

# The Transporter



Issue No. 77 - July, 2019

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

## **EZ Ride Provides Shuttle Service to Accommodate Pedestrians During Bloomfield Avenue Bridge Construction**

An \$11.7 million, state-funded Bloomfield Avenue Bridge rehabilitation project will replace the bridge superstructure, which is in “poor condition.” The bridge is located on Bloomfield Avenue/CR506 over NJ TRANSIT’s Montclair Rail Line near Maple Avenue in Montclair.

The project will be advanced in stages to minimize the impact on motorists. EZ Ride partnered with IEW Construction Group to provide shuttle service for pedestrians during sidewalk closures. The service is free, and it’s provided seven days a week: Monday through Friday from 6 a.m. to 10 p.m. and on Saturdays and Sundays from 6 a.m. to 9 p.m.

The shuttle operates continuously, picking up at Bloomfield Ave and Highland Ave, Bloomfield Ave and Pine Street, and Bay Street Train Station. Additionally, if needed, riders can flag the shuttle along Woodland Ave.

The shuttle service began on June 29 and is expected to continue operating until December 2019. The overall construction on the bridge is expected to be completed by summer 2020.

Riders can obtain additional information about the service by contacting:

Maria Melendez  
(201) 939-4242 ext. 144  
mmelendez@ezride.org



*The One Harrison team - Jennifer, Eddy, Donira and Jo-Lynn at the launch of their shuttle service.*



## **BNE Real Estate Group Provides Shuttle Services for Residents at One Harrison**

BNE Real Estate Group is a family-owned business with an established track record of developing thousands of luxury homes and more than one million square feet of commercial space, and manages nearly 8,000 apartments.

In spring 2019 they began leasing operations at their latest venture, One Harrison, located along the Harrison waterfront. In addition to several lifestyle amenities, BNE partnered with EZ Ride to offer their residents free shuttle service to and from the Harrison PATH station.

“The shuttle is a huge draw for residents who commute using the PATH train service at Harrison. It seamlessly connects our community with public transportation and eliminates the hassles and expense of owning a car. EZ Ride serves not only One Harrison but also two more of our residential communities - Monarch in East Rutherford and Water’s Edge in

Harrison,” said Seth Cohen, Executive Vice President – Head of Operations at BNE Real Estate Group.

The Harrison PATH station was redeveloped at a cost of \$256 million to include glass-enclosed, weather-protected station entrances; modern elevators widened stairs and escalators to platforms; and, possibly the most critical feature, extended platforms to accommodate longer, 10-car trains. EZ Ride operates five different shuttle services from the Harrison PATH station for various clients.

For more information about setting up shuttle services at your facility, please contact:

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# Communities on the Move...



**NEW JERSEY  
Safe Routes to School**

## EZ Ride's Community Partners Awarded \$4.2 Million Safe Routes to School Infrastructure Grants

On May 17, 2019, the New Jersey Department of Transportation (NJDOT), in partnership with the North Jersey Transportation Planning Authority (NJTPA), announced \$5.8 million in Safe Routes to School (SRTS) infrastructure grants to eleven communities. Seven of these eleven winners are EZ Ride's municipal and school partners, who were awarded a total of \$4.2 million.

**In Bergen County:**

- \$210,000 for Berkeley Elementary School in Westwood

**In Essex County:**

- \$1,000,000 for Hawkins 13th Ave School in Newark
- \$1,000,000 for Park Avenue Elementary School in Orange

**In Monmouth County:**

- \$500,000 for Bradley Thurgood Marshall Elementary School in Asbury Park
- \$275,000 for Highlands Elementary School in Highlands
- \$230,000 for Amerigo A. Anastasia Elementary Middle School in Long Branch
- \$1,000,000 for River Plaza Elementary School in Middletown

EZ Ride partnered with schools, parents, students, community leaders, police, and other city officials in these communities to identify the barriers that prevented walking or biking in the neighborhood. The schools also documented how students get to and from school - bus, bike, car, walk,

or public transit. And EZ Ride prepared a School Travel Plan with recommendations on improving the bicycle and pedestrian infrastructure around the school, which was a requirement for all communities seeking infrastructure grants.

“We believe that the Safe Routes to School Infrastructure Grant will help improve the pedestrian and traffic safety not only for our students but also for our residents. We are a township where residents will be healthier, happier, and better connected when they feel they can travel safely around the town.

Dr. Gerald Fitzhugh II, Ed.D, Superintendent, Orange Public Schools continued, “School district staff, city officials, parents, students, and the EZ Ride bike and pedestrian team collaborated to assess and gather the data for the walkability audit. The Travel Plan Report written by EZ Ride identified the traffic safety issues we noted during the audit and provided specific recommendations for us to implement and to highlight in our grant application. During the process, the entire school community was galvanized around improving pedestrian and traffic safety issues in the township.

We look forward to working further with the City of Orange Township, EZ Ride, and NJ Safe Routes to Schools to develop opportunities for safer travel to our district schools.”

