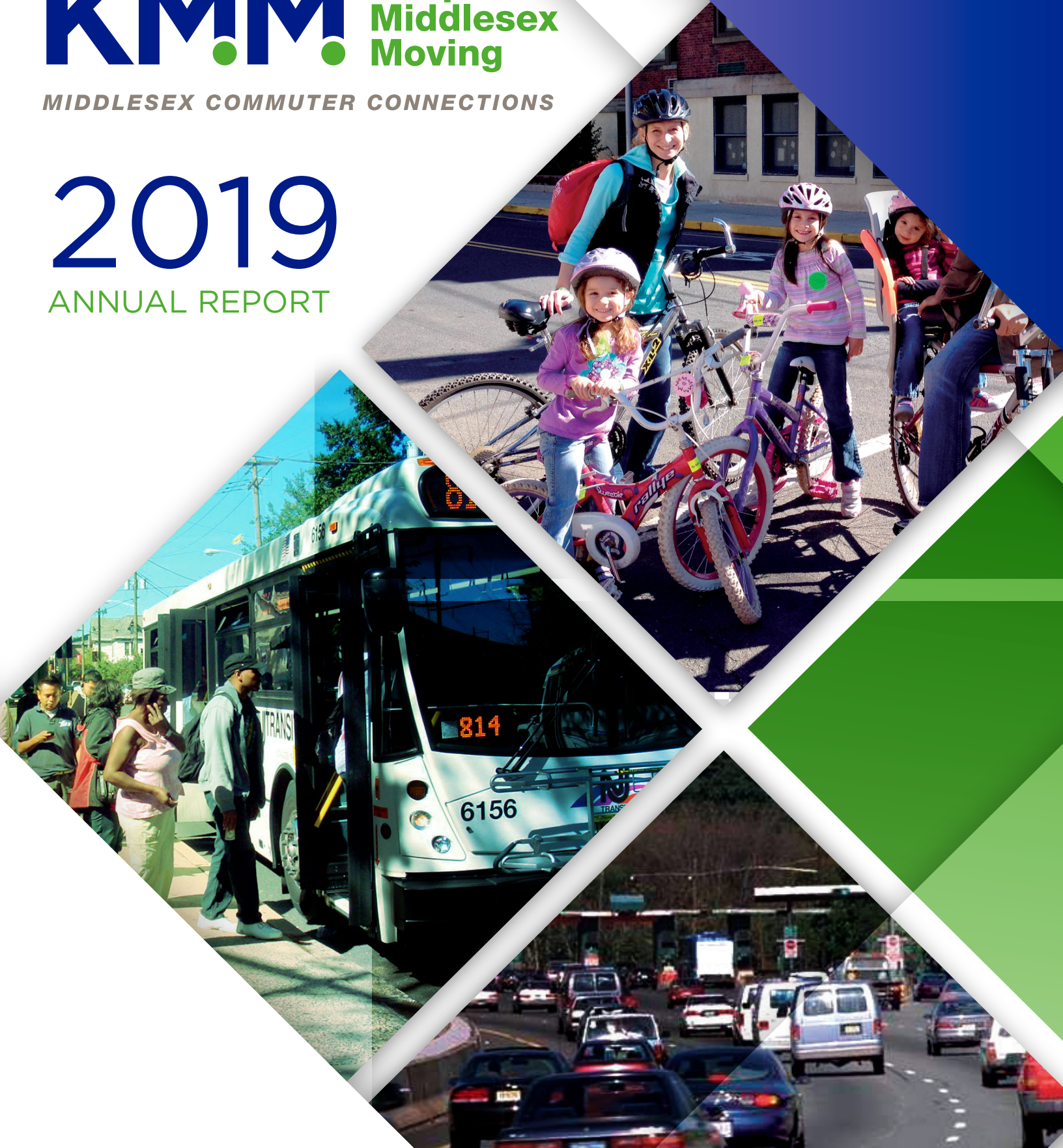




MIDDLESEX COMMUTER CONNECTIONS

2019

ANNUAL REPORT



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

Lynne Cuevas Secretary/ Bookkeeper

Christopher Gonda Safe Routes to School Coordinator

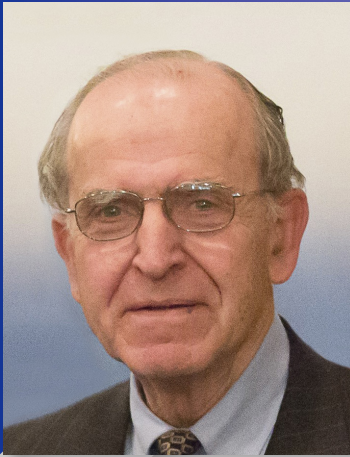
KMM BOARD OF TRUSTEES

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Beasley Media Company	NJTPA
Borough of Carteret	New Brunswick Parking Authority
Borough of Highland Park	New Jersey Turnpike Authority
Borough of Jamesburg	NJ Alliance for Action
Borough of Metuchen	NJ Div. of Highway Traffic Safety
Borough of Middlesex	NJ Transit
Borough of Milltown	Northfield Bank
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Magyar Bank	Township of Woodbridge
Middlesex County Improvement Authority	United Way of Central New Jersey
Middlesex County Regional Chamber of Commerce	Wells Fargo
NJDOT	Woodbridge Chamber of Commerce





GEORGE VERVERIDES RETIRES FROM KMM BOARD

Rather than a message from each of us this year, we wanted to jointly thank George M. Ververides for his decades of service to the KMM family.

George, a founding member of KMM, held the post of Secretary since our incorporation in 1988. He is the longest serving member of our Board of Trustees.

Though he was born, raised, and lived in Princeton most of his life, George is “Mr. Middlesex County.” Upon earning an undergraduate degree from Rutgers and a Masters from Cornell, George joined the Middlesex County Department of Planning in 1961. Much to our benefit and that of county residents, he has been there ever since.

The Greek philosopher Democritus said, “Do not trust all men, but trust men of worth. The former course is silly, the latter a mark of prudence.”

George is a man we trusted to provide technical guidance, a historic overview, wisdom, and a calm voice for over 30 years. He will be missed.

From George, we learned “Yassou” means “hello,” “greetings” “to your health.” It also means “goodbye.” From our members, our board, and our staff, we say, *Yassou, Ta Leme, and Efharisto*. “Goodbye.” “We’ll speak again.” And most of all, “Thank you.”

Jack Molenaar, Chairman

Bill Neary, Executive Director



NJ TRANSIT



► Ticket to Work

