

The Transporter



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



Real Time Shuttle Information Now Available at EZ Ride

With our new GPS tracking solutions, shuttle riders can get real-time Expected Time of Arrival (ETA) updates for every shuttle at all stops on their smartphones. The information is updated every 30 seconds, and the service is available for all our fixed route services which could benefit our 2,000 daily riders. The beta version is available at bus.ezride.org. The data is displayed only when the shuttle is in operation. For routes that are served by more than one vehicle, the information for each bus is presented separately. A different color is used for each bus, and they are displayed one after the other.

The ETA information is provided using real time traffic and weather information which could always change. Riders are therefore requested to budget additional time to cater for these unforeseen changes while planning their trips. And we encourage all our passengers to follow us on Twitter @myezride where we post updates on shuttle services affected by weather, traffic or other conditions.

For more information, please contact:

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Customized Shuttle Bus Wrap for The Harper Apartments in Secaucus.

Market Your Brand and Grow Your Ridership with a Customized Bus Wrap

Marketing drives everything. EZ Ride offers a customized bus wrap which is an affordable and easy way to increase the visibility and marketing of your property to prospective tenants. A customized bus wrap serves as a “moving billboard” for your brand. Eyeballs are hard to win these days, but out of necessity, people are still required to pay attention while on the road. With an estimated 101 impressions per mile traveled, bus wraps have the lowest cost per impression in the advertising market. The Outdoor Advertising Association of America cites the cost per impression for vehicle wraps at \$0.77 — that’s about a third of the cost of a billboard (\$2.18) and a fraction of the cost of a radio advertisement (\$8.61).

Several property owners have partnered with EZ Ride to market their residential communities with a customized bus wrap including The Harper in Secaucus, The Monarch in East Rutherford and Vermella West in Kearny.

Customized bus wraps provide a unique branding opportunity which helps increase awareness, promotes ridership and justifies the investments in creating shuttle programs.

Go with a company that is known for its quality, customer service, and networking abilities — that is typically not the company with the cheapest prices. EZ Ride works with an experienced vendor who specializes in bus wraps which are mounted using a quality vinyl and laminate. You have the flexibility to create your own design and we take care of the rest. Typically, it costs about \$2,500 - \$3,000 for the installation of the bus wrap and a monthly fee of about \$500.

For more information on bus wraps, please contact:

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Richard Fritzky



Apartment Industry Magazine

Reprinted from AIM Apartment Industry Magazine,
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In a World of Amenities, Shuttle Service Can Put Your Property Above The Rest

For today’s multifamily properties, amenities like clean public spaces, inviting landscaping, and on-site staff have become the standard; not the exception. This often leaves apartment owners and managers looking for creative ways to stand out among the rest when looking to capture residents for their properties.

One overlooked amenity that will attract potential residents to your property is commuting convenience. As one of the most densely-populated states in the nation with its residents averaging one of the longest commute times, convenience often means easy access to public transportation for those looking to escape the daily grind on the highways.

While many property owners and developers are meeting this need by constructing new communities within walking distance to local train stations; this is not always a possibility and space near most stations is incredibly limited. But, whether you are thinking of building a new property or enhancing your current offerings, one way you can offer commuting convenience (no matter your location) is to provide free shuttle service for your residents to local train stations, bus stops, and large employment hubs like hospitals, universities and business parks.

In addition to providing convenience to your residents, a free shuttle service to local public transportation centers and business hubs allows your property to stand out among potential renters that currently do not own a car. From carless

Manhattan-dwellers moving to the other side of the river to millennials just graduating college that might have been using a family vehicle; adding the cost of a car, insurance and parking onto the cost of a move can seem daunting. But your property can offer a solution that others can’t – mobility without a vehicle.

Shuttle service isn’t about new residents only. It’s also about ensuring your current residents renew their lease, too! The personalized touch of knowing where your residents work and how you get them there helps create the relationships that keeps your relationships that keeps your residents coming back year-after-year.

Additionally, shuttle service helps your property become part of the fabric of the community where its located. Getting your residents out to the retail shops, restaurants and businesses in your community creates a fantastic bond between your property, local businesses and government representatives.

With today’s renters becoming more and more choosy about where they live, shuttle service can help ensure your property earns the distinction as the best in the neighborhood!

For more information on how to set up shuttle service at your property, please contact:

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Program Update



800 Riders Use the *Ryde4Life* Transportation Program to Get Around

Transportation is a concern for older adults who do not drive a car and do not have easy access to public transportation. EZ Ride's *Ryde4Life* program offers on-demand transportation for adults 18 years or older in partnership with Lyft. Our members do not need a smartphone – just any cell phone to call one of our coordinators and request a ride. And, our coordinators monitor the trip and stand ready to assist if needed. EZ Ride launched the program in April 2017, and more than 800 riders in New Jersey use the service today.

