



City Summer Shuttle Schedule Starts

By: Jack Kearns Published: May 25, 2014

Long Branch: Shuttle service in Long Branch began its summer season at Patriot's Plaza in Pier Village this weekend.

Meadow link Executive Director Krishna Murthy and the city's Director of Economic Development Jacob Jones sent off the first two jitneys on their course through the city joined by Mayor Adam Schneider and a gathering of officials and members of the business community in support of the service now in its third year.

The shuttle service connects to Monmouth University, the train station, the oceanfront section of the city and its business districts. The fare is only \$1 per ride and runs regularly on a winter schedule and the summer schedule, launched on Friday and running until Sept. 1.

"The shuttle system is an element in the mix of all the pieces, the jitney (shuttle), private vehicles, taxis and pedestrian traffic in the ways residents move around," Murthy said.

"We are still getting the word out about the shuttle," Jones said.

The total system is being designed and implemented to improve the quality of life for all users.

Jones is looking to advertising on the EZ Rider busses of the shuttle fleet to bring in support to the financials required as the new service catches on. He is reaching out to businesses to use the shuttle vehicles for advertising commercial enterprise. The prices will be attractive and Jones believes the support of businesses will benefit the merchants as well as the public.

"Last year's shuttle got the ball rolling," Jones said.

As usage grows the shuttles will be beneficial to drawing business to the city and its merchants.

For more info on advertising call 732-923-3053, or go to www.visitlongbranch.com.

