

MOBILITY SAFETY CONNECTING



ANNUAL REPORT



MIDDLESEX COMMUTER CONNECTIONS



A Message from Chairman Jack Molenaar

“

I've retired. While some may cringe at the word, for me, "retirement" is a new beginning. I've already identified opportunities to occupy my time. Sadly, those opportunities will not include KMM.

I've spent 17 years on the Board and several as Chairman. During that time, TDM (transportation demand management) has evolved and KMM with it. We used to define mobility as cars, vans, buses, trains, bicycling, and walking. Now, e-bikes, scooters, skateboards, and bike sharing entered the mix. Electric vehicles, autonomous vehicles, and even electric autonomous flying taxis are here to stay.

More importantly, when we consider these new modes, we also consider how they can operate safely in a shared environment. Complete Streets, Safe Routes to School, and Street Smart are part of our lexicon and our work.

I've enjoyed every moment of my association with KMM. I'm grateful for the opportunity to serve and I wish the organization and staff all the best.

”

— JACK MOLENAAR

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



A Message from Executive Director Bill Neary

“ Jack Molenaar and I joined KMM around the same time. Right from the start, Jack was ahead of the curve. He talked about bike sharing, sustainability, land use, transportation, and safe streets for all. Today, those topics are at the top of KMM’s agenda.

Jack’s retirement from KMM will be a loss for our organization. On behalf of our Board, our members, and our staff, I thank Jack for his guidance and support and wish him all the best.

This Annual Report provides a window into KMM’s work in 2021. The Covid pandemic led to one of our most significant accomplishments last year. Our staff created the Covid Transportation Finder, a website linking transportation opportunities to vaccine sites. We completed a county-wide inventory of over 200 bus shelters and reported their conditions to New Jersey Transit. Our safety videos and webinars grew in popularity and we began planning a new podcast series for introduction in 2022.

I’m grateful to our partners, our Board, our members, and our staff for your continued support.”

— BILL NEARY
Executive Director,
Keep Middlesex Moving



MOBILITY

the ability to move freely

No doubt technology has increased mobility options for everyone. KMM pays particular attention to the ways in which our residents, businesses, and commuters move about Middlesex County and works to make those modes safer. KMM participated in Walkabout and Handlebar surveys to support Middlesex County's new Bike/Ped Master Plan. KMM sponsored You Bike We Give which challenged participants to ride their bikes at least once during May. Thanks to the support of **Northfield Bank**, KMM donated \$500 to the New Brunswick Bike Exchange.

KMM completed an inventory of all bus shelters in Middlesex County. When Covid crippled the world, KMM created the **Covid Senior Transportation Finder** which linked mass transit with vaccination sites. As our community emerged from the lockdown, KMM connected employees with employers through the **Ticket to Work Program** which was promoted at the Woodbridge Center Mall. Understanding the important role mobility has in our environment, KMM administered an **Electric Vehicle Charging Station & Fleet Vehicle** Survey assessing Middlesex County's EV charging capacity in each of the county's 26 municipalities. This led to a series of EV focused webinars and KMM's new **Municipal EV webpage** that provides users with the tools they need to understand and implement EV infrastructure.



SAFETY

the condition of being safe from undergoing or causing hurt, injury, or loss

KMM increased its emphasis on mobility safety. No matter what mode a traveler selects --driving, bicycling, walking, safety is everyone's responsibility. Our staff provided hands on education with **Safe Routes to School, Walk to School Day, Family Bike Day, Bike Rodeos, Walk with a Doc, and Street Smart**. We supported **Passenger Safety, Teen Driver, and Impaired Driving Weeks** with social media messages. Sadly, once more, we paused in November for **World Remembrance Day** to recognize the millions of people killed or injured in traffic crashes.

An aerial photograph of a multi-lane highway interchange with green trees on the sides. Overlaid on the image are several circular digital icons: a traffic light, a cloud, a car, a speech bubble, a satellite, and a microchip. These icons are connected by a network of thin white lines, suggesting a digital infrastructure or connectivity theme.

CONNECTING

joining or linking things together, especially so as to provide access and communication

Information, knowledge, and connectivity are available almost anywhere and anytime. KMM is a conduit of that connectivity. **Mobility Matters**, a curated e-newsletter, is sent bimonthly to thousands of Middlesex County commuters, employers, and residents. Through Facebook, Instagram, Twitter, LinkedIn, and new for 2021, TikTok, we connect and educate with individuals on all our **Social Media Platforms**. With the **NJ Traffic App**, KMM provides commuters with real-time traffic, transit, and community alerts customized to users' locations. The service is also featured on **www.kmm.org** which also provides links to our YouTube content, Webinars, Podcasts, and Blog Posts. Our partnerships with organizations such as Mobility Family Success Center, YMCA, Healthier Middlesex, Safe Kids Middlesex County, and the Middlesex County Regional Chamber of Commerce allow us to provide an even greater breadth of information to our constituents.

