

The Transporter



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

EZ Ride Awarded \$3,000 Grant to Promote Safe Walking and Biking in Farmingdale

EZ Ride is a recipient of a \$3,000 Get Active New Jersey grant from The New Jersey Prevention Network (NJPN) to encourage initiatives that support more walking in the Borough of Farmingdale.

The funds will be used to assist the Farmingdale School District to promote walking for students by encouraging the District to adopt a *Safe Routes to School (SRTS)* walking policy, conducting pedestrian and bike safety presentations for students, promoting Walk and Bike to School Days for students, and funding the School Health Council's initiatives.

One end product will be a walkability audit and travel plan report that identifies the physical improvements that need to be made in the Borough to encourage more walking. The document is a pre-requisite for requesting federal funds that could be used to improve the safety of pedestrians and bicyclists.

In addition to Farmingdale, we are also assisting the City of Asbury Park in Monmouth County, Bloomfield Township and the City of Orange in Essex County to implement the same program.

For more information contact:

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EZ Ride's floor display at the New Jersey Apartment Association Expo in Atlantic City

Meet Ezra - EZ Ride's new mascot!



Ezra's super hero power is providing safety and support for the people by eliminating transportation barriers. He is the shuttle that gets us to work and reduces congestion from individual cars on the roadways. He's the program that helps communities to encourage kids to walk and bike safely to school, support healthy lifestyles and community development. He's the personal service that connects seniors and other challenged populations with rides on demand through Lyft so they can maintain their independence and vitality.

With the experience, the processes, the technology, the vehicles and the wisdom to solve an array of transportation challenges, Ezra is the steadfast partner of a community of transportation consumers of every nature – from social service programs to luxury apartments – operating in the most complex transportation environment in the country.

There is no substitute for a friend who knows his way around the neighborhood.

Ezra was introduced for the first time at the New Jersey Apartment Association Expo on May 22, 2018 in Atlantic City to promote our transportation services to business professionals throughout the state.

For more information contact:

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Program Updates



EZ Ride Celebrates 2018 Safe Routes to School Awards for 80 Schools & 28 Municipalities

The *Safe Routes to School (SRTS)* program recognizes schools and municipalities for their participation in the program and their efforts to promote walking and biking for students. Schools and municipalities can self-nominate or they can work with organizations like EZ Ride who help to administer the program in the community. The recognition program consists of four levels: First Step, Bronze, Silver, and Gold. In 2018, EZ Ride will recognize an all-time high of 108 winners – 80 schools and 28 municipalities to be recognized for their efforts to promote safe walking and biking in their community.

West Orange was one of the municipalities that we helped to win the 2018 Silver *SRTS* Recognition Award. The municipality moved into high gear as a result of multiple pedestrian fatalities in the last two years. All of them involved older adults being struck by a vehicle. In the spring of 2015, the town formed the West Orange Pedestrian Safety Advisory Board and crafted a Pedestrian Safety Action Plan for 2016 - 2020.

In 2015, the board held a public meeting with residents to begin planning to improve walking and biking safety. Charles Brown, a Senior Research Specialist with the Voorhees Transportation Center (VTC) and Adjunct Professor at the Bloustein School of Planning and Public Policy at Rutgers, was brought in as a consultant. He and several graduate students developed a Complete Streets Plan for the town at no cost.

The members of the Advisory Board also contacted EZ Ride’s Bike & Pedestrian Safety team to implement the *SRTS* program in the town to educate and

encourage students and families to walk and bike safely.

The EZ Ride team hosted a series of events to raise awareness about walking and biking safely such as bike rodeos, walk to school day, and pedestrian safety presentations.

“Kids enjoy walking to school, and we wanted to improve this experience and encourage more of them to walk. We know that making our streets safer for our students also makes them safer for all users - pedestrians, cyclists, and drivers - of all ages and abilities. The EZ Ride team helped to inform our students about bike and walk safety at fun-filled events. It’s challenging to find safe places to ride bikes in West Orange and the bike safe skills riding courses provided a safe space to learn to ride.” said Lori Kapferer, Member, West Orange Pedestrian Safety Advisory Board.

The West Orange Police Department helped EZ Ride to compile pedestrian traffic data at multiple busy intersections using crossing guard reports and records from their annual crossing guard training. As a result of all these efforts, West Orange was one of the municipalities that won the 2018 Silver *SRTS* Recognition Award. We are pleased with the efforts of the town to improve safety and look forward to working with them to get them the Gold award in 2019.

For more information about the *SRTS* program to educate and encourage safe walking and biking please contact:

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Ryde4Life - Your Agent for On-Demand Affordable Rides

Transportation Network Companies (TNCs) like Lyft and Uber have been filling the transportation gap in many communities because they are convenient and relatively inexpensive. However, they can be out of reach for people who don't have a smart phone or credit card. But there is a service for people with out access to this technology - EZ Ride's *Ryde4Life* program.

