

Intersections

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Middlesex Sheriff and KMM Team Up for Safety

Middlesex County Sheriff Mildred Scott has announced that her office will partner with Keep Middlesex Moving, Inc. (KMM), Middlesex County's non-profit transportation management association, for a new pedestrian safety initiative aimed particularly at senior citizens and children.

Sheriff Scott said, "My department is committed to protecting the public through education. We offer free classes in Senior Home Security, Scam and Fraud Protection, and Medical ID. My officers and I spend time with children discussing Stranger Dangers and Cyberbullying. Parents can learn about car seat safety or have their children fingerprinted as part of the Fingerprint on File program. So, teaming with KMM to present pedestrian safety programming is a good fit and a logical extension of the services we currently provide."

Bill Neary, Executive Director of KMM, explained, "KMM has a number of pedestrian safety programs in place—Street Smart, Safe Routes to School, Pedestrian Safety Flags, Distracted Walking, Walk Safe for Seniors. Joining forces with Sheriff Scott broadens our reach into Middlesex County communities and ensures more people benefit from pedestrian safety training."

Sheriff Scott and Neary agree that many people believe it is a driver's responsibility to watch out for pedestrians. That's not entirely true. Pedestrians have a legal responsibility to protect themselves by using good judgement and smart behaviors such as: cross with the green light and

at marked intersections or crosswalks, make eye contact with drivers and maintain eye contact when crossing the street, wait for a "fresh" pedestrian signal, wear bright color clothing in order to be seen, and pay attention.

Sheriff Scott said, "one pedestrian injury is one too many. Our goal is to improve safety for pedestrians and drivers alike."



MIDDLESEX COMMUTER CONNECTIONS

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KMM Hosts NJ's First Electric Vehicle Conference

KMM hosted Middlesex County's first NJ Electric Vehicle Conference on October 31. Approximately 75 people attended the half-day conference which featured two panel discussions and test drives of both the Nissan Leaf and the BMWi3 electric vehicles. Bert Barron, WCTC Radio Morning Show host and New Jersey Broadcasters Association Radio Hall of Fame Member, moderated the discussions and presentations held at St. Peter's University Hospital in New Brunswick which recently installed EV charging stations for employees' use.

Ronald C. Rak, CEO of Saint Peter's Healthcare System said, "Saint Peter's Healthcare System encourages the use of plug-in electric vehicles as a means of increasing our energy security, improving fuel economy, lowering fuel costs, and reducing emissions. Saint Peter's is a place where human health and community well-being matter."

Michael Hornsby of the NJ Board of Public Utilities, was the keynote speaker. Panelists Mark Warner of the Electric Vehicle Coalition, Jennifer Fogliano of the North Jersey Transportation

Planning Authority, Chuck Feinberg of Clean Cities Coalition, and Jim Appleton of NJ Car discussed *Plug-in Electric Vehicles and Charging Stations*. A second panel featured Paul Gettings of Johnson & Johnson, Robert Mulcahy of St. Peter's Healthcare System, Mitch Karon of the New Brunswick Parking Authority, and Kenneth Esser of PSE&G sharing the *Workplace Charging Experience*.

KMM's Executive Director Bill Neary said, "We had been planning the conference for nearly one year and were very pleased with the interest and enthusiasm shown by our panelists and attendees. This conference started a conversation about EVs in the public and private sectors which we hope to continue."

St. Peter's Healthcare System, Middlesex Regional Chamber of Commerce, PSE&G, 1450 WCTC Talk Radio, and Provident Bank partnered with KMM to co-sponsor the EV Conference. Funding was also provided by the North Jersey Transportation Planning Authority.

