

Smart COMMUTER

Issue No. 24 Winter, 2005

Commute Information for Business Executives & Elected Officials in Northern New Jersey

Night Owl Completes One Year of Service

As of January 1st, Meadowlink completed its first year of service for the Newark Night Owl shuttle. The shuttle has been a rousing success, with ridership already doubling to more than 100 daily commuters.

The shuttle is free for Essex County's unemployed, underemployed, low-income, and welfare recipients. The general public is also eligible to utilize these services.

The Newark Night Owl provides daily service between Newark Penn Station and the towns of Orange, East Orange, and Irvington and operates between the hours of 1:00 and 5:00 a.m.

The purpose of the Night Owl is to provide a transportation link to bus and rail services running at Newark's Penn Station during these hours. Only residents of Newark and the towns listed above are eligible for this service.

Funded by NJ Transit, the shuttle is part of the State and Federal Job Access Reverse Commute program and was awarded to the Essex County Department of Economic Development, Training and Employment.

For more information about Meadowlink's shuttles, call:

Kinga Skora at (201) 939-4242.



One of the Seniors from an Adult Day Center being escorted into the shuttle for his ride back home after his morning session.

New Shuttle Services for Adult Day Centers

Meadowlink is helping senior citizens travel to Adult Day Centers in Northern New Jersey by starting a pilot door-to-door service.

The Adult Day Centers provide services that enable frail, elderly or disabled adults to live at home and remain independent in their communities while receiving health care and supervision during the day.

Meadowlink, a Transportation Management Association (TMA), is committed to meeting the special needs of the elderly, including their transportation needs.

Transportation service entitles seniors to be picked up from their residence and later dropped off from their morning session.

"Meadowlink provides new 14 passenger vans, trained staff and the latest safety technology like Global Positioning System (GPS) to ensure the safety of our seniors", says Meadowlink Chairman, Perry Freznel.

If you would like more information about starting a shuttle service for adults please call:

Kinga Skora at (866) 208-1307

Board of Trustees

OFFICERS

*Perry E. Frenzel, Chairman
Hartz, Mountain Industries, Inc.*

*Richard Fritzkly, Vice Chairman
Meadowlands Reg. Chamber of Commerce*

*Mary D. Ameen, Secretary
New Jersey Turnpike Authority*

*Thomas D' Angelo, Treasurer
Charitable Emporium.com Inc.*

TRUSTEES

*Joe Abramo
NJ Sports & Exposition Authority*

*Robert Ceberio
New Jersey Meadowlands Commission*

*Isabel Daguet
Panasonic Corp. of North America*

*Antimo Del Vecchio, Esq.
Beattie Padovano*

*Joseph N. DiVincenzo
Essex County Executive*

*Angel Estrada
Union County Freeholder Chairman*

*Diana E. Fainberg
Diana E. Fainberg, Inc.*

*David Forti
Verizon*

*Chip Hallock
Regional Business Partnership*

*Dennis Mc Nerney
Bergen County Executive*

*Neil D. Muller
Passaic County Planning Board*

*Patricia Ott
New Jersey Department of Transportation*

*Cruz C. Russell
Port Authority of NY & NJ*

*Anthony Scardino, Jr.
Anthony Scardino & Associates, Inc.*

*Joseph Simunovich
New Jersey Turnpike Authority*

*Jeffrey D. Stiles
Edwards and Kelcey, Inc.*

*George Warrington
NJ Transit*

Finance



Commuter Incentive Programs Utilize Cash Rewards

The New Jersey Department of Transportation (NJDOT) in cooperation with URS Corporation, a transit marketing consultant, and New Jersey's Transportation Management Associations, are planning to implement two pilot programs: the "Fill em' up" and "Cash for Commuters" campaign. Both campaigns use financial incentives to decrease the reliance on single-passenger cars.

The "Fill em' Up" campaign focuses on reaching existing car and vanpoolers commuting throughout New Jersey to increase the size of their ridesharing group.

The "Fill em' Up" initiative rewards car and vanpoolers for filling seats with friends and co-workers with similar commutes. New members added to existing car and vanpools will receive a \$30 gift card each month for the first three months.

The "Cash for Commuters" gives individuals a cash incentive for trying alternate modes of transportation. Program participants will receive \$3 each day the alternative mode of transportation is used for up to three consecutive months. That's nearly \$200 in cash, if they utilize a carpool, vanpool, shuttle, bus, or train for their commute to work.

The "Cash for Commuters" targets the commuting public throughout New Jersey, as well as employers throughout the state that have employees who commute to and from work.

Anyone can apply by filling out an enrollment form that identifies his or her current mode of transportation, commuting distance, workplace, and new mode (carpool, vanpool, mass transit, bike, etc.).

The majority of participants are motivated to join the program because of the cash incentive. But URS' research shows that 70 percent of those who participate will continue to use these alternative modes of transportation well after their financial incentive period ends. The reasons? Commuters will enjoy time saving and the reduced stress levels.

