

# Smart COMMUTER

Issue No. 46 Summer 2011

*Commute Information for Business Executives & Elected Officials in Northern New Jersey*

## Shorelink Shuttle to link train stations at Asbury Park, Bradley Beach and Belmar with the Beach

**T**hanks to the generous support from NJ Transit, Monmouth County, and the townships of Asbury Park, Belmar, Bradley Beach and Neptune, the Shorelink Shuttle will commence operations on July 1, 2011 to connect the train stations at Asbury Park, Bradley Beach and Belmar with various stops along the beachfront and the Main Street.

Three shuttle buses will be used to provide the service, one from each train station. The buses can be easily recognized by the EZ Ride bus wrap. All vehicles are wheel-chair accessible with overhead storage bins and extra storage space in the rear of the vehicle.

Service will be provided for a nominal fare of \$1/ trip. The shuttle will be available up to September 30 on four days of the week, Thursday from 9 am to 6 pm and Friday to Sunday from 9 am to 9 pm. Visitors to the beach can now avoid the traffic on the major roadways by using the train and the Shorelink shuttle service.

For more information, please visit [www.ezride.org](http://www.ezride.org), or contact:

Heather Zuckerwise (732) 462-3333;  
hzuckerwise@ezride.org.



Perry Frenzel, Meadowlink Chairman, with Councilmen, Joseph Smolinski, Lou Signorino & Philip Weisbecker and Director Community Services & Recreation Keith Knudsen, during the volunteer training event for the *Community Cars Program*.

## West Milford introduces the EZ Ride *Community Cars Program* to provide transportation for older adults in the community

**I**n June 2011, the Township of West Milford and EZ Ride prepared to launch the *Community Cars Program* in West Milford in Passaic County. The service is designed to provide affordable and sustainable transportation for older adults. It fills the gap between the services provided by public transit and the more expensive services provided by private companies.

The program is membership based with a \$15 annual fee and per trip fee of \$2.50 plus 0.51¢ per mile. To control costs, the Township of West Milford has recruited a team of volunteer drivers. EZ Ride provides the vehicles including insurance, gas and maintenance.

“Transportation has always been a challenge for older adults in our community due to the limited public transit services and lower population density. The *Community Cars Program* fills a vital niche by catering to the need for discretionary trips that are critical to the well-being of older adults in West Milford” said Keith Knudsen, Director Community Services and Recreation of West Milford.

If you are interested in providing transportation for older adults in your community, please contact:

Sjockier Jackson (973) 340-3400 xt 7275;  
sjackson@ezride.org

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## Meadowlink to Assist Schools with the Safe Routes to School (SRTS) Program to Encourage Walking and Bicycling

Safe Routes to School is a growing national movement to encourage walking and bicycling which has been in decline since the 1970s. This Federal Program was established in 2005 and is administered by the New Jersey Department of Transportation (NJDOT). NJDOT has worked closely with the Voorhees Transportation Center at Rutgers University to coordinate and implement the program. In April 2011, the NJDOT announced that the eight Transportation Management Associations (TMA) in New Jersey like Meadowlink, will be the primary point of contact for schools within their respective service areas.

The Safe Routes to School Program introduces walking and cycling as fun, healthy, and environmentally friendly activities. By encouraging students to bicycle and walk, it addresses issues of active living, obesity, diabetes, and the environment.

Meadowlink will assist schools in Bergen, Essex, Union, Monmouth and parts of Hudson and Passaic Counties to develop a Safe Routes to School Program. The 12-month program is designed to increase awareness and participation by schools that serve the Kindergarten to 8th Grade student population. More than 800 schools in our area including public, private, and charter could take advantage of the program.

Rutgers University will serve as the Reference and Resource Center for the statewide SRTS program. Additionally, Rutgers will provide incentives for participation.

The implementation of the program benefits the community as it helps with child safety, obesity and adding to a sustainable environment. It encourages hosting events such as, I-walk Day (International Walk to School Day, October 5, 2011), the “walking school bus” program, “bicycle trains”, or developing travel plans.

The program has three levels of participation; bronze, silver, and gold that schools can aspire to. Being onboard qualifies a school district to receive federal funds to pay for engineering aspects of the program. Participation in this program also adds points to your Sustainable New Jersey score that qualifies your community for additional grants.

Safe Routes to School information will also be available on our website ([www.ezride.org](http://www.ezride.org)).