Ticket to Work, currently in its 10th year, continues to be a much needed aid to those looking for work. Participants receive 3 round trip bus passes to seek employment in Middlesex County using NJ TRANSIT or Middlesex County Area Transit. After employment is obtained, KMM will provide 5 round trip bus passes for the first week of employment. This year alone, 1,804 tickets were issued to 200 people.



► Park and Ride

Carpooling or Vanpooling to a bus or train is an easy way to get work. Having a convenient place to park makes it even easier. KMM's interactive Park and Ride map allows commuters to locate a Park and Ride lot convenient to them. In addition to providing the facility's data such as; capacity, lighting, transit services, shelter, posted schedule, and contact information, Global Positioning System (GPS) coordinates are available, too. The map was updated in 2019.



► Bike Lockers

Bike Lockers are a great way to close the last mile gap. Many commuters like to ride their bikes to the train or bus. But, where can a bicycle be stored? Luckily, there are 56 NJ Transit bike lockers at 6 of the most popular transit hubs in Middlesex County. Rentals are available through KMM for \$7.50/month plus an additional refundable \$50 deposit. Currently a total 38 bike lockers are rented with waiting lists at Edison, Metro Park and New Brunswick.

Bike Locker Locations:

- Dunellen
- Edison
- Metro Park
- New Brunswick
- Old Bridge
- South Amboy

► Leave the Driving to NJ TRANSIT

A recent campaign encouraged commuters to give mass transit a try during the winter months. The ads appeared on NJ TRANSIT buses on key routes throughout the county.





► NJ Smart Workplaces

New Jersey Smart Workplaces (NJSWP) is a state wide recognition program which began in 2008. The program honors employers and municipalities that go above and beyond to help reduce traffic, congestion, and improve air quality. Four levels of achievement - bronze, silver, gold, and platinum - challenge employers to expand their employee transportation benefits each year. Dedicated parking for carpools and vanpools, vanpool subsidies, onsite transportation fairs, guaranteed ride home, telecommuting arrangements, bus pass programs, and electric vehicle charging stations are some of the ways an employer can earn a NJSWP designation. New Jersey Smart Workplace recipients are honored each year during KMM's annual membership meeting held in May.

