

The Transporter

Mobility Updates for Community Leaders



Plugged In: The Race is on to Build More Affordable EVs



Helping Businesses Lower Emissions in Employee Commute

Greetings from EZ Ride!

The latest [study](#) by The Boston Consulting Group reveals that 70% of US consumers are open to purchasing an Electric Vehicle (EV). However, widespread acceptance of EVs hinges on automakers meeting four key criteria:

- 20-minute charging times.
- At most 30 minutes to locate and access a fast-charging station.
- A driving range of 350 miles or more per charge.
- A price tag of \$50,000 or less.

The recent drop in prices of Tesla's Model 3 and Model Y, coupled with the emergence of affordable EVs from Chinese manufacturers like BYD, has spurred US carmakers to develop more budget-friendly models to appeal to a broader audience of EV buyers and remain competitive in the EV market.

Rivian has unveiled the R2 priced at \$45,000, significantly lower than the \$80,000 for the R1. Lucid Motors plans to introduce a midsize EV in late 2026, priced around \$50,000. Chevrolet has reintroduced its electric Blazer SUV at \$42,695, and the 2024 Nissan Ariya is currently available starting at \$39,590 MSRP. While price and range appear to be within the technological grasp of the OEMs, profitability is a concern.

As we navigate these developments, it's important to emphasize the critical role of available and reliable workplace charging infrastructure in driving EV adoption. Access to convenient charging solutions remains a crucial determinant of consumer willingness to embrace electric vehicles. Investing in workplace charging facilities is essential to facilitate widespread adoption and support the transition towards sustainable transportation.

We invite you to join us at one of the many upcoming events listed below to learn more about electric vehicles and Electric Vehicle Adoption Leadership (EVAL) — the US

Department of Energy-funded, nationally recognized certification program promoting workplace charging programs. Managed by Forth and implemented by EZ Ride in New Jersey, EVAL provides a roadmap, resources, and acknowledgment for organizations supporting the adoption of sustainable transportation at their workplaces, particularly electric modes of transportation.

To learn more about EVAL, visit www.evalcertification.org or call Stanislav Jaracz at sjaracz@ezride.org or (201) 939-4242 ext. 145



Krishna Murthy
President & CEO | EZ Ride

Upcoming EV Events

Real Estate Market Forum: Unique Opportunities in Real Estate that will include a discussion about EVs, funding opportunities, and more
*NRBP, Eisenhower Conference Center, Livingston: **April 10: 9 am - 11:30 am***
- [Register](#)

Drive Electric Earth Month: EV Showcase at Overpeck Park
*North New Jersey Chamber of Commerce, NJ Electric Vehicle Association and EZ Ride, Leonia - **April 13: 12 pm - 4 pm*** - **[Register](#)**

Drive Electric Earth Month: EV Car Show and Ride & Drive Event
*NJ Electric Vehicle Association, and EZ Ride, Bridgewater: **April 17: 11 am - 2 pm*** - **[Register](#)**

Drive Electric Earth Month: Earth Day at Canal Walk
*NJ Electric Vehicle Association, and EZ Ride, Somerset: **April 19: 12 pm - 3 pm*** - **[Register](#)**

Drive Electric Month: Electric Vehicles - The Good and the Ugly
*NJ Electric Vehicle Association, Franklin Twp Environmental Commission and EZ Ride, Somerset: **April 29: 7 pm - 8:15 pm*** - **[Register](#)**

Road to Electric: A Community Guide to EV Adoption
*NJ TransAction Conference, Atlantic City: **May 1: 10:45 am - 11:55 am***
- [Register](#)

Riding the EV Wave Towards Clean, Healthy & Resilient Communities
*Sustainable Jersey Summit, Holmdel: **May 3: 9 am - 4 pm*** - **[Register](#)**

Missed Last Event?

March 14: "New Jersey Get EVAL Certified": Best Workplaces for Commuters - [Webinar's Recording](#)



Empowering Communities: The Evolution to Sponsored Rides



Since its inception in 2017, the **EZ Ryde4Life** program has undergone a remarkable transformation, catalyzing exponential growth and enhanced accessibility for community members. Initially, with fewer than 1,000 members footing their own transportation bills, the program provided approximately 17,000 rides. However, a pivotal shift occurred when key agencies such as the Affordable Housing Alliance (AHA) and Essex County assumed responsibility for ride payments, resulting in a surge in ridership, doubling within 12 months to 33,000 rides. This momentum was further propelled as seven additional agencies, including Bergen and Monmouth County, the City of Asbury Park, and others, joined the initiative. Presently, these nine sponsoring agencies collectively underwrite 95% of the 100,000+ rides anticipated this year, marking a threefold increase in program participants to 3,000.

The program's appeal lies in its versatility and alignment with diverse community needs. Counties leverage **EZ Ryde4Life** to complement existing transportation services, extending accessibility beyond conventional business hours, geographical borders, and even into weekends. Concurrently, partnering agencies utilize the service to facilitate crucial trips to medical facilities, job-related appointments, shopping excursions, and social outings. EZ Ride coordinators adeptly manage ride arrangements for all clients, furnishing comprehensive monthly summaries delineating trip particulars.

