel.

A Safe Routes To School (SRTS) grant from NJDOT enabled KMM to round out its school safety offerings. Our staff can provide hands-on assistance for organizing walking school buses, pedestrian and bicycle safety lessons and developing school travel plans. Already KMM staff has partnered with Greater Mercer TMA to create and lead two webinars about SRTS and walking school buses.

KMM is on track for a renewal of funding for these programs. I anticipate that additional funding opportunities for school-based anti idling and railroad crossing safety may present themselves.

As always, I am grateful for the hard work of KMM's Executive Director Bill Neary and our staff and for the commitment of our member organizations and Board Members to transportation, clean air and mobility safety in Middlesex County.

*Ron Hutchinson*



message from  
EXECUTIVE DIRECTOR

**Bill Neary**

In an age when information is communicated at lightening speed, it never ceases to amaze me how powerful the Internet has become. "Google-it," "Tweet it" and "I facebooked-it" are terms heard frequently in our office.

In 2011, KMM implemented site-specific online carpool-matching systems for two employers in Middlesex County. In addition, the KMM website is completely interactive. Commuters can register for every program KMM offers online and can also receive real-time traffic updates 24/7 to their smart phones or email accounts. Employers can provide employees with a host of environmentally conscious programs and community leaders can engage their constituents with the click of a button and visit to our website.

Also in 2011, KMM (and the seven other Transportation Management Associations in New Jersey) partnered with the North Jersey Transportation Planning Authority (NJTPA) to provide more comprehensive programming in the areas of sustainability and community awareness. With this common goal, the partnership has flourished in just one year's time, and we expect more exciting programming to be implemented through our partnership with NJTPA.

All that KMM has accomplished could not be possible without our talented staff. Never to shy away from a challenge, they administer their roles in the office with absolute expertise and care.

We look eagerly to the future and look forward to serving the commuters, employers and communities in Middlesex County, NJ.

*Bill Neary*



## Transit Initiatives

### Buses Expand Opportunities for Residents

With the addition of the South Amboy-Brunswick Square Mall route, there are now seven Middlesex County Area Transit (MCAT) community shuttle services to meet the needs of senior citizens, individuals with disabilities and the general public. The shuttle services operate Monday through Saturday on fixed routes and set schedules, providing convenient linkages to buses throughout Middlesex County. Advanced reservations are not required.

The routes connect residential areas with key local destinations such as municipal complexes, medical centers, parks, senior centers, park and rides and shopping malls. MCAT passengers have access to train stations in Princeton Junction, New Brunswick, Jersey Avenue and South Amboy.

In 2011, the MCAT shuttles logged nearly 1.9 million miles and served 359,129 passengers. This is an 11% increase over 2011.

*“KMM has proved to be an invaluable partner in marketing the MCAT Shuttle portion of our program. Over the past seven years of our active marketing partnership, the MCAT shuttle annual ridership has grown from 40,000 annual passenger trips on two routes to over 350,000 annual passenger trips on seven routes in 2011.” – Steve Fittante, Director, Middlesex County DOT*

## Making Connections with the Garden State Technology Center

While MCAT handles marketing to residents, KMM handles timetable distribution to employers. KMM promoted the M7 Shuttle to the Garden State Technology Center, a 900,000 square foot high-tech incubator in Sayreville. KMM worked with the manager to develop strategies that could improve mobility at the site.

## Ticket to Work Brings Workers to the Job

Ticket to Work provided 1063 bus tickets to 130 commuters

## Bike Parking Inventory Assesses Location and Need

An inventory of bicycle parking at train stations and park and ride facilities in Middlesex County identified existing conditions and the need for additional bicycle parking. The inventory was conducted in East Brunswick, Edison, Metuchen, New Brunswick, Old Bridge, Perth Amboy, South Amboy and Woodbridge.

During the inventory, 227 commuters bicycled to train stations and park and rides. Bike racks or bike lockers were available for 84% of the bicycling commuters. Unable to find secure parking, the remaining cyclists chained their bikes to sign poles, trees, street furniture or other stationary objects.

KMM's report examines each location and provides recommendations for improvements.







## Regional Mobility

### New Rewards Program Attracts Green Commuters

KMM's new incentive program provides financial rebates to commuters who carpool, vanpool, use mass transit, walk or bicycle. The Green Commuter Rewards (GCR) program offers eligible commuters an opportunity to earn rebates from over 1000 online stores. Purchases of books, electronics, food, flowers, clothing, shoes and much more put money in the buyer's pocket with Green Commuter Rewards.

