

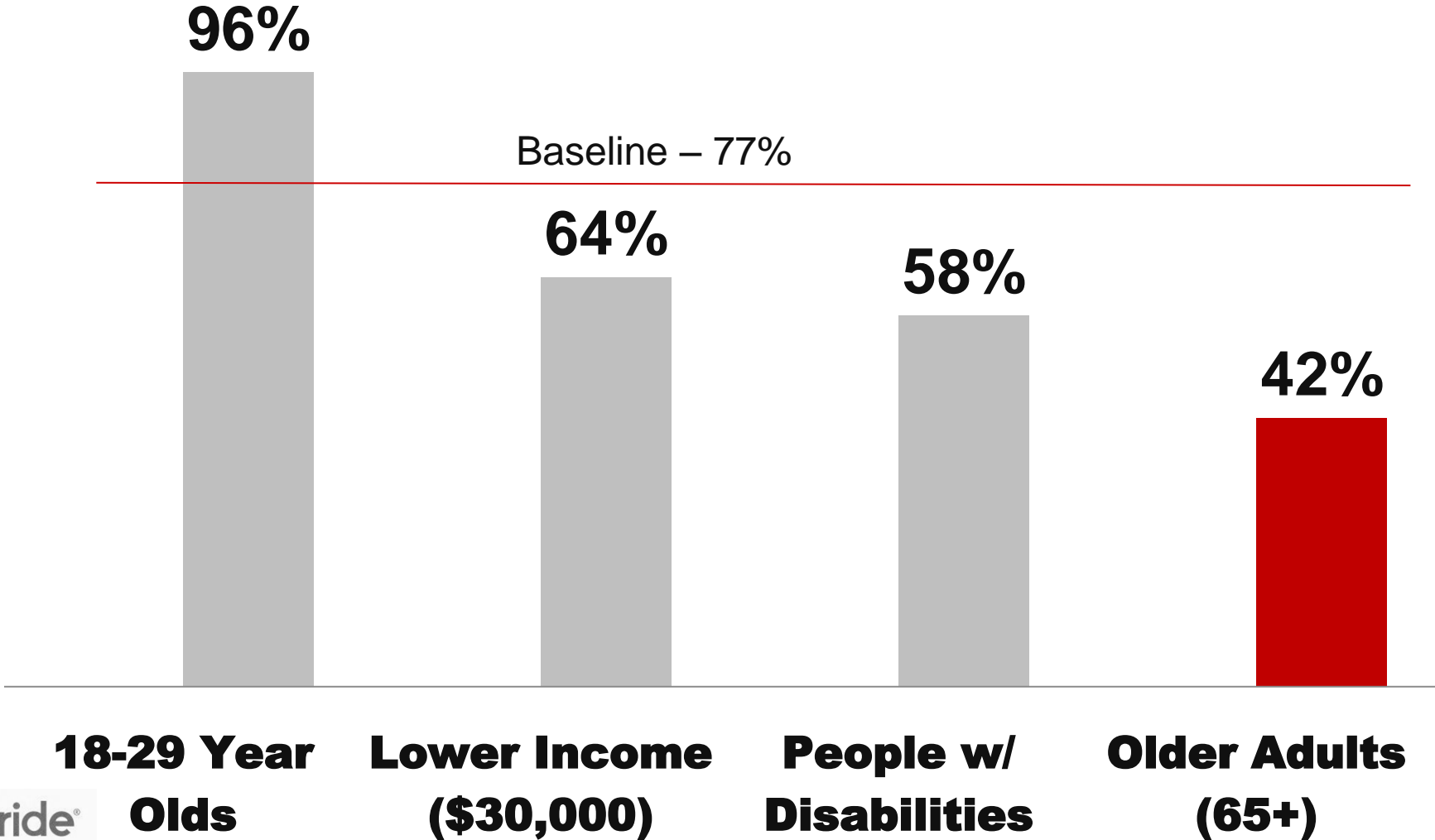
**Meadowlands
Transportation
Brokerage
Corporation**



Ryde4Life:

