

COMMUNICATING. EDUCATING. SHARING.



ANNUAL REPORT



MIDDLESEX COMMUTER CONNECTIONS

“ 2020 was a year to remember and not in a good way. We heard and talked a lot about “resilience” – the ability to rebound in the face of challenges. This Annual Report illustrates how KMM adapted its programming to communicate, educate, and share new information and common experiences with our constituents.”

— **JACK MOLENAAR**

KMM Board Chairman and Director of Transportation,  
Rutgers, the State University of NJ

“ Covid taught us that the ways we communicate, live, and work are forever changed, and that human beings are more flexible than we may think. That’s certainly true at KMM. Working from our homes, KMM’s staff pivoted quickly to a “zoom” platform to collaborate among ourselves and to connect with others particularly through webinars, podcasts, social media, and customized videos.”

— **BILL NEARY**

Executive Director,  
Keep Middlesex Moving







KMM is always exploring ways to connect and communicate with our constituents. **The Transportation Finder** is an online interactive tool that connects seniors to shuttles and ride services in their communities. When older adults stop driving it becomes difficult to reach doctor's appointments, shop for necessities, visit family, or attend social events. The transportation finder allows users to see what transportation is available in their towns. **Mobility Minute**, is an online newsletter that disseminates information about programs targeting our local municipalities, business, and commuters. The bimonthly issues give readers access to the latest information on safety issues, economic development, and even grant opportunities. **NJTRANSIT** implemented safety measures in order to continue operation of trains and buses. Using KMM's **NJ Traffic App (INN)**, transit and traffic alerts, safety messages, and reminders were disseminated to users via email, cell phones, and on the App. **Social Media** allows KMM to engage with thousands of people on Facebook, Twitter, Instagram, YouTube, and LinkedIn. Through these platforms, KMM presented new ideas and started conversations in a time when support and engagement was needed most.

# COMMUNICATE





Social media shared how neighbors and friends coped with the lockdown – baking sour dough bread, catching up on Netflix, and spending more time outdoors. In a 2020 survey, 81% saw an increase in **bicycling and walking** in their communities. KMM created a series of videos to address bicycle safety and etiquette. Our Biking with a Child Trailer, What to Pack on Your Next Bike/Hike, and How to Clean Your Bike videos were shared across our social media channels. KMM maintained and monitored our **bike lockers** across Middlesex County with some locations reaching capacity. With schools full remote or hybrid, our **Safe Routes to School** program continued to provide assistance through various mediums including Zoom and live Facebook videos as well as the 2020 Safe Routes to School Bookmark contest. Students were asked to draw what they loved most about their towns for the theme, “My Town – A Wonderful Place to Be a Kid”





# WEBINAR PODCASTS

[Electric Vehicle Charging Stations](#) Mark Warner of Gabel Associates  
 [Accessing State Grants for Public Charging Stations](#) Andrea Friedman of NJDEP  
 [What is Safe Routes to School?](#) Trish Sanchez of Alan M. Voorhees Transportation Center, Edward J. Bloustein School of Planning and Public Policy, Rutgers, The State University of New Jersey  
 [Implementing Safe Routes to School](#) Christopher Gonda of Keep Middlesex Moving, Inc.  
 [Adapting to Remote Working](#) Anthony DeGraw of Domain Computer Services  
 [How to Deal with Work Related Stress](#) Dr. Ken Verni, PsyD. of New Jersey Center for Mindfulness Awareness  
 [Senior Shuttles: More Than Transportation](#) Karen Alexander of Alan M. Voorhees Transportation Center, Edward J. Bloustein School of Planning and Public Policy, Rutgers, The State University of New Jersey  
 [Keeping Older Adults Connected](#) Kim McGraw of Highland Park Office on Aging  
 [Navigating Facebook, Twitter, and Instagram](#) Cristina Fowler of Keep Middlesex Moving, Inc.  
 [Social Media: Visual Content Tools](#) Julia Ibara of Greater Mercer TMA  
 [Walk Safe, Bike Safe, A Webinar for Children](#) Christopher Gonda of Keep Middlesex Moving, Inc.  
 [Adapting Community Spaces](#) Laura Torchio of Project for Public Spaces  
 [Opening George Street](#) Pamela Stafanek of New Brunswick City Market  
 [Ready to Buy Electric?](#) Tom Moluoghney of Plug-in America  
 [NJ Welcomes EVs](#) Assemblyman Dan Benson  
 [Evolution of Work in a Post Covid World](#) Dr. Brian Dashew, Assistant Professor of Adult and Continuing Education, Rutgers University Graduate School of Education  
 [Jobs in Jersey and the Changing Workforce](#) Kevin Kurdziel, CEO and Director Middlesex County Workforce Development Board and Office of Career Opportunity