For more information please contact:

John Jennings (732) 462-3333  
[jjennings@ezride.org](mailto:jjennings@ezride.org)

Smart Commuter, a quarterly newsletter on commuting issues in our region, is published by Meadowlink. Please call the Regional Manager, Kinga Skora at (201) 939-4242 with comments, corrections or suggestions.

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# Employers In the Spotlight

## BD Hosts Earth Day Event and 65 employees sign up for Carpooling

Meadowlink joined Becton Dickinson (BD) to celebrate Earth Day in April. The event was designed to raise awareness about employee commute options and encourage their participation in various programs to reduce greenhouse emissions.

65 employees signed up for Meadowlink's Rideshare Program increasing the total number of BD employees to an all time high of 286. Rising gas prices was mentioned as the primary reason for the increased interest

in the service. The participants were provided with a free "match list" of names of people with similar commute.

Meadowlink coordinates Commute Fairs to help employees explore other options which could reduce the cost of their commute.

If you would like to conduct a transportation event, please contact:

Ellie Ferrer (973) 961-6941;  
eferrer@ezride.org

## 150 Kulite employees take advantage of Carpooling

On June 21, Meadowlink visited Kulite Semiconductor Products Inc. at their headquarters in Leonia, NJ. Meadowlink hosted a transportation fair with the goal of organizing as many carpools as possible among Kulite employees.

Kulite Semiconductor Products, Inc. is a global leader in the transducer industry. Their four buildings in Leonia house Kulite's research and manufacturing facilities as well as the administrative departments. Kulite supports carpooling by offering preferential parking spaces to employees that carpool.

Meadowlink was able to group 150 employees into carpools. Additionally, we are assisting other employees seeking to

share a ride by tapping into our state-wide ridematch database of more than 30,000 New Jersey commuters.

For Kulite employees, carpooling is a cost effective and environmentally friendly means of transportation. Sharing a ride to work can save money in difficult economic times and help contribute to a greener workplace. Carpooling benefits the environment as well as your wallet.

If you are interested in hosting a transportation event at your worksite, or need additional information about carpooling, please contact:

Peter Malvasi (201) 939-4242;  
pmalvasi@ezride.org

## Is Your Company a Smart Work Place?

New Jersey wants to recognize employers that support innovative commute programs for their employees. Businesses that help people get to work benefit the economy and boost our quality of life - and also see an improved bottom line.

Qualifying workplaces will be recognized by the New Jersey Smart Workplaces (NJSW) program. Applications are now available. The annual Recognition Event is planned in the fall of 2011.

To become a Smart Workplace, employers must actively support alternative commuting behaviors among their employees.

There are four levels of excellence - Platinum, Gold, Silver, and Bronze. For more information about NJSW program or to request an application, please contact:

Kinga Skora 201-939-4242,  
kskora@ezride.org

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Comments? Suggestions?

Feel free to forward your thoughts on improving the

**Smart Commuter**

to Kinga Skora at

(201) 939-4242

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# Service Updates

## Liberty Park Weekend Shuttle Is Back in Service

The Memorial Day weekend marked the re-launch of the EZ Ride weekend Liberty Park shuttle.

Sponsored by Hudson County Improvement Authority, the free shuttle service operates from 9:00am to 10:00pm on Saturdays and from 9:00am to 9:00pm on Sundays and Holidays. The round-trip route ferries riders from one end of Liberty State Park to the other, and back again, every 30 minutes. Service will continue through Labor Day weekend.

Service begins at Bergen-Hudson Light Rail Station in Liberty State Park and links the Liberty Science Center, the Playground, the Interpretative Center, the Visitors Center

and the Historic Terminal from where boat tours to Ellis and Liberty Islands are available.

With connections to the Hudson-Bergen Light Rail Line, Liberty State Park, and the Ellis & Liberty Island ferry, the Liberty Park Shuttle is ideally routed to meet the transportation needs of both local residents and tourists. Daily ridership of 200+ riders is a testimony to the popularity of the service.

For more information regarding the Liberty Park Shuttle, please contact:

Wendy Arias, (201) 939-4242;  
warias@ezride.org

## Freebies galore.....

### Transit Display for your worksite

Meadowlink is an advocate for public transportation and has a 'transit-first' policy.

Transit displays provide easy access to NJ Transit's information. These displays are available for your worksite free of cost.

Meadowlink will customize and set them up at your worksite. Each display is designed to hold commute information such as car/vanpool brochures, as well as all bus and train schedules relevant to your location.

To obtain a FREE display, please contact:

Michael Jensen (201) 939-4242;  
mjensen@ezride.org