To qualify, commuters must register with KMM and track their green commute trips online. Upon completing a requisite number of trips, applicants will be given access to the Green Commuter Rewards portal.

Carpools	585
Vanpools	11
ERH	243
GCR	42



## Mass Transit Information In a Click

New features on KMM's Interactive Map make using mass transit easier. By clicking a specific train station or park and ride lot, commuters can learn what trains or buses serve that location. Connecting to [www.njtransit.com](http://www.njtransit.com) provides complete route information and fares.

In addition to mass transit, the map also notes bike lockers, bike paths, municipal centers and libraries located in the county.



## Improvements Make the Emergency Traffic Network Even Better

Subscribers to KMM's free fully automated Emergency Traffic Network (ETN) can now get updates around the clock. Since the fall, reports about accidents, construction, traffic conditions and volume are available 24/7. In addition to targeting specific roadways, train lines and types of incidents, subscribers may designate the hours for which they wish to receive notifications. Alerts may be sent to a smart phone, cell phone or email. Since the launch of the automated ETN program, over 500,000 traffic emails were sent.

*"The enhancements to ETN have made it an even more valuable tool since you get information quickly so you can make intelligent and safe route-changing decisions." – Tom, Plainsboro*







## Community Impact

### Grant from NJDOT Promotes Safe Routes to School

About a dozen years ago, KMM introduced International Walk Our Children to School Day to Middlesex County. Since then, during the first week in October, tens of thousands of children, parents, educators and community leaders have joined others from around the world to teach children how to walk safely to school. In the fall of 2011, KMM received a new Safe Routes to School (SRTS) grant from the NJ Department of Transportation. Safe Routes to School is a nationwide movement to enable and encourage children in grades K-8 to walk and bicycle safely to school. This funding has enabled us to help schools implement non-infrastructure programs such as Walk and Bike to School events, the Walking School Bus and Youth Bicycle Education. The grant also contains opportunities to develop School Travel Plans and recognizes community organizers who have devoted time and talent to SRTS. All of these services are available at no cost to Middlesex County communities.



## Be A Smart Pedestrian

KMM placed three key safety pedestrian messages on 12 Middlesex County Department of Transportation buses in 2011. The colorful banners appeared on the side of the buses and were easy for pedestrians to spot as they stood at corners waiting to cross the street.

The rules are simple. Look Left-Right-And Left Again. Cross at the Green, Not in Between. Stop Means Stop, Don't Cross. The promotion ran until October 2011.



## Farmers Markets and Fairs – Opportunities to Promote Safety

Taking advantage of the crowded farmers markets, the Middlesex County Fair and a morning train station commuter rush, KMM staff provided pedestrian and bicycle safety information to hundreds of people. Bright yellow tote bags filled with educational materials were enthusiastically accepted by both commuters heading to catch their train and relaxed visitors perusing the fairs and markets.



"I love my bag! It reminds me to walk safely. It's good for the environment, and it's a great way to carry my veggies home." – Margaret

## Drivers Surprised to Learn They Are “Distracted”

During Drive Safe to Work Week, KMM challenged drivers to take a quiz that assessed their distraction potential. One quarter of the participants were surprised to learn they are considered to be “distracted.” Daily emails coached all participants with safe driving tips. Upon completion of the week, 193 commuters took a pledge to drive distraction-free.

“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

## Blog Raises Awareness of Driving Hazards



Distracted driving is the number one killer of teens. Hoping to put the brakes on irresponsible driving habits, KMM launched [www.baddriversmakemecrazy.com](http://www.baddriversmakemecrazy.com), a blog written by “Car-Lotta,” “a smart and savvy recently licensed driver.” The blog is sponsored by a grant from the NJ Division of Highway Traffic Safety.

Car-Lotta opines about blinkers, smoking behind the wheel, wind gusts, drowsy driving and texting. She contemplates whether “safe technology” makes for better drivers. Though her blog is targeted to her peers, Car-Lotta realizes that bad drivers come in all ages and her blogs offers lessons that benefit everyone.

Car-lotta’s blog appears weekly on [www.baddriversmakemecrazy.com](http://www.baddriversmakemecrazy.com) and can be found on KMM’s Facebook page. It has been picked up by various local Patch – websites.