Employers who are interested in offering these cash incentive programs to their employees, provided by Meadowlink and funded by NJDOT, should call or e-mail:

Frank Mongioi at 201-939-4242 or
info@meadowlink.org

Smart Commuter, a quarterly newsletter on commuting issues in our region, is issued to employers by Meadowlink. Call the Editorial Director, Frank T. Mongioi, Jr. at (201) 939-4242 with comments, suggestions or corrections.

Editorial Director: Frank T. Mongioi, Jr. **Assistant Editor:** Rosaria Ippolito

MEADOWLINK (Meadowlands Transportation Brokerage Corporation), prepared this newsletter through a grant financed in part by the New Jersey Department of Transportation (NJDOT) and the Federal Highway Administration. This newsletter is disseminated under the sponsorship of the NJDOT in the interest of information exchange. The State of New Jersey assumes no liability for its content or use thereof.

Member Briefs



NJ Sports & Exposition Authority Forms a New Vanpool

Forming a vanpool is easy for employees when Meadowlink is involved. A group of NJ Sports & Exposition Authority employees were eager to start a vanpool from Asbury Park to the East Rutherford facility.

The vanpool is part of the New Jersey Transit Vanpool Sponsorship program. The Sponsorship program provides \$150 per month per vanpool.

Vanpools that travel along the HOV lane on the NJ Turnpike receive an additional \$150 per month.

This funding, provides vanpool participants an opportunity to start a vanpool quickly without being overly concerned about ridership.

Vanpool participants save time and money on parking, gas, wear and tear on their car, and sometimes even personal auto insurance. Riders can use the time in the morning to read, sleep, socialize or do paperwork and arrive to work in a more relaxed state of mind.

Meadowlink has numerous vanpools with available seats. For more information, contact:

Anna Link (201) 939-4242.



Staples and EJ Brooks Receive Commuter Relocation Assistance

Over the past several months, Meadowlink staff met with the management of Staples in South Hackensack and E. J. Brooks of Newark. The firms were concerned about the imminent relocation of their offices.

Meadowlink offered them various options including carpooling and vanpooling options, as well as the promotion of new shuttle services.

The companies were eager to have Meadowlink offer these options to worried employees. Both companies hosted an on-site Commute Assistance Day for their employees.

Transportation professionals provided customized information about carpooling, vanpooling, the Emergency Ride Home program, and local transit service. Two-hundred twenty-seven employees received personal assistance.

These employees were entered into the RidePro software and were provided with a free "matchlist" of names, phone numbers, and schedules of people whose commute is similar to theirs and who want to share a ride to work.

For more information, call:

Anna Link (201) 939-4242.

Does Your Company Need a Meadowlands Shuttle?

Meadowlink is planning to launch new shuttle services that connect Newark and nearby Essex County municipalities with businesses in the Meadowlands area.

Shuttle plans also provide access to the Rutherford train station, picking up clients originating in Newark who would take NJ Transit bus #76 to the station. The shuttle would then take riders to various employers throughout the Meadowlands.

"We are seeking to partner with other companies who would like to provide their employees with additional transportation options for commuting to work," says Meadowlink Chairman Perry Frenzel.

If you would like to start a shuttle service that connects Essex County to your work site, in the Meadowlands, please call:

Kinga Skora (201) 939-4242.

Meadowlink
201 Route 17 North
Rutherford, NJ 07070
Phone: (201) 939-4242
Fax: (201) 939-2630

e-mail:
info@meadowlink.org

Service Updates

Shuttles

100,435 Transit Schedules Distributed in 2004

Meadowlink, is an avid advocate for public transportation and has a transit first policy.

In 2004, in partnership with NJ Transit, Meadowlink distributed 100,435 New Jersey Transit schedules through 262 commuter information displays throughout Bergen, Passaic, Essex, Union, and Hudson Counties.

Each display is designed to hold customized commute information such as car/vanpooling brochures, as well as all bus and train schedules relevant to the organization's location.

The result? Employees, local residents, and visitors can better utilize public transit services.

These displays have been set up at companies like Staples, E.J. Brooks, Verizon, Microsoft, MSNBC, UPS, Panasonic of North America, and many real estate agencies.

Over the past three years, Meadowlink has distributed more than 250,000 bus and train schedules through 933 display locations in northern New Jersey.

To set up a Transit Information Display at your organization, please call:

Michael Jensen at: (201) 939-4242.

Freebies galore.....

Winter Weather Guide

Winter Weather Guide provides helpful tips for driving safely during dangerous winter conditions. This guide shows you how to better prepare your vehicle for winter conditions.

To obtain **FREE** copies to distribute to your employees, call:

Rosaria Ippolito at (201) 939-4242.

Smart
COMMUTER

New ideas? Articles?
Feel free to forward
your thoughts on
improving the
Smart Commuter
to Rosaria Ippolito at
(201) 939-4242
or
e-mail:
info@meadowlink.org


Meadowlink
Commuter Services
201 Route 17 North
Rutherford, NJ 07070

Nonprofit Org.
Auto
U.S. Postage Paid
Rutherford, NJ
Permit No. 30