

## Board of Directors

**Ronald P. Hutchinson**  
CHAIRMAN

Pulse Safety Assessment LLC

**Jack Molenaar**  
VICE CHAIRMAN

Rutgers University

**Granville Brady**  
TREASURER

Dr. Granville Y. Brady, Au.D.

**George Ververides**  
SECRETARY

Middlesex County Department of Planning

**John Ashton**  
Johnson & Johnson

**Wendy Bruzzese**  
Firmenich, Inc.

**Peter Cantu**  
Township of Plainsboro

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

**Edward Cohen**  
EAC Associates

**Todd Edelman**  
Rotator Personnel

**Steven Fittante**  
NJ TRANSIT

**Lina Llona**  
Middlesex County Regional  
Chamber of Commerce

**Mary K. Murphy**  
NJTPA

**Denise Nickel**  
MCIA

**John Reissner**  
Magyar Bank

**Randall Soloman**  
Sustainable NJ

**Jay Weiner**  
Weiner & Weiner

**Erik Wong**  
Borough of Metuchen

## 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.



MIDDLESEX COMMUTER CONNECTIONS

Keep Middlesex Moving, Inc.  
100 Bayard St., 2nd Floor  
New Brunswick, NJ 08901

P 732-745-4465 F 732-745-7482  
kmm@kmm.org • www.kmm.org



## In This Issue

Check your Vital Signs and Walk Safe

Take your child to school day

Sitting in traffic? Yep, we have an App for that

Car Free in Numbers

New efforts to address worksite access in Avenel/Carteret

# Take your child to school day

Dads Take Your Child to School Day (DTYCTS) welcomes fathers and other male caregivers into their children's schools. At this event, fathers and kids meet at or near the school for a group walk, then gather for a brief presentation where they get to know school staff and community representatives. Mothers and female caregivers are also welcome to attend. The event is sponsored by the NJ Department of Children and Families and took place in cities across the state in September.

The purpose of the event is to invite fathers to be an active part of their children's education and school life, while recognizing the contributions they make every day. By getting to know the teachers, principal and school, fathers will be better equipped to participate in their child's education.

On September 16, KMM helped organize DTYCTS walks in New Brunswick at Paul Robeson Community School, Roosevelt Elementary School, and Lincoln Elementary School. (In addition, events were held at five pre-schools operated by the Puerto Rican Action Board.) Our Safe Routes to School staff brought a pedestrian safety message, reminding families that walking to school together is an easy way to get regular exercise to stay healthy. It's also great for family time. Fathers and other caregivers are important role models, teaching children how to cross the street safely.



Dads Take Your Child to School Day was organized by the City of New Brunswick, New Brunswick Public Schools, and the Puerto Rican Action Board with the support of Keep Middlesex Moving, Harmony House Family Success Center, and the NJ Department of Children and Families.

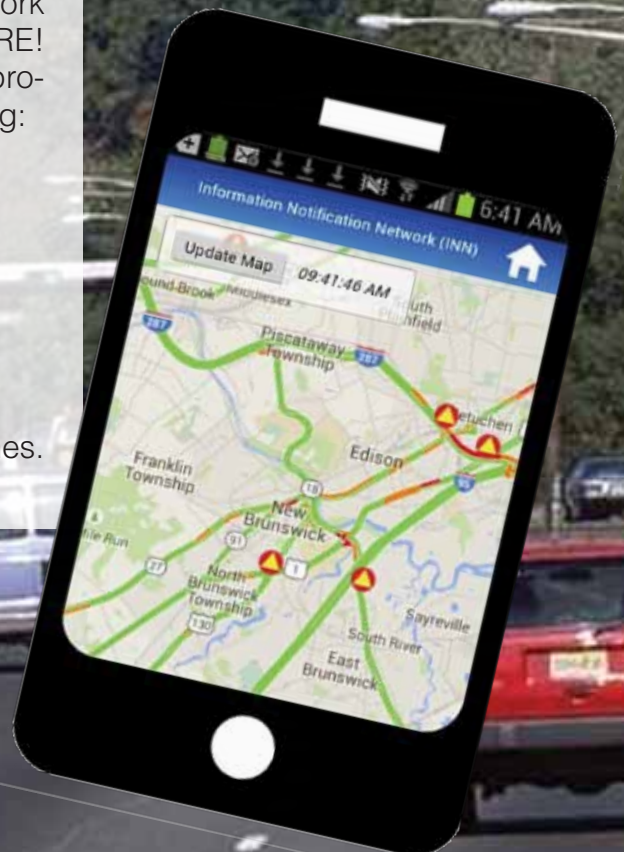
## Sitting in Traffic? Yep, we have an App for that!

KMM is proud to announce that the Information Notification Network (INN) is now available as an App to all commuters EVERYWHERE! Designed specifically with NJ commuters in mind, the INN App provides all the same great features as the online program including:

- customized routes, days and times
- construction, traffic and accident alerts
- NJTRANSIT bus and train schedules
- community alerts for municipalities in Middlesex County
- special alerts such as Rutgers football traffic, air quality, missing persons and NJ State Police alerts

The app is free to download and is available for Android and iPhones.

Visit [http://kmm.org/kmm\\_traffic.php](http://kmm.org/kmm_traffic.php) for more information and to download the App.



## 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:

Borough of Carteret  
Borough of Highland Park  
Borough of Jamesburg  
Borough of Metuchen  
Borough of Milltown  
Borough of Middlesex  
Borough of Sayreville  
Borough of South River  
Borough of Spotswood  
Brad J. Cohen M.D.  
Bristol-Myers Squibb  
Brunswick Square Mall  
Capacity LLC  
City of New Brunswick  
City of Perth Amboy  
Colgate-Palmolive Company  
County of Middlesex  
Crowne Plaza  
Dr. Granville Y. Brady, Au.D.  
EAC Associates  
Firmenich, Inc  
Greater Media Company Inc.  
Heldrich Hotel  
Hoagland, Longo, Moran Dunst & Doukas, LLP

Hyatt Regency New Brunswick  
IEEE  
Johnson & Johnson  
Johnson & Johnson Healthcare Systems  
Kuker & Kessler Realty  
Magyar Bank  
Middlesex County Improvement Authority  
Middlesex County Regional Chamber of Commerce  
Miller's Rentals  
New Brunswick Parking Authority  
New Jersey Department of Transportation  
NJ TRANSIT  
Northfield Bank  
North Jersey Transportation Planning Authority  
Pavelchak Contractors, Inc.  
Pines Manor  
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.  
Township of Cranbury  
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  
Weichert Realty  
Woodbridge Chamber of Commerce  
Jay Weiner, Esq.  
Wilentz, Goldman & Spitzer

## KMM Staff

### Bill Neary

Executive Director

### Roberta Karpinecz

Director of Operations

### Cristina C. Fowler

Marketing Administration Manager

### Morteza Ansari

Program Manager

### Arlene Perez Holt

Rideshare Coordinator


### Peter Bilton


Safe Routes to School Coordinator

### Lynne Cuevas

Secretary/Bookkeeper

Keep Middlesex Moving, Inc.  
100 Bayard St., 2nd Floor  
New Brunswick, NJ 08901

 732-745-4465

 732-745-7482

kmm@kmm.org • www.kmm.org



Connect with KMM