While smartphone ownership has increased dramatically in recent years, users tend to be younger or more affluent. For example 92 percent of 18-to 29-year-olds say they own a smartphone, compared with 42 percent of those who are ages 42 and older, according to the Pew Research Center.

Credit cards have become one of the most important means of financial transactions in modern American life. Ownership of credit cards is also partially related to age, with ownership lowest among the youngest and oldest age groups and highest in the two middle age groups. According to a Gallup Poll, almost a third of adults (32 percent) under the age of 30 own no card, while 26 percent of Americans in the retirement years (65 and over) own none.

The *Ryde4Life* program has evolved to bridge the digital divide not only for the older riders but also for lower income and physically challenged riders, especially those who are blind and be their agent for affordable rides. *Ryde4Life* is a partnership with Lyft, which allows users without a smartphone to schedule rides.

Passengers pay a nominal fee of \$1 per trip in addition to the fees charged by Lyft. The same ride with other competing concierge programs could easily cost \$4 or more in added fees per ride making *Ryde4Life* indeed an affordable plan.

More than 500 riders participate in our program, of which 75 percent are women with an average age of 79 years. We have provided about 8,000 rides over the year. The average trip length is about five miles that took about 15 minutes and cost about \$12. The median cost is about \$8.

Service is available 7 days a week.

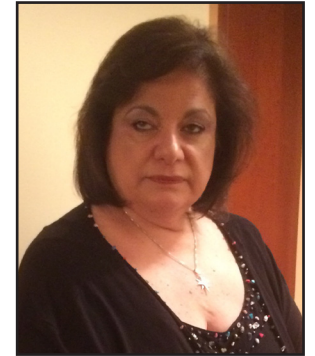
We are now partnering with non-profit organizations like the Affordable Housing Alliance and Asbury Park Alliance, and government agencies like Essex County and Five Town Dial-a-Ride to provide rides for their customers with Lyft. A significant difference is that the agencies and not the rider pay for the service. Ridership is expected to more than double next year to about 20,000 rides.

Additionally, we are pleased to receive a \$1,000 Quality of Life grant from Walmart to support our *Ryde4Life* program. The funds will be used for technology improvements to the program.

For more information contact:

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RIDER SPOTLIGHT



Johanna Baccan, Mahwah
Member since June 2017

Johanna is 60 years old and has been visually impaired for 40 years. She has lived in Mahwah for 28 years, where she raised her son, Joseph now 26. Johanna is an active member of the National Federation of the Blind of New Jersey and serves as Vice Chairperson at Access for All Commission for the Township of Mahwah, which advocates to help enhance the quality of life for individuals with disabilities or access challenged persons. She is passionate about the Commission's mission: to help individuals participate, to the fullest extent possible, in everyday activities in the community.

She enjoys spending time with family and friends as well as working to help find solutions to the barriers that disabled or access challenged people face.

Johanna says the *Ryde4Life* program has helped her get to where she needs to go and would otherwise not be able to get to and she appreciates the fact that "someone knows that I got from point A to point B" and she believes that *Ryde4Life* can benefit many others.

For *Ryde4Life* questions call:

(866) 208-1307, Option 4

Ryde4Life.org

The Transporter, is a quarterly newsletter about transportation information in our region and is published by *Meadowlands Transportation Brokerage Corporation* d/b/a *EZ Ride*. Please call Kinga Skora at (201) 939-4242 ext. 131 with comments, corrections or suggestions.

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Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

The Transporter

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Community Updates...

EZ Ride Transports Wheelchair Athletes to the Start Line for their 10-K race in the Ridgewood Run.

Since 2011, EZ Ride has been providing transportation for participants in the Kessler Foundation's Wheelchair 10-K race, part of the annual Ridgewood Run. The Ridgewood Run is the premier road race in northern New Jersey and one of the longest running races in the tri-state area. Participants can choose either the 10K, 5K, Road Mile, Fun Run – all or one of them. The schedule of outdoor activities begin on Friday, May 25.

This event of family-oriented outdoor activities sponsored and run by local foundations and businesses, centered around what has become one of the most prestigious 10-K runs in the Northeast.

While different races and runs continue throughout the day, the first at 8:15 a.m. is the Wheelchair 10-K race, sponsored by the Kessler Rehabilitation Institute. The Ridgewood Run draws wheelchair racers from around the world and coordinating transportation services for the international wheelchair athletes is a challenge.

EZ Ride's long-standing sponsorship of the Kessler Foundation Wheelchair 10-K has provided transportation to athletes from across the country and around the world. Same as in the past years, EZ Ride provided transportation for these wheelchair athletes throughout the weekend starting on Saturday, May 26 until Monday, May 28, 2018. We have provided complimentary transportation for these athletes: from airport to hotel, from hotel to event and back again. These services benefit both the athletes and event coordinators.

We are delighted to have become part of this extended race family and are proud to support our wheelchair athletes.

For more information about the event, please visit www.ridgewoodrun.com or contact:

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Freebies gallery...

Bicycle and Pedestrian Safety Book

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:

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