

Smart COMMUTER

CTAA - Urban Community Transportation
System of the Year - 2013



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

Senior Transportation Program Expands to Westwood

Meadowlink has partnered with *Pascack Valley Meals on Wheels (MOW)* in Westwood to offer senior transportation services in the area. Both organizations provide much-needed services for the elderly. One offers transportation, while the other delivers sustenance, in the form of homemade meals, to people's doorstep.

"We are excited about the partnership with *Meadowlink*. Transportation is a major issue for seniors in our area. This program will be a wonderful start to eliminating isolation for the seniors in our area," said Jeanne E. Martin, director of *Pascack Valley MOW*.

The Senior Transportation Program – supported by the *National Center for Senior Transportation (NCST)*, *Henry and Marilyn Taub Foundation*, *Beverly Foundation* and *North Jersey Transportation Planning Authority* – provides affordable and customized transportation for seniors. Rides are never restricted and can be used for shopping, dining with friends or medical appointments, as examples. Users pay a nominal annual membership fee of \$15 and a \$2.50 cost for every initial pickup. Additionally, they pay \$0.57 per mile for trips fewer than 10 miles and \$1.14 per mile for longer trips. *Meadowlink* will provide the cars, insurance and gas, and *Pascack Valley MOW* will recruit the volunteer drivers.

To learn more and to introduce the program in your community, please contact:

Bergen/Hudson-Kinga Skora (201) 939-4242
Essex/Union-Ellie Ferrer (973) 961-6941
Monmouth -Wendy Arias (732) 380-1299
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(From L to R) Howard Woolley, Long Branch Business Administrator, Fred Migliaccio, Long Branch Director of Public Works, Krishna Murthy, Meadowlink, Executive Director, Adam Schneider, Long Branch Mayor, Paul Brown, Monmouth University President, and Kate Billings, Long Branch Planning Board Member, at the Long Branch Shuttle ribbon cutting ceremony.

Long Branch Shuttle Launched to Serve Monmouth University Students

For *Monmouth University* students, September 3 marked the beginning of the school year and the inauguration of the Long Branch shuttle. The shuttle is a collaborative effort between the City of Long Branch, *Monmouth University* and *Meadowlink*.

Parking is extremely limited at the university, and Long Branch Mayor Adam Schneider said of the shuttle, "One of the differences it's going to make is kids aren't going to have to get in their car. They can get back and forth, on and off campus, without ever having to get in their cars."

The new shuttle operates Monday through Friday and provides service every half-hour from 6:30 to 9:30 a.m. and from 3:30 to 8:15 p.m. The service links the Long Branch train station to *Monmouth University*, *Pier Village* and other businesses in the area. Students and staff with *Monmouth*

University IDs ride for free, with all others riders paying a nominal fee of \$1 per ride. Children 10 and under will also ride free.

The Long Branch Business Administrator Howard Woolley Jr. said the majority of the costs are funded through a federal grant obtained by *Meadowlink*. "The grant is 75 percent federal money and 25 percent local match, and *Monmouth University* has donated a portion of that to defray the costs," he said at a recent press conference. The federal funding is provided by the *North Jersey Transportation Planning Authority (NJTPA)* and is administered by *NJ TRANSIT*. *Meadowlink* will operate and manage the program.

For information on the route and schedule, please visit www.ezride.org or contact:

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California Transportation Network Companies (TNCs) Re-position Themselves as Ridesharing Companies

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The California Public Utilities Commission (CPUC) has enacted new regulations for the recently created *Online Enabled Transportation Services*. Differentiating themselves from the traditional limousine services, *Transportation Network Companies (TNC)* have entered the transportation arena with a bang.

TNCs are defined as any company that connects riders with drivers via an online platform. If a passenger is using an app and the driver is using his or her own car, then the arrangement is considered a *TNC*.

TNC services began in 2009 in San Francisco with *Uber X*, who has since been joined by newer outfits like *Lyft* and *Sidecar*. The service has since spread to numerous other states and even some foreign countries, its growth and expansion showing no signs of slowing down.

However, it hasn't been all smooth sailing. As with all new innovative services, the companies involved have encountered many unintended problems, including being accused of illegal taxicab operations. They have also come under fire in various U.S. states, had vehicles impounded in Washington, D.C., been sued by Chicago's taxi and livery services and received numerous cease-and-desist letters from several cities and states who have threatened the companies with criminal prosecution for non compliance.

But *TNCs* look like they are here to stay. In the face of their growing popularity, California has enacted new regulations to protect passengers, and ensure that all prevailing safety standards are applied. These include

requiring drivers to possess comprehensive insurance policies and undergo drug testing and other screenings.

TNC services use non-commercial vehicles. Passengers download the free app, input credit card information and they are ready to go. The service turns out to be about 50 to 75 percent more expensive than conventional taxis, but the wait time and quality of ride are far more luxurious than regular taxicabs, plus the price doesn't seem to deter passengers.

