

# The Transporter



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*Transportation Information for Business Executives & Elected Officials in Northern New Jersey & Monmouth County*

## EZ Ride Enlists TNCs for Bergen County Senior Transport Program

Uber, Lyft, Sidecar and other Transportation Network Companies (TNCs) are everywhere. Hardly a day goes by that one or the other ride-hailing service is not in the headlines. And it's for a good reason; Uber operates in 54 countries and has over 160,000 drivers in the United States alone. Because of their reliance on a smartphone app, TNCs have been readily embraced by a younger demographic. Most folks over the age of 75 don't use smartphones. But, that older cohort is always searching for affordable local transportation, especially those that cannot, or choose not to, drive.

EZ Ride is very much in tune with the need of older adults to access affordable, reliable and safe local transportation. Our Community Cars program has been serving older adults for more than eight years and we provide more than 1,000 rides every month.

As part of our efforts to better serve our seniors, we are exploring the possibility of launching a pilot project in summer 2016 that will provide our Bergen County Community Cars members over the age of 75 with rides through a TNC. The pilot program will be structured to keep the cost of a ride at a level similar to the current cost. The partnership will allow us to tap into their much larger network of drivers and vehicles to ensure that no ride is denied. Additionally, we will be able to provide rides at short-notice.

For more information please contact:

Avnish Gupta (201) 939-4242  
agupta@ezride.org



Alliance for a Healthier Asbury Park, with 32 member organizations and 90 individual members, seeks to improve the health and well-being of the city's school community.

## EZ Ride Partners with Asbury Park Coalition

EZ Ride has always had a focus on serving New Jersey communities by reducing traffic, improving safety, decreasing pollution and encouraging active transport. Now, EZ Ride will aim to improve the health and well-being of communities through our partnerships with other like-minded organizations.

EZ Ride began working with the Asbury Park School Health Council two years ago as a resource partner to bring Safe Routes to School programs and education to the elementary school community. Last year, the School Health Council leadership decided to expand their mission and to form a collaborative coalition of multi-sector partners to focus on reducing barriers to health in the entire community of Asbury Park. What started as a mission to only increase physical activity and nutrition education in the schools has grown to a broader mission to use policy and environmental change to prevent chronic disease and improve community health by increasing access to healthier

foods and fresh produce, improving transportation access for the community, increasing access to affordable housing, reducing crime and improving safety in the community, increasing access to physical activity, and improving access to healthcare.

The Coalition has grown significantly with more than 32 member organizations and over 90 individual members and has also adopted a new name, The Alliance for a Healthier Asbury Park, with a distinct logo that signifies the partnership and commitment by the multi-sector coalition members. EZ Ride is one of the Coalition's lead organizations and has applied on behalf of the Coalition for a RWJF Building a Culture of Health award to get training and grant funds to develop a three-year Blueprint for Action to reduce community health barriers.

For more information about the program, please contact:

Lisa Lee (201) 939-4242  
llee@ezride.org

# Funding & Technical Assistance Opportunities

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The number and nature of grants available to benefit municipalities and schools can seem daunting to those unfamiliar with the process. But there are a myriad of opportunities to fund projects to improve New Jersey communities. Earlier this year, EZ Ride was awarded \$60,000 from the New Jersey Healthy Communities Network to implement programs to promote healthy eating and active living in Long Branch, Plainfield and Fanwood-Scotch Plains.

We are now seeking partners to submit proposals for the following funding opportunities:

## 2016 Infrastructure Funding for NJ Safe Routes to School Program

### Application Deadline: June 27, 2016

The New Jersey Department of Transportation announced April 4 that it is accepting applications for Safe Routes to School (SRTS) Grants. This federally funded program is administered by NJ Department of Transportation in partnership with the North Jersey Transportation Planning Authority. Applications are due June 27.

SRTS Grants may be used for infrastructure (construction) projects within a two mile radius of a K-8 school that encourages K-8 students to safely walk and bike to school. Applications are welcome from municipalities, counties, schools and school districts. Examples of eligible SRTS projects include installation of ADA compliant curbs, signage, sidewalks, bike lanes, restriping crosswalks, street lights, signals and

traffic-calming improvements.

Only one application can be accepted from each municipality and applications require a resolution of support from both the school district and the city.

EZ Ride assisted the City of Linden in preparing an SRTS Infrastructure Grant application in 2015 that led to a \$200,000 grant. Linden officials credit EZ Ride staffers with critical assistance in preparing the grant application.

As part of their outreach efforts to encourage and assist communities with applying for the grants, NJDOT along with the NJ Safe Routes to School Resource Center and Sustainable Jersey are conducting a series of workshops throughout New Jersey.

## Green Communities Grant

### Application Deadline: Rolling

Communities that need assistance in creating a Community Forestry Management Plan (CFMP) are eligible for the Green Communities Grant. The grant is offered every year for municipalities and counties. Currently the grants are up to \$3,000 with a 100 percent match, that can be made of in-kind and volunteer hours at the federal volunteer rate. For more information visit: [www.nj.gov/dep/parksandforests/forest/community](http://www.nj.gov/dep/parksandforests/forest/community).

For more information contact:

Lisa Lee (201) 939-4242

[llee@ezride.org](mailto:llee@ezride.org)

# Employers on the Move ...



EXPRESS SCRIPTS®

## 42 Express Scripts employees sign up for Carpooling on Earth Day

Located in Franklin Lakes, Express Scripts is not accessible by public transportation. That leaves driving to work as the only option.

