

# The Transporter



CTAA - Urban Community Transportation System of the Year - 2013

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

## Summer Shore EZ Ride Program 2014 is Back

The popular *Shore EZ-Ride Shuttle* will return to Long Branch in late May and will operate through Labor Day. The fare will remain unchanged from last year, at \$1 per ride.

More than 800 visitors rode the shuttle to the city's beaches last year, a testimonial to the shuttle's importance to beachgoers and residents as well as the townships themselves.

The service will run on Fridays, Saturdays and Sundays, Memorial Day, Independence Day and Labor Day, from 9 a.m. to 11 p.m., with two mini-buses serving the Long Branch station.

The route to the beach is clearly marked with *EZ-Ride* signs at pick-up and drop off points. The shuttle schedule is timed to meet the train.

Initiated in 2011, the *Shore EZ-Ride Shuttle* was made possible largely by a federal grant to reduce traffic congestion and improve air quality. The city of Long Branch provided the required matching funds.

For additional information please contact:

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



Our team of dedicated volunteer drivers who donate their time and help with driving seniors to various appointments with Chairman Perry Frenzel (second from left).

## Meadowlink Launches Volunteer Driver Recruitment Campaign

Volunteer drivers are key to the success of our senior transportation program. They donate their time, and we provide the autos with gas and insurance.

Last year our dedicated team of volunteer drivers provided over 10,000 rides. Their valuable contributions enabled over 500 seniors, mostly from lower Bergen County, keep their medical appointments, go for grocery shopping, or just visit family.

Thanks to the help from *Henry & Marilyn Taub Foundation* in funding our marketing campaign and to *Fair Media Council*, a non-profit organization, for assisting us with developing a communications plan, we have recently launched a campaign to recruit volunteer drivers.

Our volunteer drivers make a meaningful difference in their communities, earn incentives, and get an opportunity to do something they love. The effort isn't much: a welcoming smile and a quick ride to a doctor's office or a grocery store is what we typically ask our volunteers

to do. Volunteers drive the seniors (who can no longer drive) and their community neighbors – people who are really grateful for the service and appreciate the personal connection to the volunteer.

In exchange for a few hours a week *Meadowlink* offers the volunteer:

- An easy avenue to fulfill their desire in making a difference in their communities.
- Free defensive driving course which may lower the cost of their personal auto insurance.
- A free ride for every four hours of volunteer service. Volunteers could bank their hours for a full calendar year or transfer their rides to others.

Most corporations take pride in remaining actively involved with their local communities. We are seeking to partner with businesses that would encourage their employees to volunteer with our program and make a difference. It's easy, contact:

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



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## \$1 Billion Pulaski Skyway Renovation Now Set for April

The \$1 Billion *Pulaski Skyway* renovation is set to begin on April 12. Originally scheduled to start after the Super Bowl in early February, work was delayed by the extreme winter weather conditions.

The bridge's much-anticipated deck replacement ultimately will improve road and travel conditions for the 40,000 daily motorists who cross the span. However, with this many commuters heading to and from Jersey City, Hoboken and the Holland Tunnel, delays are inevitable during construction.

Once the renovation begins, the Skyway's two northbound lanes will close, forcing commuters to use alternative routes. Once the northbound lanes are completed, work will begin on the southbound lanes. The work is scheduled to take approximately 24 months to complete.

During the construction, the *New Jersey Department of Transportation (NJDOT)* will be working to minimize traffic congestion by reconfiguring traffic lanes, increasing public transportation and providing information on carpooling and vanpooling.

### Road

The reconfigured travel lanes – which will be available on both the *New Jersey Turnpike Newark Bay-Hudson County Extension (I-78)*; as well as Route 1 & 9 – are designed to help ease congestion and keep traffic flowing.

Additionally *NJDOT* Safety Service Patrol trucks will be on patrol to deal with any traffic incidents that may arise.

### Public Transportation

Public transportation options will include: additional buses and trains during rush hour, including the addition of 1,260 seats on the Raritan Valley line trains during the morning and evening commute, plus an enhanced *PATH* schedule from Newark Penn Station to help accommodate as many as 6,000 *NJ TRANSIT* rail and bus commuters.

### Car and Vanpools

The *NJDOT* is also encouraging commuters to consider carpooling and vanpooling as viable alternatives. Financial subsidies of \$325 per month will be offered to vanpools to Hudson County. Additionally, *Meadowlink* will assist anyone wishing to participate in existing car and vanpool programs, or to assist commuters plan their trips.

To help commuters decide which alternative is best suited to their needs, the *NJDOT* has created the *Pulaski Skyway Rehabilitation* video, which gives details of the project and offers alternative options that are available. The video can be found on the *NJDOT's YouTube* channel as well as the Department's website (<http://www.pulaskiskyway.com>). Radio and television advertising will also reinforce the alternative modes of transportation available.

