

**ANNUAL REPORT**  
**FY18**

## BOARD OF DIRECTORS

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Sanofi

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MetLife

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AT&T

## STAFF

**Donna Allison**, *Executive Director*

**Alix Ann Allen**, *Business Manager*

**Sara Catherine Lichon**,  
*Community Outreach Coordinator*

**Leanne McGowan**,  
*Business Development Manager*

**Gerry Montague**, *Program Director*

**Linda Rapacki**, *Marketing Manager*

## MISSION

RideWise connects people and businesses to safe and sustainable travel options that enhance quality of life and create a vibrant economy.

## VISION

Somerset County will have a seamless network of efficient transportation choices that are available to everyone.

## CORE PRINCIPLES

**Educating** the community on safe and efficient ways to travel

**Advocating** for transportation options and enhancements that improve mobility and help the environment

**Collaborating** with the business community to help employee mobility and to connect people to jobs

**Engaging** with local government and communities to increase opportunities for biking and walking

*RideWise is dedicated* to promoting and advocating for transportation choices that are efficient, safe, and sustainable. Over the past year, the staff has engaged with large and small employers, local government, state agencies, school districts, and other nonprofits to advocate for travel options that are good for business, good for the environment, good for communities, and good for residents. The agency's accomplishments are noteworthy and it is our pleasure to highlight them in this annual report for fiscal year 2018.

Donna Allison  
Executive Director



Patrick Delaney  
Board Chair



# CARPOOLING, VANPOOLING, AND TRANSIT

Promoting efficient transportation through carpooling, vanpooling, and public transit.

1,991

rideshare and transit inquiries

389

vehicles trips eliminated by vanpoolers

7,532

vehicle miles eliminated by vanpoolers

39,342

cubic feet of carbon dioxide (CO<sub>2</sub>) eliminated



374

CARPOOLS



659

CARPOOLERS



11

VANPOOLS



87

VANPOOLERS

# DRIVE LESS SOMERSET

Encouraging individuals to eliminate vehicle trips and drive-alone miles by trying sustainable ways of traveling for work or recreation.

25,017

VEHICLE MILES ELIMINATED

0 1 0 9 9

ROUND TRIPS SAVED

3 0 5 2 1

CUBIC FEET OF CO<sub>2</sub> SAVED

2018 DRIVE LESS CORPORATE WINNERS

1 AT&T

2 BROTHER INTERNATIONAL CORP

3 CITI

4 ELI LILLY & COMPANY

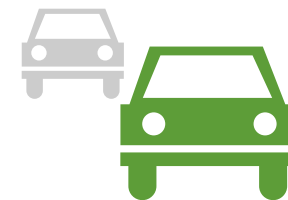
Vehicle miles eliminated by category



1,873  
BICYCLING



8,135  
WALKING



7,612  
RIDE SHARING



4,698  
PUBLIC TRANSIT



10,020  
TELECOMMUTING

# TRAVEL TRAINING

Comprehensive class room and hands-on instruction designed to teach individuals how to travel safely and independently on public transportation.

**31** travel training classes   
**454** participants



# SAFE ROUTES TO SCHOOL



Making it safer to walk and bike to school through educational programming and events.



**GOLD**  
13 SCHOOLS



**SILVER**  
3 TOWNS  
1 SCHOOL



**BRONZE**  
10 SCHOOLS



**FIRST STEPS**

# SOCIAL MEDIA PRESENCE



**18,431**

Website visitors  
[ridewise.org](http://ridewise.org)



**383**

Facebook followers  
[@RideWiseTMA](https://www.facebook.com/RideWiseTMA)



**1,317**

Twitter followers  
[@RideWise](https://twitter.com/RideWise) [@RideWise\\_SRTS](https://twitter.com/RideWise_SRTS)



**2**  
BIKE SAFETY  
PRESENTATIONS

**3**  
BIKE SAFETY  
SKILLS COURSES

**10**  
BIKE TO  
SCHOOL DAYS

**36**  
PEDESTRIAN SAFETY  
PRESENTATIONS

**6**  
SCHOOL  
TRAVEL PLANS

**28**  
WALK TO  
SCHOOL DAYS

**6**  
WALKABILITY  
ASSESSMENTS



# STREET SMART PEDESTRIAN SAFETY

Public education that aims to raise awareness of pedestrian and motorist laws.



## Manville Street Smart

60%

INCREASE IN AWARENESS OF THE "USE CROSSWALKS" MESSAGE

51 WARNINGS      32 SUMMONSES  
ISSUED BY POLICE



## Raritan Street Smart

78% OF POST CAMPAIGN RESPONDENTS WERE AWARE OF POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY

193 WARNINGS      50 SUMMONSES  
ISSUED BY POLICE



# NEW JERSEY SMART WORKPLACES

Statewide recognition for worksites who demonstrate leadership by providing quality commuter benefits to their employees



## Platinum

- II-IV OptoElectronics Devices Inc.
- Alight Solutions
- AT&T
- Bridgewater Township
- Brother International Corporation
- Change Healthcare
- DoubleTree by Hilton, Somerset
- Duke Farms Foundation
- Ethicon Inc.
- Hillsborough Township
- Janssen Pharmaceutical Companies of J&J
- Johnson & Johnson Bridgewater
- Johnson & Johnson TS
- Matheny Medical and Education Center
- MetLife - Bridgewater
- Nestle Health Science
- Nouryon
- Olde Mill Inn & Grain House
- Pfizer Inc.
- Raritan Valley Community College
- Robert Wood Johnson University Hospital Somerset
- Sanofi
- Somerset County Park Commission
- VA New Jersey Health Care System
- Verizon Communications
- Verizon Bedminster

## Gold

- ADESA New Jersey
- Bridgewater Marriott
- Eli Lilly and Company
- The Jewish Federation of Somerset, Hunterdon & Warren Counties
- Ortho Clinical Diagnostics Somerset County
- Somerset Hills Learning Institute
- Somerset Patriots Baseball Team
- The Oscar & Ella Wilf Campus for Senior Living
- The Palace at Somerset Park Township of Franklin
- Township of Warren

## Silver

- Affinity Federal Credit Union
- Bernards Township
- Bridgeway Senior Healthcare
- Costco Wholesale North Plainfield
- Parsons
- JM Sorge, Inc.
- SHI International Corp.
- The Spaulding Group

## Bronze

- MICRO Corporation
- Premier Development

# FINANCIALS

**\$713,900**  
TOTAL REVENUE

**\$499,835**  
North Jersey  
Transportation Planning  
Authority

**\$77,609**  
NJ TRANSIT

**\$125,650**  
New Jersey Department  
of Transportation

**\$41,022**  
Greater Raritan Workforce  
Development Board

**\$19,784**  
Contributions/  
miscellaneous  
income



**\$672,483**  
EXPENSES

**\$621,367**  
Program Services

**\$51,116**  
Administrative Services



**RIDE  
WISE**



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Bridgewater, NJ 08807

908.704.1011 ▪ [www.ridewise.org](http://www.ridewise.org)