

The Transporter



Issue No. 69 Fall 2017

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

Route 495 Bridge Over Route 1&9 Rehabilitation Project to Last Four Years

On September 18, 2017 the New Jersey Department of Transportation (NJDOT) officials announced the start of a major rehabilitation of the Route 495 Bridge over Route 1&9 and Paterson Plank Road in North Bergen which leads to the Lincoln Tunnel. The \$90.3 million state-funded project is expected to be completed in summer 2021.

Beginning in the summer of 2018, the major work will begin on the bridge. At that time one lane of Route 495 in each direction will be closed, limiting the roadway capacity and causing severe congestion.

NJDOT has created a project-specific website – www.RestoreNJ495.com – which contains a wealth of information about the project.

Motorists are encouraged to check NJDOT's traffic information website www.511nj.org for real-time travel information and for NJDOT news follow them on Twitter @NJDOT_info.

The Department has a project hotline telephone number, 201.408.8495, and email, DOTOutreachRT495@dot.nj.gov.

EZ Ride will be distributing traffic advisories with information on road closures and/or major traffic shift patterns.

If you are interested in receiving traffic alerts, please contact :

Kinga Skora at (201) 939-4242

kskora@ezride.org

Join Us
For Our Annual Recognition Event
Champions for Change
ezride®

Annual Recognition Event – October 19, 2017

Join EZ Ride on Thursday, October 19th to honor corporate, municipal and school leaders for implementing transportation and safety programs that make a difference in our communities. The “Champions for Change” event will be held at the Gran Centurions located at 440 Madison Hill Rd., Clark, NJ from 9 to 11 am.

Recognition awards will be presented in the following categories:

1. Safe Routes to School awards for municipalities and schools who promote safe walking and biking
2. NJ Smart Work Place awards for businesses implementing transportation programs like carpools, vanpools, and employee shuttles.

Our keynote speaker will be Darrin W. Anderson, Sr., PhD, MS. Dr. Anderson is the State Program Deputy Director of the New Jersey Partnership for Healthy Kids and Associate Executive Director of the New Jersey YMCA State Alliance.

We will also have two short presentations from the City of Plainfield and BNE Real Estate Group about their highly successful Safe Routes to School (SRTS) and shuttle programs respectively.

We are excited to celebrate the success of our leaders and look forward to you joining us at the event.

To RSVP, please contact:

Kinga Skora

(201) 939-4242 ext. 131

kskora@ezride.org

BOARD OF TRUSTEES

OFFICERS

Perry E. Frenzel, Chairman
PNJ/Frenzel Associates

Patricia Ott, Vice Chairman
MBO Engineering, LLC

Chip Hallock, Secretary
Newark Regional Business Partnership

Ronald E. Nichols, Treasurer
NJ TRANSIT

TRUSTEES

Sandra Bleckman
Fairleigh Dickinson University

Steven Brown
Port Authority of NY & NJ

Scott Bogren
Community Transportation Assoc. of America

Robert R. Ceberio
RCM Ceberio, LLC

Angel G. Estrada
Union County

Diana E. Fainberg
Diana E. Fainberg Associates, LLC

Sal Gentile
Hartz Mountain Industries, Inc.

Kent E. Hansen
Pro Bono Partnership, Inc.

James Kirkos
Meadowlands Regional Chamber

David Kuhn
New Jersey Department of Transportation

Nadereh Moini
New Jersey Sports & Exposition Authority

Mary K. Murphy
North Jersey Transportation Planning Authority

Anthony Scardino
Anthony Scardino & Associates

Thomas Schulze, AICP
Center for Community Planning

James J. Tedesco III
Bergen County

Michael Vieira
Essex County

TRUSTEE EMERITUS

Richard Fritzky,
Meadowlands Regional Chamber

Program Updates

Revised Fare Policy for *Flex-T Mobility Partner Program* (Flexible Transportation for People with Disabilities)

We are adjusting our pricing to more accurately reflect the value riders get from our services and to ensure the financial viability of the program. As a result, EZ Ride will charge a flat fee of \$2.40/ mile, and there will be no additional pick-up fee. The increase will be effective September 15, 2017.

The *Flex-T Mobility Partner* program was launched in 2009 with a grant from the Kessler Foundation to provide rides for people with reduced mobility using volunteer drivers in Monmouth County. The program has grown and now serves more than 100 riders mostly in Monmouth County, and the total number of rides provided has doubled over the last two years from about 9,000 in 2015 to 18,000 in 2017. We have replaced the volunteers with professional drivers who had the skill sets to meet the needs of the riders we were attempting to serve which increases the cost.

Our 100+ customers live in about 50 different towns and travel to more than 250 different destinations. A large number of origins and destinations make it difficult for our clients to share a ride and if they do, it increases the time they spend in the car traveling. Currently, the average trip length is about 7.7 miles and takes about 24 minutes. We are able to accomplish it by using a larger fleet of vehicles and more drivers which again increases the cost.

To simplify our billing operations, we now require our customers to provide us with a credit or debit card. Similar to EZ Pass, we will initially deduct \$50 from the credit/debit card to open the account and fund the rides. As and when the account balance drops to \$25 or below; we will replenish the account balance by adding \$50 from the credit/ debit card. All active members will receive a monthly statement of rides provided and their cost.

EZ Ride is a qualified provider for the New Jersey Division of Developmental Disabilities (DDD) which provides funding for services that assist adults with intellectual and developmental disabilities to live as independently as possible. Each individual who uses DDD's services has a plan of care developed with their Support Coordinator that details how they want to live and their transportation needs are described in this document.

EZ Ride is working closely with the DDD clients and their Support Coordinators to ensure that they are aware of the price increase and are getting the transportation they need. We appreciate our riders' continued participation in our *Flex-T* program and look forward to serving their transportation needs into the future.