WEBINARS

**virtual event broadcasted online **

Autonomous Vehicles

Gene Gurevich, Mobileye

Car Seat Safety

Diana Starace, Safe Kids Middlesex County, Robert Wood Johnson

Driving and Traffic Safety

Eric Heitmann, Director, NJ Division of Highway Traffic Safety

Earth Day

Jane Cohen, Executive Director, Governor's Office of Climate Action and the Green Economy

Electric School Buses

Marx Ricco, Highland Electric Transportation, Chuck Feinberg, Greener by Design

Electric Vehicle Municipal Ordinances

Assemblyman Andrew Zwicker, Maria Connolly, Dept of Community Affairs, Colleen Oropeza, Dept of Environmental Protection

Looking ahead at NJ Transit

Keven Corbett, President and CEO, NJ Transit

Electric Vehicles 101

Doug O'Malley, Environmental New Jersey, Pam Frank, Gabel Associates

Smart Grid 101

Mark Warner, Gabel Associates

Urban Air Flying Taxis

John Sartor, Pres & CEO, PS&S, Charles Clauser, VP., PS&S Architects

Walk in the Park

Anne Price, Plainsboro Nature Preserve

Women in Transportation

Diane Gutierrez-Saccetti, Commissioner, NJ Dept of Transportation, Zenobia Fields, President, NJ Chapter, Women in Transportation

Scan to view Webinars



MIDDLESEX COUNTY IMPROVEMENT AUTHORITY



In 2021, the **Middlesex County Improvement Authority (MCIA)** continued implementation of their new focus on economic development. As a key agency helping to forge the County's strategic vision of **Destination 2040** – a master economic roadmap to make Middlesex County a thriving, attractive destination to live, work, and play for generations to come – major development projects made advances. As the designated redevelopment entity, the MCIA oversaw the official groundbreaking of the new **Jack and Sheryl Cancer Center**, an expansion of the Rutgers Cancer Institute. Additionally, the new **Blanquita Valenti K-8 school** in New Brunswick on the site of the former Lincoln Annex School made significant progress. As we continue to work with all partners on the much-needed Transit Village train station, conceptual design and preliminary engineering began on the **North Brunswick Train Station** with the selection of a consultant. Our continued strong partnership with Middlesex County also enabled us to provide ongoing regional solutions to municipalities with shared services including capital leasing, equipment, and curbside recycling programs. As Middlesex County grows and becomes a premier destination, the MCIA stands ready to meet the needs of our residents, businesses, and visitors.

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

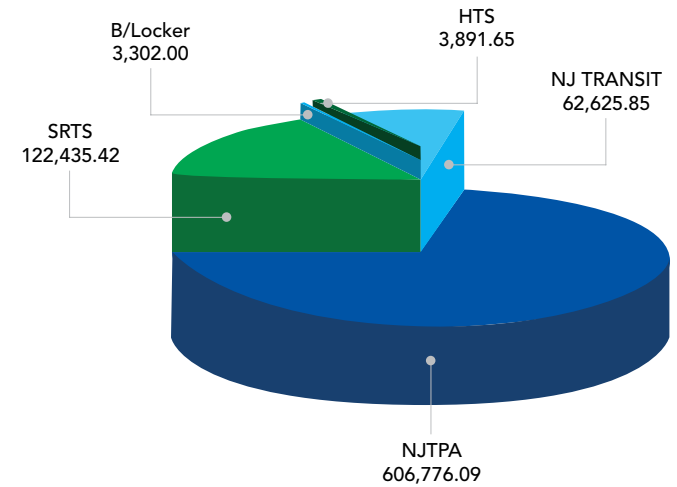
Weichert Realty

Weiner & Weiner Law Firm

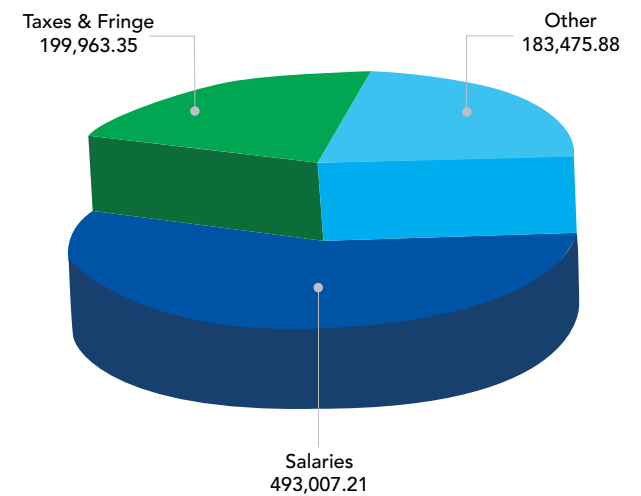
Woodbridge Chamber
of Commerce

KMM FINANCIALS

TOTAL REVENUE \$799,031.01

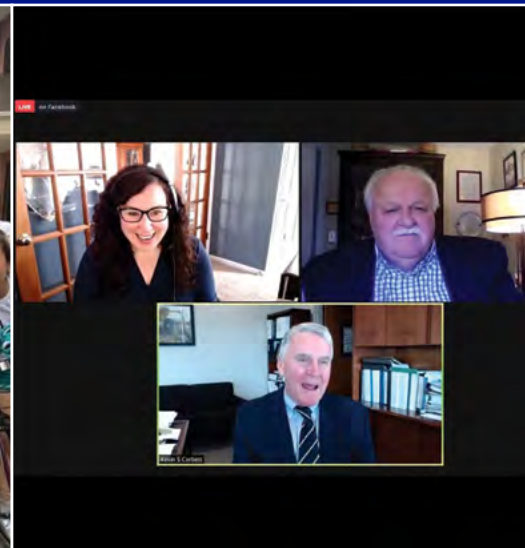


TOTAL EXPENSES \$876,446.44





A YEAR IN PHOTOS



MIDDLESEX



GREENWAY



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 • kmm@kmm.org

