

CONNECTING COMMUNICATING EDUCATING



ANNUAL REPORT



MIDDLESEX COMMUTER CONNECTIONS

A Message from Bill Neary, Executive Director

“ Please join me in welcoming Angie Tsirikas, the new Chair of KMM’s Board of Trustees. A Senior Vice President of Government Banking for Northfield Bank, Angie has been a member of the KMM Board for 7 years.

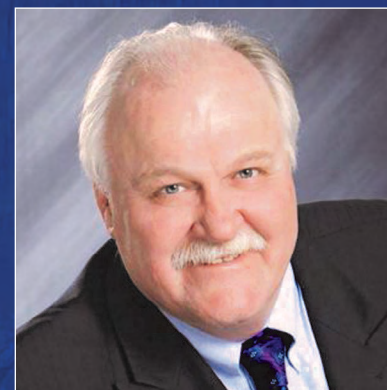
In this report, you’ll read about several innovative projects, two of which I am very proud of: Safety Town and Ticket to School.

Imagine a place where children can learn to walk and bicycle with pint-size sidewalks, bike lanes, roundabouts, and signs. You’ve imagined Safety Town. With a grant from the NJ Division of Highway Traffic Safety (HTS), KMM is working with the Township of East Brunswick to create such a place. We presented a report to HTS and have been awarded funding for Phase 2 of Safety Town.

We’ve partnered with Board member Martin Schamberger of Middlesex College to offer the Ticket to School program. This new program provides NJ Transit bus tickets to qualifying students, encouraging them to use NJ Transit to get to school.

My thanks to the Board, our partners, our funders, and of course, our incredible staff. ”

— BILL NEARY
Executive Director,
Keep Middlesex Moving



A message from Angie Tsirkas, Chairwoman of the Board

“ Communicating. Educating. Connecting. These words sum up KMM’s work in 2022, and I invite you to read our Annual Report to learn about our initiatives this past year.

KMM communicates with our constituents through multiple social media platforms, allowing us to build relationships and disseminate important transportation information affecting the region. Our podcast, Mobility Matters, provides a forum for movers and shakers from around the state to share their insights on various transportation topics.

Through KMM’s education programs, we engage with children in Middlesex County, teaching important life skills to help them stay safe while walking and biking in their communities. Along with our TMA partners, the Peace Corps, Americorps, and the United States Conference of Catholic Bishops, it was our pleasure to help educate 120 Afghan children about bicycle and pedestrian safety before they and their families relocated from Fort Dix to permanent residences.

Connecting with local agencies like Middlesex College, Healthier Middlesex, the Raritan Valley YMCA, Middlesex County Planning Department, and Mobile Family Success Center enables KMM to expand our program reach and support our community partners.

I am grateful to NJDOT, the North Jersey Transportation Planning Authority, NJ Transit, the NJ Division of Highway Traffic Safety, and you. Thank you for your support, and we look forward to continuing this work throughout 2023.”

— ANGIE TRISKAS
Chairwoman of the Board,
Keep Middlesex Moving



CONNECTING

"Connecting with our partners allows all of us to leverage our expertise and resources to create meaningful programs throughout our service area. By working together, we create positive change in our communities and make a lasting impact on the world around us."

— ARLENE HOLT,
Program Coordinator

In 2022, KMM introduced the **Ticket to School Pilot Program**, connecting students from Middlesex College in Edison to NJ Transit. Eligible students received up to 5 free round-trip tickets on NJ Transit bus lines. Thanks to NJ Transit funding, we were also able to continue the **Ticket to Work Program**, linking employees with employers in Middlesex County. As part of our safety initiatives, we provided trail etiquette and helmet fit sessions through Middlesex County Department of Health's **Walk with a Doc** event and assisted Highland Park with its **Street Smart** education campaign.

Through our partnership with Healthier Middlesex, KMM was invited to deliver a presentation to the **Physical Activity & Nutrition Workgroup** promoting SRTS activities to public and private summer camp directors. We were delighted to assist the Township of East Brunswick in creating a plan for **Safety Town**, a child-sized environment where children could engage in learning about bicycle and pedestrian safety through hands-on activities. We are thankful for our partnership with Northfield Bank, which donated \$500 to the **You Bike. We Give.** Bike Month challenge, benefitting Replenish, Middlesex County's area food bank. Finally, we continued to offer services like **bike locker rentals**, **rideshare matching services**, and the **NJ Traffic App**, which disseminated over 750 thousand emergency notifications to commuters throughout our service area.



