

The Transporter



Mobility Updates for Community Leaders

Navigating 2024: Embracing the Dawn of New Opportunities

Dear Readers,

As we bid farewell to the past and eagerly welcome the New Year, we are pleased to extend our heartfelt greetings to you in this inaugural newsletter of the year. Happy New Year!

Our spotlight will be on the Electric Vehicle (EV) Accelerator Program in the coming months.

What's happening in energy and transportation is nothing short of revolutionary – and the opportunities are unprecedented. Success depends on a solid ground game. Join us to delve into strategies for municipalities, counties, and non-profit organizations to craft a roadmap for a deliberate transition. We will share insights into leveraging grants, helping you establish yourselves as trailblazers in the field, and attaining national recognition for your innovative endeavors.

As always, we value your feedback and request you to share your thoughts. Your insights are instrumental in shaping the content we deliver, and we are committed to creating a newsletter that informs, engages, and enriches your reading experience.

Thank you for being an integral part of our journey. Here's to an extraordinary 2024!

Warm regards,



Krishna Murthy
President & CEO | EZ Ride

Introducing Charge@Work & Electric Vehicle Adoption Leadership (EVAL) Certification



EVAL Certification

Administered by Forth



Charge@Work

Administered by CALSTART

In collaboration with its partners, FORTH, a non-profit organization based in Oregon, launched **Charge@Work**, a nationwide workplace charging initiative with generous funding and support from the US Department of Energy, aiming to catalyze the adoption of electric vehicles (EVs) in workplaces nationwide. Communities establishing a workplace charging program are strongly encouraged to connect with this national endeavor.

Charge@Work also features the **Electric Vehicle Adoption Leadership (EVAL)** certification program, acknowledging and honoring employers who actively facilitate their employees in choosing a sustainable and clean commute. Collectively, these two initiatives provide an array of tools and resources strategically crafted to overcome various barriers. These include:

- A comprehensive workplace charging resource center equipped with diverse tools such as self-assessment instruments and employee surveys to assist organizations in planning, executing, and advancing initiatives emphasizing the advantages of electric vehicle usage among employees.
- Information hubs detailing financial incentives, state and utility rebates, and incentive programs, empowering employers with valuable insights and resources to support their efforts.
- A certification and recognition program that spotlights employers at the forefront of promoting clean electric vehicles, showcasing their commitment to sustainable transportation practices.
- Access to expert support, ensuring that organizations have the guidance and assistance needed to navigate the complexities of implementing workplace charging programs.

EZ Ride will spearhead FORTH's endeavors to promote **EVAL** and **Charge@Work** in New Jersey, contributing to the broader mission of advancing electric vehicle adoption and fostering a cleaner, more sustainable future.

For more information, please contact Lisa Lee atllee@ezride.org



Bogota Cyclist Successfully Advocates for Bicyclist Safety



Ensuring the safety of pedestrians and cyclists is a collective responsibility, and one individual who has taken a proactive stance to enhance bike safety in his community is John DeLuca, a dedicated cyclist and resident of Bogota. His primary concern stemmed from encounters with speeding drivers and close calls while riding on his bicycle from home to local County parks.

In response to these challenges, John contacted EZ Ride, and we provided him with comprehensive pedestrian and bicycle crash data details for Bogota, spanning from 2015 to 2019. In November 2020, John invited EZ Ride staff to participate in his town's virtual Borough Council meeting. At the meeting, EZ Ride staff presented NJDOT's policy guide and templates for adopting a Complete Streets policy. We also shared an illustrative example of a sign with the Bergen County Parks and Planning, designed to remind cyclists and pedestrians to share park paths responsibly.

A direct outcome of John's initiative, the Borough took swift action, installing new signs to raise awareness among drivers to share the roads with cyclists. Another effort is working with local bike shops to proactively communicate with customers, distribute a [bike survey](#), and promote awareness of the NJ Safe Passing Law in their communities. They are also encouraged to follow EZ Ride on social media to stay informed about the latest bicyclist and pedestrian safety resources.