“CarLotta, I agree 1000% - bad driving is ageless! Of all the scary close calls I have had in recent years NOT ONE was with a teenaged driver. What I have seen are apparently novice middle-aged drivers with no road sense making totally irrational decisions that the rest of us can’t foresee — which makes them so hard to defend against. Teenagers lack the driving experience to handle everything as well as they think they can (sorry, I believe that’s true) and I never want to see anyone hurt themselves or anyone else. I look forward to reading your posts. Thanks for trying to make a difference!” – Patch Reader M. Dre

# NEW JERSEY



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## SMART WORKPLACES

Recognizing NJ's Finest Companies

### Employer Outreach

#### NJ Smart Workplaces

Congratulations to the 2011 NJ Smart Workplace awardees.

#### PLATINUM

Colgate Palmolive • Capacity LLC • UMDNJ • IEEE  
Rutgers, The State University of NJ

#### GOLD

Township of Edison • Hyatt Regency New Brunswick • Qualcare, Inc.  
Johnson & Johnson Healthcare Systems Inc. • Johnson & Johnson

#### SILVER

Keep Middlesex Moving Inc. • Firmenich, Inc. • White Rose, Inc.

#### BRONZE

Robert Wood Johnson University Hospital • Creative Design  
Blue Vista Properties • County of Middlesex • Granville Y. Brady Jr. Au.D. P. A.  
Hoagland Longo Moran Dunst & Doukas LLP • Pines Manor  
Township of North Brunswick Senior Center • Meril Limited  
State Theatre • Greater Media New Jersey • Middlesex County College



KMM provided assistance, information or programming to these partners:

Celebrate NJ  
American Properties  
Middlesex County College  
Berkeley College  
Magyar Bank  
Renaissance Hotel  
State Theatre  
United Way  
New Brunswick Hyatt  
Bristol Myers Squibb  
Blue Vista Construction  
East Brunswick Business Alliance  
New Brunswick Tomorrow  
Middlesex County Regional Chamber of Commerce  
Forsgate Country Club  
Morgan Stanley  
Bayshore Recycling  
Laurel House  
Coach USA  
St. Peter's University Hospital  
Robert Wood Johnson University Hospital  
Rutgers, The State University of NJ  
Princeton Health Center  
Middlesex Water Company  
ICF International

Garden State Technology Center  
Partnership for Healthy Kids  
JFK School, Jamesburg  
Menlo Park Terrace School, Woodbridge  
Borough of Spotswood  
Irving Primary School, Highland Park  
New Brunswick Public Schools  
Lord Stirling School, New Brunswick  
Robert E. Wilentz School, Perth Amboy  
Campbell School, Metuchen  
Eisenhower School, Piscataway  
Knollwood School, Piscataway  
Grandview School, Piscataway  
Randolphville School, Piscataway  
Parker School, Middlesex  
Hazelwood School, Middlesex  
Watchung School, Middlesex  
Faber Elementary School, Dunellen  
County of Middlesex  
Puerto Rican Action Board  
Middlesex County Comprehensive Traffic Safety Program



## Middlesex County Improvement Authority

The MCIA aimed its sights on increasing operational efficiency and saving money in 2011. Relying on newly formed partnerships, streamlined programs and strategic financial planning, the MCIA hit those marks across the board.

Local municipalities and the County benefited from over \$2 million in savings since the MCIA's introduction of the Capital Equipment Lease Program, re-named the Capital Equipment and Improvement Program. In 2011, the program enabled the purchase of police cars and additional passenger vehicles, an ambulance, a computer, a radio apparatus and various other necessary equipment.

Approximately 90,000 County residents participated in the MCIA's curbside recycling program, accounting for the 23,010 tons of material recycled in 2011. This program has been credited with diverting more than 500,000 tons of Class A recyclables from area landfills.

The MCIA remains dedicated to providing the larger community access to affordable golf at any of the county's quality, year-round courses. Its fiscal oversight of four golf courses, situated on three separate sites, has resulted in some of the lowest rates available.

The MCIA worked with the Middlesex County Transportation Advisory Committee to secure \$3 million for Finnegans Lane improvements, to finish upgrades to the Highland Park Safe Moves Downtown Pedestrian and Bicycle Safety Path and for planning and engineering work on two projects located at the cross section of Route 130 and New Jersey Turnpike Exit 8A and along the U.S. Route 1 and Route 18 corridor. These initiatives have improved the quality of life for County residents in countless ways.

