

Table of Contents

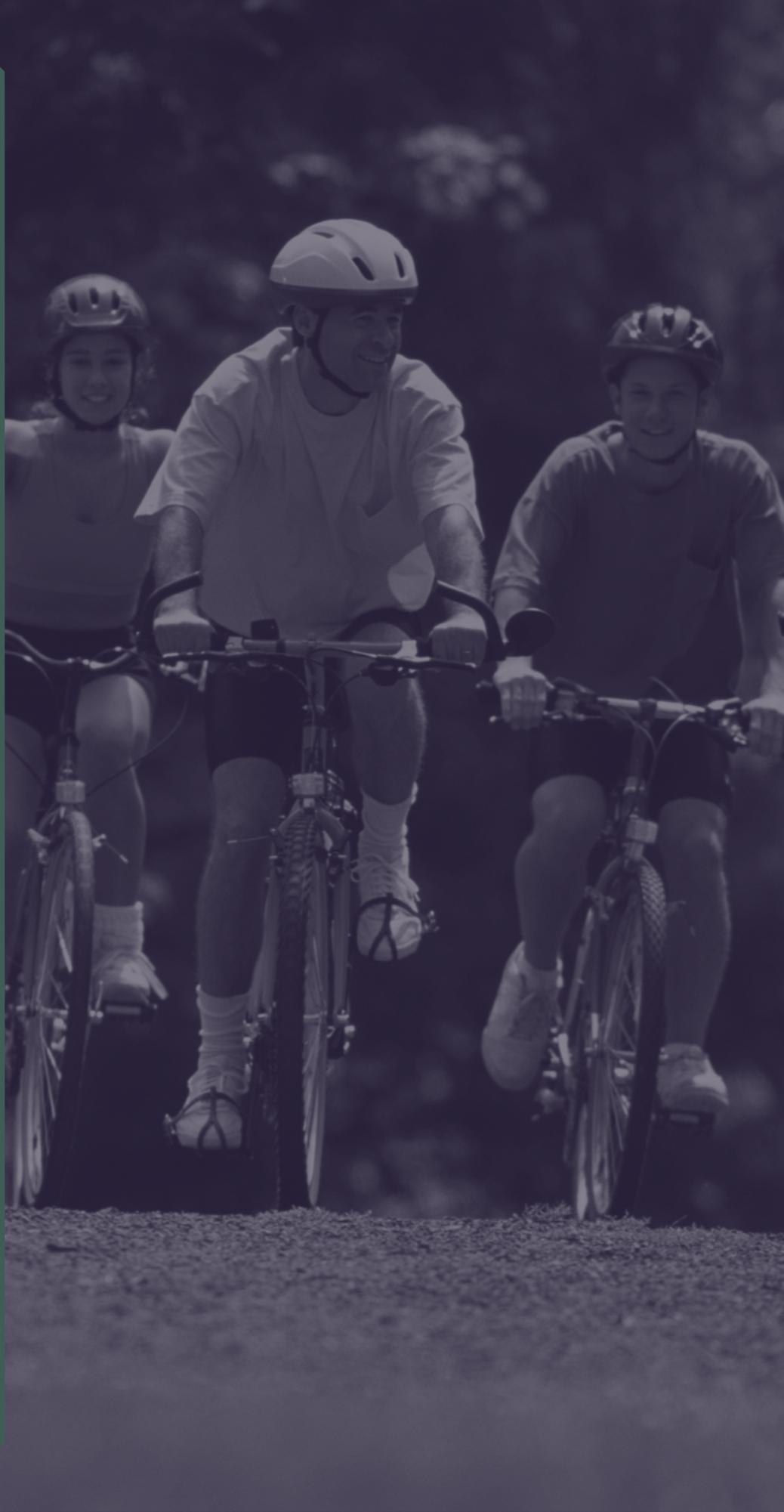
- 3 Message from RideWise Leadership
- 4 Rideshare & Transit Support
- 6 Community Support
- 7 Employer Support
- 9 Safe Routes to School
- 10 Financials
- 11 Staff & Board of Directors

Mission Statement

RideWise is the source for sustainable travel alternatives.

