

The Transporter

ezride®

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System of the Year - 2013

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

Water's Edge Connects Residents with Harrison PATH

The talk of the town in Harrison is the \$256 million reconstruction of the PATH station scheduled to be completed by 2017. The project is part of a broad redevelopment plan to include mixed-use commercial and residential development.

Access by shuttle to the station has recently begun at Water's Edge, a new residential community located about a half-mile from the station. A minibus will run between Water's Edge and the PATH station Monday through Friday every 15 minutes from 6 a.m. to 10 a.m. and again from 4 p.m. to 8 p.m.

"To really understand the true cost of housing, we need to consider housing and transportation costs together," explains Seth Cohen, Executive Vice President at Water's Edge. "By providing a free shuttle to public transit, we offer a great service to our tenants. We are pleased to work with Meadowlink, which has an established track record providing shuttles with an impeccable safety record."

The Harrison PATH station is a popular transit hub for New York City commuters. Meadowlink also serves over 150 daily riders who use the Kearny Shuttle to get to the station.

For more information, please contact:

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Perry Frenzel, Meadowlink Chairman and Derek Silvestri, Leasing Manager for The Monarch at the inauguration of the shuttle service at the newly opened residential community in East Rutherford.

The Monarch Takes Flight with New Shuttle Service to Secaucus Junction

The Monarch, a new residential community located across from Met Life Stadium, recently started offering an EZ Ride shuttle service to Secaucus Junction exclusively for its tenants. Two minibuses will be used to provide the service during peak commuting hours – Monday through Friday from 6 a.m. to 10 a.m. and again from 4 p.m. to 8 p.m.

Shuttle services are one of the hottest amenities being offered by residential communities. By providing service to transit hubs, a development gains a distinct advantage in attracting and retaining residents and employees. In large developments and office parks, the service is cost effective and can be included in the property's operating expenses.

The Monarch is the latest Meadowlands residential development to offer an EZ Ride shuttle service to public transportation hubs joining Avalon, The Station, and Vermella in Lyndhurst and Osprey Cove in Secaucus.

Eleven of the 13 NJ TRANSIT train lines come through Secaucus Junction, making it a major destination for Meadowlink's corporate shuttles. A fleet of 12 EZ Ride minibuses serves more than 700 riders and links Secaucus Junction with our corporate clients from Harmon Cove, Harmon Meadow, Rutherford and Carlstadt/Moonachie.

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New Law Will Give NYC Commuters Transit Benefit

New York City commuters will benefit from a new law that allows them to spend up to \$1,560 annually in pre-tax dollars to pay for transit costs. The law goes into effect in 2016 and is in line with current IRS regulations that allow this tax benefit. The law mandates that all employers, with some exceptions, offer this benefit.

The law applies to businesses with more than 20 full-time employees who work at least 30 hours a day. The City Council estimates that 600,000 additional employees will benefit from the legislation, which could lead to significant savings on income taxes and allow people to spend more money on transit than they do currently. In essence, the law makes the IRS rule mandatory; currently NYC employers can offer this benefit voluntarily.

Because the benefit is offered on a pre-tax basis, participants in the program reduce their taxable income by the amount excluded from gross pay. According to a study by the Riders Alliance, on average, New Yorkers who purchase a monthly Metro Card will save \$443 per year; and their employers will save \$103 per employee who participates. The Riders Alliance advocates for NYC subway and bus riders.

Certain employers are exempt from the law because it may have a detrimental effect on them. An employer that can

demonstrate that providing this benefit would cause a significant financial hardship can be exempt; in addition government employers, employers under collective bargaining agreements, and tax-exempt entities do not have to provide the benefit.

It has been documented that programs like this can have a beneficial impact on a city's economy – by some reports, this legislation could provide an \$85 million boost to the city's general economy, as well as lowering transit barriers for hundreds of thousands of employees. It would make traveling to a job much easier, and open the door to job opportunities farther away than previously considered. Hopefully, this new legislation will allow for growth of the job sector and an overall decrease in citywide unemployment.

Employers affected by the new law will have six months after it takes effect before they are held accountable for violations against it. Beyond that, employers are given 90 days from their initial violation to correct it before facing civil penalties not to exceed \$250. Additional penalties are added every 30 days until the issue is corrected.

For more information, please contact:

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Employers on the Move ...



Kean University Students Keen on Carpooling

In addition to the stress of starting a new academic year, students at Kean University also face a variety of transportation challenges. During this year's student orientation, the incoming classes were introduced to EZ Ride and the variety of transportation solutions it offers.

EZ Ride staff was among the many vendors that participated in student orientation on August 29. The orientation gave students a chance to discuss their personal commute plans and learn how EZ Ride can help them.

