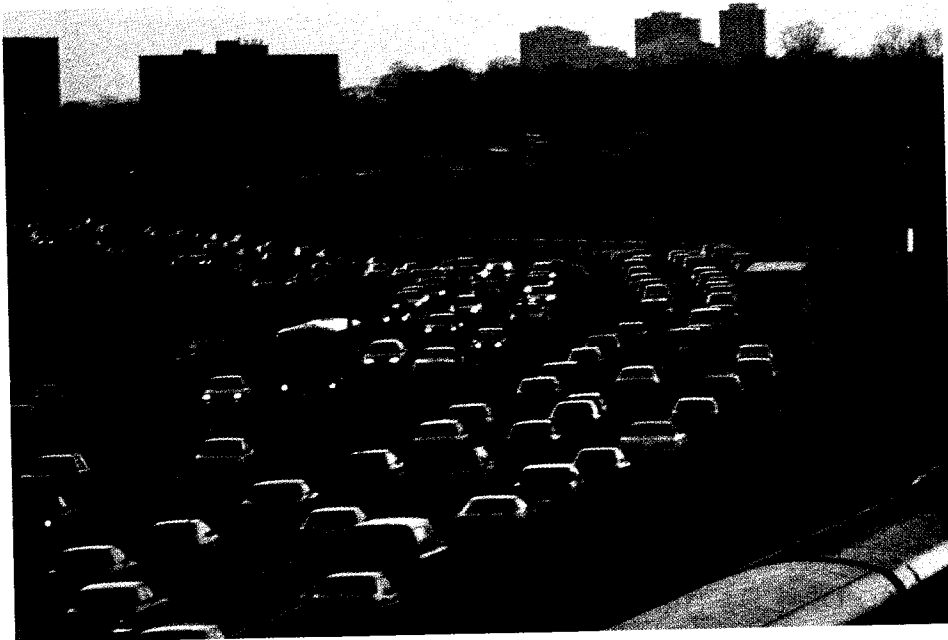


Ridesharing and a Guaranteed Ride Home A Winning Combination for Commuters

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By encouraging a wide variety of options for drivers, Transportation Management Organizations benefit us all.

Now more than ever, New Jersey drivers are faced with troubling traffic congestion — whether on a main highway or on Main Street. However, there is hope for change. The state's Transportation Management Associations,

program makes commuter ridesharing an option for anyone who is willing to try an alternative to driving alone.

Every day, Mark Nussenfeld commutes in a carpool with two co-workers. The three team up for their daily drive from Fanwood in Union County to

Mark's carpool received a phone call at work about a family emergency; he was forced to leave early with the car. Thankfully, the remaining two carpool members had a way to get home. As members of a commuter Guaranteed Ride Home program, Mark and his colleague called for a free backup ride home from a car service.

Guaranteed Ride Home provides Mark and his travel partners with a contingency plan for family emergencies or unexpected overtime, and helps keep the carpool from folding. The program is available to Mark through the Greater Mercer TMA, just one of eight Transportation Management Associations (TMAs) in the state, many of which offer similar rideshare incentive programs. A group of non-profit organizations funded in part by the New Jersey Department of Transportation and NJ Transit, the TMAs are charged with reducing traffic congestion in New Jersey through a combination of transportation demand management programs geared for commuters, employers, and municipalities. The emergency "Ride Home" for commuters who travel to work by carpool, vanpool or mass transit is one such program.

Keep Middlesex Moving, Inc. (KMM), the TMA for commuters traveling into Middlesex or Monmouth County for work, has just launched its version of an Emergency Ride Home program. To qualify, the commuter must work in Middlesex or Monmouth County, and travel to work by carpool, vanpool or mass transit at least once a week. Once registered for KMM's Emergency Ride Home program, the commuter is entitled to three free rides home per year

This program is an incentive that says "thank you" to commuters who help to reduce the tremendous traffic woes in central New Jersey.

working in conjunction with municipalities and employers, can help institute transportation demand measures, including a focus on ridesharing. The availability of a Guaranteed Ride Home

their office in downtown Trenton. Their route takes them down some of the state's busiest corridors: the Garden State Parkway, New Jersey Turnpike, and I-195. One day, the driver of

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in instances of unexpected overtime or personal emergency.

This program is an incentive that says "thank you" to commuters who help to reduce the tremendous traffic woes in central New Jersey. Sharing the ride to work in a carpool, vanpool, or mass transit can save commuting costs, diminish stress, reduce vehicle wear-and-tear, and improve air quality —

"We are pleased to offer commuters who work in Middlesex or Monmouth County a new reason to help fight traffic congestion," said Peter Cantu, Executive Director of Keep Middlesex Moving. "This program encourages new people to try ridesharing, while rewarding those who are already doing their part."

The commuters in KMM's service

Home member who travels from Howell to Marlboro each day for work, agrees: "I don't drive and I use community resources to get to and from work. There have been times when I got stuck at work without transportation home. I also have had family emergencies and had to take taxis great distances at a considerable expense. This Emergency Ride Home will put my mind at ease."

TMA's also offer as a host of transportation services such as free rideshare matching, transit schedules, emergency traffic alerts, vanpool subsidies, employer seminars, shuttle assistance, pedestrian and bicycle safety programs, and more.

Those in the Middlesex-Monmouth County region interested in more information about transportation options or Emergency Ride Home can contact KMM at (732) 745-4465 or visit www.kmm.org. For employers and municipalities outside of Middlesex or Monmouth Counties, a list of Transportation Management Associations and their service areas can be found at www.driveless.com. ▲

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benefits that everyone can share.

KMM worked with two area transportation providers to set up this program, offering commuters two free options: a rental car for one day, or one trip home via driving service. KMM, like its fellow TMAs, is able to offer this rideshare incentive program thanks to funding from the New Jersey Department of Transportation.

area have responded gratefully to the new program. Ted Stern, who carpools every day with three people on a long drive from Bergen County to his Monmouth County office, was one of the first commuters to sign up for this new program. Stern says, "the Emergency Ride Home service is a great back-up to have."

Christine Budnik, an Emergency Ride