Agency Goals

- » Promote efficient transportation through carpools, vanpools, shuttle services, bicycling and walking.
- » Implement employer-based programs directed at increasing employee mobility.
- » Educate the public on efficient transportation alternatives to the single occupant vehicle.
- » Expand and enhance mobility and transportation options for transit dependent populations.
- » Partner with municipalities and schools on initiatives that address environmental sustainability and pedestrian safety.
- » Support state, county and municipal government in the development of walking paths, bike paths, park-n-ride facilities, and transit services and enhancements.



Message from RideWise Leadership

On behalf of the board and staff of RideWise, it is our pleasure to present you with the agency's annual report. This report documents our accomplishments and activities for fiscal year 2014-2015.

RideWise, the source for sustainable travel alternatives in Somerset County, continues to be a collaborative and responsive organization that addresses a variety of transportation and mobility issues for residents, businesses, municipalities, schools and nonprofit agencies.

This year, our accomplishments included:

- » Enhancing our RBus Somerset mobile application to make it easier to access and use local transit services.
- » Providing 2,400+ rides to senior citizens and persons with disabilities through our RideConnect program - a 50% increase from last year.
- » Securing new grant funding that will allow for the expansion of RideConnect.
- » Assisting close to 100 employers with employee commutation needs.
- » Finding a safer walking or biking route to school for students at 9 elementary schools.
- » Helping 400+ individuals learn to ride the bus or train through "how to ride transit" trainings.
- » Guiding four municipalities through the process of adopting a Complete Streets policy.

What can you expect from RideWise next year? Look for the agency to expand its role in the provision of transportation services. Through a new partnership with EZ Ride, one of our sister TMA agencies, we plan to launch Community Cars Somerset. This program will provide rides to senior citizens using volunteer drivers.

We'll be issuing RFPs to secure software and transportation partners for our on-demand shared ride service. This service will provide a much needed "last mile" connection from the Somerville Rail Station.

You will find RideWise providing Sustainable Jersey program assistance to Somerset County municipalities through our partnership with Somerset County Planning's Green Leadership Hub.

RideWise will work with the North Jersey Transportation Planning Authority (NJTPA), one of our funding partners, on the 2016 Regional Coordinated Human Services Plan. This plan identifies strategies to improve mobility opportunities for transportation disadvantaged residents.

We look forward to keeping you informed of the extraordinary work the agency and staff will provide in the coming year.



Christopher King



Donna Wilson

Rideshare & Transit Support

By The Numbers:

43,056 website visitors
2,759 clients assisted
1,045 social media followers
576 registered carpools
1,143 registered carpoolers
859 schedules provided
1,018 mobile app users
27 "how to ride transit" sessions

RideWise is funded by NJTPA and NJ TRANSIT to promote efficient transportation through carpools, vanpools, shuttle services, bicycling and walking.

SOCIAL MEDIA: RideWise posted 387 messages related to road closures, transit service updates and traffic incidents to help followers avoid delays. The agency attracted 253 new followers to its Twitter, Facebook and Instagram feeds and 33,466 new visitors to its website.

Carpooling

The agency helped 284 commuters find a carpool or vanpool match. Another 2,475 individuals requested transit information or trip planning assistance.



Vanpooling

Thirteen vanpools transported 112 employees to work at Sanofi, Verizon, PSE&G, and Lyons VA Medical Center. RideWise staff assisted these vanpools with completing applications to qualify for an ongoing monthly sponsorship of \$175 from NJ TRANSIT.

Drive Less Somerset

Participating individuals and employers helped eliminate more than 25,000 drive alone miles and 25,000 pounds of CO₂ through the Drive Less Somerset Challenge. Citi won the Employer Challenge with 9,553 miles saved. Sanofi and Anadigics took second and third place.

INDIVIDUAL DRIVE LESS WINNERS:

- 1st Place** William Misiti saved 2,166 miles by telecommuting
- 2nd Place** John Stendor saved 2,823 miles by telecommuting, using public transit and walking
- 3rd Place** Jeremy Dabeekeh saved 2,606 miles by telecommuting and ridesharing
- 4th Place** Faith Reyes saved 487 miles by using public transit, telecommuting, ridesharing and walking.



