

The Transporter

Mobility Updates for Community Leaders



Powering the Future: EV industry Developments and the Importance of Workplace Charging



BYD, the Chinese automaker, is expanding rapidly with plans to build a \$1 billion assembly plant in Turkey, following recent factory openings in Hungary and Thailand. European governments are offering incentives to attract Chinese automakers, aiming to secure new factories and high-paying manufacturing jobs. Chinese EV makers have also benefited from the departure of foreign automakers from Russia, with electric car sales in Russia over the past 12 months surpassing the entire previous decade. In other industry news, Volkswagen has invested \$5 billion in Rivian to share EV architecture and software. Tesla faces stiff competition and a price war in China, coupled with slow demand due to a lack of affordable new models.

The average battery electric vehicle (BEV) range in the U.S. has more than quadrupled since 2010. EV batteries continue to improve, enabling longer driving ranges, faster charging times, and lower costs for drivers. In 2024, some EVs can travel up to 516 miles on a single charge, with further improvements expected in the future. Meanwhile, Bloomberg forecasts that the price for Lithium Carbonate, a key material in EV batteries will drop to \$15,500 per ton in 2024 well below the price of \$72,000 in 2022.

As the EV industry evolves, the importance of accessible and reliable workplace charging infrastructure cannot be overstated. Convenient charging solutions are crucial for

encouraging consumer adoption of electric vehicles. Investing in workplace charging facilities is essential to support the transition towards sustainable transportation.

The ***Electric Vehicle Adoption Leadership (EVAL)*** program, funded by the US Department of Energy and implemented by EZ Ride in New Jersey, provides resources and recognition for organizations supporting sustainable transportation at their workplaces. For more information about workplace charging and the EVAL certification program, interested parties can email ev@ezride.org or call (201) 939-4242, option 6 and ask for Stan or Lisa.



Krishna Murthy
President & CEO | EZ Ride

From Soap to Sustainability: Colgate Palmolive's EV Charging Journey



Congratulations to Colgate-Palmolive's Technology Center in Piscataway for receiving the Silver level Electric Vehicle Adoption Leadership (EVAL) Award. This recognition highlights the company's commitment to sustainability and employee-focused initiatives. Colgate-Palmolive has demonstrated a long-term dedication to electric vehicle (EV) adoption and sustainability.

The company installed its first set of three dual-port EV chargers in 2016. Over eight years, they've expanded to 32 charging ports, a fivefold increase. Some EV chargers are located under solar canopies, helping offset electricity costs. EV charging is free to employees.

Colgate-Palmolive has also engaged in community outreach and education:

- Hosting annual Drive Electric events since 2015 in partnership with the NJ Electric Vehicle Association
- Organizing a National Drive Electric Week event in 2019

This commitment to sustainability aligns with Colgate-Palmolive's broader environmental initiatives. The company has earned recognition for its energy efficiency efforts, including receiving the ENERGY STAR Partner of the Year Award for 14 consecutive years. Colgate-Palmolive's leadership in EV adoption and sustainability not

only benefits the environment but also helps attract and retain talented employees who value these initiatives. As a Fortune 500 company since 1955, Colgate-Palmolive continues to demonstrate how long-standing corporations can adapt and lead in areas of environmental responsibility and employee satisfaction.

For more information about workplace charging and the EVAL certification program, please email ev@ezride.org or call (201) 939-4242, option 6 and ask for Stan or Lisa. or join us at the upcoming ***EVAL Information Session***.



Stanislav Jaracz
Assistant Manager, EV Accelerator Program | EZ Ride



Upcoming EVAL Information Sessions

Lead the Charge, in-person event, Meadowlands Chamber Office, August 1
8:30 am - 10:00 am - ***Register***

EVAL on-line webinar, August 7
2 :00 pm - 2:30pm - ***Register***

EZ Ride's Bike & Pedestrian Team Helps 252 Organizations Win SRTS Awards



Kudos to the EZ Ride Bike & Pedestrian Program team for their outstanding efforts in helping over 250 organizations win Safe Routes to School (SRTS) Recognition Awards. Their dedication has resulted in 252 winners being recognized by the New Jersey Department of Transportation, including 179 schools and 73 municipalities. The 252 winners accounted for 71% of the 354 awardees in the state.

The team's comprehensive approach included hosting approximately 650 events such as safety presentations, poster contests, bike safety presentations, walk assessments, and walk-to-school days that were attended by more than 46,000 students. These initiatives have significantly contributed to promoting safe walking and biking in communities across New Jersey.

