

**ROUTE 18**  
TRANSPORTATION IMPROVEMENTS

---

**COMMUNITY  
PARTNERING TEAM**

---

CITY OF NEW BRUNSWICK

**ROUTE 18 CPT  
COMMUNICATIONS AND PUBLIC INFORMATION TASK FORCE  
MEETING NO. 2 REPORT**

**DATE:** January 9, 2004  
**TIME:** 1:00 p.m. – 3:00 p.m.  
**LOCATION:** Middlesex County Planning Dept. Conference Room,  
Elks Building, City of New Brunswick, NJ

**Attendees:**

Kiran Patel	PM, NJDOT	609-530-2498
Steve Lavelle	NJDOT	609-530-3546
Steve Mitulak	NJDOT	609-530-6558
Dennis Motiani	NJDOT	201-797-7314
Darryl Johnson	Gannett Fleming	908-755-0040
Paul Nowicki	Gannett Fleming	908-755-0040
Tom Loughlin	City of New Brunswick	
Linda Hunter	Phelps/Carpender	732-249-7730
John Ferguson	Middlesex County OEM	732-316-7104
Anna Aschkenes	County	732-745-4489
Jim Wilno	NJ TRANSIT	856-968-3827
Wayne Fiorini	Courts	732-981-2172
Matt Weismantel	Rutgers	732-932-9342
Jim Stapleton	Rutgers	732-932-9342
Morteza Ansari	Keep Middlesex Moving	732-745-2326
CP Granick	MCPD	732-745-3098
Laura Schwartzkopf	MA Culbertson, LLC	856-795-8485
Phyllis St. Onge	MA Culbertson, LLC	856-795-8485

**1. PURPOSE OF MEETING**

To develop the communications network to inform the project team and the public about early notice of traffic flow changes and for incident management; and to review Issues Matrix for recommendations to be presented to the Steering Committee for consideration. (Agenda attached)



## 2. MEETING SUMMARY

Minutes from CPT Communications Meeting No. 1 and Updated Issues Matrix handed out to attendees (those not in attendance today will receive theirs in the mail shortly)

Intro all attendees

Project under final design, February 18/Advertise by end of April;  
Full speed; big project

How are we going to communicate?

### I. Resource Survey

- Survey to be sent out electronically ASAP to all CPT members by MAC with a cover letter explaining member's responsibility to complete all information for their representative group and send back to MAC via fax/email ASAP – week deadline
- MAC to compile data supplied by members to be used in Communication Plan

### II. Communications Plan Flow Chart

- Flow chart came out of 1st meeting
- Network Plan with goal of one central location for all communication to flow (bi-directional) with the Field Communication Team 24/7 as central point
  - Individual contacts will then have their own systems of distributing information to those they need to get information out to
- 2-tier system
  - Tier 1 – priority – proactive communication primarily – bidirectional
  - Tier 2 – secondary – includes adjacent residences beyond CPT

### III. Comments/Suggestions on initial draft of Communications Flow Chart?

- NJDOT
  - One central website for Route 18 to be maintained at NJDOT with real-time information – to be up and running by end of January; linked to main NJDOT website
- Police
  - Leave "Police" as is on chart
  - Add MS Sheriff's Office to chart – goes to all 25 municipalities
  - Middlesex County Hotline goes out to all local Police Depts
  - Keep "Courts" as separate contact
- Non-Police Functions?
  - Rather get information out to all contacts at once than one contact having to get information out to all

- Hospitals?
  - More pro-active – staff – patients
- Need to get a representative from US Post Office
  - Kilmer is hub for area
  - MAC to find contact
  - Add to chart as "Kilmer"
- Businesses
  - City Market
  - Explore DEVCO contact (meets with merchants & landlords)
  - KMM has information only on those who are their members
  - Other businesses in area not KMM members
  - Overlap of business contact good to have
  - Have we identified all businesses & how to get information out to them?
- Complaints
  - When come in, figure out where fall under chart
- Schools, Public Works, Parks?
  - Who disseminates to them? Primary - Mayor's Office?
  - Where best served on the chart?
  - Have to identify private/parochial schools (Yesheva)
- Emergencies
  - Emergency plans already in place
  - Need a 24/7 contact – need to identify those who have 24/7 (TRANSCOM; Sheriff's dispatch, other?)
  - Decision makers will make decisions for who needs to know what info
  - Not all need to know all information – some incidents all need to know
  - Assign codes – i.e. "code red" would indicate emergency
  - Most urgent emergencies – immediate – Police
  - Field Communications Team will make decision
- Adjacent counties?
  - Only local municipalities on chart now
  - Add Somerset, Union, Mercer & Monmouth Counties
  - Add Middletown, So. River to Adjacent Communities
- TRANSCOM
  - Add to chart – from NJDOT TOPs
  - Add NJTA, but also keep NJTA as separate direct box
- Med Center
- Media
- Information out: web page, networks like Sheriff's dispatch, media
- Training for the contact who has to get the information out?
  - Will have a book with the plan (with text how plan works)
  - Have a meeting for those individuals & explain their responsibility

