

Smart COMMUTER

CTAA - Urban Community Transportation
System of the Year - 2013



Issue No. 52 Summer 2013

Commute Information for Business Executives & Elected Officials in Northern New Jersey

5 local Schools Earn Awards for Promoting Student Health and Safety

New Jersey *Safe Routes to School (SRTS)* is a statewide initiative supported by the *New Jersey Department of Transportation (NJDOT)* with funding from the *Federal Highway Administration* to create safer and more accessible environments for students to walk and bicycle to and from school.

Meadowlink helps schools to implement the *SRTS* program by offering hands-on workshops, informative presentations, demonstrations, audits and fun-filled events to encourage the participation of students, teachers, administrators, and parents. The events are designed to teach safe walking/biking practices and improve the behavior of all road users with the goal of creating a culture and environment where walking and biking to school is a safe and attractive way of life for students in New Jersey.

Participating schools are eligible for *SRTS* awards based on their commitment and support of the program. Enrolling in the program is the first step. The awards recognize the level of commitment achieved by the students and the attainment of specific goals. The five schools that were recognized in our area were: Montclair, *Edgemont Motessori School* (gold); Montclair, *Bradford School* (silver); Garfield, *Woodrow Wilson Elementary School*; Montclair, *Charles H. Bullock School*; Montclair township (bronze); and Maplewood, *Tuscan Elementary School* (first-step).

If your school or community would like to participate in this program please contact:

Meeta Patel
(201) 939-4242
mpatel@ezride.org



Meadowlink Executive Director Krishna Murthy accepts the Urban Community Transportation System of the Year award from (left to right) CTAA Board President Barbara Cline, CTAA Southeast Region Board Member Ann August and CTAA Board Vice-President Rochelle Cotey

Meadowlink Awarded Top Urban Community Transportation System of the Year

The *Community Transportation Association of America (CTAA)* recently recognized *Meadowlink* as the 2013 Urban Community Transportation System of the Year at their annual conference, held in Albuquerque, NM., in June.

The award, presented annually at the *CTAA* national EXPO, recognizes excellence by urban transportation systems in serving the needs of people in their communities. *Meadowlink* was selected for “innovative and creative collaborations throughout its service area, which includes some of New Jersey’s most populous counties,” according to Ann August, Secretary of the Association’s Board of Directors, who presented the award.

Ms. August highlighted two of *Meadowlink* programs as being especially innovative and collaborative:

- *Community Cars*, a volunteer driver program that serves as a transportation lifeline for isolated senior citizens. The program currently provides more than 1,000 trips a month, a five-fold increase over the

200 monthly trips provided during the program’s initial year of 2009; and

- *Flex-T*, a program that provides employment transportation to individuals with disabilities. After initially providing 637 trips in 2010, *Flex-T* provided more than 10,000 trips in 2012

Meadowlink’s Executive Director, Krishna Murthy, accepted the award on behalf of the company and its employees. He thanked the *CTAA* for selecting *Meadowlink* for the award; the *Meadowlink* board of directors for their vision and support; and its private and public sector partners, including the *North Jersey Transportation Planning Authority* and *NJ TRANSIT*, for their funding and ongoing support.

Meadowlink a non-profit, public-private partnership, helps improve access to affordable transportation, reduce congestion and promote economic growth by working with business and government agencies. It manages the state’s largest carpool, vanpool and employee shuttle programs.

For additional information, please visit: www.ezride.org

Schools, Students 'WIN' with Ridgewood's Road-safety Program

BOARD OF TRUSTEES

OFFICERS

Perry E. Frenzel, Chairman
PNJ/Frenzel Associates

Richard Fritzky, Vice Chairman
Meadowlands Reg. Chamber of Commerce

Chip Hallock, Secretary
Newark Regional Business Partnership

Ronald E. Nichols, Treasurer
NJ TRANSIT

TRUSTEES

Joseph Abramo
New Jersey Sports & Exposition Authority

Angel G. Estrada
Union County

Diana E. Fainberg
Diana E. Fainberg Associates, LLC

Robert Garrison, Esq.
Bergen County Planning & Economic Dev.