After years of planning, the county's newest long-term and sub-acute care facility, Roosevelt Care Center at Old Bridge, officially opened its doors. This 180-bed, state-of-the-art, eco-friendly facility has brought Roosevelt's quality health care services closer to South County families.

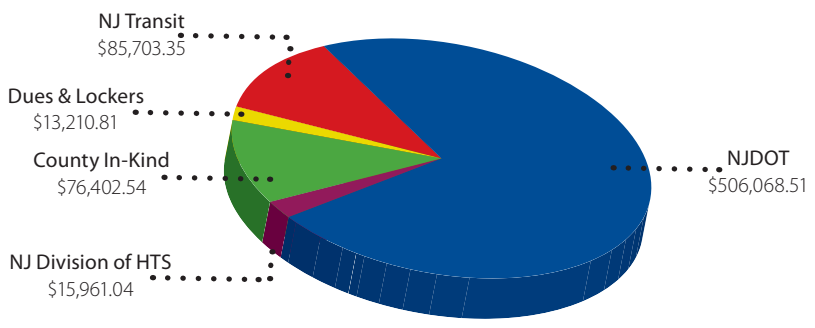
The Middlesex County Food Organization and Outreach Distribution Services (MCFOODS) warehouse had businesses, students, individuals and community groups across the region to thank for the approximately 378 tons of food donations in 2011 – about 27 additional tons from the year prior. These donations were distributed to needy county residents on a weekly basis by way of more than 100 area food pantries, social service organizations and meal programs.



# Financials

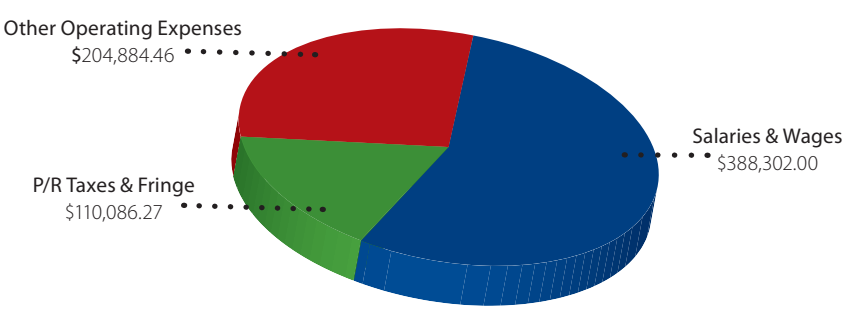
## Revenue

Total Revenue \$697,346.25w



## Expenses

Total Expenses \$703,274.73



## KMM Members

Borough of Carteret  
Borough of Jamesburg  
Borough of Metuchen  
Borough of Middlesex  
Borough of Milltown  
Borough of South River  
Borough of Spotswood  
Broadrock Renewables, LLC  
Brunswick Square Mall  
City of New Brunswick  
CME Associates  
Colgate Palmolive  
County of Middlesex  
Crowne Plaza - Edison  
Dr. Granville Brady  
Forsgate Country Club  
Greater Media Company  
Heldrich Hotel  
Hoagland, Longo, Moran, Dunst &  
    Doukas, LLP  
Hyatt - New Brunswick  
IEEE  
Johnson & Johnson  
M.C.I.A.  
M.C.R.C.C.  
N.J.D.O.T.  
N.J.T.P.A.  
New Millennium Bank  
NJ Alliance for Action  
NJ Division of Highway Traffic Safety  
NJ Transit  
NJ Turnpike Authority  
Plan Smart NJ  
Playhouse 22  
Qualcare Inc.  
Robert Wood Johnson University  
    Hospital  
Rutgers, The State University of NJ  
Sayreville Public Library  
South Plainfield Piscataway Chamber of  
    Commerce  
St. Peter's University Hospital  
State Theatre  
Timothy Haas & Associates  
Township of East Brunswick  
Township of Edison  
Township of Monroe  
Township of North Brunswick  
Township of Piscataway  
Township of Plainsboro  
Township of South Brunswick  
Township of Woodbridge  
U.M.D.N.J.  
United Way of Central NJ  
Woodbridge Chamber of Commerce



MIDDLESEX COMMUTER CONNECTIONS

### Keep Middlesex Moving, Inc.

Associated with the Middlesex County Improvement Authority  
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