

# The Transporter



Issue No. 60 Summer 2015

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

## Orange Bike Rodeo Sets New Record for Participation

On Saturday, May 16, at the Cleveland Street Elementary School in Orange 77 children showed up for a Bike Rodeo, a fun-filled event that teaches important tips on bicycle safety. The event was co-sponsored by Meadowlink and the Newark Bike Exchange which supplied 20 bicycles given free to children selected by the school nurse.

“It is very gratifying to see so many smiling faces turn out to learn the critical skills of bike safety,” said Meeta Patel, Safe Routes to School Coordinator for Meadowlink. “We are thrilled that 77 kids will be riding their bikes in a safer manner.”

A Bike Rodeo is a safety event that teaches students the basic skills needed to safely ride their bikes. Students can learn about and practice safe bicycling skills in a controlled environment. Bike Rodeos are usually held after school or on weekends. Meeta and Safe Routes to School Assistant Coordinator Christopher Gonda instructed the children in the following important basics of safe cycling:

- Pre-ride safety check
- Bike sizing and helmet fitting
- Bicycle handling and safety drills
- Drills and information on how to interact with traffic

For more information about the program, please contact:

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



John Yurkov, Director of Operations of Vermella Lyndhurst, Lisa Kaplan, Director of Marketing for Russo Development and Krishna Murthy, Executive Director of Meadowlink about to take a test ride on the Kearny Circulator.

## Kearny Residents to get access to Harrison PATH Station with New EZ Ride Shuttle

Meadowlink is adding its third EZ Ride shuttle to the Harrison PATH train station later this year. To be known as the “Kearny Circulator,” the minibus will travel along Bergen and Schuyler Avenues in Kearny, then along Harrison Avenue to its terminus at the station.

A key stop is Vermella Crossing, Russo Development’s newest mixed-use development that has 150 apartments, a CVS and an Investor’s Bank. Some other stops under consideration are at local employers like Walmart, the USPS Processing Center and Pharmachem.

“The Kearny Circulator shuttle will be a great benefit to our residents who use the PATH to commute to Newark, Jersey City and lower Manhattan,” says Lisa Kaplan of Russo. “The Harrison station is only one stop from Newark-Penn Station and

four stops from the new Freedom Tower at One World Trade Center. We are excited to offer this enhanced connectivity to our residents.”

Currently undergoing an extensive \$256 million reconstruction, the Harrison PATH train station is fast becoming a regional transit hub. An EZ Ride shuttle recently started transporting people between the Water’s Edge residential development in Harrison and the station. Meadowlink also operates the Kearny Commuter Shuttle that runs from the station along Ridge Rd. and Kearny Ave. up to Garden Terrace in North Arlington.

For more information about the program, please contact:

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## **Lowering cost of shuttle services**

A shuttle program is an investment and decision makers should not let the cost of a shuttle program deter them from taking advantage of its many benefits. They increase real estate values for businesses and residential complexes by providing easy access to public transportation. Shuttles can reduce commutes by half hour or more each way, making it easier for employers to retain their valued employees.

Depending on distances and frequency of operations, costs will vary and can be shared or offset in a variety of ways. One way is to have two companies participate in the same shuttle.

### **Public Funding**

Our pricing is competitive and because of our knowledge of the public funding sources available, we have experience finding subsidies that reduce the cost of a shuttle service. There are limited funds and the approval process is very competitive. Depending on our clients' needs and preferences, we can save them a significant amount of money.

### **Shared Services**

Also, we can often have multiple clients on one shuttle. As long as it is on a continuous route and at a client's request, we can add stops at other employers' locations. By sharing the cost, the amount per client is further reduced.

### **Moving Billboards**

Businesses that choose to opt for exclusive shuttle services can benefit from our bus wraps. Our shuttles serve as moving bill boards for your business. Since the shuttles travel along the highways and busy streets, you will be guaranteed that people will see your advertising. Unlike commercials or magazine ads, you cannot flip the channel or turn the page on a billboard. Additionally, the people who travel the same route as the shuttle will see the billboard regularly making retention far more likely. The benefits of marketing substantially offset the cost of the shuttle service.

Meadowlink has been operating in the Meadowlands and other parts of New Jersey for more than 30 years and today we transport more than 2,000 riders daily in our shuttles. We tailor our shuttle services to the precise needs of our diverse client-base. In return, we have been rewarded with significant client loyalty. Most of our current shuttle clients have been with us for more than a decade. Some of our municipal clients are required to have open bidding on contracts every three years. In almost every instance, we have been awarded contracts every three years for more than 10 years.

For more information, please contact :

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# Employers on the Move ...

**MONMOUTH UNIVERSITY**

WHERE LEADERS LOOK *forward*

## Monmouth University Staff Embrace Carpooling

On April 22, the 45th Earth Day, 52 Monmouth University employees agreed to give carpooling a shot. If they start or join a carpool, they will be doing their part to ensure a cleaner healthier Earth for our grandchildren and their grandchildren. Meadowlink was among the twenty-five vendors taking part in the school's Employee Benefit Fair and Transportation Coordinator Melinda Dalton was on hand to extoll the benefits of ride sharing.

In all, 240 staff members attended, so more than 20 percent expressed high interest in traveling to their jobs in a car with other people. Carpooling significantly reduces the cost of commuting and has other benefits including reducing traffic, something always welcome in New Jersey.

