

The Transporter



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

What's for Breakfast? Walking and Biking Awards on the Menu

The first Meadowlink “Safe Routes to School” Awards Breakfast is being held on October 20 in Paterson. The keynote speaker will be Janet Heroux, a public health professional who worked for the New Jersey Department of Health from 2009 until recently. Ms. Heroux is involved in numerous public health efforts including working with school districts to support healthy behavior.

The “Safe Routes to School” program is a national effort to get more schoolchildren to walk and bike to school. Over the last two years Meadowlink has worked with more than 100 schools to implement the program. In order to encourage greater participation and recognize good efforts, the SRTS program has an awards program linked to the amount of effort that a school puts into implementing the program.

There are four levels of awards: First Step is for schools that get SRTS established; Bronze is for building momentum; Silver is for achieving sustainability and the Gold award is for making SRTS part of a school's identity. There are very specific criteria for the awarding of each level. Awards will be presented to 64 of the schools with whom we have worked.

For more information about the program, please contact:

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Perry Frenzel, Meadowlink Chairman (L) with John Taylor (L), an Associate with the KABR Group in front of KABR's headquarters at 100 Challenger Road, Ridgefield after a trial run of the latest EZ Ride Shuttle.

New KABR Shuttle Starts in November

Proximity to a major transit hub is a key contributing factor for a successful commuter shuttle. EZ ride shuttles help close the transportation gap for thousands of commuters in its service area. Because it is a stop for 11 of NJ Transit's 13 train lines and also a nexus for many bus lines, the Secaucus Junction train station is a popular destination for our shuttles.

The latest addition to our growing portfolio of shuttles will be ferrying commuters between Secaucus Junction and four buildings owned by the KABR Group on Challenger Road at the southern end of Overpeck Park in Ridgefield Park. The buildings are located just a stone's throw from the New Jersey Turnpike so the route is a straight shot to the station.

The KABR Group is a real estate firm that owns and operates a diverse portfolio of

properties throughout the East Coast. The Challenger Road buildings are home to numerous companies including Samsung; in addition, KABR's headquarters are also located there.

All of Meadowlink's EZ Ride shuttles are equipped with tablet computers to keep track of reservations, GPS units to pinpoint their location and in-vehicle cameras to document any driving-related incidents. We carry \$5 million of liability insurance for our shuttles.

The new shuttle will commence on November 1, 2015 and will provide multiple trips during the morning and evening rush hours.

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Critical Caring: EZ Ride Serves Seniors Medical Transport Needs

As our population ages -- an estimated 10,000 people turn 65 every day -- transportation is becoming a hot issue. For seniors who have stopped driving and for seniors who need to get to and from medical appointments that require them not to drive, how they get from place to place is a burning question.

People who are being treated with dialysis present a special case for transportation. Most people are weak after the treatment and need a ride home. The number of people over the age of 65 with chronic kidney disease (CKD) is rising sharply. From 2000 to 2008, the percentage of people over the age of 65 with CKD rose from just under two percent to almost four and a half percent. CKD unfortunately often leads to end-stage renal-disease for which dialysis is almost always required.

From a transportation perspective alone, New Jersey is approaching a crisis situation. The senior population will grow from 16 percent of the population now to 25.6 percent by 2030. Unfortunately, there doesn't seem to be a correlating drop in kidney disease patients, so we can expect that population to grow at about the same rate. How are these seniors going to get to and from their treatment which is generally three times a week?

Senior transportation in New Jersey is funded by a tax on casino earnings. With the casino business in a free fall, counties have had to cut back on senior transportation programs, leaving few alternatives. New Jersey taxis are expensive; a ten-mile ride can cost from \$25 to \$50. Uber is all over the news

but that high technology service requires a smartphone and according to Pew Research most seniors don't have one.

Meadowlink's *Community Cars* program has been serving seniors since 2005 in Bergen, Essex, Hudson, Union and Monmouth counties. It is a low-cost alternative affordable to most seniors. *Community Cars* is simple to use: call up, make a reservation at least two days in advance and enjoy your ride. *Community Cars*' clients pay a \$15 membership fee. Each ride costs \$2.50 plus one dollar a mile; a seven mile ride costs \$9.50. For rides beyond 10 miles, the per mile fee rises to \$1.25

Meadowlink is interested in partnering with municipalities in our service area to get seniors where they need to go, including their dialysis appointments. We provide more than 17,000 rides per year to seniors and more than half of those are for medical appointments.

For more information, please contact :

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● Employers on the Move ...



Carpools: Crestron Employees Look to Green Commuting

Crestron is a global technology company with more than 2,500 employees. The company is the leading provider of control and automation systems for homes, offices, schools, hospitals and more. There are 1,000 employees at their Rockleigh, New Jersey headquarters.

On August 7 from 10 am to 3 pm, Crestron held its annual health fair for employees. The company uses the fair to promote health and wellness among its employees. And what is healthier than carpooling? It cuts down on the number of cars on the road, reduces harmful emissions and eliminates the stress of driving for the passengers.