RBus Somerset Mobile App

Enhancements to the RBus Somerset mobile application were unveiled in April in response to customer feedback. The mobile application was initially launched in January 2014 to provide Somerset County bus riders easy access to schedule information. The new enhancements included push technology for rider alerts and the ability for users to determine if a location is served by transit by entering their start and end points. The RBus Somerset mobile app, with enhancements, was showcased at TransAction, the state's premier transportation conference. This year, 546 users downloaded the application, bringing the total number of downloads to 1,018.

"This app will make my traveling much easier!"
Kat B., transit rider

Travel Training

The "How to Ride Transit" seminars conducted by RideWise help individuals gain greater independence by learning how to use public transportation. Trainings are available to high school and college students, senior citizens, and social service agencies. The information covered includes:

- » Which bus and train services are available in Somerset County
- » Local locations served by the bus and train
- » Where and how to board the bus/train
- » How to read bus and rail schedules
- » How to connect with other buses and trains for travel outside of Somerset County, and
- » General riding guidelines

The sessions are taught in a classroom setting or arrangements are made for participants to travel individually, or in groups, aboard one of Somerset County's public transit buses. This year, 421 individuals were educated through 22 lecture style trainings, 3 hands-on group trainings, and 2 one-on-one trainings.



Students board the SCOOT bus for hands-on travel training

"What a great day! We experienced the SCOOT R2, route deviation, bus transfer, and got to see people using the bus for work and leisure. WOW! I am glad that there was a delay for the morning bus as it shows the reality of using public transportation. There was universal enjoyment from the students. They listened to your commentary on the trip and enjoyed your restaurant choice! It was a bonus that you made arrangements with the staff to smooth the ordering/payment process. What a fun trip. You made it happen for us, thank you." **Bridgewater Raritan High School Lifeskills Teacher**

Community Support

RideWise educates the public on how to use efficient and sustainable transportation alternatives and advocates for expanded mobility and transportation options within the community.

By The Numbers:

2,458 rides provided
200 individuals educated on bicycle safety
3 municipalities adopted a Complete Streets Policy

RideConnect

Many studies have documented the social isolation and depression that results when individuals lose the ability to drive or get around on their own. The RideConnect on-demand transportation program provided 2,458 door-to-door, non-emergency rides to senior citizens and disabled clients. The agency's new partnership with the United Way of Northern New Jersey resulted in funding that provided a reduced fare for income-eligible clients. Another new partnership with Wilf Transport Inc., a division of the Oscar and Ella Wilf Campus for Senior Living, made it easier for clients with limited mobility to travel. The vehicle used by Wilf Transport, the MV-1, is equipped with a ramp for clients in fixed wheelchairs.



A key message delivered by RideWise is the importance of being safe and visible. Reflective vests and safety literature in English or Spanish were distributed to 133 cyclists and pedestrians who were seen riding or walking on area roadways without the appropriate gear.

Bicycle safety skills were taught to 25 Cub Scouts and their adult supervisors during a two hour safety clinic. The scouts were led through six different skills stations that covered the basic rules of the road, ABC quick checks and simple bike maintenance.

Complete Streets

RideWise was one of 5 partner agencies responsible for achieving the outcomes from a \$12,000 Shaping NJ Healthy Community Grant awarded to Healthier Somerset. The grant focused on improving access to local farmers markets through the adoption of Complete Streets policies by municipalities. RideWise took the lead on working with the towns of Manville, Bound Brook and Somerville, all of which adopted a Complete Streets policy. These communities will receive bike racks paid for through the Shaping NJ grant.



Bike Safety in the Workplace

Travel Safely by Bike seminars were provided to employees working at Brother International and to employees at Hillsborough Township. Participants were taught the rules of the road, what to carry/wear, how to start bike commuting, fixing a flat and NJ bicycling laws.

