

The Transporter



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

EZ Ride's Updated Website Makes Living in the Garden State Easier

We have updated our website to connect the public with our core services in an easier, comprehensive format. Site updates include pages for all our core services:

1. Shuttle services: The EZ Ride site provides detailed information about all shuttle routes and time tables.

2. Older Adult Transportation: EZ Ride recently partnered with Lyft and Uber to provide an on-demand, curb-to-curb service for independent older adults to get to doctor's appointments, run errands and other activities.

3. Bike & Pedestrian Programs: The site includes information on how municipalities and schools can get involved in the program as well as photos and press clips from the 2017 Safe Routes to School programs.

"Transportation and accessibility are major factors for individuals deciding where to live and companies determining where to set up offices and retail space," said Krishna Murthy, Executive Director of EZ Ride. "However, the second layer of that formula is that our shuttles and other services help create better lifestyles for New Jerseyans by decreasing the number of cars on the road, and offering a stress-free commute option."

For more information about EZ Ride's Shuttle Services or other transportation, health and safety initiatives:

Call (201) 939-4242 or visit
www.ezride.org.

You're Invited to the Symposium



TRANSPORTATION INNOVATIONS TO BUILD HEALTHIER COMMUNITIES

When: Tuesday, January 30, 2018 from 9am to 3pm

Where: NJHA Conference & Event Center in Princeton, NJ

Registration Open for Symposium Exploring Ways Transportation Can Build Healthier Communities

The event will focus on the role of the public and private sectors in providing transportation services for older adults, and how their services can help bridge the gap between available senior transportation services and the needs of those who are living independently or aging in place.

The expert line-up includes speakers from the Community Transportation Association of America, North Jersey Transportation Planning Authority, NJ Transit, the New Jersey Travel Independence Program at Rutgers, Essex County Transportation Services, transportation network companies Uber and Lyft, and transportation brokers like GoGoGrandparent and EZ Ride.

Participants will explore:

- National Perspectives on Community Transportation,
- The Power of Partnerships,

- Coordinated Human Services Transportation Plan,
- Community Transportation Initiatives in New Jersey,
- Growing Older, Better: What's Mobility Got to Do with It?
- Bridging the Digital Divide and Providing Affordable Transportation.

Free shuttle service will be provided from the Princeton train station to NJHA. The event is free and open to the public but seating is limited. Support for this event was provided in part by funding from the Henry and Marilyn Taub Foundation, Lyft and New Jersey Health Initiatives, the statewide grantmaking program of the Robert Wood Johnson Foundation.

To register or for additional information please visit ezride.org/events or contact:

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Community Updates



Orange Public Schools and the Healthy Orange Coalition – Rising Safe Routes to School Community Champions

EZ Ride and the Orange Public School District are partnering to promote walking, health and safety in the community in response to several shooting incidents that happened in the vicinity of school in 2016 and 2017.

Through a NJHI Culture of Health grant, the district became an advocate for safe walking and physical activity, hosting a series of strategic sessions with EZ Ride's *Safe Routes to School (SRTS)* Coordinator, the District, PTO Presidents, Healthier Orange coalition, and the local ministerial council.

The Orange Public School District implemented programs based on EZ Ride recommendations to create safe walking routes, secure adult volunteer escorts, and to promote walking safety education throughout the broader community including:

1. Pedestrian Safety

The EZ Ride team spoke about pedestrian safety with more than 600 students, teachers, administrators and parent leaders at Park Avenue, Oakwood Avenue, and Heywood Avenue Elementary Schools. Students were encouraged to wear bright reflective clothing, to be aware of their environment, and to avoid distractions and dangerous intersections. Seventy-five students entered a safety poster contest, and 13 winners received a reflective drawstring backpack, a bike helmet, bike bell, or bicycle lights to help them be better equipped to be safe.

2. Walkability Assessment

EZ Ride's team coordinated a walkability assessment with the support of Mayor

Warren, the City Planner, Police, the School District, and Rutgers VTC to evaluate the walking routes around Park Avenue Elementary School, located along a busy County road characterized by higher speeds and multiple lanes. The audit was turned into a travel plan report and we made a baseline measure of the ways in which kids travel to school which the District will use to apply for an SRTS infrastructure grant. EZ Ride's report recommendations included increasing city lighting, adding more school zone and speed limit signs to slow drivers down, improving sidewalks and modifying the streetscape and environment to increase safety and walkability.

3. Get Active Mini Grant

EZ Ride also applied for and received a Get Active mini grant to provide funds to help the District and City pilot the development of 'walking school busses,' a network of volunteers who escort kids home safely. Funds will be used for safety vests, stop signs, whistles and walkie talkies for the adult volunteers and safety advocates who have already signed up to participate.

Most importantly, EZ Ride encouraged and helped the District to pass a resolution to participate in the SRTS program and to pass a District policy to promote walking, safety, and wellness for students.