David Kuhn
New Jersey Department of Transportation

Allen J. Magrini, Esq.
Hartz Mountain Industries

Mary K. Murphy
North Jersey Transportation Planning Authority

Bernard Nangle
New Jersey Meadowlands Commission

Sheila Oliver
Essex County

Patricia Ott
MBO Engineering, LLC

Cruz C. Russell
Port Authority of NY & NJ

Anthony Scardino
Anthony Scardino & Associates

Joseph Sireno
Sireno Communications

With safety for school children as the driving goal, the Ridgewood School system turned to *Meadowlink* for help. As part of the *Safe Routes to School (SRTS)* program, *Meadowlink* helped tailor a curriculum on road safety for more than 4,000 students who attend seven Ridgewood schools.

A 'Win' for all

"The program encourages kids to walk to school and maintain a healthier lifestyle," said Krishna Murthy, *Meadowlink's* Executive Director. "Kids arrive at school alert and ready to learn. The community benefits from reduced traffic, less pollution and cleaner air. It's a win for all."

New Jersey's Health and Physical Education standards, require schools to address issues of safety, personal growth, interpersonal communication, decision making and goal setting as well as physical activity to maintain skills to support a healthy and active lifestyle. *Meadowlink's* *Safe Routes to Schools (SRTS)* program will help schools be compliant with the New Jersey state mandate by addressing the issues of pedestrian and bicycle safety.

Training the Teachers

A "Train the Trainer" workshop is conducted, which could be included as part of the teachers' professional development requirements. *Meadowlink's* training session provides information on road and bicycle safety techniques to be passed on to the students.

Designing a curriculum

After teachers are trained, *Meadowlink* team members meet with them to help develop a blueprint for *SRTS* activities that are tailored to the community and

cover all aspects of road safety, whether students choose to walk or ride their bikes.

Presenting the program to the children

Once the training workshops and the curriculum are completed, the teachers are fully equipped to present and teach children about pedestrian and bicycle safety. "The program benefits schools on many levels," said Jeanne Johnson, *SRTS* Coordinator at Ridgewood Schools. "Teachers fulfill their Professional Development requirements; students embrace a healthier lifestyle by walking or riding to school; and parents often connect with other families."

Follow-up programs

Many schools request follow-up events to reinforce the training, such as Pedestrian Safety presentations which support the "Walking School Bus," a fun and safe way to walk to school, a "Bike Rodeo" and "Cycling Skills" event to reinforce bicycle safety skills.

No cost to schools

SRTS programs are federally funded and there is no cost to local schools. Nationally, *SRTS* programs are administered in 10,000 schools and they are growing on a state-by-state basis. In partnership with the *New Jersey Department of Transportation (NJDOT)*, *Meadowlink* receives federal funds to help implement the program in New Jersey schools.

Meadowlink can design and administer a customized program, set up events, oversee the educational components and perform a program evaluation on its completion. To discuss the benefits of enrolling your school in the *SRTS* program, please contact:

Meeta Patel
(201) 939-4242
mpatel@ezride.org

● Employers on the Move ...

IFF 45 sign up to Carpool in Union Beach

International Flavors & Fragrances Inc, (IFF) located in Union Beach, NJ recently hosted a health fair to bring together health care professionals including nurses and chiropractors. *Meadowlink* was invited to attend the fair in order to promote carpooling for IFF employees and signed up 45 employees.

Carpooling is one of the oldest, most popular ways to share a ride. Co-workers, fellow students and neighbors who share a common destination get together and share the cost of their commute.

Savings add up quickly – and can easily exceed \$2,000 a year – depending on the distance travelled, the number of passengers and the price of gas and tolls.

And people who carpool are more likely to enjoy their ride. Carpooling is social and brings riders together. It's like social media on wheels. By leaving their cars at

home, carpool riders help reduce traffic congestion, improve air quality and give the planet a break.

More than 30,000 employees from about 300 different businesses both large and small participate in *Meadowlink's* carpool program. Not all carpoolers work for the same company, they just need to be located in close proximity. Each month, *Meadowlink* hosts many events at various corporate locations which help spread the awareness to new riders. The statewide carpool program is hosted by the *New Jersey Department of Transportation (NJDOT)* and the *North Jersey Transportation Planning Authority (NJTPA)*.

For additional information, or to join the program, please contact:

Steve Culpepper
(201) 939-4242
sculpepper@ezride.org

Crestron Commuting made easy for 118 Crestron employees

Encouraging *Crestron* employees at Rockleigh to sign up for carpooling at the recent health fare turned out to be a breeze. With 118 employees signing up to carpool, the program looks to be a welcome commute option for *Crestron's* staff.

