

The Transporter



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

NJ TRANSIT Awards EZ Ride \$118K Grant for the Ryde4Life Program

NJ Transit has awarded EZ Ride a grant for \$118,000 under the federal Section 5310 Program for the Ryde4Life program, which offers on-demand transportation in partnership with transportation network companies like Lyft and Uber. No advance reservation is required, and riders do not need a smart phone to participate in the program. Ride fees are based on Lyft or Uber rates.

Additionally, EZ Ride charges a \$1 administrative fee per ride and an annual membership fee of \$15. The administrative fee is waived for riders with a Pharmaceutical Assistance for Aged and Disable (PAAD) card.

For more than 10 years, EZ Ride has been providing subsidized transportation services for older adults and riders with disabilities. The funding will help reduce EZ Ride's operating costs and increase the number of riders that we could serve.

The federal Section 5310 Program provides formula funding to states for the purpose of assisting private nonprofit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Funds are apportioned based on each state's share of the population for these two groups.

For more information contact:

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EZ Ride Shuttle Service Expands to Serve The Winston at Lyndhurst

Access to public transportation is the mantra for EZ Ride shuttle services. Residents of The Winston at Lyndhurst, located at 120 Chubb Avenue in Lyndhurst, have enthusiastically welcomed the EZ Ride shuttle that links the residential complex to both the Rutherford train station and the Kingsland train station in Lyndhurst. In addition to the train service on the Main/Bergen Line, residents can also access NJ TRANSIT'S #190 bus service to New York City, which operates approximately every three minutes from the Rutherford train station.

The service will be provided using two minibuses that operate on weekdays during peak commute hours in the morning between 5:30 and 10 am, and in the evening from 4 to 8 pm. The shuttle service could attract new tenants to the complex who choose not to drive or do not own a car, but have a need for public transportation to get to work and back.

"The Winston at Lyndhurst team strives to provide our residents with services and amenities that make their lives easier and more enjoyable," said Nancy Dianese, Property Manager for the community. "Residents were seeking reliable, and high-frequency service to access public transportation, and we are pleased to partner with EZ Ride to deliver this option."

A number of businesses take advantage of the shuttle service in Lyndhurst including Barnes & Noble, H-Mart, The Station at Lyndhurst, Vermella at Lyndhurst, The Union at Lyndhurst.

For additional information about the service or how to set up new shuttle for your facility, please contact:

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Community Updates



Building a Culture of Health in Long Branch by Partnering with Local Libraries and Barbershops

Over the past two years, EZ Ride has worked with the beach hut vendors near the Boardwalk and local bodegas in Long Branch to make healthy foods more accessible to residents and to encourage healthier eating.

In January 2018, EZ Ride was awarded a \$20,000 grant, the second two-year grant the New Jersey Healthy Community Network (NJHCN), to explore untapped community gathering places to promote wellness, healthy eating, and physical activity.

EZ Ride staff launched an innovative but evidenced-based approach to contact local residents by working with the local libraries, because it was important to meet them at locations where they were comfortable, and therefore more likely to participate in our programs. This resulted in a literacy program to promote reading at barbershops and hair salons.

On March 16, 2018 EZ Ride partnered with Heads Up Barbershop in Long Branch to conduct a pilot health event with nurses from Monmouth Medical Center conducting blood pressure and cholesterol tests, as well as body mass index (BMI) screenings.

Local residents were eager to participate and receive free testings and screenings. The nurses confirmed the need for such events to provide some basic health information to this disadvantaged population that often has no health insurance. For some of the attendees, the screenings confirmed the need for additional follow up care.

To promote, encourage, and increase access to healthier foods, EZ Ride provided samples of mangoes and bananas in mango flavored yogurt, Skinny Pop popcorn, multi-grain chips and salsa, Pretzel Crisps and hummus, and celery and carrots in mango chipotle yogurt dip. These healthy snacks can serve as alternatives to the very salty or very sweet snacks that we tend to consume. EZ Ride also provided coupons to all participants that could be redeemed for popcorn, bottled water, organic fruit and vegetable juice, cantaloupe, mango, or orange at one of our partner corner stores, Sungate Mini Mart.

The coupons were valid for a week, and encouraged the barbershop's customers to try healthier snack options at no cost. Additionally, EZ Ride prepared a gift basket full of fresh fruit, canned vegetables, vegetable pasta and marinara sauce, oatmeal, and Cheerios + Ancient Grains, to be raffled off and awarded to participants. The lucky winner also took home healthy recipe cards, flyers about diabetes and high blood pressure, and a mini football and a jump rope to encourage physical fitness.