For more information about our bike and pedestrian programs, please contact:

Lisa Lee  
(201) 939-4242 ext. 123  
llee@ezride.org



## Essex County Uses *Ryde4Life* Program to Supplement County Transportation Services

In March 2019, Essex County teamed up with EZ Ride to provide rides for older adults using the *Ryde4Life* program. The pilot program was designed to augment the county paratransit systems either because of capacity constraints, requests for rides outside of normal operating hours or delayed requests for a ride.

The process is simple - TransDev, the county’s paratransit operator provides EZ Ride with a list of passengers with their pick-up and drop-off locations a day before they are required. The following day, the riders call EZ Ride directly to request a ride, and the EZ Ride Coordinator uses Lyft/ Uber to provide the service. At the end of the month, EZ Ride bills the county the actual cost of the ride and an additional \$2.50 per trip.

Funding for the pilot program was provided in equal amounts by NJ Transit and Essex County. In the last three months, EZ Ride has provided more than 800 rides to county residents.

“The program has been an immediate and overwhelming success. And the number of rides has gradually increased to about 40 trips a day. Our goal in Essex County is to eliminate the transportation barrier and improve the quality of life for our seniors. We are delighted with the services provided by EZ Ride.

We look forward to making it a regular feature on our menu of transportation options,” said Michael Vieira, Essex County Director of Transportation Services.

The *Ryde4Life* program is very popular with older adults as no reservation is required, and riding in a sedan is far more comfortable than a minibus. However, the average cost of the ride is about \$13, which poses a financial burden for most of our riders who live on a fixed income and cannot always afford the trip. The success of the Essex County program was primarily because the rides are free.

The *Ryde4Life* program primarily serves - older adults, passengers with disabilities, and lower-income residents living in areas with little or no public transportation.

Typically, NJ Transit commuters only pay about 50 percent of the operating cost of the ride. We want to offer the same 50 percent discount to our riders in the *Ryde4Life* program.

For additional information about the *Ryde4Life* program, please contact:

Barbara Friedman  
(201) 939-4242 ext. 223  
bfriedman@ezride.org

### RIDER SPOTLIGHT



**Michael Bruder**  
*Montclair*

Michael had lived in Spring Lake, Summit and New York City before settling down in Montclair. He doesn’t drive and has witnessed the changes in the transportation services available in town.

He joined *Ryde4Life* in August 2017, and he uses it for trips outside of Montclair.

For Michael, being a member of *Ryde4Life* makes him feel independent and in charge of his transportation without having to own a car. He likes *Ryde4Life* because its available on-demand, and he saves a lot of money compared to local taxi services.

He said he rates *Ryde4Life* “a 20+” and that he is a “satisfied customer.”

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

(866) 208-1307, Option 4  
or visit  
[www.Ryde4Life.org](http://www.Ryde4Life.org)

*The Transporter*, is a quarterly newsletter about transportation information in our region and is published by *Meadowlands Transportation Brokerage Corporation* d/b/a *EZ Ride*. Please call Kinga Skora at (201) 939-4242 ext. 131 with comments, corrections or suggestions.

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Comments? Suggestions?

Feel free to forward  
your thoughts on  
improving the  
**The Transporter**  
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## Bicycle & Pedestrian Program Update...



### Walking & Talking About Safety with the NJ Devils Mascot “NJ” in Elmwood Park

On June 17, 2019 EZ Ride’s Bike & Pedestrian Team, in partnership with the Elmwood Park School District, the Elmwood Park Police Department, NJTPA’s Street Smart NJ Program, and the NJ Devil’s mascot, known as “NJ,” launched the Street Smart NJ campaign safety messages for drivers and pedestrians at the Gilbert Elementary School.

A short video about how to cross streets safely was presented to more than 250 Grade K-3 students. We taught the children our four safety rules, “Stop, Look, Listen & Wave.” Several of them volunteered to come up and practice the rules on our mini-roadway along with NJ, who modeled the safe way to cross a street.

We also premiered the brand new Street Smart NJ Public Service Announcement starring Ken Daneyko, former NJ Devil’s ice hockey player and three-

time Stanley Cup winner. In the video, Daneyko emphasizes the importance of walking safely in busy New Jersey and the danger of being a distracted driver or pedestrian.

The Street Smart NJ messages in the campaign were:

- Wait for the Walk Signal to cross streets
- Heads Up & Phone Down for both drivers and pedestrians
- Cross at the Corners, not mid-block
- Look Before Crossing
- Use the Crosswalks

For more information, please contact:

Lisa Lee  
(201) 939-4242 ext. 123  
llee@ezride.org

### Freebies gallery...

NJ TRANSIT Safety Rules  
Bookmark or Activity Book



To promote safe behavior and caution around buses, trains and railroad tracks NJ TRANSIT created Safety Rules book-marks and activity book for children between the ages of five and twelve. Both include safety tips and fun activities including coloring pages, connect the dots, puzzles, and much more.

To get a free Safety Rules bookmark contact:

Eric Angeles  
(201) 939-4242 Ext. 122  
eangeles@ezride.org

or

To download your FREE activity book, visit:

[www.njtransit.com/safety](http://www.njtransit.com/safety)