Carpooling doesn't really cost. It saves. Sure, some money is exchanged. But compare that to what each rider would pay to commute individually. You'll see the cost is considerably less. So carpooling is like a gift that keeps saving and saving.

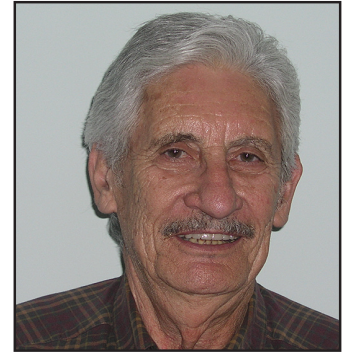
What happens if your carpool has a

problem because a member has to work late or leave early because of an emergency? *Meadowlink's* got your back with its "Emergency Ride Home" program. Registered riders are covered for up to three rides home per year — on us, as long as it's an unforeseen "emergency".

Crestron with over 90 offices worldwide, provides control and automation systems for homes, offices, schools, hospitals, hotels and more. For information contact:

Steve Culpepper
(201) 939-4242
sculpepper@ezride.org

VOLUNTEER SPOTLIGHT



Juan Carnicer

Meet Juan Carnicer, an expat from Cuba who arrived in this country with just the shirt on his back over 43 years ago.

At a time when opportunities were hard to come by, he says that he had been fortunate in finding continuous employment.

He feels that giving back to the community is his way of saying thank you. Juan has been a volunteer driver for our senior transportation program since 2010 and has been a great inspiration to our team. He can be seen most mornings in the office, ready to pick up his *EZ Ride* car and head out to his first client.

Juan's resume includes jobs with *UPS*, the real estate market, as well as tax consultancy. It was the latter position that resulted in his volunteering to help seniors fill out their tax returns. Juan lives in Hasbrouck Heights and has no plans to quit volunteering anytime soon.

Meadowlink would like to thank Juan for his hard work and dedication.

Want to volunteer? Contact:

Kinga Skora
(201) 939-4242
kskora@ezride.org

Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

Smart Commuter

to Brenda Dainton at

(201) 939-4242

or e-mail:

bdainton@ezride.org



Meadowlink

144 Park Place East

Wood-Ridge, NJ 07075

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

Service Updates

Shore EZ Ride Shuttle Concludes its Voyage

A cooperative effort between Meadowlink, NJ TRANSIT, the shore communities of Asbury Park and Long Branch, and the North Jersey Transportation Planning Authority has ensured operation and the success of the Shore EZ Ride Shuttle service for the past three years.

The NJTPA's Congestion Mitigation and Air Quality (CMAQ) Local Mobility Initiatives program provided start-up funding for the shuttle's first three years. It contributed 75% of the cost towards providing a shuttle service for tourists and residents alike, connecting the Asbury Park and Long Branch rail stations to the beaches and shopping. The remaining 25% of the funding came from the cities of Asbury Park and Long Branch.

At the end of this summer, the service will come to an end unless any new revenue or funding streams are found.

This summer the Shore EZ Ride Shuttle service helped transport more riders than ever before. Over 800 visitors to the Asbury Park and Long Branch beaches took advantage of the shuttle over the recent July 4 weekend alone, a testament to the success of the program.

"In recent years, getting to the beach and then finding parking is a challenge in many of New Jersey's beach communities," said Perry Frenzel, Chairman of Meadowlink, which operates the Shore EZ Ride service. "So, having a shuttle service direct from the station to the beach is a real advantage."

In addition to providing much-needed transportation to and from the beaches, the program helps to reduce traffic congestion, improve air quality and helps alleviate parking shortages during peak periods.

Ridership has increased steadily since its inception in 2011, from 50 riders per day to more than 200. The service is available from 9 a.m. to 11 p.m. on Fridays, Saturdays and Sundays all the way through to Labor Day. Transit passengers ride for free with others paying a nominal fee of \$1 per ride.

Meadowlink is looking for additional funding and support to continue the operation of this successful service. If you would like to participate in the program, please contact:

Wendy Arias
(732) 380-1299
warias@ezride.org

Freebies galore...

Free Transit Display for your worksite

Meadowlink is an advocate for public transportation with a 'transit-first' policy.

Our attractive displays provide information on 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 allrelevant commuter brochures, together with information, regarding carpool and vanpool services as well as all bus and train schedules relevant to your location.

For your FREE display, contact:

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