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Check your Vital Signs and Walk Safe

Keep Middlesex Moving is joining a statewide push to promote pedestrian safety in October. The North Jersey Transportation Planning Authority (NJTPA), New Jersey Department of Transportation, Voorhees Transportation Center at Rutgers University, and New Jersey's eight transportation management associations have teamed up to encourage safe walking among people of all ages.

KMM will distribute Check Your Vital Signs, a hand card explaining smart walking tips, at busy pedestrian crossings throughout Middlesex County and at Ciclovía in New Brunswick on October 4. The cards and kid-friendly safe walking materials will be provided to children participating in Walk to School Day events on October 7. Additionally, KMM will post messages on social media, run spots on WMGQ/WCTC during Rutgers football games, and will attach messages to our Information Notification Network.

Bill Neary, Executive Director of KMM, said, "Pedestrians can't rely on drivers and drivers can't rely on pedestrians to avoid collisions. We're all in this together. Be smart and be safe."



- Cross at corners and intersections. Use marked crosswalks where available.
- Before crossing, look left, right, then left again.
- Use pedestrian buttons and begin crossing the street on the "Walk" signal.
- Use sidewalks or walk facing traffic where there are no sidewalks.
- Watch out for drivers turning right on red.
- Be visible at night and in inclement weather.
- Walk sober.
- Eliminate all distractions.



KMM jumpstarts its Walk Safe Campaign at Kilmer Square Park.



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Car Free in Numbers

Car Free Week is a worldwide movement to raise awareness about the negative impacts motor vehicles have on our environment. Car Free Week encourages people to reduce dependence on automobiles by Going Car Free or Car Lite for one day. Our dependence on the automobile harms our planet, our communities, and our lives. Noise and air pollution, traffic congestion, and safety concerns make our cities and towns less attractive and less desirable. Going Car Free or Car Lite saves on gas and reduces wear and tear on your car. Walking or bicycling promotes fitness and health. Car Free Month can reconnect neighbors and neighborhoods. This year, 150 people participated in the week long program hosted by KMM. We encouraged commuters to leave their cars behind. Here are the results.

Commuters across Middlesex County left their cars parked and made a difference.



New efforts to address worksite access in Avenel/Carteret



KMM is working with the Middlesex County Department of Business Development and Education (MCDBDE), the Borough of Carteret, and the Township of Woodbridge to identify transportation opportunities which could improve access to area worksites. The North Jersey Transportation Planning Authority and NJ Transit are also part of the team. The MCDBDE recently hosted a meeting with area employers to identify issues and discuss solutions.

With 300 plus employers and more than 7,700 employees in Avenel/Carteret (and the promise of more to come), the transportation infrastructure will become more overburdened. Additionally, inadequate surface parking at employment sites is troublesome and the mass transit routes serving the area are at or over capacity.

KMM has conducted onsite surveys at three worksites to identify commute alternatives that are realistic alternatives to employees driving alone to work. Among the three worksites, several common themes emerged

from the survey responses. Some employees are already sharing rides. Many employees know a co-worker with whom they could carpool. Employees are interested in learning more about carpooling or vanpooling.

KMM Executive Director Bill Neary, said, "The survey results tell us, at least, at these three worksites, there is a receptivity to alternative commute modes. We're ready to take the next step and help organize carpools."

Neary added that KMM is currently preparing a survey that will be sent to employers in Avenel/Carteret to get a more detailed picture of their assessment of transportation needs.

Movers & Shakers

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

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Borough of Jamesburg
Borough of Metuchen
Borough of Milltown
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