The next step for the Borough involves the adoption of a Complete Streets policy. Congratulations to John for his commendable efforts!

For assistance to make your community safer for pedestrians and bicyclists, please contact Lisa Lee at llee@ezride.org or call 201-939-4242, ext. 123.



Promoting Safety and Community Awareness: EZ Ride's Street Smart Campaign in Union County



In December, EZ Ride teamed up with Union County, City of Elizabeth, Union Township, and nearby schools to launch a Street Smart campaign at two critical intersections: Magie Avenue & Keats Avenue and Magie Avenue & Monmouth Road. The selection of these intersections follows a tragic incident in March 2022 when an individual was struck and killed at Magie & Keats. Additionally, the home at the junction of Magie Ave. & Monmouth Rd. has suffered repeated collisions due to speeding drivers, prompting the homeowner to install large boulders for protection.

In collaboration with the North Jersey Transportation Planning Authority, EZ Ride is leading this initiative to educate and enforce NJ Traffic laws, aiming to raise awareness and change behaviors that contribute to pedestrian and motorist accidents. Since 2013, more than 200 communities have successfully implemented Street Smart campaigns.

EZ Ride's efforts will encompass a press kickoff, surveys, and behavior observation at both intersections before and after the campaign. Education sessions will be conducted at the intersections and local schools, facilitated by partnering with law enforcement for enforcement activities.

To learn more about the Street Smart campaign, visit <https://bestreetsmartnj.org/>. For inquiries, please email Lisa Lee at llee@ezride.org



Lisa Lee
Director, Sustainability Programs | EZ Ride

A Survey to Improve the Essex Night Owl Commuter Experience



In public transportation, ensuring passengers' satisfaction is paramount, and a survey is a valuable tool to gauge customer sentiments. Surveying the Essex Night Owl Shuttle riders posed a unique challenge as the service operates late from 1 am to 5 am seven days a week.

The survey garnered remarkable participation, mainly due to the dedicated EZ Ride staff assigned to survey riders on each of the eight shuttle buses. In a single night (December 6, 2023), 140 of the 158 riders were encouraged to take the time to respond to the survey.

To encourage participation, riders who completed the survey were automatically entered into a raffle for a chance to win one of three \$100 gift cards. This not only motivated commuters to share their insights but also added an element of excitement to the survey process.

And to show immediate appreciation for survey participants, NJ TRANSIT offered a promotional code for a complimentary round-trip ticket on bus #62 to those who completed the survey on board. This instant reward acknowledged the passengers' time and effort and provided a tangible benefit for their contribution.

The insights gathered from the surveys are not simply collected for statistical purposes; rather, they serve as a roadmap for improvements to meet the ever-changing needs of its riders. The service fosters a more inclusive and accessible public transportation system.

The Essex Night Owl is funded by NJ TRANSIT and Essex County and operated by EZ Ride. The Voorhees Transportation Center managed the survey process.

For more information, please email Kinga Skora atkskora@ezride.org.



Kinga Skora
Deputy Director, Marketing & Sales | EZ Ride

About EZ Ride



At EZ Ride we believe that a safe, affordable & reliable transportation system is vital to maintaining our quality of life and promoting the economic growth of the region. Transportation is a daily concern for commuters who cannot afford to drive to work, for older adults who do not drive a car, and for businesses whose employees and customers may not have easy access to public transportation.

For almost 40 years, we have helped people overcome transportation barriers by partnering with businesses and governments to implement transportation programs and services like carpools, vanpools, shuttles, biking & walking programs and even transportation with companies like Lyft and Uber.

EZ Ride is a non-profit organization and in 2013, we were recognized for excellence in serving the needs of the community and named the *Urban Community Transportation System of the Year* by the Community Transportation Association of America.

Whatever your mobility needs, EZ Ride is here to help

Download Our Capabilities

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