Express Scripts provides integrated pharmacy benefit management services such as network-pharmacy claims processing, home delivery of prescriptions, specialty pharmacy benefit management and other related services. It's a Fortune 500 company that reported 2013 revenues of \$105 billion.

The company wants its employees to know about all the options for getting to work and to that end invited EZ Ride to its Earth Day Celebration on Wednesday, April 20.

Every year, we participate in about a 100 similar events hosted by employers annually, informing people about carpools and vanpools, which in many cases are the only alternatives to driving alone.

The Earth Day event was well-attended and 42 employees were entered into the rideshare database and will be matched up for potential carpools based on their commute route. Several of the employees mentioned that they have particularly long commutes and would appreciate the savings and stress reduction that is a key benefit of carpools and vanpools.

To schedule an event, please contact:

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

## VOLUNTEER SPOTLIGHT



**RICHARD WOLF**

About a year ago, on one of his frequent trips to the Montclair Library, Richard Wolff saw an EZ Ride flyer seeking volunteer drivers. At 88, Richard still works part time, but was looking for an activity to fill the rest of his day.

Today he is one of our most dedicated volunteer drivers, contributing about 20 hours weekly. Once an avid skier, Richard now keeps active with the occasional hike in the woods. He also has never had a television and reads several books a week.

Richard knows customer service. For 55 years, first with his father and then on his own, he ran a mailing business that depended on excellent customer relations. They never lost a customer.

He gets satisfaction from helping his passengers get to where they need to go and enjoys hearing about their lives. He also keeps his joke-telling skills sharp by sharing a laugh with the people in his car.

"If I can get my passengers to their destinations and also put a smile on their faces, I have accomplished what I set out to do," he said.

Love to Drive? Contact:

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



## EY Hosts Earth Day Event, Promotes Carpooling

"Earth Day is Every Day" goes the popular slogan and that is true for many employees at the audit firm EY (formerly Ernst & Young). EY employees take advantage of the Harmon Meadow shuttle as well as our carpool program. These employees take cars off the road and reduce harmful emissions.

EY is one of the "Big Four" accounting firms. Headquartered in London, it is the third largest professional services firm in the world measured by 2014 aggregated revenue. EY relocated certain functions and about 1,500 workers to Secaucus from Manhattan in 2006. Having access to the EZ Ride shuttle was important to EY since many of its employees used public transit.

The firm's slogan is "Building a better working world" and its green approach to commuting is certainly part of that. EY held its annual Earth Day event on Friday April 22 and EZ Ride was on hand to extoll the benefits of carpooling and vanpooling. Thirty-one EYers signed up to be entered into the rideshare database which matches up people for carpools based on their home and office locations.

All the EY workers who signed up expressed enthusiasm for becoming part of a carpool. They indicated that saving money and contributing to a cleaner environment are motivating factors.

For more information please contact:

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

Comments? Suggestions?

Feel free to forward  
your thoughts on  
improving the

**The Transporter**

to Kinga Skora at  
(201) 939-4242

or e-mail:

kskora@ezride.org



*Meadowlink*  
144 Park Place East  
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## Service Updates

### EZ Ride Buses Take Advantage of Expanded NJ TRANSIT Secaucus Bus Terminal

**N**J TRANSIT unveiled an expanded bus plaza at the Secaucus Junction train station on March 29. The agency says the new facility will serve about 1,500 daily commuters, who mostly transfer to trains headed to Manhattan. The plaza has 14 protected bus berths with new electronic signs that display the estimated arrival time of buses.

EZ Ride passengers who ride shuttles between their homes or workplaces and Secaucus Junction will also benefit from the new terminal. EZ Ride operates 11 buses daily for the six shuttle routes that bring our riders to and from the station. We have more buses coming and going from Secaucus than any transportation provider besides NJ TRANSIT and have plans to further expand our service.

EZ Ride shuttles stop at the Secaucus terminal 107 times every weekday and we provide more than 20,000 passenger trips every month.

EZ Ride shuttles now stop on the opposite side of the bus station, referred to as the “Canopy Side,” because of the attractive canopies that will keep rain and snow from falling on commuters waiting for their EZ Ride Shuttle.

EZ Ride notified passengers of the change in location through our Twitter account and also worked with the firms that sponsor the shuttles to get the word out to our riders.

NJ TRANSIT officials said that the additional capacity can also be used by New York-bound buses in the event of a major delay or incident. Buses have been diverted to Secaucus in the past, but they had to use a smaller bus lane and the diverted buses would back up on to the New Jersey Turnpike at Exit 15X.

For more information please contact:

Michael Parra (201) 939-4242  
mparra@ezride.org

### Freebies galore...

#### Protecting Precious Resources

It has been proven beyond the shadow of a doubt that wearing a helmet while riding a bicycle protects riders from serious head injury. To promote the habit of wearing a helmet, EZ Ride is giving away free bicycle helmets to children who participate in its Safe Routes to School program.

All schools and municipalities that host bike rodeos and other related events can request free helmets as part of the program. If you are interested in learning more or would like to request free helmets, please contact:

Christopher Gonda  
(201) 939-4242  
cgonda@ezride.org