At the height of carpooling from 1970 to 1980 about 20 percent of American commuters shared a ride. Today it is just under 10 percent.

To stimulate interest in her offering, Melinda raffled a \$100 Sunoco gas card, which depending on the length of someone's commute, could give them a few weeks of free gas. Meadowlink attends events like this and makes presentations to groups about carpooling and vanpooling more than 100 times a year.

To schedule event, please contact:

Stephen Culpepper at (201) 939-4242

[sculpepper@ezride.org](mailto:sculpepper@ezride.org)



## Quest Diagnostics Employees Embrace Carpooling

Quest Diagnostics is the world's leading medical laboratory with headquarters in Madison, New Jersey. It operates internationally and employs 43,000 people. The company offers the full range of diagnostic testing services.

Its Teterboro office is home to a variety of administrative workers and although they are in the shadow of Teterboro Airport, apparently no one commutes to work by plane. The parking lot is filled with cars, mostly driven by one employee each.

Like at many workplaces in New Jersey, most Quest employees drive to work alone in their own cars. Although this is the status quo in the state and around the country, there is a lot to be gained from

sharing a ride with colleagues. Carpooling cuts down on traffic and harmful emissions and saves money for the participants. Unfortunately, the number of commuters who carpool has dropped steadily since the high of 20 percent in 1980.

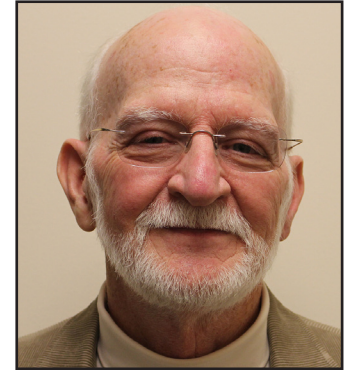
On June 2, Transportation Coordinator Stephen Culpepper spoke to a group of Quest employees about the benefit of carpooling, both for the individual and society. Twenty-seven people signed up to be entered into a statewide database that matches people up for carpools.

For more information about Commute Fair events please contact:

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## VOLUNTEER SPOTLIGHT



**EDWARD NUGENT**

Ed Nugent has been involved in transportation for most of his life. He is retired from a career as a transportation manager for import/export companies. In addition to his gig as a volunteer EZ Ride driver, he contributes his time to Traveler's Aid at Newark Airport.

Recognizable by his trademark brown leather cowboy hat, Ed has been a volunteer driver for *Community Cars* program for about two years and says he first heard about the program from a flyer. He does it because he has the time and because of the valuable service that *Community Cars* provides.

Whether he is taking someone to a medical appointment or for their weekly trip to the supermarket, Ed says that he is delighted to help the seniors who are his passengers. During his conversations with them, he hears great stories and sometimes finds a friend or relative in common. "It's six degrees of separation, and usually even less," he said. "Most of the people are engaging conversationalists and I love hearing their stories."

Love to Drive? Contact:

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Comments? Suggestions?

Feel free to forward  
your thoughts on  
improving the

**The Transporter**

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## Service Updates

### EZ Ride Staff Bicycle Their Way to the Finish at the Tour de Elizabeth

Six Meadowlink employees plus one spouse joined about 1000 cyclists for the 12th Annual Tour de Elizabeth Bicycle Tour on Sunday, May 17. The 15-mile Tour ran through a diverse swath of Elizabeth, taking in residential neighborhoods, the downtown commercial strip, beautiful parks and the waterfront. This year's theme was "Arches, Bridges and Parks" and the route was designed to pass many of these architectural structures.

The cyclists followed two loops, with City Hall serving as the starting point, the midpoint and the finish line. The Elizabeth Police were out in force and by blocking car traffic from the route made it a safe and fun way for whole families to join in. Participants included a broad spectrum of cyclists from serious Lyra-clad racers to kids on bikes festooned with streamers. There was even a drone following the course shooting video of the event.

The Tour had a significant presence on social media this year with a Facebook page and several hashtags promoting the event on Twitter. Participants received a

commemorative T-shirt and a goody bag filled with coupons for local businesses.

The EZ Ride team met in front of City Hall amid all the rest of the participants. Their bicycles ranged from a mud-caked mountain bike to a very cool folding bike and even a classic Peugeot 10-speed that a team member found abandoned on the street. The group mostly rode together and shared some great conversation and a few laughs along the way. Everyone made it to the finish line, where volunteers distributed bottles of cold water, bananas and oranges to the riders.

The EZ Ride Tour de Elizabeth team consisted of Meeta Patel, Stephen Culpepper, Vanessa Flores, Mike Parra, Doug Arbesfeld and Chris Gonda with his wife Kate.

For more information on bicycle events, please contact:

Meeta Patel at (201) 939-4242

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### Freebies galore...

#### Plainfield Bike Giveaway Free Bicycles for Needy Children

The Plainfield Salvation Army runs a program to get free bicycles to children whose parents can't afford them. The bicycles are refurbished and painted by the owner of the Plainfield Dairy Queen. Twice a year, in summer and winter, the program sponsors an event where the children receive their bikes, plus a new helmet and get to participate in a Bike Rodeo to learn about riding safety.

To sign up to get a free bike, visit the Plainfield Salvation Army at 615 Watchung Ave. between 9:00 am and 3:30 p.m. Monday through Friday.

If you have a bicycle to donate it can be dropped off at the Plainfield Dairy Queen at 1367 South Ave.

For more information, please contact:

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