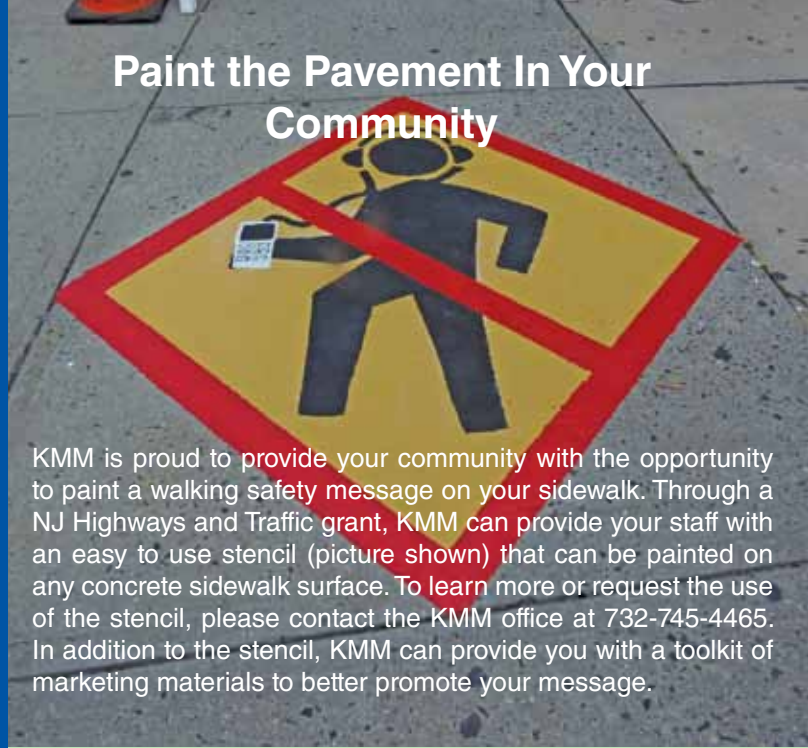


KMM Hosts Middlesex County Sustainable NJ Workshop

On September 21, 2016, KMM and Sustainable NJ hosted the Middlesex County Sustainable Hub Workshop. The focus of the workshop was to assist municipalities with forming, maintaining, and engaging green teams. The workshop featured a resource fair, networking and two panel discussions.



Paint the Pavement In Your Community



KMM is proud to provide your community with the opportunity to paint a walking safety message on your sidewalk. Through a NJ Highways and Traffic grant, KMM can provide your staff with an easy to use stencil (picture shown) that can be painted on any concrete sidewalk surface. To learn more or request the use of the stencil, please contact the KMM office at 732-745-4465. In addition to the stencil, KMM can provide you with a toolkit of marketing materials to better promote your message.

Be Street Smart

KMM is looking for new communities to partner with our Street Smart NJ campaign to improve Pedestrian Safety in NJ. If you are interested in learning more about this campaign and how it can improve your borough, township or city, please contact the KMM office at 732-745-4465 or email (mansari@kmm.org).

STREETSMART
BeStreetSmartNJ.org

International Walk to School Day

Thank you to these schools that participated in the twentieth anniversary of International Walk to School Day on October 5, 2016!

John P. Faber, Dunellen
Menlo Park, Edison
Bartle, Highland Park
Irving Primary, Highland Park
John F. Kennedy, Jamesburg
Campbell, Metuchen
Edgar Middle, Metuchen
Hazelwood, Middlesex
Parker, Middlesex
Watchung, Middlesex
Anthony V. Ceres,
Perth Amboy
Perth Amboy Catholic,
Perth Amboy
Eisenhower, Piscataway
Grandview, Piscataway
Knollwood, Piscataway
Randolphville, Piscataway

Appleby, Spotswood
Schoenly, Spotswood
Ford Avenue #14, Woodbridge
Ross Street, Woodbridge



Winter is here.

For winter safety driving tips, visit our blog! (kmm.org/intersections)

Movers & Shakers

The efforts of Keep Middlesex Moving are supported by the following institutions:

Borough of Carteret
Borough of Highland Park
Borough of Jamesburg
Borough of Metuchen
Borough of Milltown
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Borough of Sayreville
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Playhouse 22
Provident Bank
Pulse Safety Assessments LLC
QualCare Inc.

Robert Wood Johnson University Hospital
Rotator Personnel
Rutgers University
St. Peter's University Hospital
Sayreville Public Library
State Theatre
Sustainable NJ
Timothy Haahs & Associates, Inc.
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Township of East Brunswick
Township of Edison
Township of Monroe
Township of North Brunswick
Township of North Brunswick Senior Center
Township of Piscataway
Township of Plainsboro
Township of South Brunswick
Township of Woodbridge
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