

The Transporter



Issue No. 74 Winter 2018

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

Two Foundations Award \$17,000 for the Ryde4Life Program

In October, EZ Ride was the proud recipient of two grants for the Ryde4Life program. Investors Foundation, which was created by Investors Bank in 2005 to support the communities the bank serves, awarded a \$5,000 grant to EZ Ride in furtherance of its mission to support human services initiatives. Additionally, The Caleb C. Pruden Trust, which was established under the last will and testament of Mr. Pruden, awarded EZ Ride a \$12,000 grant for its Ryde4Life program. Mr. Pruden's desire was to alleviate the sufferings and promote the welfare of blind persons residing in his native city, Elizabeth, NJ.

We are excited about the support that we have received in the last 12 months from several foundations including the Walmart Foundation, Wallerstein Foundation and the Robert Wood Johnson Foundation to provide transportation services for older adults using the Ryde4Life program.

The Ryde4Life program provides rides for adults 18 years or older in partnership with Lyft. Rides are provided for members on demand with no advance reservation requirements. Riders do not need a smartphone and simply call a toll free number to request a ride. EZ Ride coordinators monitor the ride and assist, if required.

For more information, please contact:

Matthew Neugeboren
(201) 939-4242 ext. 143
Mneugeboren@ezride.org



The Vermella West team - Jerry, Andrew, Oscar and Sammy all set for the shuttle launch on December 3, 2018.

In a World of Amenities, EZ Ride Shuttle Service Puts Vermella West Above the Rest

Russo Development's latest luxury community Vermella West has arrived in Kearny with brand new studio, one- and two-bedroom residences that are designed to provide ultimate quality, convenience and value. Bespoke, boutique and beautiful, each home features unsurpassed attention to detail from stunning kitchens and designer baths to spacious walk-in closets and on-site indoor and outdoor parking. And EZ Ride provides private shuttle service for their residents direct to the Harrison PATH Station. This is a great amenity that offers their residents mobility without having to own a vehicle.

Adam Pasternack, President of Russo Property Management has nothing but praise for the EZ Ride shuttle service. "For today's luxury multifamily properties, amenities like clean, friendly, usable public spaces, inviting landscaping and luxury finishes, and professional on-site staff have become the standard; not the exception. One overlooked amenity

that will attract potential residents is commuting convenience. Our free shuttle service adds true value that keeps residents coming back year after year and differentiates our communities from others that exist near, but not walking-distance, of major transit lines. We are pleased to work with EZ Ride to provide shuttle services for our residents at three facilities – Vermella West and Vermella Crossing in Kearny, and Vermella in Lyndhurst."

EZ Ride shuttles transport more than 2,000 commuters on a typical workday, linking them with train transit hubs such as Newark Penn, Secaucus Junction, Harrison, Rutherford, and Lyndhurst.

For additional information about setting up shuttle services for your facility, 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

*Mary D. Ameen
North Jersey Transportation Planning Authority*

*Sandra Bleckman
Fairleigh Dickinson University*

*Steve 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*

*James Kirkos
Meadowlands Regional Chamber*

*Nadereh Moini
New Jersey Sports & Exposition Authority*

*Michael Russo
New Jersey Department of Transportation*

*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



Officer Erik Aronson leading the group of 30 Maywood Avenue Elementary School cyclists.

Maywood Avenue Elementary School – Pedal with the Police Neighborhood Bike Ride

On Friday, October 19, 2018, officers from the Maywood Police Department, members of EZ Ride’s bike and pedestrian team, and more than 30 student cyclists gathered in front of Maywood Avenue Elementary School to take part in the ‘Pedal with the Police’ neighborhood bike ride. The students braved the brisk 30-degree weather as Officer Erik Aronson led the group on a planned three-mile ride around the Borough of Maywood to celebrate Walk and Bike to School Month.

Officer Aronson reviewed the basic safety rules, EZ Ride staff helped to fit and adjust students’ helmets, and other police officers helped to inflate tires, then we began our ride! Several police officers in patrol cars led the bicycle riders, blocked traffic and also followed the group to ensure safety. The EZ Ride team rode with the students to help and encourage them to complete the ride – for some it was their longest and most challenging ride.

After the long ride, the children enjoyed snacks and drinks courtesy of Officer Aronson, the Police distributed lights and bells, and the EZ Ride team provided bike safety activity books and helmets.

Officer Aronson says “In the last few years, attendance at our Bicycle Rodeos

has continued to improve. They have been successful and enjoyable events, thanks to the assistance of the schools, EZ Ride, and the Safe Kids program.

“However, in the past, the rodeos were conducted at an outdoor basketball court, and there was a lot of interest in riding in the streets.

“In conjunction with our school’s Bike to School Friday and October being Walk and Bike to School Month, we wanted to expand our community policing outreach by providing children the opportunity to ride safely in our community with our bicycle patrol and to review the rules of the road. ‘Pedal with the Police’ was a perfect name for our event.

“We have received encouraging feedback about this particular event. Besides holding another Bicycle Rodeo in the spring, we are hoping to hold another ‘Pedal with the Police’ event in the future.”