**Bridging the Digital
Divide**

Access to Smart Phone – 2016

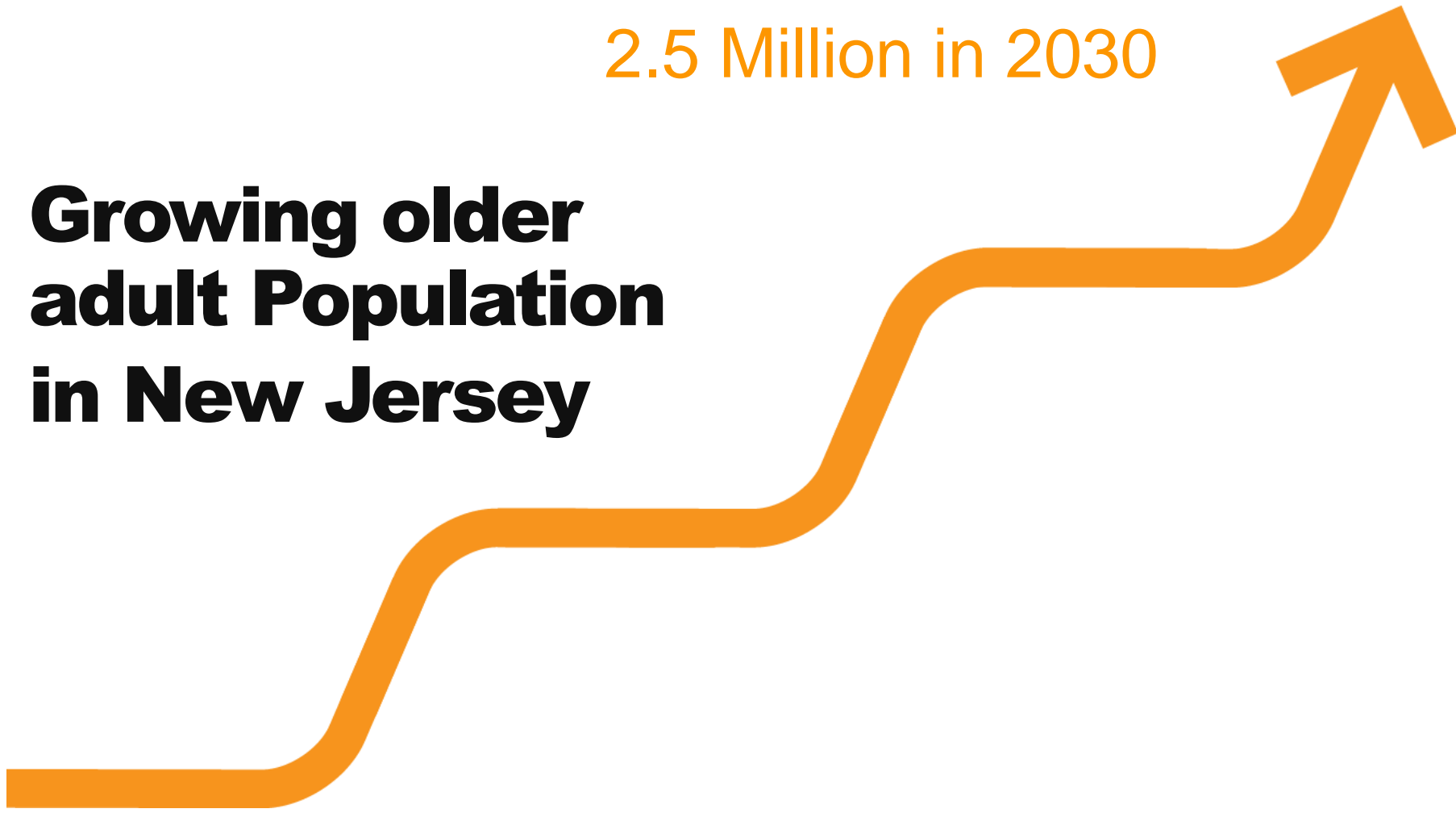


58%

**of Seniors (65+) do not have
a Smart Phone**

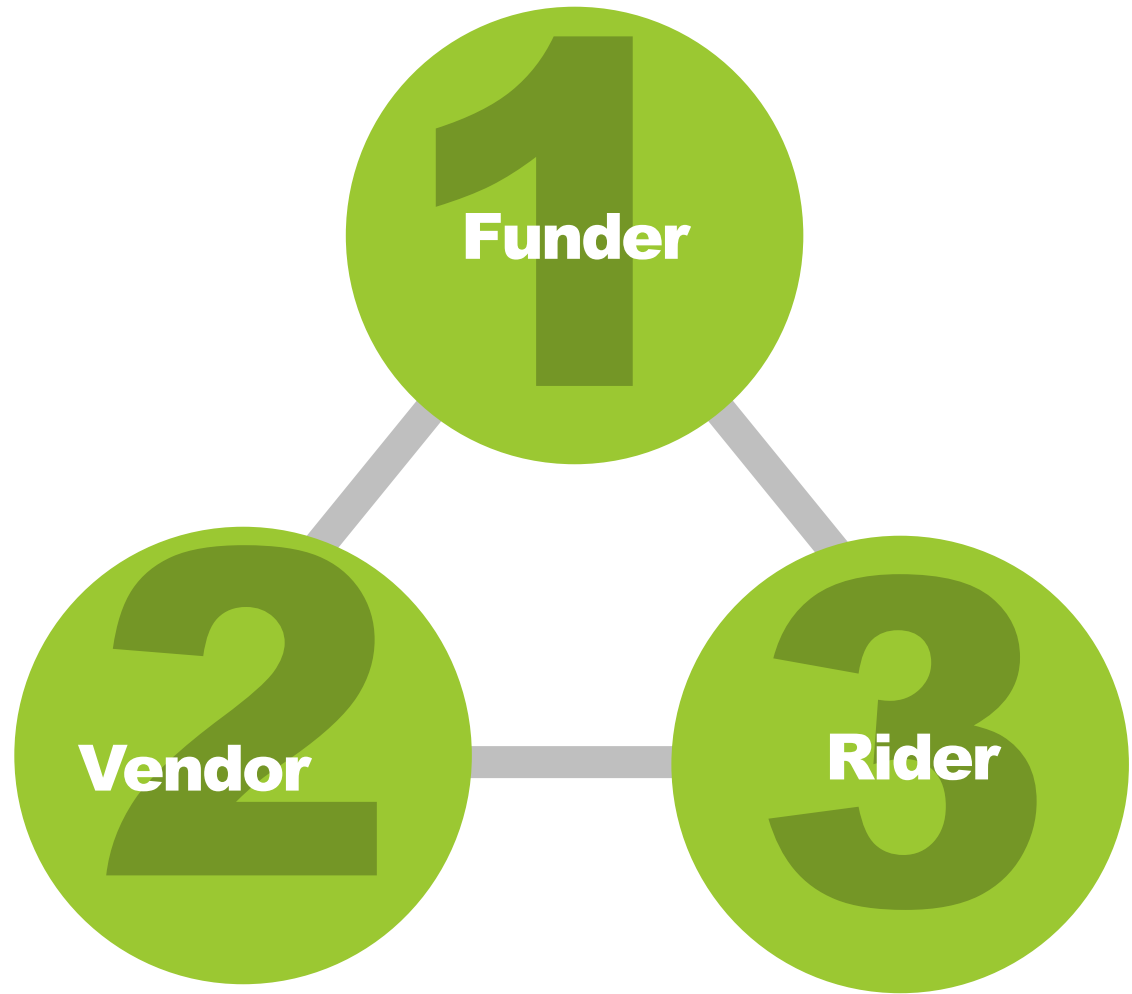
2.5 Million in 2030

Growing older adult Population in New Jersey

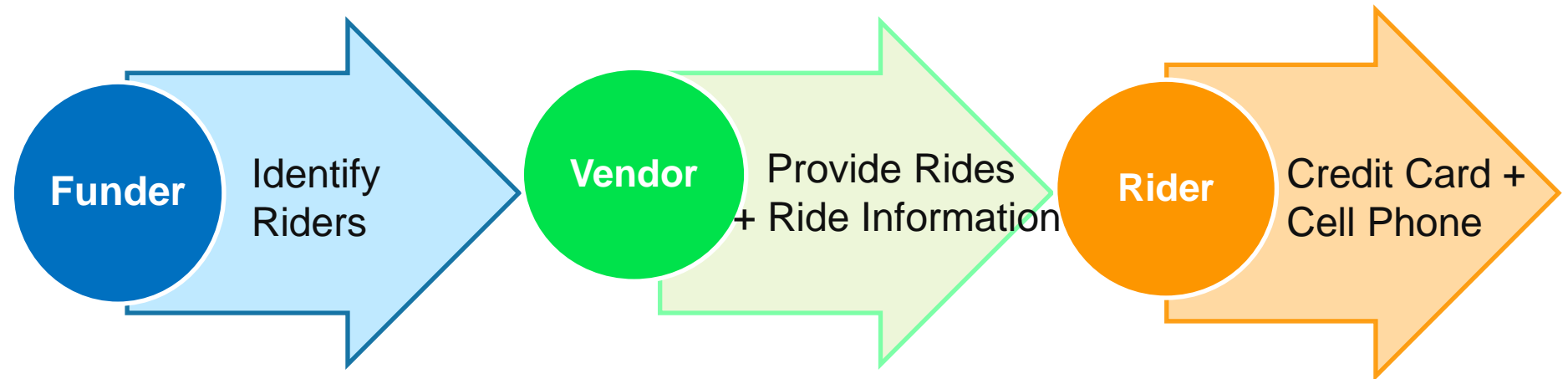