Notably, 75 percent or 191 awardees come from disadvantaged communities, highlighting the program's focus on equity and inclusivity. The recognition levels for this year's winners are as follows:

- 81 Gold awardees
- 54 Silver awardees
- 49 Bronze level awardees
- 68 First Step Awardees (new to the program)

These awards not only acknowledge the recipients' dedication to safe routes but also provide tangible benefits. They can help organizations with Sustainable Jersey certification and strengthen their applications for NJDOT's infrastructure grants, such as **Transportation Alternatives Set Aside grants** or federal **Safe Routes grants**. The Safe Routes to School program aims to make walking and biking to school safer and more appealing, encouraging healthy and active lifestyles from an early age. It supports projects that improve safety and reduce traffic, fuel consumption, and air pollution near schools.

To celebrate these achievements, EZ Ride will host their **Annual Recognition Luncheon** on September 26 at the Galloping Hill Golf Course in Kenilworth, where all winners will be invited and recognized for their contributions to making their communities safer and healthier through active transportation. The full list of all awardees is available at the saferoutes.nj.org website and copy of the NJDOT **Press Release** is available on our [website](#).

For more information about the program or the recognition event, please email LLee@ezride.org or call 201-939-4242, option 3.



Lisa Lee
Director, Sustainability Programs | EZ Ride



Upcoming Bicycle & Pedestrian Events

National Night Out Events - August 6:

Long Branch, 344 Broadway | 6 pm - 9 pm

East Orange, 344 Prospect St | 2 pm - 8 pm

Prospect Park, 106 Brown Ave | 5:30 pm - 8 pm

Newark, West Side Park, South 13th St & 18th Ave | 2 pm - 7 pm

Elizabeth, Veterans Memorial Waterfront Park | 5:30 pm - 8 pm

Save the Date: 2024 Champions for Change Event



Save

2024 Annual Recognition Event
Champions for Change

The

September 26, 2024

11:30 am – 2:00 pm

Date

Venue: Galloping Hill Golf Course
3 Golf Drive, Kenilworth, NJ 07033

Mark your calendars for EZ Ride's 2024 Annual Recognition event, "Champions for Change," on September 26, 2024, at Galloping Hill Golf Course in Kenilworth, NJ. Join us for an informative afternoon exploring the latest trends in community

transportation. We'll address the challenges of promoting sustainable transportation and adapting to an electric future. Our keynote speaker, Scott Bogren, Executive Director of the Community Transportation Association of America, will provide a national perspective on these critical issues.

The event will honor outstanding individuals and organizations in three key categories:

1. Community Transportation Programs
2. Safe Routes to School (SRTS) Awards
3. EVAL- certified Workplace Charging Champions

Attendees will enjoy a buffet lunch and networking opportunities, followed by presentations from our Champions for Change. These leaders have made significant contributions to community transportation initiatives, safe walking and biking programs, and electric vehicle charging implementation.

Don't miss this opportunity to hear from those driving positive change in the communities we serve. Seating is limited, so reserve your spot today by clicking the link below.

[REGISTER NOW](#)



Avnish Gupta
COO & General Counsel | EZ Ride

EZ Ryde4Life @ Monmouth County Program Surpasses 1,000 Monthly Rides



The [EZ Ryde4Life](#) @ Monmouth County program has experienced significant growth since its introduction in January 2024. By June, the monthly ridership surpassed 1,000 rides, demonstrating the program's success and popularity among county residents.

Key features of the [EZ Ryde4Life](#) @ Monmouth include:

1. Utilization of Uber and Lyft for ride services

2. Provision of up to 16 essential trips per person per month
3. Coverage for medical, shopping, and social services within the county
4. Accessibility through any cellular device
5. On-demand coordination by dialing 201-939-4242, option 4

The program's rapid scalability and customizable options have contributed to its success. These options include:

- Adjustable maximum trip numbers
- Definable geographic boundaries
- Specific trip purposes
- Flexible cost structures
- Customizable funding limits

This flexibility allows EZ Ride to adapt to the unique needs of its partners and efficiently serve Monmouth County residents. The program aims to improve mobility and quality of life for all Monmouth County residents. Its success in Monmouth County suggests that it could be a valuable model for enhancing transportation services in other counties.

This initiative represents a significant step forward in addressing transportation needs for Monmouth County residents, particularly for essential services such as medical appointments, shopping, and access to social services.

EZ Ride is promoting the EZ Ryde4Life program at several events, where our staff will be available to provide details and answer questions. Join us at the upcoming ***Somerset Health Fair on August 3*** at the Eternal Life Christian Center.

For those interested in implementing or learning more about the ***[EZ Ryde4Life](#)*** program, please call Kinga Skora at (201) 939-4242 ext. 131 or email ***kskora@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 over 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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