PLATINUM

Colgate Palmolive
IEEE
Johnson & Johnson Healthcare Systems
Johnson & Johnson World Headquarters
Rutgers - The State University of NJ
Township of Edison
Township of Woodbridge

GOLD

Borough of Metuchen
Bristol-Myers Squibb **
Firmenich, Inc.
St. Peter's University Hospital
Township of East Brunswick **
Township of Plainsboro

SILVER

Borough of Highland Park
City of New Brunswick
City of Perth Amboy
Domain Computer Services **
Gabel Associates **
Keep Middlesex Moving, Inc.
New Brunswick Parking Authority

BRONZE

Borough of Milltown
Borough of Sayreville
Brain Injury Alliance *
Brunswick Square Mall *
East Brunswick Public Library
East Brunswick Public Schools
Granville Y. Brady Jr. Au.D.
Hoagland, Longo, Moran, Dunst & Doukas
M.C.R.C.C.
Magyar Bank
Middlesex County Dept. of Planning
Middlesex County Workforce Dev.
North Brunswick Senior Center
Raritan Valley YMCA, East Brunswick
Robert Wood Johnson University Hospital
State Theatre
The Provident Bank
Township of Monroe
Township of North Brunswick
Township of Piscataway
Township of South Brunswick
Wells Fargo
Wilentz Goldman & Spitzer

* New Recipient

**Advanced to next level

► Transportation Fair

Onsite fairs make it easy for employees to sign up for a host of free programs and latest commuter initiatives KMM offers. Each onsite fair is customized to match the business needs of the worksite and KMM will provide materials and giveaways that best suits the company. The onsite fairs allows employees to sit down and work one on one with the KMM staff to find a commute choice that works for their lifestyle, budget, and preference.

Bristol-Myers Squibb
Rutgers University
Johnson & Johnson
Colgate-Palmolive



SAFETY AND SUSTAINABILITY

► Safety Presentations

Think it's safe to text or talk on your cell while you drive? No way. No how. Not ever. KMM provides safety education through programming directed to motorists, bicyclists, and pedestrians – of all ages.

Teens – Who would believe a set of car keys would be the number 1 killer of teens in the US? It's true. Inexperience, speeding, failing to buckle up, alcohol use, and distractions while driving or riding in a car are the major causes of teen fatalities. With sobering videos and interactive exercises, KMM emphasizes the life threatening realities of distracted driving. KMM presented the Teen Distracted Driving program to hundreds of students at:

- South River High School
- Old Bridge High School

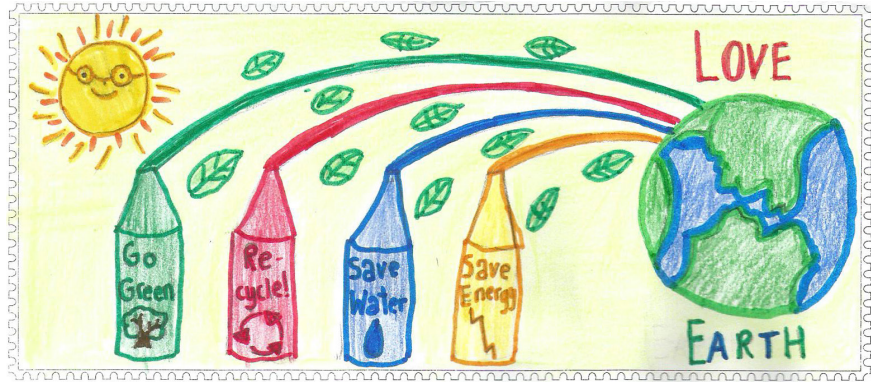
Active Adults – The Silver Safety series offers senior groups interactive presentations focused on safe driving, pedestrian safety, and Ryde4Life. Also available are programs about hearing loss and mobility planning. KMM presented programs at:

- East Brunswick Senior Center
- Piscataway Senior Center
- Highland Park
- New Brunswick
- Middlesex Borough
- BASF

► 5th Grade Bookmark Contest

To commemorate the 50th anniversary of Earth Day, KMM tasked 5th-grade students across Middlesex County to draw a stamp commemorating Earth Day. All of the entries were colorful and creative but first place goes to is Dhruv S. from Brunswick Acres School in South Brunswick.

A student in Ms. Bostory's class, Dhruv will receive a gift card in the amount of \$100 from Magyar Bank.