# SHARING

With stay at home orders and mandatory closures of most public spaces, many relied on social media to connect with friends, family, and our communities. People found creative ways to connect with one another. Suddenly, families everywhere began drawing colorful chalk messages of love and hope on sidewalks and driveways. KMM invited followers to [Chalk Your Walk](#) and submit photos of their artwork on social media. [The Armchair Traveler Blog](#) series took readers on virtual tours to the Netherlands, the Louvre in Paris, and a train ride through the Canadian Rockies. If the public could not travel to these destinations, we brought them to our readers. Typically in May, KMM celebrates Bike to Work month, but this year we partnered with neighboring TMAs and Northfield Bank to create [“You Ride. We Give”](#) bike month challenge. For every pledge to bike and every photo or story submitted, \$1 would be donated to a local food pantry. The response was overwhelming and thanks to Northfield Bank, KMM was able to donate \$500 to MCFOODS. KMM’s social media platforms enabled us to connect, share ideas, and build relationships with the Middlesex County community when it was needed the most.





In 2020, the **Middlesex County Improvement Authority (MCIA)** implemented a visionary change in our functions from providing general county services to one primarily focused on economic development. As a key agency helping to implement the County's strategic vision of **Destination 2040**, a master economic roadmap, we deeply support Middlesex County's goal of making our community a thriving, attractive destination to live, work, and play for generations to come. As such, the MCIA has taken the helm of the County's largest economic development projects: the North Brunswick Train Station and the **Rutgers Cancer Institute of New Jersey Cancer Pavilion**. As we partnered with the County on its economic priorities, the MCIA also continued to help and support municipalities with shared services such as our Capital Leasing, Equipment Program, and our curbside recycling program. Our coordinated and regional approach to economic development and shared services underscores our brand belief that innovation and collaboration create opportunity and a resilient community.



KMM STAFF

**Bill Neary** Executive Director  
**Roberta Karpinecz** Program Director  
**Cristina Fowler** Marketing Manager  
**Arlene Perez Holt** Rideshare Manager  
**Christopher Gonda** Safe Routes to School Coordinator  
**Lynne Cuevas** Bookkeeper

KMM BOARD OF TRUSTEES

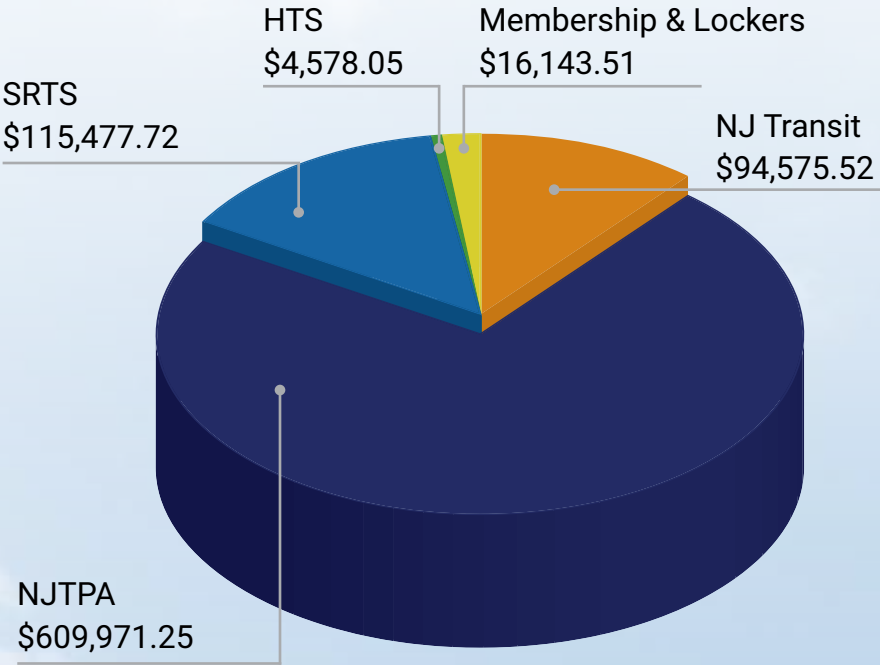
<b>Jack Molenaar</b> Rutgers, The State University of NJ	<b>Ian McCormick</b> Bristol-Myers Squibb
<b>Doug Greenfeld</b> Middlesex County Planning Department	<b>Megan Massey</b> NJ Transit
<b>John Reissner</b> Magyar Bank	<b>Rashaad Bajwa</b> Domain Computer Services
<b>Carol Byrnes</b> M.C.I.A.	<b>Peter Bilton</b> N.J.T.P.A.
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<b>Granville Brady</b> Dr. Granville Y. Brady, Aud	<b>Teri Jover</b> Borough of Highland Park
<b>Angie Tsirkas</b> Northfield Bank	<b>Martin Schamberger</b> Middlesex College