Middlesex College
Photo Credit: KMM



Highland Park
Photo Credit: KMM

EDUCATING

"Safety experts in our region are beginning to view our transportation system via a Safe System Approach, where safety is prioritized through aggressive strategies that include the needs of all road users. KMM understands the value of introducing these principles to the youngest pedestrians and cyclists in our Safe Routes to School activities. The messaging goes beyond looking both ways and wearing helmets. It also emphasizes how a street's design and how we use that space facilitates everyone's safety."

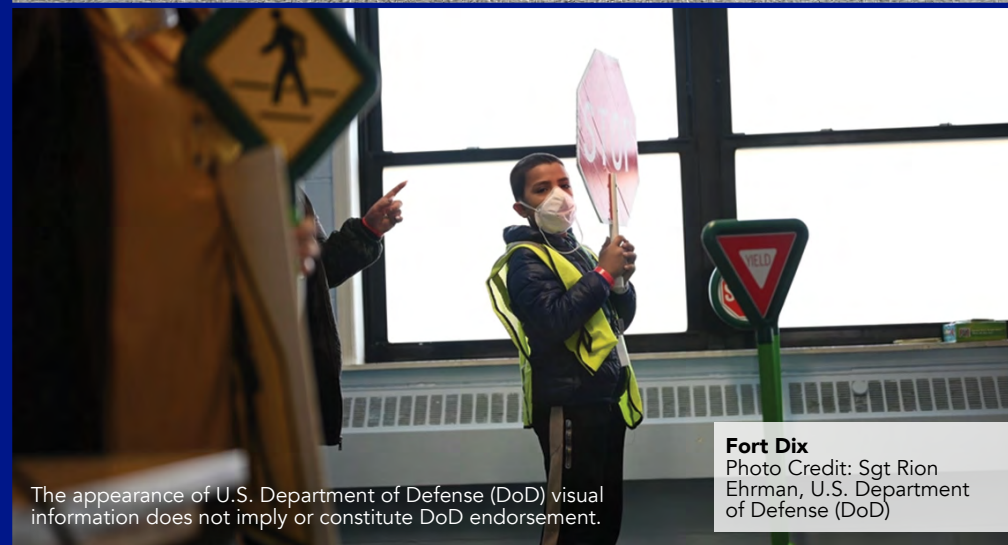
— CHRIS GONDA,
Safe Routes to School Coordinator

Education is a significant component of the work we do at KMM. Through the **Safe Routes to School** program, KMM visited area schools presenting bicycle and safety assemblies and coordinated **Walk and Bike** to School events throughout the County. We collaborated with Mobile Family Success Center, Raritan Valley YMCA, and RWJ Fitness and Wellness Center of Carteret with **bike rodeos** and **learn-to-ride clinics**, teaching children about the importance of wearing helmets and following the rules of the road.

Bike Day by the Bay was a highlight for residents as bicyclists of all ages took to the streets for a community bike ride sponsored by the City of Perth Amboy and the Perth Amboy Police Department with support from KMM. Along with our TMA partners Cross County Connections and Greater Mercer TMA, KMM helped deliver **walking and cycling** safety presentations to 120 Afghan children in **Fort Dix**. This initiative would not have been possible without the efforts of Todd Pagel, Traffic & Transportation Safety Committee Member of the Borough of Metuchen and officer in the US Coast Guard. Finally, KMM coached girls from a local charter school who participated in the Girls in Gear fall eight-week "life skills through bike skills" **safe cycling classes**. We provided bike helmets to the girls and taught them how to ride their bikes to school and around their neighborhoods safely.



Bike Day by the Bay
Photo Credit: City of
Perth Amboy



The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

Fort Dix
Photo Credit: Sgt Rion
Ehrman, U.S. Department
of Defense (DoD)



Piscataway Bike Rodeo
Photo Credit: Mobile
Family Success Center

COMMUNICATING

"The Mobility Matters Podcast allowed our team to reach a wider audience and gave us the ability to build a community around topics that were important to all of us - especially those dealing with sustainability and safety. It also allowed us to engage with guests who shared their insights, valuable content, stories, and discussions. With each episode, our listenership grew, and our relationship with our audience forged stronger."

