

The Transporter



Issue No. 68 Summer 2017

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

Frederick Goldman
FREDERICK GOLDMAN INC.

Harmon Cove Shuttle to Serve Frederick Goldman Employees

The Harmon Cove Shuttle links businesses like Rose Brand and ARRI located in the Harmon Cove area in Secaucus to the Secaucus Junction Transfer Station. The service operates at 10-minute intervals during peak hours, from 6:55 a.m. to 9:30 a.m., and from 4:05 p.m. to 7:20 p.m. The demand for the service has increased with the arrival of Frederick Goldman, and we will add a third vehicle in August to serve the growing ridership. As a result, the frequency of service will increase with a shuttle departing from the train station every eight minutes.

At the Secaucus Bus Terminal, we have two dedicated berths for the 11 EZ Ride buses that together make more than 100 trips to the Terminal. Every weekday, about 1,000 riders take advantage of the shuttles to Secaucus Junction and connect with one of the 11 NJ Transit train lines that serve the station. The shuttles serve businesses located in Harmon Meadow in Secaucus, Overpeck Center in Ridgefield Park, Meadows Landmark in Rutherford, and The Monarch in E. Rutherford.

Each day, EZ Ride shuttles connect major transportation hubs such as Newark Penn Station, Secaucus Junction, Journal Square in Jersey City, and the PATH station in Harrison to more than 300 area businesses.

For more information, please call:

Kinga Skora (201) 939-4242 ext. 131
kskora@ezride.org



The City of Asbury Park is one of the 15 Gold Level Awardees in our Safe Routes to School Program. Mayor John Moor of Asbury Park walks with children to encourage them to walk to school.



www.saferoutesnj.org

45 Schools and Ten Municipalities Recognized for Promoting Walking and Biking to School

The Safe Routes to School (SRTS) program recognizes schools and municipalities for their efforts to enable and encourage children to walk and bicycle to school. The recognition is at one of four levels: First Step, Bronze, Silver, and Gold. We are pleased that 45 schools and ten municipalities qualified for these awards in 2017. Additionally, 15 of the 45 schools qualified to receive the Gold Level award. The success of the program is due to the efforts of the EZ Ride bike and pedestrian program team who have done a remarkable job in building partnerships with local community leaders, elected officials, the board of education, police departments, schools and PTAs, libraries, and several non-profits active in the community.

We have more than 800 schools in our service area, and due to our limited resources, we are focused on 200 schools in 23 disadvantaged communities. The

EZ Ride team has leveraged funding from the Robert Wood Johnson Foundation, the New Jersey Healthy Communities Network, and the New Jersey Healthy Corner Store Initiative to augment the federal funds and serve communities like Asbury Park, Long Branch, Plainfield and Fanwood-Scotch Plains.

EZ Ride will host a Recognition Event on October 19th at the Grand Centurion located at 440 Madison Hill Road in Clark, New Jersey, and invite the winning schools and towns to celebrate their achievement. The location can be easily accessed and is near Exit 135 of the Garden State Parkway. Please save the date, and an invitation will follow.

For more information please call:

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Communities on the Move...



Asbury Park and EZ Ride Partner to Provide Subsidized Rides for Low-Income Residents

EZ Ride has partnered with the City of Asbury Park and the Alliance for a Healthier Asbury Park to launch Ryde4Life-Asbury Park, a program to provide subsidized rides using Lyft and Uber. Qualified riders will pay 50% of the cost for medical visits and grocery trips within ten miles and up to eight rides per month.

All adults in Asbury Park who are over the age of 18 and have a Medicaid, Supplemental Nutrition Assistance Program (SNAP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) or Pharmaceutical Assistance to the Aged and Disabled (PAAD) Card are eligible for the discounted rides.

Program participants do not need a smartphone but will need a cell phone and a debit or credit card to participate. Members will need to register for the program, pre-load a virtual wallet, and call the toll-free number (866)208-1307 Option 4 for a ride to the doctor’s office or the grocery store. The service is available Monday to Friday from 8 am to 5 pm.

Participation in the program is open to all residents over 18. However, only eligible residents will receive the 50% subsidy. No advance reservation is required. EZ Ride will request the rides, monitor and resolve any issues that may arise.

“Asbury Park residents who have limited mobility and limited access to public transportation have expressed that better

transportation options are needed,” said Mayor John Moor. “We hope that this pilot program is successful and residents who are most in need see this as a beneficial program.”

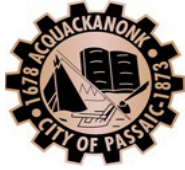
The City’s Transportation Manager, Michael Manzella, said “Residents without access to personal vehicles have struggled to make medical appointments and often use a taxi service for grocery trips. This program provides a more convenient way to access the care they need.”

EZ Ride’s Executive Director, Krishna Murthy, said that while there have been many requests for a shuttle service or local circulator bus, those transportation services are not always sustainable. “We at EZ Ride see this as an opportunity to provide on-demand transportation services for residents who need such a service most for a fraction of the cost of establishing a shuttle route. We hope that this program is successful and will serve as a demonstration for future expansion and funding opportunities for this service.”

The program is scheduled to begin in Asbury Park on July 1st.

