

# Smart COMMUTER

Issue No. 49 Summer 2012

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

## Senior Transportation Program Expands to Pompton Lakes

**B**eginning August 1st, Meadowlink will launch its senior transportation service, the Community Cars Program in Pompton Lakes, Passaic County. The township will help market the program to seniors in the community and recruit volunteers. “Transportation is a major issue when it comes to seniors as there are not many options in terms of transit services. The Community Cars Program is vital to helping these seniors in our community with their everyday rides,” said Kathleen M. Cole, Mayor of Pompton Lakes.

The Community Cars program which was launched in 2008 with seed funding from the National Center for Senior Transportation (NCST) continues to grow steadily. About 500 seniors participate in the program. On average we provide about 40 rides per day with help from a dedicated team of volunteers. Meadowlink provides the cars, insurance and gas.

The Community Cars Program provides affordable and customized transportation for seniors. Rides are not restricted and can be used for shopping, luncheon with friends and medical appointments. Users pay a nominal annual membership fee of \$15. Additionally, there is a \$2.50 fee for every initial pickup and a \$.55 per mile fee for trips less than 10 miles and \$1.10 for longer trips.

To learn more about the program and to introduce the program in your County, please contact:

Bergen/Hudson - Kinga Skora (201)939-4242;  
Essex/Union - Ellie Ferrer (973) 961-6941;  
Monmouth - Wendy Arias (732) 380-1299;  
Passaic - Sjockier Jackson (201) 621-2577;



Perry Frenzel, Chairman of Meadowlink, greets T-Rex at the Field Station Dinosaurs grand opening of the park as an EZRide Shuttle pulls up for one of its routine stops from Secaucus Junction Train Station.

## Shuttling Towards A Prehistoric Adventure In Secaucus

**M**eadowlink will provide shuttle services from the Secaucus Junction Train Station to the 20 acre Laurel Park location featuring more than 30 animatronics dinosaurs.

Set amongst the background of the New Jersey Meadowlands and located atop a 150 million year old rock formation, the Field Station is a display of prehistoric wonder located a mere 9 minutes from New York City. World class engineers, roboticists and artists bring to life the largest animatronic dinosaurs ever made including a ninety-foot Argentinosaurus.

“We are pleased to partner with Meadowlink to help our visitors get to the site from the Secaucus train station. It will be especially beneficial for the younger children who may not be able

to walk from the train station to the site” said Jayme Powers, VP & Chief Operating Officer of Field Station Dinosaurs.

The shuttle services will be provided between the hours of 9:30 a.m. and 6:00 p.m.

- May 26 to June 20: Weekend services only
- June 21 to September 4: Service provided on all 7 days of the week
- September 9 to November 11: Weekend services only

For additional information please contact:

Cesar Gomez (201) 939-4242;  
cgomez@ezride.org

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## Van Buck\$ Program Offers \$300 Monthly Subsidy For New Vanpools From Jersey City To Newark Airport

Between gas, parking, insurance, maintenance and repairs, driving your car can get pretty expensive.

Add rush-hour traffic to the mix, and it can be stressful too. There's a simple way to save money and stress. Join our vanpool program.

The "Van Buck\$" program aims to encourage commuters from Jersey City to Newark to vanpool. There are over 600 Meadowlink clients commuting between the two cities and many of them work at Newark Liberty International Airport. With no direct public transit service from Jersey City to Newark Airport, commutes can become tedious.

The proposed "Van Buck\$" program will offer a monthly subsidy of up to \$300 for new vanpools from Jersey City to Newark Airport for the next 12-months. This includes the ongoing \$125/ monthly subsidy provided by NJ Transit for all vanpools.

Funding is limited and will be offered on a first come first served basis. All Vanpools will also be eligible for the "empty seat subsidy" and "guaranteed ride home" program. The former provides \$75/month for each empty seat for the first three months and the latter provides up to three

free rides in case of an unforeseen emergency

Parking at the airport is expensive and although some employers provide free parking, the program will aim to provide priority road space for these vehicles. This would significantly reduce travel time and make the program even more attractive for those facing the heavy traffic and a time-consuming commute to Newark Airport.

Give us a call if you would like your employees to join the Vanpool as a volunteer driver or a passenger. The individual who serves as the driver/ coordinator rides for free! In case of an emergency, or if your employee has to work late, we will provide you up to three free rides home a year.