5th grade bookmark contest winner - Dhruv S. South Brunswick

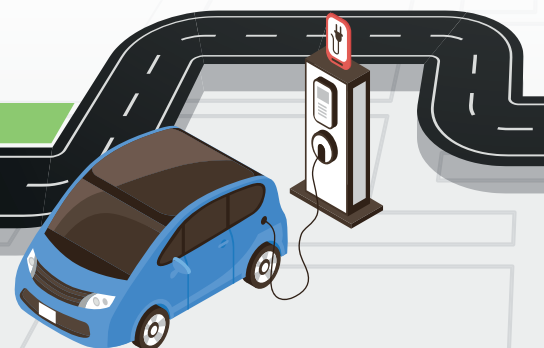


► Street Smart

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign. Since its creation in 2013, more than 140 communities have participated in Street Smart NJ. Street Smart NJ emphasizes educating drivers, pedestrians, and bicyclists through mass media, as well as targeted enforcement. Police officers focus on engaging and educating, rather than simply issuing citations. Street Smart NJ complements but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and is supported by federal and state funds, with additional funding/in-kind contributions from local partners, including the state's eight Transportation Management Associations.

► EV Conference

KMM hosted the Municipal Electric Vehicle Workshop at the East Brunswick Community Arts Center and provided municipalities with the tools to draft and implement an electric vehicle plan in their respective communities. Leading experts including Senator Linda Greenstein, Andrea Friedman (NJDEP), Tracey Woods (Sustainable Jersey), Jennifer Fogliano (NJTPA), Mark Warner (Gabel Associates), Doug O' Malley (Environment New Jersey) shared their knowledge of pending State-wide legislative initiatives, the Volkswagen settlement and its impact on EVs, grant funding such as "It Pays to Plug-In" and tools to implement a readiness plan for local ordinances. The half-day workshop was followed by a Ride & Drive event hosted by Environment New Jersey which allowed attendees to test drive an electric vehicle.



KMM's Safe Routes to School program makes it safer and more convenient for children to walk and bike to school. By connecting with schools and community leaders, we create opportunities for education about child pedestrian and bicycle safety and coordinate events that increase participation in walking and biking to school.

► Assemblies

Safe Routes to School offers in-school education through assemblies and bike rodeos and works with local leaders to identify walkability barriers through walk audits. In 2019, KMM hosted 16 assemblies in 7 municipalities.

Carteret

Carteret Community Center
Columbus School
Minue School
Nathan Hale School
RWJ Rahway Fitness
& Wellness Center at Carteret

Dunellen

Lincoln Middle School

Middlesex

Middlesex Community School
Middlesex Recreation Summer Camp
Parker Elementary School
Watchung Elementary School

Metuchen

Campbell Elementary School

North Brunswick

Parsons Elementary School

Old Bridge

McDivitt Elementary School

South River

Calico Cat School
South River Primary School
South River Elementary School



► **2019 Walk and Bike to School Day** In October 2019, KMM supported 33 schools in Middlesex County that participated in Bike and Walk to School Day.

Carteret

Columbus School
Minue School
Nathan Hale School

Cranbury

Cranbury School

Dunellen

John P. Faber Elementary School
Lincoln Middle School

East Brunswick

Bowne-Munro Elementary School
Central Elementary School
Murray A. Chittick Elementary School
Robert Frost Elementary School
Irwin Elementary School
Lawrence Brook Elementary School
Memorial Elementary School
Warnsdorfer Elementary School

Edison

Menlo Park School

Highland Park

Bartle Elementary School
Irving Primary School

Jamesburg

John F. Kennedy Elementary School

Milltown

Joyce Kilmer School

Metuchen

Campbell Elementary School

Middlesex

Hazelwood Elementary School
Parker Elementary School
Watchung Elementary School

New Brunswick

Greater Brunswick Charter School
McKinley Community School

Old Bridge

Madison Park Elementary School

Perth Amboy

Anthony V. Ceres School

Piscataway

Dwight D. Eisenhower Elementary School
Grandview Elementary School
Knollwood Elementary School
Randolphville Elementary School

South River

South River Elementary School

Spotswood

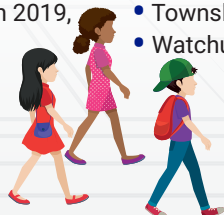
G. Austin Schoenly Elementary School
E.R. Appleby Elementary School
Memorial Middle School



► Bike Rodeos

Each time a school or community participates in a Walk Event, the vision of Safe Routes to School is materialized, through the number of families who participate, the support of their local police department, and the cooperation of those who share portions of the route. In 2019, KMM hosted nine such events.