1.36 Million in 2016

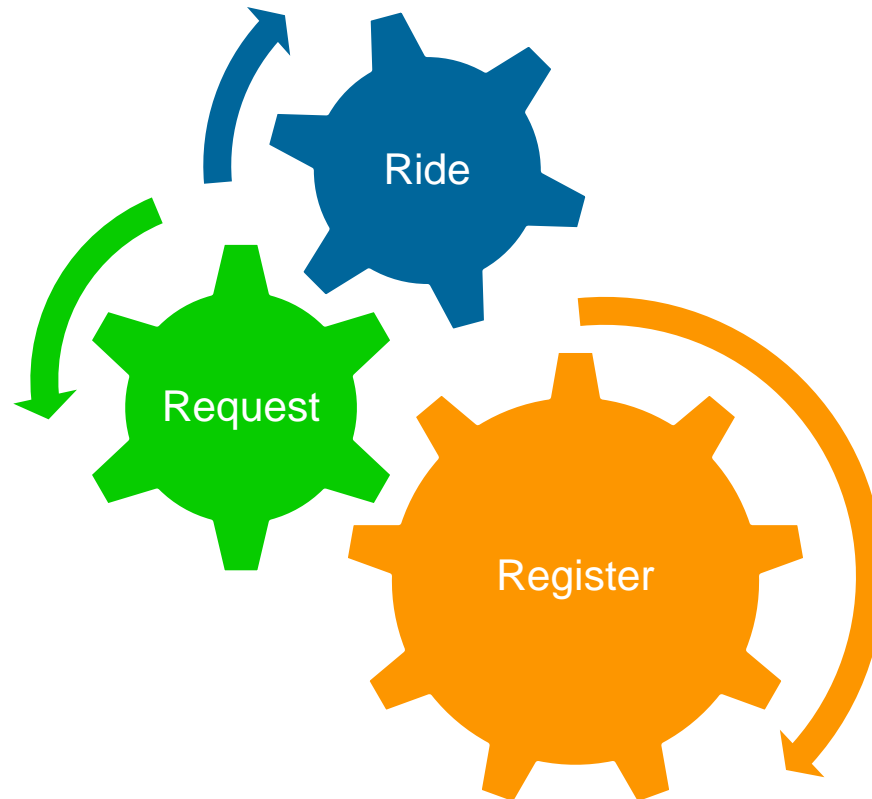
Cornerstones of Ryde4Life Program



Ryde4Life: Program Requirements



Ryde4Life: How it Works?



Ryde4Life

What makes it different?



Not Limited to Lyft & Uber

Include local transportation providers



Personalized Transportation

Talk to a Coordinator



Lower Costs

Ride Charges per Uber / Lyft rates +\$1



Not Limited to Older Adults

Open to anyone 18 years or older



Access to Data

You can't manage what you can't measure

Transportation:

**The Glue that holds everything
together**