



# S U C C E S S

# STORIES

## Middlesex Co., New Jersey

### Keep Middlesex Moving Provides Safety Material to Help Encourage Students to Walk to School

For the past four years, Keep Middlesex Moving, Inc. (KMM), Middlesex County's non-profit transportation management association, has helped communities sponsor, organize, and host International Walk to School Day (I-WALK) events.

I-WALK Middlesex was popular right from the start. In 1999, the first year, 6 of Middlesex County's 25 municipalities and 2000 children, parents, public officials, educators, police officers, and others participated. The appeal of I-WALK grew and grew. In 2002, nearly 10,000 people walked for safety, for health, and for the environment.

Funding from the New Jersey Department of Transportation and the Federal Highway Administration has allowed KMM to compile and distribute a comprehensive "How-To" Guide for organizers to assist them with planning their IWALK activities. It includes a sample press release and Mayor's Proclamation, event planning ideas and recommendations, as well as order forms for bookmarks, reflective zipper pulls and other materials. Sean Meehan, a Transportation Planner at KMM, even created mascots Penny and Paul Panda, which are featured in a pedestrian safety-coloring book. KMM has supplied participating towns in Middlesex County with enough bookmarks and reflective zipper pulls for each child involved in an IWalk event.

With support from KMM, each municipality has participated in a different way. In past years, the bright lights of the State Theater's marquee proclaimed "Walk Our Children to School Day," as New Brunswick officials led children on a walk to their schools along Livingston Avenue. In North Brunswick, the Walk has been an opportunity for children to walk to the senior citizens' center where everyone sings safety songs and enjoys cookies and punch. South River's community policing officer has led children around the block, giving them important safety instructions along the way.

Some towns have held assemblies on the topics of walking and health. In Perth Amboy, Mayor Joseph Vas greeted children and parents at the school doors before addressing everyone in the cafeteria. Mayor Vas observed, "With computers, TV, and video games, children do not receive the healthy dose of fresh air and exercise that is so important at their age. Walk Our Children to School Day provides an opportunity for parents to teach their children safe methods for walking while also promoting community awareness and providing increased exercise."

KMM's Program Director Roberta Karpinecz, said, "Our mission is to improve mobility, reduce traffic congestion, and improve air quality. Walking is an important commute alternative but everyone who walks must follow the rules of the road."

#### Key Facts

- KMM is the non-profit transportation management association for Middlesex and Monmouth Counties in New Jersey.
- KMM's mission is to improve mobility, air quality, and decrease congestion to increase quality of life.

#### Innovative Ideas

- KMM has distributed a comprehensive "How-To" Guide for organizers to assist them with planning their I-WALK activities.
- In North Brunswick, the Walk has been an opportunity for children to walk to the senior citizens' center.

I-WALK is a way to remind children and parents of important safety lessons such as “look left-right-left” and “cross at the green not in between.”

Karpinecz added, “KMM doesn’t only focus on children. Our organization also offers safe pedestrian programming for adults, particularly senior citizens.”

Keep Middlesex Moving, Inc., is one of eight non-profit Transportation

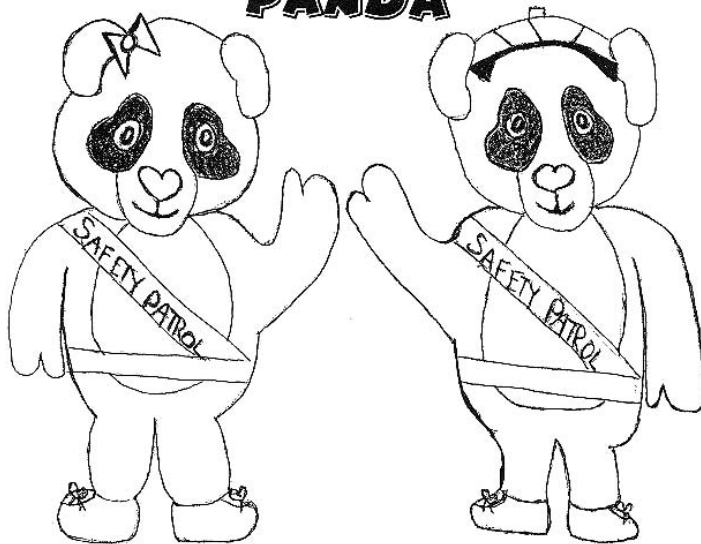


Management Associations (TMAs) in New Jersey. These non-profit, public/private organizations form partnerships with businesses, transit agencies, and county, state, and local governments to provide transportation services. The TMAs work with the State Department of Transportation on issues as varied as restructuring public transit routes, improving public transit service, minimizing the disruption caused by road construction, and instituting traffic management strategies to mitigate congestion. The TMAs work with businesses and commuters to implement alternatives to driving alone such as ridesharing in a carpool or vanpool. Walking and bicycling are two non-motorized alternatives.

KMM is committed to I-WALK and other events that enhance Safe Routes to School.



**PENNY AND PAUL  
PANDA**



**SAFETY FUN BOOK**

**Middlesex County**

Middlesex County is located squarely in the center of New Jersey and stretches from the Rahway River south to Mercer and Monmouth Counties and from Raritan Bay on the Atlantic Ocean west to Somerset County. The 25 municipalities in the County include more than 175 public schools, five County vocational-technical Schools, and over 70 parochial and private schools.

Population (2000)	.....	.750,162
Area	.....	.318 square miles
Density	.....	.2,359 people/ sq. mile
County School Enrollment		
Estimated Population 3 years and over enrolled in school	.....	..approx. 100,000



**For more information:**  
 Keep Middlesex Moving, Inc,  
 Associated with the Middlesex County  
 Improvement Authority  
 100 Bayard Street, 2nd Floor  
 New Brunswick, NJ 08901  
 732-745-4465  
 (fax) 732-745-7482  
 kmm@kmm.org

**Resources:**  
 Keep Middlesex Moving  
[www.kmm.org](http://www.kmm.org)

Transportation Management Associations  
<http://www.njcommuter.com/html/tma.htm>

To register a “Walk to School Day Event”  
 on-line see:  
[www.walktoschool-usa.org](http://www.walktoschool-usa.org)

“International Walk Our Children to  
 School Day”  
[www.cdc.gov/nccdphp/dnpa/kidswalk/](http://www.cdc.gov/nccdphp/dnpa/kidswalk/)

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