

Smart COMMUTER

Issue No. 29 Fall 2006

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

Meadowlink Expands Services into Monmouth County

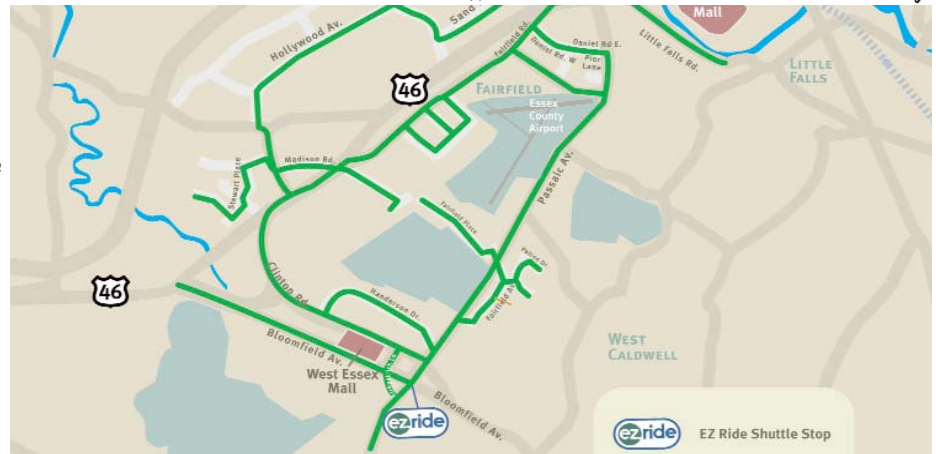
Meadowlink was awarded a contract by the New Jersey Department of Transportation (NJDOT) to provide commute services in Monmouth County. Meadowlink is working with the County, NJDOT, and North Jersey Transportation Planning Authority representatives to develop and implement ridesharing services.

"The County now has a new partner to develop and implement innovative programs and services to improve the commuter quality of life in Monmouth. Meadowlink will assist commuters in exploring car/vanpool, transit, and ridesharing options. Additionally, we will evaluate the potential for shuttle and CarShare programs" says Executive Director, Krishna Murthy.

Currently, about 30 percent of Meadowlink's commuter vanpools originate from Monmouth County. More than 100,000 residents work outside the county with a one-way commute of an hour or more.

Monmouth County has generously provided office space for Meadowlink staff at the County offices in Freehold. For more information about commute services in Monmouth County, please call or e-mail:

Frank T. Mongioi, Jr. 973-247-2435,
frank.mongioi@meadowlink.org.



New Fairfield-West Essex Shuttle Launched

On July 1st, Meadowlink helped launch the third of a series of shuttles for Essex County residents. The new Fairfield-West Essex Shuttle is a free service for people who work along the Route 46 corridor in Fairfield and West Essex and is sponsored by the Essex County Department of Economic Development, Training and Employment.

Currently one 14-passenger van is used to provide the service during the peak commute hours of 6:00 am to 9:00 am, and 3:00 to 7:00 pm, five days a week. Riders using NJ Transit bus #29 or #71 can connect with the shuttle at the intersection of Bloomfield Avenue and Passaic Avenue, near West Essex Mall in West Caldwell.

"This is a great service," says Norma Gomez, of nearby Datascope. "The shuttle drops me off at the front door of my job which is very convenient for me."

About 30 companies are located along the Fairfield-West Essex shuttle route and 40 employees from Crane's Mill, Datascope, and Bowne use the service. Service is being expanded and a second van will be added by October 1st of this year.

For more information, please call or e-mail:

Rayya Muhammad 973-961-6941,
rayya.muhammad@meadowlink.org.

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Wanted: Employers with Outstanding Commute Programs

The New Jersey Department of Transportation (NJDOT) through the New Jersey Smart Workplaces for Commuters (NJSWC) program seeks nominations to honor companies for their outstanding achievements in creating programs that provide and promote commuting alternatives for their employees, thus reducing traffic congestion and improving air quality. This program offers the first step towards the national "Best Workplace for Commuters" award.

To be designated a NJ Smart Workplace, employers must participate in activities that support alternate commute modes for their employees. There are three levels of excellence: Gold, Silver, and Bronze.

Activities to Qualify for the Bronze level include 4 of the following:

- ◆Partnering with a Transportation Management Association.
- ◆Hosting commuter events at worksites.
- ◆Having an in-house point person for employee commute inquiries.
- ◆Place alternative commute information in new-hire packets.
- ◆Regularly promote commute options at the worksite via memos, postings, e-mail Intranet or other employee communication.
- ◆Offer an informal flextime program.
- ◆Offer an informal telework program.
- ◆Host a commuter information rack or

provide transit schedules.

- ◆Disseminate traffic alerts to employees.

Activities to Qualify for the Silver Level include 4 Bronze level activities and 3 of the following:

- ◆On-site vanpool formation meetings.
- ◆Provide a commuting subsidy
- ◆Sell transit passes on site.
- ◆Provide pretax payroll deductions for commuting costs for employees.
- ◆Install bike racks for bicycles.
- ◆Provide showers and/or locker for bicyclists or walkers.
- ◆Provide preferential parking for vanpoolers and carpoolers.
- ◆Offer a Emergency Ride Home Program.
- ◆Offer on-site amenities such as food, service, dry cleaner, ATM/bank, sundries.
- ◆Provide a site specific innovative service or program to improve employee commutation and reduce traffic congestion.

