

The Transporter

Mobility Updates for Community Leaders



Plugged In: The Evolution of Electric Vehicles and Charging Solutions

EVAL Electric Vehicle Adoption Leadership

Helping Businesses Lower Emissions in Employee Commute

Greetings from EZ Ride!

Western automakers are concerned about the threat of low-cost EVs from China, and the Chinese company, BYD, has responded by introducing a new battery electric vehicle (BEV) priced at approximately \$11,000 – 20 percent lower than before. Stories about BYD possibly building EVs in Mexico and Hungary and avoiding the 25 percent tariffs on cars made in China could spell trouble for the Big Three. Meanwhile, the Biden administration is expected to ease proposed tailpipe CO₂ emission standards for US automakers which could slow down the path towards electrification in the US. The stakes are high, and the global trends appear to be irreversible.

Workplace charging is critical to EV adoption in the United States.

Join us for a [webinar](#) scheduled for March 14, 2024, at 3 pm, hosted by Best Workplaces for Commuters at the Center for Urban Transportation Research (CUTR), University of South Florida (USF).

Learn about EVAL - a U.S. Department of Energy-funded, nationally recognized certification program that aims to increase workplace charging programs. The program provides a roadmap, resources, and recognition for organizations that support the adoption of sustainable transportation at their worksite, specifically the adoption of electric modes of transportation. The program is administered by Forth and will be implemented by EZ Ride in New Jersey. [Register to participate.](#)





Krishna Murthy
President & CEO | EZ Ride

Miles of Change: Your Contributions Shape Affordable Transportation



The ***EZ Ryde4Life*** program, utilizing Lyft and Uber, currently serves over 3,000 participants. This initiative aims to offer more than 100,000 rides this year, with 94 percent of them sponsored and funded by counties, municipalities, or non-profit organizations. The remaining six percent, approximately 750 riders, pay out of pocket, and less than a third actively use the service. A survey by EZ Ride revealed that pricing was a significant concern for these riders. In response, in February 2023, EZ Ride introduced a 50 percent discount program for eligible ***EZ Ryde4Life*** members.

Eligibility requires participation in specific New Jersey Department of Human Services (NJ DHS) programs: Pharmaceutical Assistance to the Aged & Disabled (PAAD) Program, Senior Gold Prescription Discount Program, or NJ Medicaid. While initial participation was limited, with only 10 individuals signing up, by February 2024, it increased to over 120 members aged 19 to 92 years. Medical purposes, particularly dialysis, accounted for 57 percent of trips, while grocery shopping and employment constituted 15 and eight percent, respectively. The program has facilitated more than 900 rides in the last 12 months, valued at more than \$22,000.

Program participants are spread across the state, with the majority coming from Bergen, Monmouth, Essex, and Somerset Counties. Despite robust transportation programs in these counties offering services at no cost to seniors and riders with disabilities, the discounted ***EZ Ryde4Life*** program fills a crucial service gap.

We extend our gratitude to our generous funders for making this program possible. We welcome donations of all sizes, and EZ Ride will match contributions, doubling the impact. Kindly consider sharing this appeal with your friends and family and exploring potential corporate matching gift programs.



EZ Ride is a 501(c)(3) charitable organization, making all contributions tax-deductible according to IRS regulations.



Avnish Gupta
COO & General Counsel | EZ Ride

Driving Change: EZ Ride's Speed Studies Transform Municipal Traffic Management



EZ Ride conducts speed studies for municipalities that do not have equipment to assess compliance with speed limits. The Township of Washington requested EZ Ride to conduct a speed study due to concerns about speeding cars and close brushes between cyclists and vehicles.

The Township chose two roads near Jessie F. George Elementary School for the study, conducted from September 11 to November 5, 2023, utilizing a 24/7 active speed sign.

Data collected included vehicle counts, average numbers, speed violations, 85th percentile, tolerated speeds, and more. EZ Ride's reports pinpoint peak violation times, enforcement priorities, and effective safety measures. Councilman Thomas J. Sears of Washington Twp commended EZ Ride's work, sharing the report with municipal leaders and advocating for increased monitoring, enforcement, and potential installation of speed monitoring signs.

These studies empower municipalities to proactively address speeding and enhancing safety during peak hours. Currently, EZ Ride is conducting a speed study for the Borough of Emerson and extends assistance to municipalities in Bergen, Monmouth, urban Essex, Passaic, or Union counties on a first-come, first-served basis. For more information, contact Lisa Lee at (201) 939-4242 ext. 123 or email llee@ezride.org.



Lisa Lee
Director, Sustainability Programs | EZ Ride

Shuttle Ridership Doubles Despite Reduction in Fleet Size



BNE Real Estate Group brings over 60 years of experience in real estate development, investment, ownership, and management. They're headquartered in New Jersey but work on a national level creating, owning, and operating a high-quality, diverse portfolio of assets.

Over the years, BNE, has expanded its holdings in Harrison from one community – One Harrison – to include two more, namely Waters Edge and Day & Bergen. All three communities initially offered shuttle services to their tenants, utilizing two shuttle buses that operated during peak commuting hours. Specifically, one bus exclusively served residents at One Harrison apartments, while the other catered to residents at Waters Edge and Day & Bergen.

In response to a decline in ridership during the post-pandemic period, BNE Real Estate Group made a strategic decision to consolidate its shuttle service. The organization transitioned to using a single bus to serve all three communities. Despite this reduction in fleet size, January 2024 witnessed a remarkable surge in ridership, surpassing 4,000 riders per month. This notable increase far exceeded the pre-Covid ridership, when two buses were in operation, and provided approximately 2,000 rides per month in 2022. The success of this initiative highlights the importance of adapting and optimizing transportation services to meet changing demands effectively.

For further information about our shuttle program, please contact Kinga Skora at (201) 939-4242 ext. 131 or via email at kskora@ezride.org.



Kinga Skora
Deputy Director, Marketing & Sales | EZ Ride

Upcoming Webinars & Workshops!

"New Jersey Get EVAL Certified!"

Best Workplaces for Commuters Webinar, March 14 at 3 pm - 4 pm - [Register](#)

Stretching Your Transportation Dollars: The Economic Wisdom of Utilizing TNCs for Extended Hours of Service and Broader Coverage.

NJ TransAction Conference, April 30: 4 pm-5 pm - [Register](#)

Road to Electric: A Community Guide to EV Adoption

NJ TransAction Conference, May 1: 10:45 am – 11:55 am - [Register](#)

Where Public Art Meets Public Safety: How NJ Municipalities Are Using Art to Slow Traffic and Improve Safety.

NJ TransAction Conference, May 1: 4 pm – 5 pm [Register](#)

Missed Last Month's Event?

February 21: Bridging Transportation Gaps: The Economic Wisdom of Utilizing TNC's - [Webinar's Recording](#)

Fare Deals: Exploring Public Transit Offers Transit Student Pass



NJ TRANSIT has expanded its Student Pass fare option to include eligible part-time students. In addition to full-time students, part-time degree seeking students taking at least two courses will also be eligible for the Student Pass fare.

As a full-time or part-time degree-seeking student, you can save an extra 25% on your NJ TRANSIT Monthly Pass when your school participates in our University Partnership Program. It's simple to enroll through the participating college's website for a discounted rail, bus, or light rail pass for unlimited travel during the month. Then conveniently purchase your Student Pass using the NJ TRANSIT Mobile App®.

[Transit Student Pass](#)

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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