The fair was held at Crestron headquarters and dozens of companies were

represented. Meadowlink was there to enroll people into its carpool database. Sixty-one employees asked to be enrolled in the database including 18 who already carpool. We distributed brochures that extoll the benefits of carpooling.

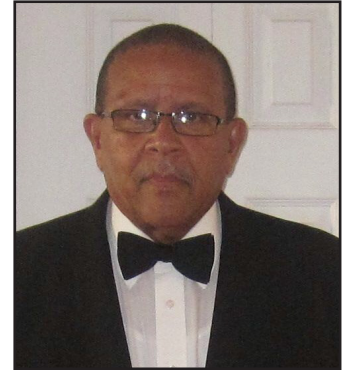
For people not yet in a carpool, being in the database greatly facilitates the process of joining one or starting one. Those already in the database benefit from Meadowlink's "emergency ride home" feature, from which a carpooler who misses the car for any reason gets three free taxi rides home. Being in the database can also help existing carpools find new members.

To schedule an event, please contact:

Stephen Culpepper at (201) 939-4242

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VOLUNTEER SPOTLIGHT



RAYMOND ROBERTS

Raymond Roberts believes that giving back to his community is important.

"I've been blessed with a good life and I feel it is important to help others," said Ray. He contributes time to his church, helps out at the Hillside Community Food Bank and helps out his neighbors now and then if a lawn needs mowing or if someone needs a lift to the grocery store.

Ray, a Newark resident all his life, has been retired for more than 10 years from a successful career as a construction electrician. He worked on many notable projects including Terminal B at Newark Airport, the UMDNJ Science Building and the Bergen County Light Rail among others.

He learned about EZ Ride *Volunteer Program* at a senior health fair in West Orange and before long he was driving to help seniors.

Ray drives for us twice a week, and pitches in additionally if we need him.

"I really enjoy speaking with the passengers and I love to hear their stories, he said."

Love to Drive? Contact:

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Learning to Share: Rutgers-Newark Students Sign Up for Carpools

Rutgers-Newark is one of the three regional campuses of Rutgers University. The school offers undergraduate (bachelors) and graduate (masters, doctoral) programs to more than 11,000 students. The campus is located on 38 acres in Newark's University Heights section.

More than half of the students commute which can be an expensive proposition. At this year's Rutgers-Newark orientation event, Meadowlink was on hand to provide a solution that can save money and stress, two things that are definitely hot topics for today's college student.

Meadowlink Regional Manager Ellie Ferrer was there to enlighten the students about the benefits of carpooling. The budding scholars were particularly interested in the green aspect of this

activity. Cutting down on traffic and harmful emissions is right up there with reducing stress and saving money on many students' priority lists.

Ellie was busily enrolling students into our carpool database which can match students up based on where they live and when they need to be at school. A whopping 70 students signed up, including 25 who already carpool.

Meadowlink is proud to be able to offer the leaders of tomorrow the opportunity to provide an example to their fellow students by saying no to the drive-alone commute.

For more information about Commute Fair events please contact:

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Comments? Suggestions?

Feel free to forward
your thoughts on
improving the

The Transporter

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Service Updates

“Christmas in July” Brings Free Bikes to the Kids of Plainfield

On July 23, we had the opportunity to be part of an established tradition in Plainfield, the bicycle giveaway event called “Christmas in July.” Christopher Gonda, Meadowlink’s assistant coordinator for *Safe Routes to School* heard about the event, contacted the organizers and was able to get a Bike Rodeo onto the agenda.

The popular bike giveaway is held twice-yearly both in the summer and winter. For the July event more than 100 bikes were distributed to children whose families don’t have the means to buy a bike. In addition, a special milestone was reached; given away at this event was the 1,000th free bike since the event started six years ago.

Numerous local businesses and organizations are involved, but the drivers are the Plainfield Dairy Queen, The Salvation Army and the Boys and Girls Club. All the bicycles, which were previously owned, were repaired and restored by one of the owners of the Dairy Queen.

“Christmas in July” is a festive event. There was a DJ, free food, balloons and colorful decorations. After the children got their bikes, they participated in a Bike Rodeo run by Meadowlink. Instructors showed the children how to conduct a pre-ride safety check. On a course laid out in a parking lot, they were taught about bicycle handling and ran a number of safety drills. In addition, they were given tips on how to interact with traffic.

Among the participants was Union County Freeholder Chairman Mohamed Jalloh who said “The Bicycle Giveaway rallies the whole community to ensure that one of the essential joys of summer -- riding a bicycle -- is available to every child. On behalf of the Freeholder Board, we are very proud to be part of this unique event, which combines fun, safety, and fitness.”

For more information on bicycle events,
please contact:

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Freebies galore...

A Charming Idea

To kick off International Walk to School Day in October, the *Safe Routes to School* Team will be giving participating students a small bead chain with a plastic charm attached. This first of potentially many charms will be a foot to honor their participation in the walking event.

When a school holds additional SRTS events, the students will get another charm symbolizing that particular event. Possible charms include a bicycle, a pedestrian and sneakers. Kids can attach the chain to their backpacks to display their participation in these healthy events.

For more information or to request samples, please contact:

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