- Campbell Elementary School, Metuchen
- Highland Park Recreation
- John Marshall Elementary School, Edison
- Middlesex Recreation
- New Brunswick Ciclovía
- Parker Elementary School, Middlesex
- Raritan Valley YMCA
- Township of East Brunswick
- Watchung Elementary School, Middlesex



COMMUNICATION

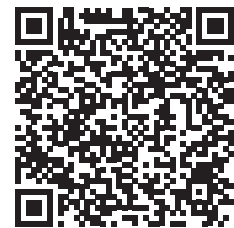
► Mobility Matters Radio Show

On the morning of April 3rd, in a sound proof studio, KMM Executive Director, Bill Neary placed his headphones on, gathered his notes and went LIVE on the air for the very first time launching a 12 week series called Mobility Matters. The series aired on WCTC1450AM and covered topics related to the fields of transportation, sustainability and economic development. Each show focused on issues that are instrumental to mobility not only in Middlesex County but across New Jersey. Leading experts joined Bill each week lending their insight and expertise on various topics including electric vehicles and their role in mobility, climate change and its impact on our communities, and how tourism and travel impact our infrastructure.

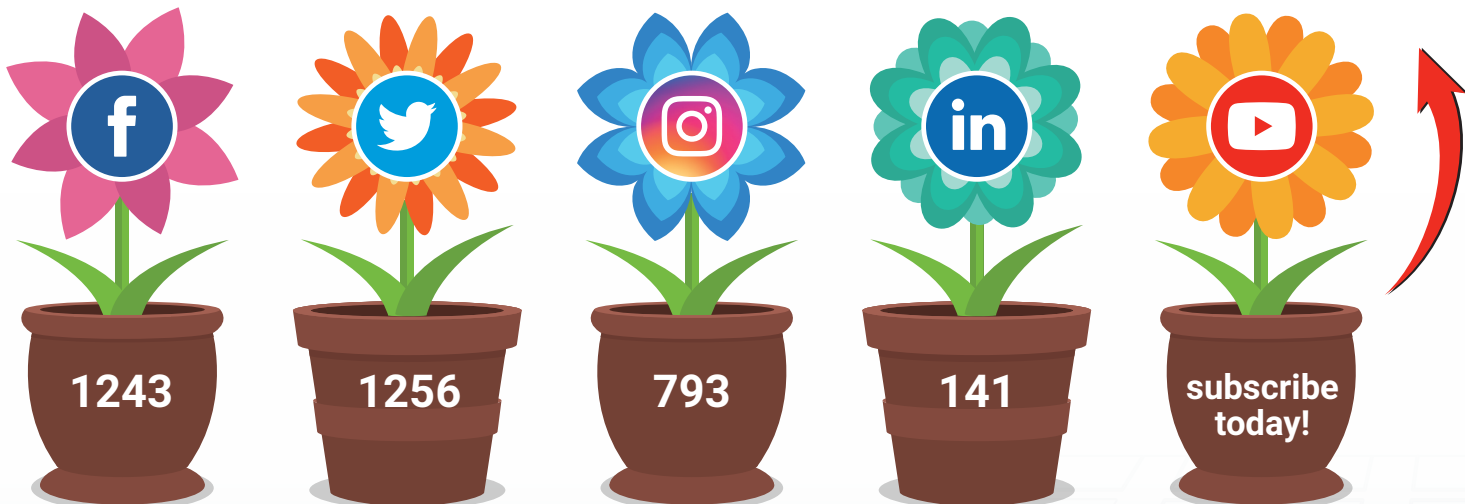


► Social Media Outreach

Whether on Facebook, Twitter, Instagram, YouTube or LinkedIn, KMM is engaging commuters, employers and residents across the county. For the past 13 years, we built brand awareness and opened new channels of communication. We provide information and solutions in areas of transportation, sustainability, and economic development. Most importantly, we provide support.



Scan with your phone
for our YouTube channel!