For more information, visit: www.cityofasburypark.com/ryde4life or contact:

David Fox
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Three Schools Earn Gold Level Recognition for Promoting Walking and Bicycling

Passaic Public Schools has a diverse student body, and about 92 percent are Hispanic/ Latino, and five percent are black. Most of the in-district students come from a low socioeconomic background with about 10,000 of the student body eligible for free meals and 400 eligible for reduced priced meals under the National School Breakfast & Lunch Program.

The City of Passaic has 15 elementary schools. Last year, we recognized all 15 schools for their efforts in the Safe Routes to School (SRTS) program to encourage children to walk and bike to school at the First Step Level – a record for the school district.

In 2017, five schools partnered with EZ Ride and introduced their students to Pedestrian Safety presentations, walk audits and poster contests, and three schools undertook student travel tallies and completed school travel plans.

More than 1,100 students from the five schools attended the pedestrian safety presentations and received bookmarks, Street Smart Tip cars and bilingual letters about the program addressed to their parents. Passaic School 8 had the largest number of attendees – 400 students.

In December 2016, the EZ Ride bike and pedestrian team met with about 30 parents whose children attended Passaic Schools – 2, 8 & 9, to discuss the process to conduct a walk audit. We conducted the actual audits in January 2017 on two different days. Mayor Hector Lora along with a team of 14 parents, 8 Passaic Police Department officers and the Chief of Police Luis Guzman,

two representatives from Rutgers' Cooperative Extension and the EZ Ride SRTS team participated in the event. The audit helped to identify the areas of improvement on the major routes that children used to walk to school. These findings were used to develop the school travel plan. As a result of their outstanding efforts all three schools – Passaic School 2, Passaic School 8, and Passaic School 9 advanced to the Gold Level of the SRTS program. The school travel plan is a pre-requisite for any future infrastructure funding requests.

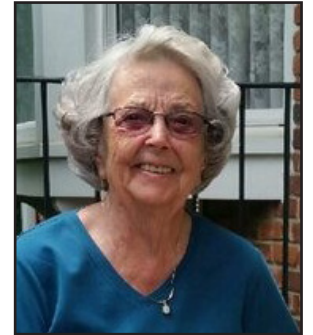
“The City of Passaic is committed to promoting safe walking and bicycling to school. We are pleased to work with the EZ Ride team to improve the quality of life in our community and look forward to their continued help as we pursue funding for infrastructure improvements,” said Mayor Hector Lora.

SRTS is a federal, state and local effort to enable and encourage children, including those with disabilities to walk and bicycle to school. SRTS facilitates the planning, development, and implementation of projects that improve safety and air quality, as well as reduce traffic and fuel consumption. EZ Ride has partnered with more than 50 communities to help implement SRTS programs.

For more information, please contact:

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RIDER SPOTLIGHT



MILDRED CHRIST

Mildred lives in New Providence and has used EZ Ride services for about a year. She was also one of our first riders in our new Ryde4Life program. Mildred gave up her driver's license when her vision became impaired and relies on us to go to the grocery store, doctors' appointments, the mall, and will use Ryde4Life to get to her upcoming physical therapy sessions. She thinks the drivers are courteous and drive safely, and the EZ Ride staff is very patient.

Mildred says, “I like the quick pickups and not having to make reservations days in advance is a luxury that I truly enjoy. I have referred Ryde4Life to several of my friends who would benefit from the service. I would like the service to be expanded to include weekends as I would like to use it to get to church.”

She has two sons. Her one son and two grandchildren live in Arizona. Mildred will be celebrating her 90th birthday later this year, and we plan to expand and provide the weekend service in time for her birthday!

For information about the Ryde4Life Program, please contact us at:

(866) 208-1307 Option 4
Ryde4Life.org

Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

The Transporter

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Service Updates



Essex Night Owl Fleet Expands to Eight Vehicles to Serve Growing Ridership

Every night between the hours of 1 am, and 5 am about 400 residents from Newark, Orange, E. Orange and Irvington take advantage of the Essex Night Owl Shuttle for the journey to work between their homes and Newark Penn Station. The shuttle routes are designed to help riders connect with the NJ Transit bus No. 62 at Newark Penn Station on the hour from 1 am to 5 am which transports them to Newark Airport. Additionally, shuttle riders can also connect with the PATH service at Penn Station.

For more than 10-years, we have operated the popular late-night shuttle, and daily ridership has grown tenfold from 40 to 400. The size of the fleet has also increased, and on June 1 we added the eighth minibus to meet the growing demand. Shuttle routes have also been simplified and redesigned for greater efficiency with a focus either on pick-ups or drop-offs and not both. For the first time in years, we have eliminated the

waiting list of riders. It also has eliminated the stress for drivers of picking up and dropping off people at the same time.

For low-income residents in Essex County, lack of transportation was a major barrier to accessing jobs. The Essex Night Owl program is a life saver as residents can get to and from work safely.

For more information about the Essex Night Owl, please contact:

Avnish Gupta

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Freebies gallery...

Free Bike Helmets for Kids

EZ Ride conducts Bike Safety Skills and Bike Rodeos to teach children age 4-18 years old, how to ride a bicycle safely. Each rodeo has a road course; this is usually the children's favorite part of the event, we offer a "learn to ride" program for those who don't know how to ride. At these events, we provide helmets for kids who do not have one and also teach them to wear it correctly.

We are scheduling Bike Rodeos in five counties; Bergen, Essex, Monmouth, Passaic, and Union. To schedule your Bike Rodeo and request free helmets, please contact:

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