For additional information, contact:

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*The Transporter* is a bi-monthly newsletter about transportation information in our region and is published by *Meadowlands Transportation Brokerage Corporation d/b/a Meadowlink*. Please call Brenda Dainton at (201) 939-4242 with comments, corrections or suggestions.

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# ● Employers on the Move ...



## 57 Employees on a “Quest” for Car-pooling Partners

The world’s leading diagnostic testing provider, *Quest Diagnostics* registered 57 employees in *Meadowlink’s* carpool matching service at a recent Transportation Fair at the company’s Teterboro facility.

*Quest Diagnostics* operates an extensive network of medical laboratories, patient service centers and it provides a range of complementary diagnostic products.

Its Teterboro facility is not easily accessible by public transit and many employees look for alternative ways to get to work. *Meadowlink’s* access to a statewide ridesharing system makes it

easy for registered participants to find other interested carpool partners.

*Quest* invited *Meadowlink* to inform its employees of the cost-effective benefits of carpooling. Carpoolers can alternate driving and reduce the wear and tear on their cars, or just contribute toward the cost of another driver’s gas and expenses. Carpooling also helps companies support employee retention.

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

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

## VOLUNTEER SPOTLIGHT



**TOM BILLE**

Meet Tom Bille. He has been with *Meadowlink* for more than a year and volunteers as a driver for our senior transportation program.

Prior to his volunteering days, Tom was a professional truck driver. His profession took him all over America. He enjoyed getting around, seeing new places and being his own boss.

Tom says he could be in New York one day, and three days later could find himself in places like Texas, California, Illinois, or Iowa – wherever the job took him. It was a great way to see the country and meet different people.

Tom’s favorite hobbies include looking after his cat and reading. He likes a good action-packed thriller and is currently working his way through the Harry Potter series.

Tom has one son who lives in Virginia.

We would like to thank Tom for his dedication and continued support in helping our seniors.

Want to volunteer? Contact:  
Kinga Skora (201) 939-4242  
kskora@ezride.org



## Newark Airport Sign Up 119 New Rideshare Employees



More than 200 employees of the *Port Authority of NY & NJ* at *Newark International Airport* and *United* flight employees attended recent *Meadowlink* transportation fairs, netting 119 new rideshare members.

The event was designed to raise awareness of commuter options and to encourage participation in transportation alternatives – such as carpooling, vanpooling, public transport, biking and walking – to reduce greenhouse emissions.

During the event the employees received information about the various transportation alternatives and the

benefits they provide to the environment in the form of reduced traffic congestion and cleaner air.

Other practical benefits were discussed, such as lower fuel costs, reduced congestion in the employee parking lot and the *Emergency Ride Home Program*, which guarantees a ride home in case of emergency up to three times a year.

To host a transportation event at your company, please contact:

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

Comments? Suggestions?

Feel free to forward  
your thoughts on  
improving the

**The Transporter**

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## Service Updates

### Shrewsbury Elementary School Advances Toward a Sustainable Jersey Certificate by Earning Safe Routes to School Points

As a result of its recent efforts, Shrewsbury Township will be awarded points toward a *Sustainable Jersey Certificate (SJC)*, a certification program for municipalities in New Jersey that want to “go green,” save money and take positive steps to sustain the quality of life in their communities.

The points are earned through various initiatives detailed on the Sustainable Jersey Certificate (SJC) website. The successful implementation of the *Safe Routes to School (SRTS)* program is one of the suggested initiatives.

Committed to increasing the safety of its students who walk or bike to school, *Shrewsbury Elementary School* has partnered with Meadowlink and has successfully reached the third of four levels in implementing the *Safe Routes to School* program.

*Meadowlink* and the *Shrewsbury Green Team* are conducting a safety audit of the pedestrian and bicycle routes to school. The audit will document the required improvements – such as a lack of sidewalks, inadequate bicycle infrastructure, and

intersection improvements – to encourage walking and cycling. These findings will be used to prepare a school “Travel Plan,” which the municipality and school district can present to the *New Jersey Department of Transportation (NJDOT)* when applying for funding to make the needed improvements.

In addition to the travel plans, *Meadowlink* will also conduct several pedestrian and bicycle safety events. Children who participate will receive giveaways and a thorough education on how to safely walk and cycle to school.

Over the last 12-months, *Meadowlink* has partnered with several schools to launch SRTS programs. Of these, 52 schools will be recognized for their outstanding efforts to encourage school children to walk or cycle to school.

To enroll your school in the SRTS program, please contact:

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

### Freebies galore...

#### Pedestrian Safety Education Giveaways

Meadowlink helps schools and municipalities promote safety along with the benefits of walking or cycling to school.

Free bookmarks, stickers and rubber bracelets with safety tips are offered on a first-come, first-served basis.

Schools and municipalities interested in providing pedestrian safety education or in hosting pedestrian safety oriented events for students should contact us for support.

For more information please contact:

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