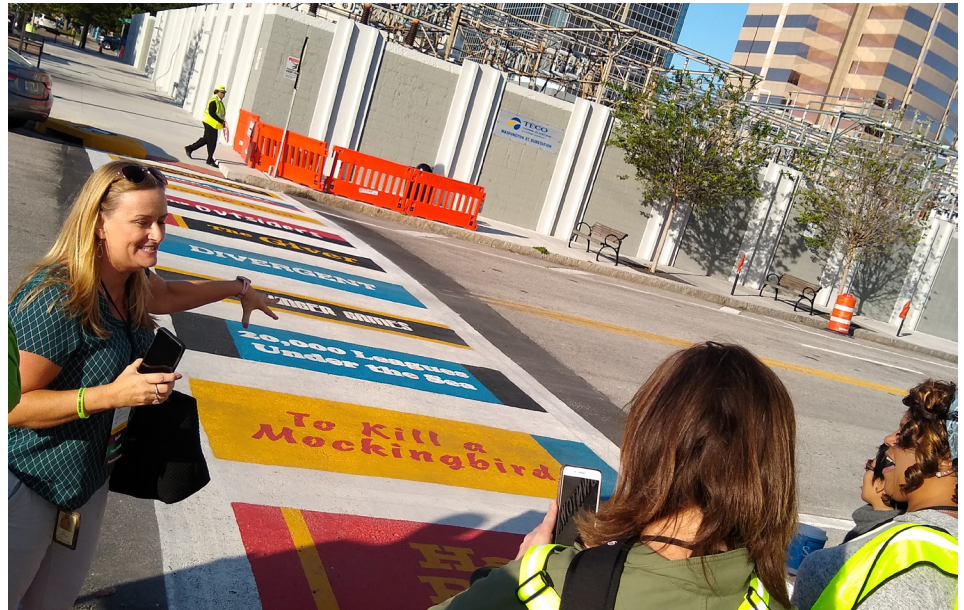




► NJ Traffic App

Information Notification Network Turns 20

The Information Notification Network continues to share real-time traffic, transit, and local alerts to email and app subscribers across Middlesex County. First developed in the early 2000's as an alert that would be faxed to users, the program has evolved from an email blast in 2010 to a traffic app in 2015. Today the alert is shared to over 1000+ users via email and on the app (available for iPhone and Android) and provides customized alerts based on the routes and cities that the user chooses.



► Car Free Day

During September 2019, 189 Commuters across Middlesex County took the pledge join commuters across the state in going Car Free or Car Lite during the week of September 16th. Car Free Day is an international event celebrated every September 22 in which people are encouraged to get around without cars and instead ride a train, bus, bicycle, carpool, vanpool, or walk. Commuters can even work from home or brown bag their lunch to participate!

► Carpool / Vanpools

KMM's rideshare and vanpool programs provide sustainable transportation solutions to commuters traveling into Middlesex County. Those wishing to join a carpool or vanpool can register through njrideshare.com to find a partner that shares a similar work schedule and commute. KMM has worked with companies large and small to create personalized commuter programs for their workforce. Whether it is assisting in the formation of vanpools or creating dedicated corporate carpool platforms, our flexible commuter programs alleviate some of the transportation challenges facing today's workforce.

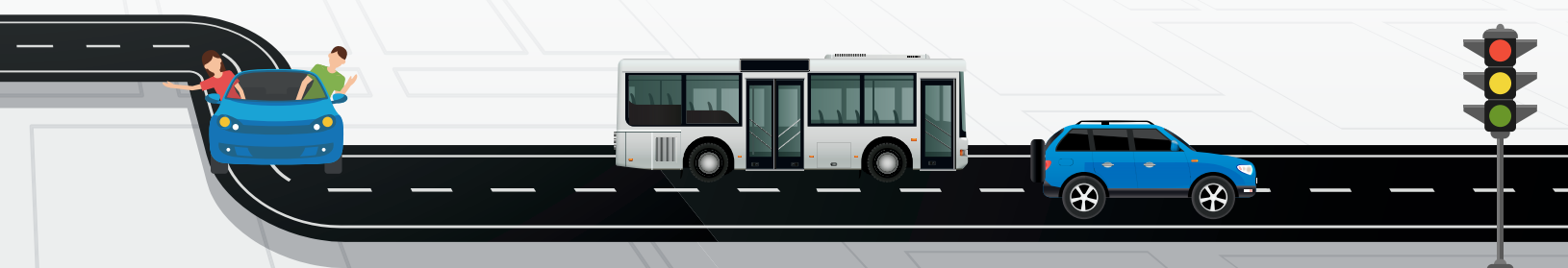
352
Carpools
12
Vanpools



► Bike to Work

Bike Month 2019 challenged commuters to bike to work, school, or for errands over the course of the month of May. Participants were challenged to log their weekly rides for chances to win a host of prizes.