A key facilitator of this growth is the program's tailored software, facilitating swift implementation and scalability. Pilot programs afford counties, municipalities, and nonprofits the opportunity to trial services without long-term commitments of time or money.

Channell Wilkins, CEO of Ocean County Economic Action Now, lauds the program's seamlessness, affirming, "Our decision to utilize the program was a no-brainer – we avoided the need to negotiate contracts with ride-sharing giants, benefiting from an affordable and dependable service with rapid deployment and comprehensive reporting. What more could I ask?"

For further insights on how the **EZ Ryde4Life** program can empower your community through enhanced transportation access, please contact Kinga Skora at kskora@ezride.org or (201) 939-4242 ext. 131.



Avnish Gupta
COO & General Counsel | EZ Ride

Upcoming Mobility Events

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

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

NJAAW Annual Conference: Dare to Envision - Reinventing Mobility: TNCs and the Changing Face of Transportation

New Jersey Advocates for Aging Well, New Brunswick: May 17: 9 am - 3 pm - [Register](#)



Merck Donates Bikes to Support EZ Ride's Bike & Pedestrian Program



In New Jersey, May marks the beginning of NJ Bike, Walk, and Roll Month! And this month, EZ Ride's Bike & Pedestrian Programs team will go beyond their regular activities of teaching bike classes, organizing community rides and bike rodeos, and advocating for bike-to-school and walk days.

On May 16th, a group of 15 Merck employees will team up with our bike and pedestrian staff to build four adult and youth bikes as part of a team-building initiative. The bicycles as well as helmets will be donated to support EZ Ride's Bike & Pedestrian program. EZ Ride provides new and refurbished bicycles to individuals for the journey to work, as well as to schools for bike clubs, physical education-based instruction, and community bike event giveaways.

If you would like to donate bicycles to support our program, please email Lisa Lee at llee@ezride.org or call 201-939-4242, ext. 3.

Street Smart NJ: A Decade of Promoting Pedestrian Awareness



Over the past decade, more than 230 communities have successfully implemented the Street Smart pedestrian safety campaign. Street Smart NJ is a public education initiative developed by the North Jersey Transportation Planning Authority aimed at increasing awareness of pedestrian and motorist laws and altering behaviors that contribute to pedestrian and cyclist accidents and fatalities.

On April 10th, EZ Ride will collaborate with the Borough of Roselle and the County of Union to launch a Street Smart campaign at two bustling intersections: W. Second Ave. & Locust St. and W. Second Ave. & Chestnut St. These intersections were chosen by the Borough due to two recent pedestrian injuries and the tragic death of a 75-year-old resident in December 2023.

Over the past five years, there have been 45 car crashes at or near W. Second Ave. & Locust and 32 car crashes at or near W. Second Ave. & Chestnut. These incidents were primarily caused by drivers failing to yield to pedestrians during turns, speeding motorists, and congestion from the high volume of buses in the area.

While this campaign will encompass community surveys, behavior observations, a press kickoff, and a final report with safety improvement recommendations, EZ Ride's primary responsibility will be educational outreach. The focus will be on promoting safe driving and street crossing practices, highlighting common hazards, and educating on relevant NJ laws. Street Smart signs and posters will be prominently displayed in the community, reinforcing key messages such as Obey Speed Limits, Stop for Pedestrians in the Crosswalk, Heads Up, Phones Down, and Move Over and Slow Down for People Walking and Biking. Additionally, the EZ Ride team will deliver safety presentations to students and staff at local schools.

The Roselle Police have undergone specialized training from the NJ Bike and Pedestrian Resource Center and Civic Eye Collaborative, in partnership with the North Jersey Transportation Planning Authority. They will conduct pedestrian decoy exercises paired with enforcement efforts.

To learn more about Street Smart, visit <https://bestreetsmartnj.org/>, or contact Lisa Lee at lee@ezride.org or call (201) 939-4242 extension 3 to request a Street Smart campaign in your community.



Lisa Lee
Director, Sustainability Programs | EZ Ride

Upcoming Safety Event

Asphalt Art Installation in Passaic: Come and Learn/Volunteer
Columbia Ave. & Monroe St., April 20: 8 am - 5 pm - [Volunteer](#)

Eatontown Bike Safety Event: Learn To Ride and Safe Bike Skills
Fort Monmouth off Broad St., Eatontown: April 28: 1 pm - 3 pm - [Register](#)

Where Public Art Meets Public Safety: How NJ Municipalities Are Using Art to Slow Traffic and Improve Safety.
NJ TransAction Conference, Atlantic City: May 1: 4 pm - 5 pm - [Register](#)

Tour de Roselle Park (2-mile Ride): Learn to Ride and Savvy Cycling
Michael Mauri Park Roselle Park: May 4: 12 pm - 3 pm - [Register](#)



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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