Thank you! Because of you, both of my boys now know how to ride their bikes and they LOVE it! We go almost every day. I can't thank you enough!" **Jen F.**

Employer Support

By The Numbers:

- 18 new employer clients
- 69 New Jersey Smart Workplace recipients
- 27 employer transportation fairs
- 16 demographic analyses
- 10 "lunch n learn" workshops

RideWise partners with local businesses to help them achieve measurable reductions in carbon emissions, vehicle miles traveled and employee commute costs.

Commuter Fairs

Individuals often hear about RideWise for the first time when their employer invites the agency on-site. "Find a Better Commute" fairs give employees the opportunity to learn about the different options they have when it comes to their commute. In most cases, employees find several co-workers they can rideshare with through an on-site fair. Twenty-seven fairs were conducted at twenty-two employer sites.

Demographic Analysis

By analyzing employee zip codes, RideWise can determine where clusters of employees are commuting from. This is useful in identifying areas with the potential for carpooling, vanpooling arrangements or transit opportunities. Sixteen employers requested a free zip code analysis from RideWise this year as the starting point for developing a successful employee commute program.

Lunch N Learns

Distracted driving, winter driving and how to start a vanpool were a few of the lunch and learn workshops scheduled at employer sites. The workshops provide a convenient, easy way to educate large and small groups on driving topics and issues that can impact personal safety.



Business and municipal leaders gather at Duke Farms for the 2014 employer recognition breakfast.

Platinum Recipients

AkzoNobel Surface Chemistry
Allergan
AON Hewitt
Bridgeway Healthcare
Brother International Corp.
Citi
Duke Farms Foundation
Ethicon Inc.
Financial Resources Federal Credit Union
Henkel Corporation
Hillsborough Township
Johnson & Johnson Bridgewater
J&J ITS
Janssen Pharmaceutical
Matheny Medical Center
McKesson Corporation
MetLife – Bridgewater
MetLife – Somerset
Pfizer Inc.
Philips Lighting North America
Qualcomm Incorporated
Raritan Valley Community College
Robert Wood Johnson University Hospital Somerset
sanofi
Somerset County Park Commission
Township of Bridgewater
VA New Jersey Healthcare System
Verizon Communications

Silver Recipients

ADESA
Affinity FCU
Costco North Plainfield
Courtyard Somerset by Marriott
Doubletree by Hilton Somerset
Hamamatsu
Hilton Garden Inn
J. Knipper and Company
JM Sorge, Inc. (new)
LifeCell
Raritan Americas, Inc.
SHI International Corp.
Somerset Patriots
Somerville Bicycle Shop
The Spaulding Group
Township of Warren (new)

New Jersey Smart Workplaces

In 2015, 69 businesses and municipalities achieved the distinction of being a New Jersey Smart Workplace. This statewide initiative honors sustainable employers who offer benefits to help employees manage transportation costs, reduce traffic congestion, and minimize the environmental impacts from driving.

Gold Recipients

Anadigics Inc.
Costco Bridgewater
Eli Lilly & Company
Infosys Limited
Ortho Clinical Diagnostics
PVH Corp.
Somerset County
The Olde Mill Inn
Reckitt Benckiser
The Palace at Somerset
Township of Franklin
Verizon Wireless Bedminster (new)
Verizon Wireless, Warren, NJ (new)

Bronze Recipients

Borough of Manville
Bridgewater Marriott (new)
Fairfield Inn & Suites
Greater Media
Hyatt House Bridgewater (new)
MICRO (new)
Natural Systems Utilities (new)
Parsons (new)
Saint-Gobain Performance Plastics (new)
Somerset County Recycling
Somerset County Vocational & Technical Schools (new)
The Oscar and Ella Wilf Center for Senior Living

Safe Routes to School

By The Numbers:

9 participating schools
5 participating municipalities
114 Walk to School Day events
7 safety presentations
501 free bike helmets distributed

RideWise is funded by NJDOT to promote pedestrian and bicycle safety through educational programming, event planning, grant writing assistance and recognition awards.