— CRISTINA FOWLER,
Marketing Administrator Manager

KMM's Mobility Matters podcast was introduced in 2021 as a forum where leading experts and advocates could share their insights on transportation, sustainability, and economic development. In 2022, guests included Metuchen Council President Jason Delia, who spoke about how a fatal bicycle crash with a motor vehicle led to the passage of the **NJ Safe Passing Law**. Mayor Sam Joshi shared his vision for the Edison portion of the **Middlesex Greenway** to promote tourism and enhance active transportation. Karen Alexander, Director of the **New Jersey Travel Independence Program (NJ TIP)**, explained how travel training increases independence and self-sufficiency of people with disabilities and older adults by empowering them to use public transit. We also learned why Steve Dunn, **The Biking Fireman**, became a strong advocate for safer streets and how Gabrielle Rossi turned her passion for bicycling into a nonprofit organization called **Girls in Gear**, where girls can learn life skills through bike skills.



NJTIP
Photo Credit: NJ Travel
Independence Program



Girls in Gear
Photo Credit: Girls in
Gear



NJ Safe Passing Law
Photo Credit: Senator
Patrick Diegnan



PODCASTS/WEBINARS

New Jersey Department of Environmental Protection Diesel Electrification Grant

Melissa Evanego, NJ Department of Environmental Protection (**WEBINAR**)

Community Engagement. A conversation with Middlesex County Commissioner

Leslie Kopple

Economic Development in Middlesex County

Lina Llona, President of the Middlesex County Regional Chamber of Commerce

Girls in Gear

Gabrielle Rossi, Executive Director

Understanding the NJ Safe Passing Law

Metuchen Council President Jason Delia

Complete Streets Policy

Joe Cicalese, Hightstown Councilman

Safe Routes to School

Sean Meehan, Senior Research Specialist
Alan M. Voorhees Transportation Center
at Rutgers University

Middlesex Greenway

Sam Joshi, Edison Mayor

Electric Vehicle E Mobility Program

Cathleen Lewis, NJ Board of Public Utilities

Vision Zero: How Do We Get There

Bob Gaydosh, Deputy Director,
NJ Division of Highway Traffic Safety
(**WEBINAR**)

The Biking Fireman

Steve Dunn, City of Elizabeth Fire Department

New Jersey Travel Independence Program

Karen Alexander, Director

Transportation Initiatives in Middlesex County

Senator Patrick Diegnan

BLANQUITA B. VALENTI COMMUNITY SCHOOL

Middlesex County Improvement Authority

In 2022, the Middlesex County Improvement Authority (MCIA) continued the implementation of its new focus on economic development. As we approach nearly \$1 billion in economic development projects, we are prepared to implement Destination 2040, Middlesex County's master economic roadmap. These projects include:

- Construction of the \$750 million Morris Cancer Center, expected to be completed in 2024, will bring life-changing cancer care to the heart of NJ.
- Construction of the Blaquita B. Valenti Community School, which will be a brand-new, state-of-the-art K-8 school in New Brunswick.
- The management of the Carteret parking garage, which offers parking to the city's downtown and the new Carteret Performing Arts Center.
- Conceptual design and engineering of the North Brunswick Train Station project progressed with NJ Transit approval of 10% design completion.

Our coordinated approach to economic development and shared services to aid and assist our municipalities underscores our brand belief that innovation and collaboration create opportunity. This has enabled us to continue to support municipalities with shared services such as our Capital Equipment Financing Program and our curbside recycling program.

All these initiatives will change the face of Middlesex County by bringing greater prosperity and opportunity to our residents and businesses.

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

Jack Molenaar

Rutgers, The State
University of NJ

Doug Greenfeld

Middlesex County
Planning Department

John Reissner

Magyar Bank

Carol Byrnes

M.C.I.A.

John Ashton

Johnson & Johnson

Tab Chukunta

St. Peter's Healthcare
Systems

Adelina Llona

M.C.R.C.C.

Granville Brady

Dr. Granville Y. Brady,
Aud

Angie Tsirkas

Northfield Bank

Ian McCormick

Bristol-Myers Squibb

Megan Massey

NJ Transit

Rashaad Bajwa

Integris

Peter Bilton

N.J.T.P.A.