Of the transportation options offered, the most popular among Kean students was carpooling and 162 of them signed up for the program. There was also keen interest

in EZ Ride's Emergency Ride Home service, which is available to carpoolers who missed their ride due to an urgent matter. They can call EZ Ride and get a free ride home.

Founded in 1855, Kean University is a public university serving undergraduate and graduate students and is noted for graduating the most teachers in the state annually. With a student population of about 16,000, it is the third largest public university in New Jersey and has one of the largest and most active carpool groups.

For additional information or to host a transportation event, please contact:

Ellie Ferrer at (973) 961-6941

eferrer@ezride.org

VOLUNTEER SPOTLIGHT



SOLOMON ADLER

Solomon Adler from Garfield has been volunteering with EZ Ride since September 2013. He is one of 30 volunteer drivers who form the backbone of our senior transportation program. Sol is one of our most active volunteers; he works up to eight hours a day for four or five days a week.

During his career, Sol was a professional driver delivering medical equipment. Driving has always been one of his favorite ways to spend time. Sol says that driving with EZ Ride allows him to do what he loves; he gets to drive and spend time talking with seniors who enjoy his friendly conversations. He can often be seen in our office early in the morning, ready to pick up his EZ Ride car and head out to meet his first client.

Although the car is where Sol loves to be, he brings his sunny attitude to our office all year around, not just with his colorful Hawaiian shirts, but also with his warm personality. We are thankful for Sol's help, dedication and continued support in helping our seniors.

Love to Drive? Volunteer at EZ Ride. Contact:

Kinga Skora (201) 939-4242



at&t

AT&T Calling on All Carpoolers

Carpooling is a great way to cut down on automobile emissions and for participants to share the burden of driving to work or school. Meadowlink's carpooling program encourages people to consider the benefits of carpools.

At AT&T in Middletown, 44 out of about 100 employees signed up for carpooling in the summer of 2014. While AT&T is doing all it can to meet its customers needs, the company also supports its employees by providing access to transportation solutions. For many who live outside Monmouth County and have a long commute, carpooling is a smart alternative transportation method.

Carpooling helps AT&T employees who have a difficult commute due to distance or car troubles or who don't have

convenient access to public transportation. Many welcomed the idea of sharing a ride with co-workers especially since it cuts the cost of their commute and provides companionship on what can sometimes be a long drive.

The Middletown facility is home to AT&T Labs, Inc. The company delivers a wide range of communications and information services to millions of users around the world. Two of the seven AT&T Labs in the US are located in New Jersey; the other one is in Bedminster.

To set up a Commute Event at your facility in Monmouth County, please contact:

Melinda Dalton at (732) 380-1299

mdalton@ezride.org

Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

The Transporter

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Service Updates

Safe Routes To School Team to Launch Polar Bear Walks

Meadowlink's Safe Routes To School team is passionate about teaching children about bicycling and walking safety.

Last summer the team organized about a dozen Bike Rodeos in Bergen, Essex, Passaic, Union and Monmouth Counties. Hundreds of children attended these events and were taught how to ride their bikes safely. The education includes basic bike safety skills, the rules of the road and the proper way to wear a bike helmet. Many children without helmets were provided with one for free.

At the beginning of every school year, Meadowlink contacts schools to organize Pedestrian Safety Presentations. These events educate children on the fundamentals of walking safely to school including crossing the street, watching out for cars and understanding how to read signals. Since September 2013, Meadowlink has held 155 presentations.

Meadowlink also helps schools organize Winter Walk to School Days, which are

also known as Polar Bear Walks. In these events, a parent or other adult leads a group of children to school. The children may carry signs, sing songs and do other fun things along the way.

Many schools are overwhelmed by traffic and when it snows, getting to school is an even bigger challenge. In addition to being fun, Polar Bear Walks provide much needed exercise and help alleviate the traffic that often clogs streets near schools.

There are more than 800 schools in our service area in Bergen, Essex, Passaic, Monmouth, and Union counties. Many of the schools have already requested Meadowlink's assistance to organize safety events.

Resources are limited and will be provided on a first come, first serve basis.

If you would like your school to participate please contact:

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

Freebies galore...

Pedestrian Safety Education Giveaways

As part of its Safe Routes to School Program, Meadowlink provides participating schools with bookmarks, stickers and glow-in-the-dark bracelets, which include tips to reinforce the importance of safety when walking to school.

To support and encourage your Walk to School Days, Meadowlink also distributes Clif Kid Kits, provided by the maker of Clif energy bars, which include fruit ropes, stickers, activity packets and a Walk to School Banner.

To request free giveaways for students who participate in the events, please contact:

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