For more information regarding this or other Healthy Community Network events, please contact:

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Westwood Seniors Learn about Pedestrian Safety and Transportation Options

On March 19, 2018, members of the EZ Ride Bike and Pedestrian team visited the Westwood Library to talk with seniors about pedestrian safety and transportation options. EZ Ride and the local Westwood Police Department created the program after a fatal pedestrian crash in February at the intersection of Broadway and Irvington Street in which an 86 year old driver struck and killed a 77 year old pedestrian.

At our presentation, Westwood Seniors learned about the benefits of walking regularly – builds stronger bones and muscles, improves mood and sleep, limits chronic disease, and can help us lose or maintain our weight - as well as safety tips while walking to accommodate for sensory changes, slower pace and reaction time, and decreased vision and hearing.

Pedestrian safety is a statewide issue. There were 7,425 crashes involving pedestrians over the age of 50 in New Jersey from 2012 through 2016 according to data analyzed by Numetric Analytics Program (CAIT). Tragically these crashes resulted in 428 fatalities and 6,977 serious injuries. Educating drivers and pedestrians about the rules of the road can help to save lives and prevent future pedestrian fatalities. Seniors are twice as likely to be hit and injured in a car crash as the general population. There are tips both drivers and pedestrians can follow to make New Jersey’s roads safer for everyone.

Tips for Pedestrians:

- Wear bright colors or clothing with reflective tape to make yourself more visible;
- Make eye contact with drivers and wave to drivers to ensure they see you before stepping off the curb;

- Always use the crosswalk and be alert to the surroundings;
- Do not use your phone or wear headphones while walking.

Tips for Drivers:

- Do not text and drive;
- Do not speed;
- Always stop for pedestrians in a crosswalk.

For seniors who do not drive or choose not to drive, EZ Ride offers on-demand transportation through its Ryde4Life program in partnership with transportation network companies like Uber and Lyft. No advanced reservations or smartphone is required. It is easy to register for the membership-based program. A simple phone call gets you the ride you need. Rides are available Monday through Friday from 8 am to 8 pm, and Saturday from 8 am to 5 pm.

Ride fee is based on Lyft or Uber rates. An administrative fee of \$1 per ride is charged by EZ Ride. The \$1 fee is waived for riders with a Pharmaceutical Assistance for Aged and Disabled (PAAD). Additionally, EZ Ride charges an annual membership fee of \$15.

Westwood for All Ages, an initiative to make Westwood an age-friendly community, will cover the membership fee based on a first come first serve basis.

For more information contact:

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RIDER SPOTLIGHT



Lucy S., West Orange
Member since September 2013

Lucy lives in West Orange and has been using EZ Ride services for about five years. She is 86 years old born in Poland and a Holocaust survivor. After spending time in several camps including Siberia, Lucy and her aunt immigrated to the United States in 1951. Lucy was 18 years old. For 35 years, Lucy worked as an early education teacher in New York, and after retiring, she moved to West Orange to be near her daughter. She visits the Jewish Community Center in town several times a week and enjoys activities like dancing, the performances, and films that are held there.

Lucy likes the Ryde4Life program because it is always reliable and she can always count on it to take her to where she needs to go and when she needs to get there. The thing she likes most is the on-demand service – no need to schedule her trips weeks in advance. She says, “the convenience is just terrific!”

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

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Upcoming Events...

Join us at the upcoming events

In our efforts to provide relevant and up-to-date information regarding transportation in New Jersey, we have added an Events Calendar to our website, which includes a list of upcoming and past events with program details, handouts and pictures.

Information about the events can be accessed at our website at www.ezride.org/events. The list also includes events from other companies such as The Meadowlands Regional Chamber, Newark Regional Business Partnership, NJ Council on Special Transportation, and many more.

Remember to check the calendar regularly to be in the know of what is going in the transportation world.

Some of the upcoming Events are:

- Meadowlands Chamber Leadership Awards Breakfast – April 12
- NJ TransAction Conference – April 17-21
- Meadowlands Chamber Business Expo – May 9
- Newark Regional Business Partnership Transportation Awards Breakfast – May 14
- New Jersey Apartment Association Conference and Expo – May 22-24

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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