Camilla

Comerww-Carruthers

Robert Wood Johnson
University Hospital

Mark Warner

Gabel Associates

Ron Litchenberger

Brunswick Square Mall

Teri Jover

Borough of Highland
Park

Martin Schamberger

Middlesex College

PARTNERS

Borough of Carteret

Borough of Highland Park

Borough of Jamesburg

Borough of Metuchen

Borough of Middlesex

Borough of Milltown

Borough of South River

Borough of Spotswood

Brunswick Square Mall

City of New Brunswick

CME Associates

Colgate Palmolive

County of Middlesex

Crowne Plaza

Dr. Granville Y. Brady, Phd.AuD.

EAC Associates

Einstein Alley

Firmenich, Inc.

Forsgate Country Club

Greater Media Company

Heldrich Hotel

Hoagland, Longo, Moran,
Dunst & Doukas, LLP

Hyatt

IEEE

Johnson & Johnson

Magyar Bank

Middlesex County
Improvement Authority

Middlesex County Regional
Chamber of Commerce

NJ Department
of Transportation

North Jersey Transportation
Planning Authority

New Brunswick
Parking Authority

New Jersey Turnpike
Authority

New Millennium Bank

NJ Alliance for Action

NJ Div. of Highway
Traffic Safety

NJ Transit

Plan Smart NJ

Playhouse 22

Qualcare, Inc.

Robert Wood Johnson
University Hospital

Rutgers, The State
University of New Jersey

Sayreville Public Library

South Plainfield Piscataway
Chamber of Commerce

St. Peter's University
Hospital

State Theatre

Timothy Haahs & Associates

Township of East Brunswick

Township of Edison

Township of Monroe

Township of North Brunswick

Township of Old Bridge

Township of Piscataway

Township of Plainsboro

Township of South Brunswick

Township of Woodbridge

U.M.D.N.J.

United Way of Central
New Jersey

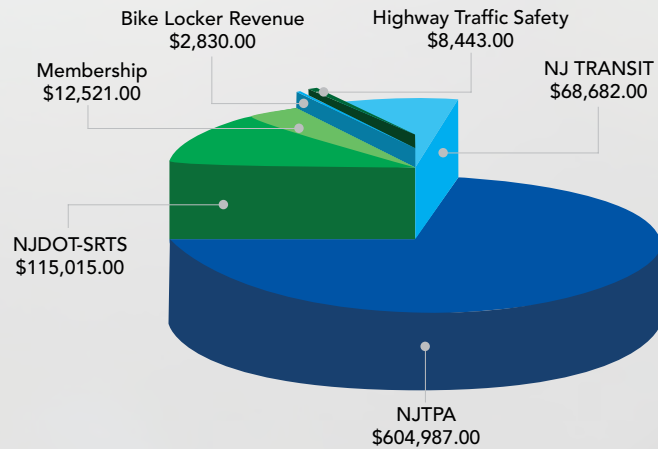
Weichert Realty

Weiner & Weiner Law Firm

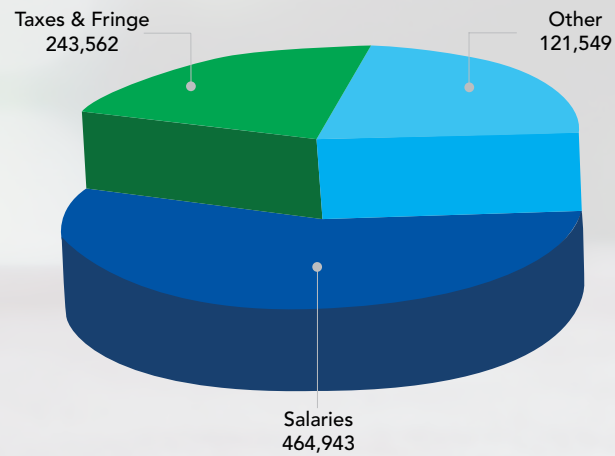
Woodbridge Chamber
of Commerce

KMM FINANCIALS

TOTAL REVENUE \$812,478.00



TOTAL EXPENSES \$830,054.00



*There were no dues to report in last year's AR





MIDDLESEX COMMUTER CONNECTIONS

Keep Middlesex Moving, Inc.
Associated with the Middlesex County Improvement Authority
100 Bayard Street • 2nd Floor
New Brunswick, New Jersey 08901
phone: 732.745.4465 • fax: 732.745.7482
www.kmm.org • Programs@kmm.org

