

Essex County



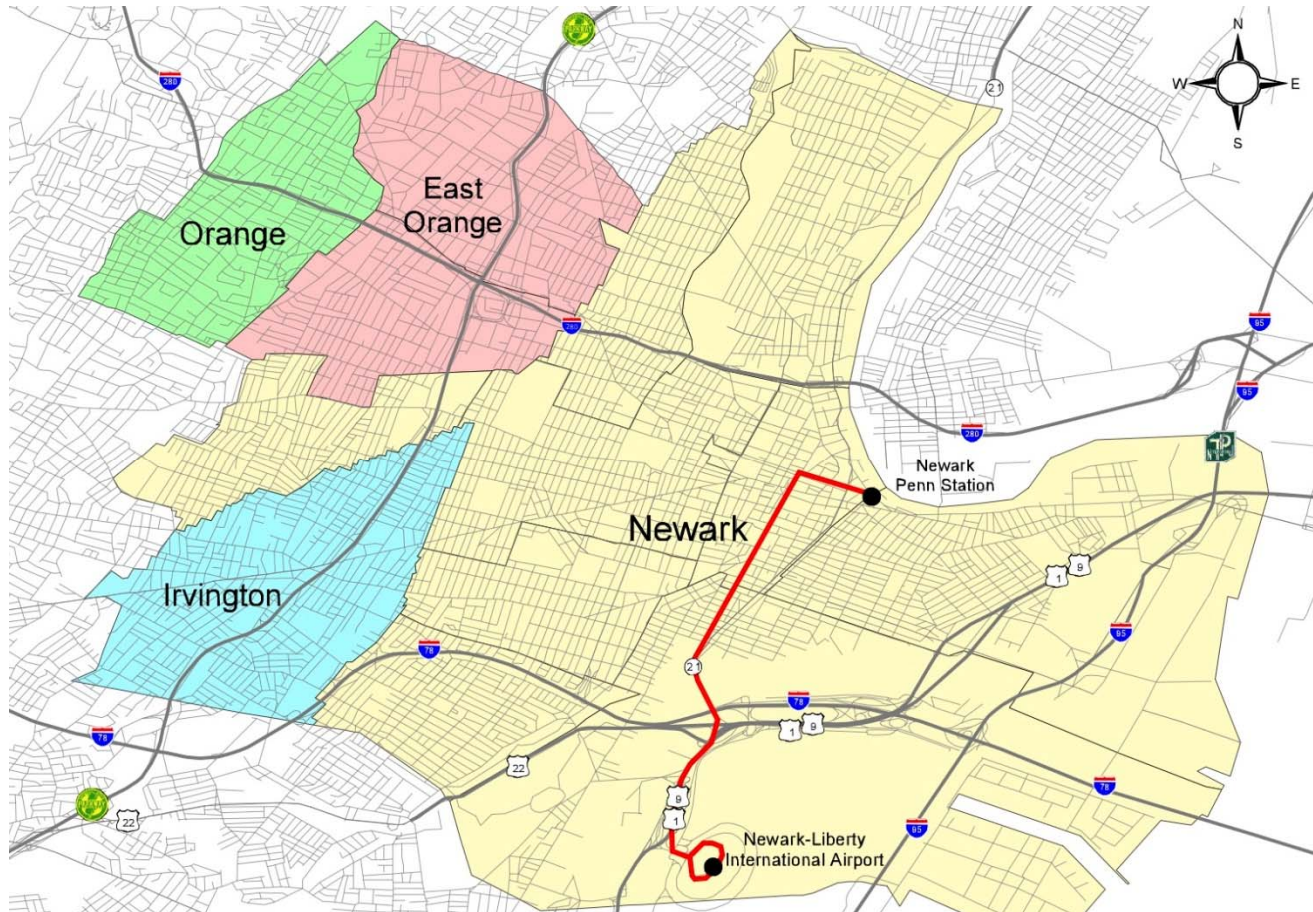
Essex Night Owl

Access to Newark Penn Station

Presented by: Michael Vieira

25%

Newark residents
do not own a car



Essex Night Owl Service Area

Daily Ridership

40
(2004)

400
(2018)



Success Factors

1

County Support & Dedicated
Funding



Success Factors

②

Consistent Marketing



Success Factors

3

Customer Service & Technology



Essex County



Michael Vieira

Essex County Economic Training & Development