Riders pay the Lyft fee plus an administrative fee of \$2.50. Not everybody can afford to pay the full cost of the ride. Those with a Pharmaceutical Assistance for Aged and Disabled (PAAD) card receive a discount of \$1 per trip. And, we have partnered with many organizations to introduce the program to their members and take advantage of the subsidies offered by them.

1. Affordable Housing Alliance (AHA) of Monmouth County – AHA members use the service to access jobs, healthcare, shopping or attend schools. A dedicated transportation account for up to \$1,000 is set up for each AHA client to help pay for the service. Clients can request transportation to any location in New Jersey.
2. Ocean Community Economic Action Now, Inc. (O.C.E.A.N.) – OCEAN's Senior Isolation Prevention program is designed to encourage seniors in Ocean County to use our transportation services to be more active, get to the medical appointments or to attend social events.
3. Township of Montclair – The Township will sponsor membership for the first 100 Montclair residents over the age of 55 years and a thirty-five dollar

credit for rides to encourage residents to take advantage of the *Ryde4Life* program.

4. The city of Garfield – The Garfield Health Department launched a pilot program that offers free non-emergency trips to qualified residents. The City coordinates all requests for rides.

5. Essex County – The County provides free transportation services using the *Ryde4Life* program for residents who cannot be transported by the County's Special Transportation System. The County's Special Transportation Operator – Transdev, will provide a list of clients who need transportation and EZ Ride will provide the service using Lyft.

6. Asbury Park Alliance – Thanks to a generous grant from the New Jersey Health Initiative, the statewide grantmaking wing of the Robert Wood Johnson Foundation, EZ Ride provides up to \$100 worth of rides for older adults in Asbury Park.

Michael Vieira, Director, Special Transportation Services for Essex County, says, "My primary goal in Essex County is to provide reliable transportation for our seniors. Sometimes, it is a challenge to provide transportation when all the resources are committed, and flexibility is non-existent. In those circumstances, I know I can count on EZ Ride and the *Ryde4Life* program to provide us that added flexibility to ensure we can continue to serve our riders at a nominal cost without disrupting our other services."

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RIDER SPOTLIGHT



Secky Rothman, 90
Member since May 2017

Secky has been an active member of the *Ryde4Life* program for about three years and enjoys the luxury of not having to reserve a ride. She says it's "absolutely wonderful, the drivers are very nice and they arrive in five minutes after I call." She uses *Ryde4Life* to go to the Y to play bridge, visit the beauty parlor to get her hair and manicures done or for doctor and dentist appointments.

Secky is a native of Philadelphia, and she moved to New Jersey eight years ago to live with her son and grandchildren. She decided to take advantage of the *Ryde4Life* program after she lost her license due to the challenges of vertigo. She likes to be independent and in control of her travels without having to rely on her family. Secky is happy that we now also offer weekend service which expands her options further.

The *Ryde4Life* program is available state-wide, all seven days of the week. Additionally, the service has been expanded to serve all adults 18 years or older.

For additional information or to sign up for the program, call:

(866) 208-1307, Option 4
or visit www.Ryde4Life.org

Comments? Suggestions?

Feel free to forward
your thoughts on
improving the
The Transporter
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Community Update...



Bloomfield's Watsessing School Goes for the Gold

With the help of EZ Ride, Watsessing School is participating in the Safe Routes to School Recognition Program and has been nominated for the "Gold" award. The school embarked on a series of initiatives including Pedestrian Safety Presentations (PSP) at the school.

We taught the kids the four safety rules - STOP, LOOK, LISTEN and THINK using hand gestures. We emphasized the importance of stopping completely before crossing in the crosswalk, looking left, right and left before crossing. We told them listening and being alert is important for pedestrians and drivers, and why headphones can be distracting. Lastly, we talked about getting the attention of drivers by wearing bright clothing and waving to them before crossing the street.

We also asked several students to come up and demonstrate their safety rules on our roadway. We reinforced our presentations by distributing walking safety bookmarks and involving students in a safety poster contest to earn safety prizes.

Dr. Gina Rosamilia, the Principal, said, "The materials presented were age

appropriate and very relevant. Students were engaged in practicing the safety rules which will assist them in the future. The four walking safety rules are a great strategy and an excellent way to help the students remember the program."

The 5th and 6th graders created original safety comic strips as part of a second contest. The winner will get a FitBit from EZ Ride's Get Active NJ grant.

Athena Giordano, a teacher, said, "EZ Ride's presentation was extremely informative for our students who learned a great deal about what to look out for and how to be safe coming to and from school. The students also enjoyed relaying the messages to their parents and guardians because it applies to them.

Creating a poster or comic strip is a useful tool to ensure the students grasped the lessons taught. We were delighted with the presentation and believe it has increased our students' awareness about walking safety."

For more information, please contact:

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Freebies gallery...

Free Transit Displays



EZ Ride is an advocate for public transportation with a 'transit-first' policy. Our displays provide information about 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.

For your FREE display, please contact:

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