There are no long-term commitments. Your employee can choose to be a monthly, weekly or daily rider. Seats are limited and will be made available on a first come first served basis.

***Join us and enjoy the ride!***

For more information, please contact:

Stephen Culpepper (201) 939-4242;  
sculpepper@ezride.org

Smart Commuter, a quarterly newsletter about commute information in our region, is published by Meadowlands Transportation Brokerage Corporation d/b/a 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

## Express Script Celebrates Earth Day and 150 Employees Sign Up to Carpool

**O**n April 18, 2012 Express Script, formerly known as Medco, hosted a commute fair and over 150 employees signed up for an opportunity to carpool with other employees. They were among 14 companies to work with Meadowlink in celebrating “Going Green” for Earth Day.

The pharmaceutical company based in Franklin Lakes is dedicated to improving health and making prescription drugs safer and more affordable for millions. Encouraging employees to carpool helps to reduce the number of cars on the road,

improve the quality of the air we breathe and improve our health. Additionally, it helps employees to save money.

Meadowlink’s carpool program serves about 30,000 commuters from about 300 businesses in Northern New Jersey. On average Meadowlink hosts about a dozen events each month at various corporate locations and about 500 commuters sign up to participate in our program.

To schedule a Commute Fair at your facility please contact:

Stephen Culpepper (201) 939-4242;  
sculpepper@ezride.org

## 1,500+ Students Sign up to Carpool at Union County College

**U**nion County College with three locations at Plainfield, Elizabeth, and Cranford encourages students to carpool by hosting a number of commute fairs over the year. Commute information is also provided as part of the student orientation for incoming freshman and transfer students.

This event was one of the several strong turnouts for Meadowlink Fairs that have taken place at Union County College campuses.

The results are outstanding – more than 1,500 students from all the three locations have signed up to carpool, making the College the largest participant in our carpool program.

Carpooling benefits everyone at the College. Students and staff benefit from lower commute costs, and the College has to provide fewer parking spaces.

The carpooling program finds matches for students who have the same class schedule and live either within or near their town. If a student has to leave early for unexpected reasons or has to stay late on campus, they can rely on the three Emergency Rides per year they have available to them.

For more information please contact:

Ellie Ferrer (973) 961-694;  
eferrer@ezride.org

## Get EZRide news on the web

Looking for the latest on Meadowlink’s Transportation Services?

Or perhaps you want to browse for past news and events that have taken place in our area?

Refer to Press on our website at [www.ezride.org](http://www.ezride.org) for the latest transportation news events

If you prefer to receive our newsletters electronically, email us at

**[info@ezride.org](mailto:info@ezride.org)**

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Comments? Suggestions?

Feel free to forward your thoughts on improving the

**Smart Commuter**

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# Service Updates

## New Jersey Walk and Bike To School Week 2012 in Full Gear.

May 21-25, 2012 was New Jersey Walk and Bike to School Week and Meadowlink helped a number of schools to participate in the event. *Safe Routes to School* (SRTS) is a federally funded program that is administered by the New Jersey Department of Transportation (NJDOT). This year, NJDOT has partnered with the Transportation Management Associations in NJ and the Voorhees Transportation Center at Rutgers to provide educational assistance to schools to encourage children to walk and bike to school. Meadowlink has been working with a number of schools to prepare for spring walking and biking events.

### Some of the activities included:

- A “Train the Trainer” session for Garfield PE teachers and recreation department staff to teach them pedestrian and biking training.
- A Bicycle Skills Clinic at Red Bank Charter School that will teach 4th & 5th graders basic bicycling skills
- A Walking School Bus at Gregory School in West Orange will kick off what will

hopefully be an on-going program to organize children and parents to walk to and from school on a regular basis.

- Pedestrian Safety Training for 2nd & 3rd grade students at Napier Academy and PS 28 in Paterson to educate students on how to safely cross a street, identifying a crosswalk and interpret traffic signals.
- A Bicycle Rodeo in Mountainside for 1st and 2nd graders to teach them how to safely navigate their way to school on their bikes.
- SRTS Informational Presentations at Gregory School in South Orange and Tuscan School in Maplewood to educate parents and teachers on SRTS activities.
- Meadowlink is laying the groundwork to bring Safe Routes to School Programs to Newark and Elizabeth.

If you are interested in implementing these programs in your school or community, please contact:

Nora Shepard (201) 939-4242  
nshepard@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