To invite the EZ Ride’s bike and pedestrian team to your school or town to hold a community bike ride event, please contact:

Lisa Lee
(201) 939-4242 ext. 123

llee@ezride.org

Program Updates



Ryde4Life Program Provides the Answer to Prevent Senior Isolation

Nobody relishes the prospect of aging without a spouse or family member at their side, without friends to help them laugh at the ridiculous parts and support them through the difficult times. Yet, that is just what many seniors face. As the baby boomer generation crosses the over-65 threshold, many of our aging loved ones are still feeling alone in the crowd.

According to the U.S. Census Bureau 11 million, or 28 percent of people aged 65 and older, lived alone at the time of the census. As people get older, their likelihood of living alone only increases. Additionally, more and more older adults do not have children, reports the AARP, and that means fewer family members to provide company and care as those adults become seniors. While living alone does not inevitably lead to social isolation, it is certainly a predisposing factor. Yet another important consideration is how often seniors engage in social activities.

More than 40 million people who are 65 and older carry a drivers' license. But driving is more than just a passion or a pastime: it's a lifeline. Studies show that giving up driving increases a person's mortality risk and makes seniors more likely to land in nursing homes and suffer from depression. Yet the average American man outlives his ability to drive by six years; the average American woman, by 10 years.

Ocean Community Economic Action Now, Inc. (O.C.E.A.N., Inc.), a non-profit agency that works with different communities in New Jersey and assists seniors and low-income families to live better lives, has teamed up with Caregiver Volunteers of Central Jersey and EZ Ride to launch its Senior Isolation Prevention Program. Ocean County is home to the largest number of seniors in New Jersey.

Channell Wilkins, CEO and Chief Creative Officer of O.C.E.A.N., Inc. says, "The problem is that seniors have very limited and difficult transportation options. Almost three-quarters of seniors live in areas with few—if any—transportation alternatives, which means their options for remaining mobile begin and end in their own driveway. We have decided to partner with Caregiver Volunteers of Central Jersey and EZ Ride and take advantage of their *Ryde4Life* program to provide free rides for seniors and help them to be more active, get to the doctor appointments or just attend social activities. The goal is simple – help seniors to be engaged and live longer, happier lives."

According to Lynette Whiteman, Executive Director of Caregiver Volunteers of Central Jersey, "This option will be a such an added bonus to the seniors we assist. Our volunteers provide medical transportation which is greatly needed. Adding the opportunity to spend time with friends, attend religious services or even visit with a loved one in a Nursing Home will greatly help reduce feelings of isolation. We are very grateful to O.C.E.A.N. and EZRide for this partnership."

Currently more than 700 members participate in the EZ Ride's *Ryde4Life* program, and we are looking forward to working with O.C.E.A.N and their clients. The *Ryde4Life* program was designed to bridge the digital divide for the older population and EZ Ride's partnership with Lyft allows users without a smartphone to schedule rides on demand. The service is available seven days a week.

For more information please contact:

Avnish Gupta
(201) 939-4242 ext. 118
agupta@ezride.org

RIDER SPOTLIGHT



Matilda Francis, Fanwood
Member since September 2012

Matilda has used EZ Ride transportation services for more than six years. She was born and raised in India and worked for 33 years as a school teacher. About 20 years ago, she moved to Brooklyn to care for her grandchildren and then moved to New Jersey a few years later.

She is a member of Friends of the Fanwood Memorial Library and spends a lot of time volunteering in the library. She enjoys walking around town but isn't able to get everywhere that way. Matilda is very independent, and she likes the *Ryde4Life* program because she doesn't have to depend on anyone. She says that "I like the drivers and appreciate that the rides are being monitored" and adds "I am social and outgoing and I like to be busy. *Ryde4Life* enables me to do that." She uses the *Ryde4Life* program to go shopping, visit family and friends, go to church and for her doctors' appointments.

For additional information or to sign up for the program, call:

(866) 208-1307, Option 4
or visit
www.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 Provides Transportation for UPS Workers During the Holiday Season

The world of night-shift workers is invisible to most people but many vital services run around the clock. For delivery companies like UPS and FedEx, life does not stop at 5 p.m. Many of the jobs are entry-level positions and are inaccessible to potential employees without a car. Public transit is unavailable or very limited during overnight hours.

And the holiday season poses additional challenges for UPS as the number of packages handled daily increase from 15.8 million to a peak of 28 million. Nationwide, UPS will hire about 100,000 temporary employees for the crucial holiday season beginning in November. Peak season begins on Black Friday, the day after the Thanksgiving holiday in November, and runs through early January when there is a large wave of returns.

Several UPS locations in New Jersey use EZ Ride shuttle service to help their employees overcome the transportation barrier to employment.

EZ Ride dispatches a fleet of six or more minibuses around midnight providing more than a dozen trips every night that link locations such as Staten Island and Edison, East Orange and Parsippany, Edison and Cranbury, and Trenton and Monroe. More than a 100 employees use the service and both the ridership and the number of trips continue to grow. Managing this service is complex as routes and schedules change often, and an acute shortage of drivers poses an additional challenge.

EZ Ride is well positioned to serve this market as we already operate night services using about 10 minibuses that serve Essex County as well as to a lesser extent Union County. More than 400 riders use our service daily – all seven days of the week.

For more information about late night shuttle services, please contact

Avnish Gupta
(201) 939-4242 ext. 118
agupta@ezride.org

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:

Michael Jensen
(201) 939-4242 ext. 139
mjensen@ezride.org