37 Cyclists Participated **232** Trips Biked **3,247** Miles Covered



MIDDLESEX COUNTY IMPROVEMENT AUTHORITY

The Middlesex County Improvement Authority (MCIA) strives to improve the quality of life for residents of Middlesex County by providing financial and management assistance for the County government, municipalities, and other entities.

RWJBarnabas Health manages Roosevelt Care Centers in Edison and Old Bridge. Following a thorough assessment, RWJBarnabas has laid the groundwork for innovative care practices and technologies to deliver the most medically advanced care available to residents.

Celebrating 25 years, The Middlesex County Food Organization and Outreach Distribution Services (MCFOODS) provides nonperishable food and necessities to over 130 partner organizations throughout Middlesex County, ensuring that all residents have access to nutritionally adequate food and necessities at all times. In 2019, it distributed over 2.2 million pounds of food through food pantries, soup kitchens and social service agencies. MCFOODS also provides nutritional guidelines for clients and is an advocate for programs and policies intended to combat hunger and poverty.

In the coming year, the MCIA will focus on jobs, investments and redevelopment. The agency's change in responsibilities from general county services to one primarily focused on economic development will leverage the unique financial abilities of the



MCIA. Support will be provided to municipalities navigating the redevelopment process along with financial assistance. Working with County Transportation, Work Force Development, Marketing, Middlesex County College and the Vo-Tech, we will provide a unified and comprehensive approach to economic development. One of the first projects which the MCIA will assist in is the North Brunswick Train Station.