For more info, please contact:

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Passaic County and the City of Paterson Launch Bike & Pedestrian Safety Initiatives With Help From EZ Ride

The EZ Ride Bike & Pedestrian team has worked with more than 50 communities throughout New Jersey to launch bike and safety initiatives since 2012, with The City of Paterson leading the charge. Collaborations with Passaic County, North Jersey Transportation Planning Authority (NJTPA), New Jersey Department of Transportation (NJDOT) and local non-profit organizations resulted in safety campaigns, pedestrian safety presentations for school kids, walkability audits and a school travel plan, bike safety presentation and rodeo, a roadway safety audit, and *Safe Route to School (SRTS)* program in 22 schools reaching 420 students, teachers and parents.

1. Pedestrian and Driver Safety – In partnership with NJTPA and Passaic County Planning Department and the Police Department, EZ Ride helped launch Street Smart NJ, a pedestrian and driver safety education and enforcement campaign.

2. Pedestrian Safety Presentations – As part of our *SRTS* program, the EZ Ride team provided pedestrian safety presentations at five different schools - Public School 28, Public School 16, Dale Ave Elementary School, Frank Napier Elementary School, and JFK High School, designed to raise awareness among school children about the importance of safety rules, dressing to be seen, avoiding being distracted and crossing intersections safely. Additionally, the team conducted a walkability assessment and a school travel plan for Paterson School 28.

In recognition of their efforts to promote walking and biking to school, nine schools won a 1st Step Award, Renaissance Elementary School got a Bronze award, and three schools - Dale Ave, School 28 and School 15 received Silver awards.

3. Bike Safety Event & Rodeo – On Oct. 21, 2017, with the help and encouragement of City Councilman Michael Jackson, City Council President and Interim Mayor Ruby Cotton, and the Paterson Police Department, EZ Ride conducted a bike rodeo at the Grace Chapel Baptist Church. Councilman Jackson also helped organize a group bike ride with the Bomb Street Boyz, a large local group of teens who ride bikes in the City and do stunts. More than 40 middle and high school kids participated in the event.

EZ Ride distributed 30 helmets and developed a bike skills course to help kids practice signaling, stopping, yielding and practicing turns. The Rutgers Ambassadors in Motion and the Paterson Police fitted helmets and conducted the rodeo.

4. Road Safety Audit – Along with NJTPA, NJDOT, and Passaic County, the EZ Ride team participated in a Road Safety Audit conducted on Market Street between Spruce Street and Madison Ave. Once completed, the audit will identify places in need of sign repairs, increased lighting, sidewalk and crosswalk repair, added bike lanes, green infrastructure, and improvements to the overall streetscape to promote pedestrian, biker and driver safety.

Today, people of all ages, income groups, and fitness levels use walking and bicycling for everyday travel, recreation, and getting to and from work. EZ Ride is your resource to brain storm ideas, identify funding sources, and implement safe walking and biking programs in your community.

For more information contact:

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RIDER SPOTLIGHT



Gloria Jenkins, Bogota
Member since June 2012

Gloria was born in Jamaica and lived in London and Canada before finally settling down in the United States. She worked as a registered nurse at the Bronx-Lebanon Hospital Center before her retirement a few years ago. She enjoys reading and following politics and is well versed in current events and was even featured in an article in Inside NJ magazine for her Jamaican fruit cakes.

Gloria mostly uses the *Ryde4Life* program to attend aquatic therapy sessions in Westwood. She says, "I like the independence to come and go on my own without having to count on my family. I also enjoy the conversations with the drivers who are excellent and I feel safe - in good hands. The cars are clean and some of the drivers even have candy and water for the passengers. The *Ryde4Life* program takes care of the billing so no money is exchanged with the driver." She looks forward to the upcoming extended hours of service to include weekends to go to church on Sundays.

For information about the *Ryde4Life* Program

Call (866) 208-1307, Option 4

Ryde4Life.org

Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

The Transporter

to Kinga Skora at
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or e-mail:

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Program Updates...

Myron Staff Embrace Vanpooling

In October 2017, Myron, a Maywood, NJ-based promotional product supplier, set up its first vanpool to transport staff living in New York City to work.

EZ Ride's *Vanpool Program* provided a less stressful way for Myron employees to commute the 50 miles through one of the busiest corridors in the country while saving money for employees, and being cost-effective for the company and contributing to their company's Green Initiative.

EZ Ride assists Myron and their employees with the following:

- An Empty Seat Subsidy of \$60 a month for three months, currently covering two

seats

- A \$175 per month NJ Transit subsidy
- The *Emergency Ride Home* program that provides up to three free rides home to van poolers in case of an emergency
- Marketing support to find additional vanpool participants to fill vacant seats.

For more information about the vanpool program, please contact:

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Freebies gallery...

FREE Transit Displays

EZ Ride is an advocate for public transportation with a 'transit-first' policy. Our displays provide information about NJ TRANSIT bus and rail services. They are available free of charge for your worksite.

We will customize the displays and set them up at your worksite at your convenience.

Each display holds all relevant commuter brochures, together with information regarding carpool and vanpool services.

For your FREE display, please contact:

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