Employers who qualify for the Gold Level offer 5 Bronze level and 4 Silver level activities.

For more information about NJSWC programs or to request an application form, please call or e-mail:

Frank Mongioi 973-247-2425
frank.mongioi@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 (973) 247-2435 with comments, suggestions or corrections.

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

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Employers In the Spotlight

Hartz Expands Harmon Meadow Shuttle Service



The Harmon Meadow Shuttle that was launched about 6-months ago has doubled ridership from about 60 to 120 today. Ridership on some days exceeds 170, making it one of our most successful shuttle services. To accommodate this increase in demand, Meadowlink has added a third vehicle during the evening rush hours and may have to do the same during the morning hours as well.

The Harmon Meadow Shuttle runs Monday through Friday from 7:00 to 10:00 a.m. and 4:00 to 7:30 p.m. The service connects Secaucus Junction with businesses located in Harmon Meadow and is available at no cost to employees, tenants and the general public.

Starting from Secaucus Junction, the shuttle makes stops at the Harmon Meadow Plaza Building, Plaza Drive, the Meadowlands Convention Center, Courtyard by Marriott, Sam's Club and the Mill Creek Mall.

The service is sponsored by Hartz Mountain Industries, Inc.

For more information about the Harmon Meadow Shuttle or to find out how your company could provide a similar shuttle service, call or e-mail:

Wendy Arias 201-939-4242,
wendy.arias@meadowlink.org.

Helping Your Employees Explore Their Options

More than 70 percent of New Jersey's eight million employees drive to work alone. Studies show employees prefer carpooling over driving alone once they try it.

The hassle of traffic is reduced, money is saved on gas, wear and tear on their cars and expand their social network via.

Let Meadowlink assist your employees with these valuable services. Meadowlink will meet with your employees via a commute fair or event. Employees will appreciate your support in making their commutes easier.

For more information about commuting programs and services, or to set up an event, call or e-mail:

Rayya Muhammad at 973-961-6941,
rayya.muhammad@meadowlink.org.



Are you one of the "Best Workplaces for Commuters?"

Attracting and retaining good employees is an important part of any successful company; The 3rd Annual "Best Workplace for Commuters" program (BWC) launched by the Environmental Protection Agency (EPA) recognizes employers who meet a national standard of excellence in offering commuter benefits for their employees.

To qualify, employers must offer one primary benefit and three supporting benefits. Primary benefits include transit passes, vanpool subsidies, telecommuting programs or parking cash out programs.

Supporting benefits include pre-tax benefits, ridematching services, shuttle services, and others.

We salute this years' winners which include, ADP, Federal Reserve Bank of New York, Lexis Nexus, Merck & Co , Port Authority of NY & NJ, Schering Plough, United Parcel Services, Verizon, Veterans Affairs New Jersey Healthcare System and Visiting Home Maker. The winners will be honored at a function to be held in December.

For more information contact::

Frank Mongioi at 973-247-2435 or
e-mail frank.mongioi@meadowlink.org.

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

e-mail:
info@meadowlink.org



Meadowlink Offers \$100 Gas Card for New Carpools

The New Jersey Department of Transportation (NJDOT) and Meadowlink launched the new "Carpooling Makes Sense" program which offers a \$100 gas card for all new carpools registered with Meadowlink. Employees who carpool, and are not registered with Meadowlink, now have the chance to earn a \$100 gas card.

Carpools must have at least two members and they must commute together for a minimum of 24 days over a two month period. Carpoolers will receive the \$100 gas card after they carpool for a 24-day period.

In addition to the \$100 gas card, carpoolers are also eligible to participate in our "Emergency Ride Home" program. An Emergency Ride Home means exactly what it says.

If you need a ride from work because of an emergency - illness, family crisis, or having to work late unexpectedly Meadowlink will provide a free ride, up to three rides per year. Again, the emergency ride home is only for carpoolers who are registered with us.

Meadowlink can help riders find a carpool partner. Meadowlink in partnership with NJDOT has access to a statewide ridematching system with about 25,000 people seeking to share a ride.

About 300 people have already signed up to participate in the "Carpooling Makes Sense" program from companies like UPS, Chelsea Foods, Horizon Blue Cross/Blue Shield, GlaxoSmithKline and Myron.

For more information about offering this program to your employees, call or e-mail:

Rayya Muhammad 973-961-6941,
rayya.muhammad@meadowlink.org.

Freebees galore.....

Transit Displays for your Worksite

Meadowlink is an advocate for Public transportation and has a transit first policy. Transit displays are used for easy access to NJ Transit's information.

These Transit displays are available for your worksite. Meadowlink will customize and set them up at your worksite. 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.

To obtain a FREE Display, contact:
Michael Jensen (201) 939-4242,
michael.jensen@meadowlink.org.



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



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