For additional information about the program, please contact:

David Fox
(732) 380-1299
dfox@ezride.org.

Ryde4Life – Transportation for Older Adults Ramps Up

The *Ryde4Life* program was launched on April 1, 2017, with Transportation Network Companies (TNCs) - Uber and Lyft and about 300 riders from 80 different municipalities have signed up to participate in the program. The largest number of participants were from Hackensack, West Orange, and Montclair. Participation in the program has increased from the more affluent communities of Cresskill, Bogota, and Manalapan, and along with West Orange and Montclair, account for the largest number of rides. The total number of trips has steadily increased, and in September we provided about 700 rides.

The program is an attempt to address both the “transportation gaps” and the “digital divide,” two pressing concerns as more private, tech-driven transportation services complement or even replace the existing public options.

“Our partnership with Lyft and Uber will fill the mobility gap experienced even by seniors who utilize current senior public transportation options that may have limited schedules or routes. *Ryde4Life* makes the Garden State fully accessible all the time,” said Krishna Murthy, Executive Director for EZ Ride. “We are pleased to provide an economical way for seniors to remain independent.”

“Lyft’s partnership with EZ Ride provides an additional option for NJ seniors to help increase their mobility and accessibility in their communities and around the state. Through *Ryde4Life*, Lyft offers an incredibly convenient, safe and user-friendly on-demand ride experience,” said Ann Ferracane, Lyft General Manager of New Jersey.

The riders do not need a data plan or even a smartphone to access the service. Instead, they contact an EZ Ride Coordinator using a cell phone to help them get a ride provided by one of the TNCs such as Lyft or Uber. The system can add any other transportation provider who can provide their service information online.

We provide the rides in real time, and no reservation is required. The statewide transportation program currently offers rides to individuals age 50 and over on all working days from 8 am to 5 pm with plans to extend the days and hours of service shortly.

To participate in the program riders should have a credit or debit card, a cell phone (no smart phone needed) and complete a Registration and Agreement Form. Riders pay a \$15 annual membership fee and an Administrative Fee of \$1 per ride in addition to the fee charged by Uber/ Lyft.

Over the next 12-months, we intend to enhance security by using PayPal to store all credit information and make credit card transactions and streamline operations by developing customized software to have one platform to view the pricing from all vendors and place our request for rides.

For more information, please contact:

David Fox
(866) 208-1307, Option 4
Ryde4Life@ezride.org.

RIDER SPOTLIGHT



BETTY MALONE

Betty Malone is a retired nurse who worked throughout New Jersey and New York and now volunteers with local organizations and at her church, St. Luke’s. She and her late husband Charles, who was a Tuskegee Airman, raised their son and daughter in Montclair and she has lived there ever since. Betty has five grandchildren and four great-grandchildren. She is proud of her family and their many talents which include; a news anchor, dancer, DJ and future scientist!

Betty leads a very active life. In addition to volunteering in the community she takes classes to brush up on technology and Spanish, participates in exercise classes (including Tai Chi), and she uses *Ryde4Life* to get her where she needs to go. She says “I really appreciate the *Ryde4Life* program and I am looking forward to evening and weekend service so I can live my life to the fullest!”

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

to Kinga Skora at
(201) 939-4242

or e-mail:

kskora@ezride.org



144 Park Place East
Wood-Ridge, NJ 07075
www.ezride.org

Nonprofit Org.
Auto
U.S. Postage Paid
S. Hackensack, NJ
Permit No. 1761

Community Updates...

EZ Ride Teams up to Raise Awareness about Healthy Living in Long Branch

On August 20th and 26th EZ Ride, Ray & Steve's West End Beach Hut, the City of Long Branch, and Monmouth Medical Center teamed up to host healthy living events for residents that featured free blood pressure screenings, nutrition education, fresh fruit and veggie samples, and low sugar cranberry hibiscus tea tasting. On both days, the Boardwalk was full of people running, walking, biking, and heading to the beach. More than a 100 people were served free fruit samples and cranberry hibiscus tea.

To promote the consumption and purchase of healthier snacks and drinks at Ray and Steve's Beach Hut at the West End Beach location, EZ Ride provided coupons for local students, residents, and beachgoers that could be redeemed for free granola bars, 100 percent juice boxes, or fresh fruit bowls.

Linda Grimes, RN, from Monmouth Medical Center, screened residents for blood pressure over the two days.

Residents who received the screenings were counseled on how to stay healthy using a balanced diet and physical activity. The residents appreciated the event and the healthy offerings.

EZ Ride also conducted a nutrition guessing game to raise awareness of about the high sugar content in popular beverages. Empty containers of popular drinks such as iced tea, soda, apple juice, energy drinks, sports drink, and fruit punch were displayed, and people were requested to identify their favorite drink and guess the amount of sugar it contained.

EZ-Ride intends to continue its work with the city of Long Branch to ensure residents stay active and eat healthier.

Lisa Lee

(201) 939-4242 ext. 123

llee@ezride.org.

Freebies gallery...

Bicycle and Pedestrian Safety Book Marks

The NJ Safe Routes to School (SRTS) is a statewide initiative to improve the health and well-being of children by enabling and educating children to walk and bicycle to school. EZ Ride offers free bookmarks which display important reminders and tips about pedestrian and bicycle safety.

Key safety messages include:

- Use Crosswalks
- Look LEFT-RIGHT-LEFT before crossing
- Be Safe, Be Seen-Wear Bright and Reflective Clothing
- Use hand signals and wear a helmet when riding a bike

To get your FREE pedestrian safety or bicycle safety bookmarks, please contact:

Gabriella Bacchus

201-939-4242 ext. 121

gbacchus@ezride.org