SNAPSHOT OF MIDDLESEX COUNTY



322,896 Square Miles

26 Number of Municipalities

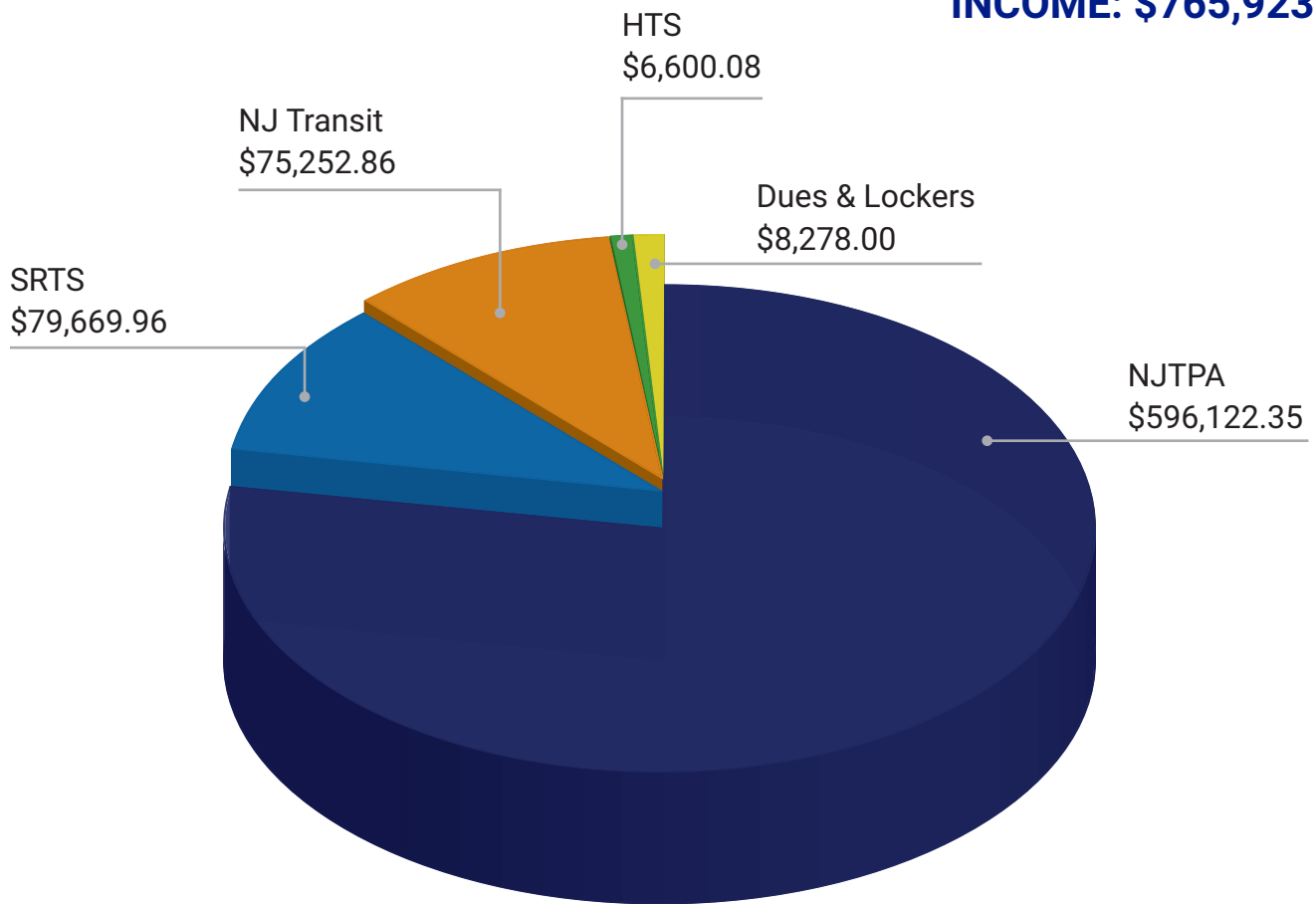
2584.38 Miles of Roadways

10 Number of Train Stations

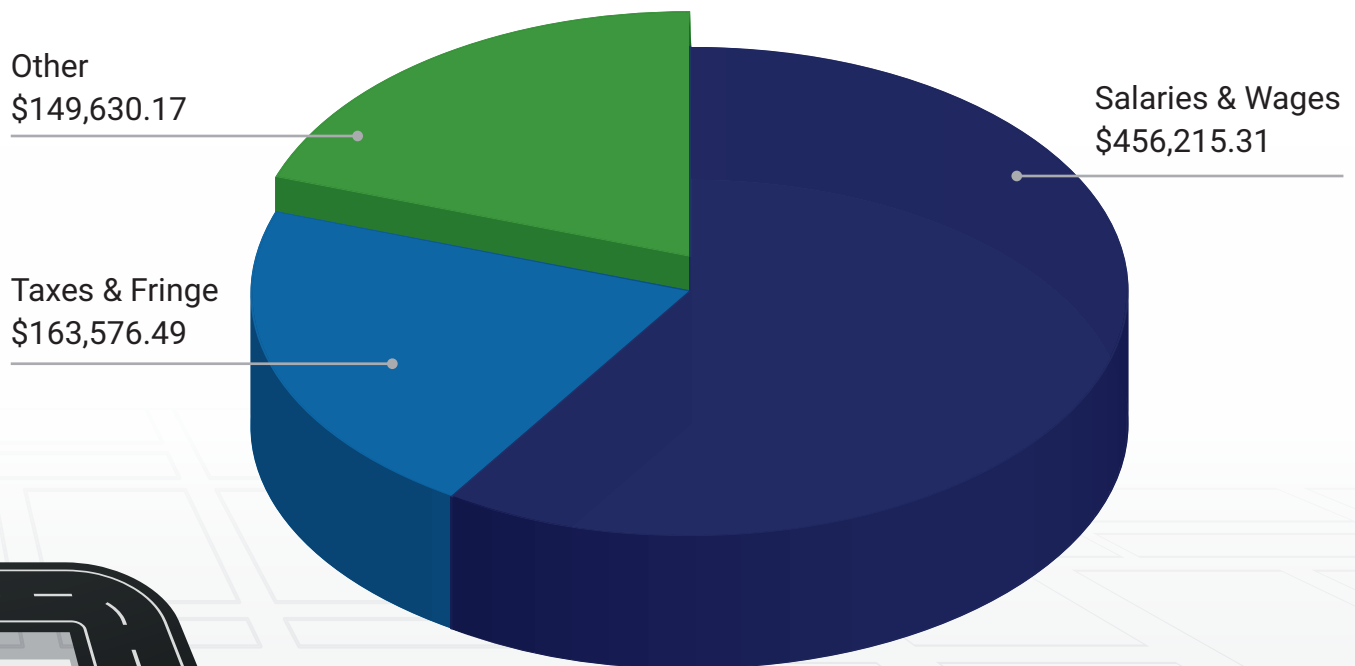
3 Number of NJT Transit Lines



INCOME: \$765,923.25



EXPENSES: \$769,421.97





MIDDLESEX COMMUTER CONNECTIONS

Keep Middlesex Moving, Inc.
Associated with the Middlesex County Improvement Authority
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New Brunswick, New Jersey 08901
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www.kmm.org • kmm@kmm.org

