

The Transporter

Transport information for business executives, elected officials, and school administrators in New Jersey

Join Our Commuter Challenge to Celebrate Earth Day & Win Prizes



April 22nd is Earth Day, and the theme for 2021 is "Restore Our Earth." EZ Ride has a new commuter challenge to encourage you to make sustainable transportation choices that are good for the Earth and your wallet. You can join a carpool or vanpool, ride a bike, take public transit or a shuttle to work, and win a \$100 Gas Card or a portable battery power bank. Eligible for commuters working in the following counties: Bergen, Essex, Union, Passaic, and Monmouth County. Contest ends on April 30th.

Enter to Win!

CliniLabs joins EZ Ride's Ryde4Life Program



Clinilabs, a global, full-service Clinical Research Organization (CRO) providing drug development services to pharmaceutical and biotechnology companies, has joined EZ Ride's *Ryde4Life*

Program to provide transportation for their clients in New Jersey, Pennsylvania, and New York. The Ryde4Life program is available Monday through Friday from 8 am to 8 pm and on Saturdays from 8 am to 5 pm. All riders request a ride by calling (201) 939-4242 Ext. 4. Please visit our website for more information about the program.

Ryde4Life Program

EZ Ride to Resume Kearny Avenue Shuttle from N. Arlington to Harrison on May 3rd



from North Arlington to the PATH station in Harrison was temporarily suspended due to COVID-19 and will resume service on May 3rd. This shuttle provides transportation between the PATH station in Harrison and bus stops along Ridge Road and Kearny Avenue up to Garden Terrace in North Arlington.

The shuttle is funded in part by New Jersey Job Access Reverse Commute (NJ-JARC) program. The service operates during morning and evening rush hours, from 6:20 a.m. to 9:20 a.m. and from 4:30 p.m. to 7:35 p.m. One-way fare is \$1.50. For more information, call (201) 939-4242 Ext. 131.

Kearny Avenue Shuttle

Monarch's Mobile Marketing Wins Big with a Customized Bus Wrap

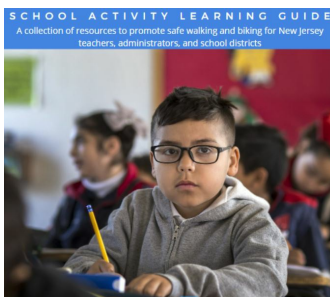


Eyeballs are hard to win these days. But out of necessity, people are still required to pay attention while on the road. That means you have an opportunity to reach them with your advertising message on your shuttle bus. Vehicle wraps have the lowest cost per

impression in the advertising market, and you are affordably branding your company on these “moving billboards.” The Monarch in East Rutherford is one of the residential communities with a customized bus wrap on their shuttles that promotes their property. EZ Ride replaces the wraps and the vehicles every three or four years. For assistance with your mobile marketing efforts, please call (201) 939-4242 Ext. 131.

A Guide to Mobile Marketing

EZ Ride Offers a School Activity Guide for Teachers



The Bike and Pedestrian team at EZ Ride has released their School Activity Learning Guide for teachers to promote safe walking and biking. It offers new online presentations and activities, including E-Bike Safety, E-Scooter Safety, and Ten Easy Ways to Help the Environment for Science or Health classes. The exercises could be conducted online or in-person. For more information about the guide or to schedule an event, call (201) 939-4242 Ext. 5.

School Activity Learning Guide

E-Bike & E-Scooter Safety Presentations



E-Bikes are the newest way to travel to work and around town during COVID-19. Many cities are adding e-bikeshare for tourism and to promote alternative means of transportation. You can use them in hilly areas where regular bicycles are a challenge and travel faster and farther distances without breaking a sweat. Check out our Bike and Pedestrian Program team's new online E-Bike Safety presentation with videos, safety tips, benefits, and understand the differences between e-bikes and regular bicycles. Contact the team at (201) 939-4242 Ext. 5 to arrange a virtual presentation. We can host meetings or webinars via Zoom or Google Meets for your company's lunch and learn group or communities, universities, and colleges.

E-Bike & E-Scooter Safety Presentations

Transit Workers Eligible for COVID Vaccination – March 15th



The Centers for Disease Control has further defined the essential workers' category, breaking it down into specific industries and placing transportation workers and others in Phase 1B of COVID-19 deployment. In New Jersey, as of March 15th, Transportation Workers, including the following are eligible:

- Bus, taxi, rideshare, and airport employees.
- NJ TRANSIT workers.
- Motor Vehicle Commission staff.

Vaccine Eligibility

The Transporter is a monthly newsletter about transportation information in our region and is prepared by Meadowlands Transportation Brokerage Corporation D/B/A EZ Ride. For any comments, corrections or suggestions, please call 201-939-4242 Ext. 131 or email info@ezride.org.

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