Payment for the service is automatic using the credit card information input at the time of the app download. A tip is automatically included, with a receipt being given to the passenger as he or she exits the vehicle.

Controversy has haunted the program but growth has escalated dramatically.

The *CPUC* has not ruled on the question of whether *TNCs* represent legitimate ridesharing, or not. The California Chapter of the *Association for Commuter Transportation (ACT)*, an industry umbrella organization for *Transportation Management Associations (TMAs)*, has responded to define ridesharing as a common route, generally work-related and payment-based on cost recovery, not on profit. The *ACT* argues that the *TNCs* are established to make a profit for the ride provider and, therefore, do not represent true ridesharing services. The *CPUC* has agreed to provide additional time for comment and will have a follow-up meeting in October.

For more information, please contact:

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● Employers on the Move ...



100 Rutgers Students Sign up for Carpool Program

Recently at a carpool fair hosted by *Meadowlink* and held at *Rutgers University* campus in Newark, more than 100 students signed up to join the already popular program.

The carpool program has, over the years, been a welcome addition for campus commuters, assisting both students and faculty members. It helps students with their journeys to and from school, saving them time, money and the frustrations of trying to park in already overcrowded campus parking lots.

Faculty members see carpooling as a cost-effective, as well as an

environmentally friendly means of transportation. Sharing a ride can save commuters time and money, while benefiting the environment – all pluses in this cost- and eco-conscious world.

When the program was introduced more than 10 years ago, just a handful of students signed up for the service. But as the program expanded, it has become a popular commuting option for university students, not just at *Rutgers*, but also at several other New Jersey universities.

For more information, contact:

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VOLUNTEER SPOTLIGHT



Joanne Condon

Meet Joanne. She's been a volunteer driver with *EZ Ride* for over a year and a half. Full of energy, she spreads her goodwill throughout a few different organizations. When she's not driving our seniors around, she can be found either cooking – for *Meals with a Mission*, or volunteering at *Hackensack University Medical Center*.

Joanne lives in East Rutherford and enjoys traveling, gardening, cooking and home improvements.

Her travels have taken her to Ireland, Israel, and last year, Joanne visited Germany.

Joanne had two careers before retiring in 2010. During the 1980's, she worked on Wall Street at the *American Stock Exchange*. She then spent the next 21 years selling business information for *Dun & Bradstreet*.

When asked what motivated her to volunteer with *EZ Ride*, she said her efforts provide seniors with a sense of independence.

We are grateful for her kindness and enthusiasm, and we look forward to her continued support.

Want to volunteer? Contact:
Kinga Skora (201) 939-4242
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Eastwick College campuses – a joint sign-up

At a combined *Eastwick College* orientation event held at their Ramsey campus, *Meadowlink* introduced new students to the benefits of carpooling. The orientation resulted in 72 students signing up.

Eastwick College, established in 1968, is a career-oriented school and is considered a commuting institution, as it offers no boarding. The two campuses taking part in the orientation were the Hackensack and Ramsey facilities. Both schools encourage students to investigate commuting options and endorse *Meadowlink's* carpool program. With a small student

body and limited parking, carpooling is a welcome option at both facilities.

Representatives from *Meadowlink* met with students in the cafeteria, to answer questions and hand out literature explaining the program.

Commuters from both Ramsey and Hackensack campuses agreed that the program would not only save them money, but would enable them to meet other colleagues during the commute, which presented an added incentive.

To schedule a commuter fair, contact:

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Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

Smart Commuter

to Brenda Dainton at

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or e-mail:

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Service Updates

Meadowlink Recognizes Five Schools for Safe Routes to School Program

Earlier this month, Meadowlink honored five area schools and one township for successfully implementing a New Jersey *Safe Routes To School (SRTS)* program. The organization bestowed awards upon: Montclair, *Edgemont Montessori 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).

Garfield Mayor Joseph Delaney presented this year's award to Principal Doreen Velardi of the *Woodrow Wilson Elementary School*, while Montclair Mayor Robert Jackson lauded his township's principals -- Cheryl Hopper, *Edgemont School*; Naomi Kirkman, *Bradford School*, and Nami Kuwabara, *Charles H. Bullock*

School. Meadowlink Chairman Perry Frenzel bestowed the final award, honoring *Montclair Township*, upon its mayor.

Speaking at the awards ceremonies, Mr. Frenzel said, "The goal of the program is to encourage students to walk or bicycle to school safely. Schools that participate in the program benefit from healthier and more active children, less traffic congestion, better air quality and fewer traffic incidents near schools."

The five local schools recognized, from a service area of roughly 700 elementary and middle schools, joined 53 other entities across the State of New Jersey that were also honored. Communities or schools that would like to implement a *SRTS* program and be recognized for their efforts should contact:

Meet Patel
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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 all relevant 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:

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