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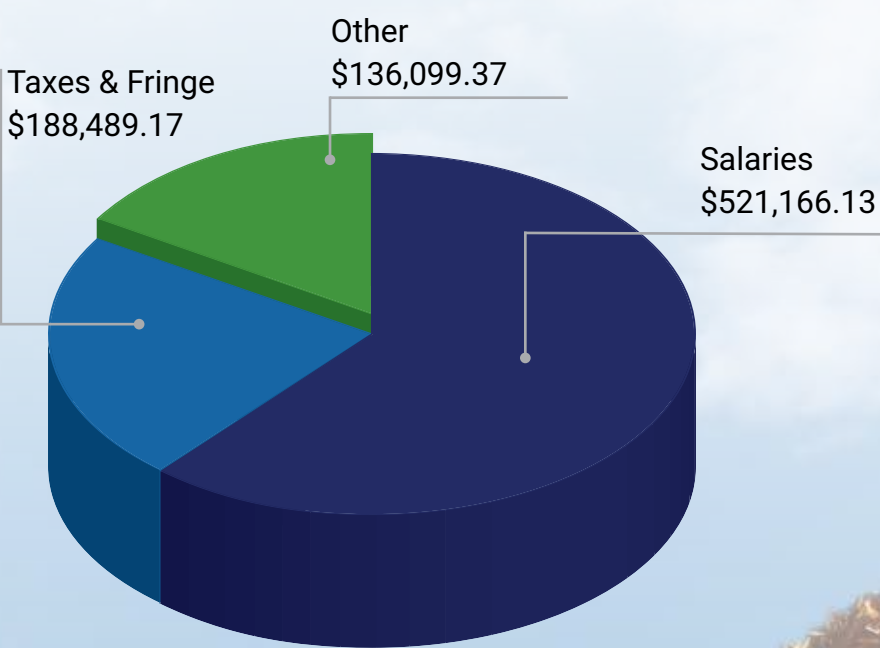
Borough of Carteret	Hyatt	Sayreville Public Library
Borough of Highland Park	IEEE	South Plainfield Piscataway Chamber of Commerce
Borough of Jamesburg	Johnson & Johnson	St. Peter's University Hospital
Borough of Metuchen	Magyar Bank	State Theatre
Borough of Middlesex	Middlesex County Improvement Authority	Timothy Haahs & Associates
Borough of Milltown	Middlesex County Regional Chamber of Commerce	Township of East Brunswick
Borough of South River	NJ Department of Transportation	Township of Edison
Borough of Spotswood	North Jersey Transportation Planning Authority	Township of Monroe
Brunswick Square Mall	New Brunswick Parking Authority	Township of North Brunswick
City of New Brunswick	New Jersey Turnpike Authority	Township of Old Bridge
CME Associates	New Millennium Bank	Township of Piscataway
Colgate Palmolive	NJ Alliance for Action	Township of Plainsboro
County of Middlesex	NJ Div. of Highway Traffic Safety	Township of South Brunswick
Crowne Plaza	NJ Transit	Township of Woodbridge
Dr. Granville Y. Brady, Phd.AuD.	Plan Smart NJ	U.M.D.N.J.
EAC Associates	Playhouse 22	United Way of Central New Jersey
Einstein Alley	Qualcare, Inc.	Weichert Realty
Firmenich, Inc.	Robert Wood Johnson University Hospital	Weiner & Weiner Law Firm
Forsgate Country Club	Rutgers, The State University of NJ	Woodbridge Chamber of Commerce
Greater Media Company		
Heldrich Hotel		
Hoagland, Longo, Moran, Dunst & Doukas, LLP		

KMM FINANCIALS

INCOME: \$840,746.08



EXPENSES: \$845,754.67







*MIDDLESEX COMMUTER CONNECTIONS*

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