RideWise is funded to proactively reach out to schools and communities to provide them with a variety of educational initiatives and technical assistance. Safe Routes to School is an easy way for children to get regular physical activity while helping to ease traffic around schools. Communities and schools that participate in the program often report healthier, more active children, less traffic congestion, better air quality and fewer traffic accidents near schools.

This year schools in Somerville, Manville, South Bound Brook and North Plainfield participated in the Safe Routes to School program. Services by RideWise included:

Safety Seminars

Keeping children safe is a major component of Safe Routes. Customized safety presentations were delivered to large and small groups of students and teachers throughout the year. The interactive seminars covered the health benefits of walking, traffic safety, and personal/group safety.

Walking School Buses

Students, parents and teachers got on board walking school buses that were escorted by RideWise staff and school volunteers for International Walk to School Day. These events are designed to teach good walking behavior to students and parents in an active and safe learning environment.

Walkability Audits

The walkability audit is the first step in making school and community officials aware of conditions that limit students from walking or biking. Through a safety audit, RideWise staff documents and advises the schools of missing or damaged sidewalks, other safety hazards, and current traffic volumes.

Program Support

The agency helped participating schools prepare grant applications for infrastructure and non-infrastructure program needs, and provided monthly, quarterly and yearly program assessments.

North Plainfield

The North Plainfield Safe Routes to School district-wide program began in 2010 with technical support from RideWise. The commitment from school staff, administration, local police, PTA members and parent volunteers is a major reason for the program's ongoing success. Students from four schools walked 10,119 miles and eliminated 8,125 pounds of CO₂ this year as part of the ongoing Miles that Matter walking challenge. Modell's Sporting Goods offers a 15% discount coupon to students and their families, and a percentage of the sales are donated to the North Plainfield Safe Routes program.

Van Derveer Elementary's 10 Year Anniversary

Vanderveer Elementary School celebrated the 10-year anniversary of its walking school bus. The program milestone was featured in a special news segment that aired on CNN to mark International Walk to School Day. RideWise spearheaded the implementation of Van Derveer's Safe Routes to School program in 2004 after budget cuts eliminated the district's free bus service for students.

Financials



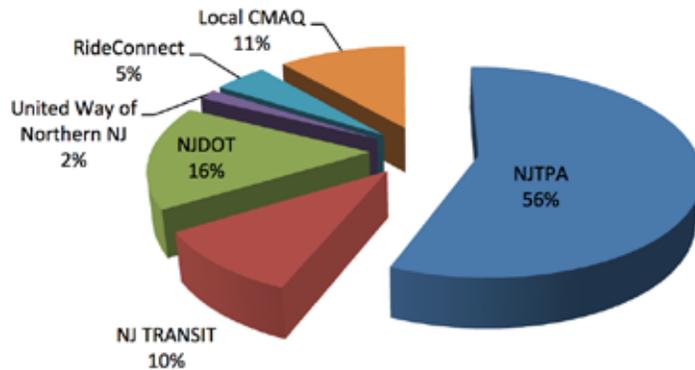
Revenue:

NJTPA	\$430,922
NJ TRANSIT	\$77,355
NJDOT	\$123,582
United Way of Northern NJ	\$12,188
RideConnect	\$35,683
Local CMAQ	\$85,587
Miscellaneous	\$1,875
	\$767,192

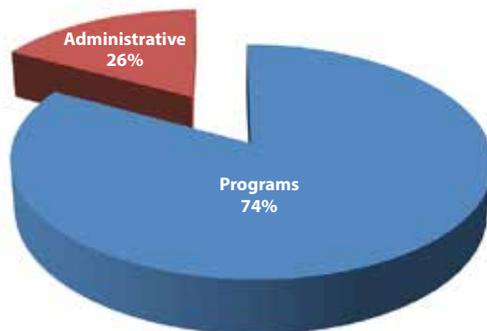
Expenses:

Programs	\$613,029
Administrative	\$125,396
	\$738,425

Revenues



Expenses



RideWise is a 501(c)(3) organization whose programs and services are funded through contracts with the North Jersey Transportation Planning Authority (NJTPA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, and United Way of Northern New Jersey. The agency's annual audit and financial statements are available upon request.



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Lauren Powelson
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