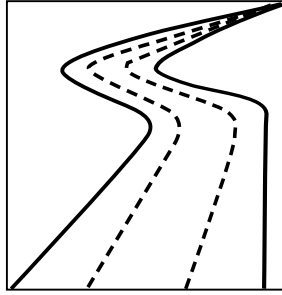
- Periodic Reviews of Network
  - What working
  - What not working
- Single point contact – very important – came out of last meeting
- Hispanic Communities Communication – important
  - Plan is to have someone that speaks Spanish at the Public Information Center
  - Add Puerto Rican Action Board to chart as contact
  - Tom Loughlin to check if there are other groups
  - Concern – if cannot read information put out in English – also have a 1-800 # with "press 1 for Spanish", etc...
- Churches/Religious Institutions
  - Need to add
  - One contact? - Interfaith Council – not sure how works
  - A lot of Churches on George Street
  - Tier 2 – proactive? Only weekly? Others used as community centers, and some for food, homeless shelters
  - Want one contact
- Trucking Association
  - Add to chart as contact (Gail Toth)
  - They will have to get the information out to their members
- Conflicting construction?
  - Rutgers renovating dorms
  - City renovating dorms
  - City Water Project – Elizabeth town – Cedar Lane
  - Will be under specs as "utilities" – communication through website for construction– will try to establish list – general information going out from MAC office to team members
- Gas Stations along corridor?
  - Exxon, Gulf, etc...
  - Normal – not part of network
- All Contacts to provide lists (electronically preferred) to MAC office to use in the appendix of Plan
  - KMM – provide list of members/contacts to MAC office
  - Rutgers to provide description of their plan/network to add to appendix
  - Med Center info needed (Lou Sasso)
  - Devco directory
  - Need a legend to explain all the acronyms in plan/chart
  - OEM to send MAC office all info available
- MAC to write Plan (in scope?)
- Map & Manual will be on website
- Long-term situations – could put out in mass mailing – or put notice in newspaper

- Multiple tools to relieve traffic congestion
- Suggest just warn people of delays; allow more time – if give alternate routes, more congestion vs. warning of delays, people come up with their own alternate routes; concern for those who don't know area (jurors)
- Color code detour signs?
  - No – doesn't meet qualifications; would cause problems
- Web cams? TV Monitors?
  - Normally done by Traffic Ops – there are 2 cameras – how tie in?
  - T-1 line
  - Dennis & Matt to meet to talk about replacing Rutgers box & using tower/wires already there
- Communications at NJDOT
  - all ways to get info (radio, etc...) will be on website
  - identify needs to make broadcasts happen
  - Posters problem – too much change
  - Newsletter – definite – also print in Spanish
  - Press Office will do releases
  - Local papers may do some coverage if they wish
  - MAC to find local and reg'l TV; media contacts to add to list
  - Must go through Media Office at NJDOT – Camille – Public Liaison Office
- Election Year?
  - City Clerk's Office oversees elections
  - Mayor's Office
- Chamber of Commerce
  - Note – there is no N.B. Chamber of Commerce – it is regional
- Telephone Hotline
  - Part of Field Communication Team
- Two sources of feed back to Field Communication Team – email/telephone
  - Need to know what going right and what not going right

#### IV. Next Steps

- Follow up on broadcast
  - Dhanesh and Matt to meet
- Survey out electronically to all CPT ASAP
  - Gannett Gleaming to send survey to MAC electronically
  - MAC to send survey electronically to all CPT ASAP with cover letter explaining their responsibility/1 week deadline
  - All members to reply to MAC with their information complete, and with list of their members or outline of their group's plans to add to appendix of Plan

- Revision of Communication Plan Network Flow Chart
  - Gannett Fleming to make revisions to flow chart
  - Send to MAC
- Rather than meet again – prefer to work out information via email
  - Finalize – get plan out
  - Finalize website



**ROUTE 18**  
TRANSPORTATION IMPROVEMENTS

---

**COMMUNITY  
PARTNERING TEAM**

---

CITY OF NEW BRUNSWICK

**CPT COMMUNICATIONS AND PUBLIC INFORMATION  
TASK FORCE MEETING No. 2**

**AGENDA**

January 9, 2004

Middlesex County Planning Dept. Conference Room, Elks Building, New Brunswick, NJ  
1:00 p.m. – 3:00 p.m.

**Objective:** To develop the communications network to inform the project team and the public about early notice of traffic flow changes and for incident management; and to review Issues Matrix for recommendations to be presented to the Steering Committee for consideration.

- I. Welcome and Introductions
  - Project Status Overview
  - Agenda and Meeting Goals
  
- II. Communications and Public Information
  - Review Communications Flow Chart
  - Discuss Notifications (Proactive/Reactive)
  - Issues Matrix and Recommendations
  
- III. Summary and Close
  - Action Items / Next Steps
  - Closing Comments

