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
Educate the community on safe and efficient ways to travel
Advocate for transportation options and enhancements that improve mobility and help the environment
Collaborate with the business community to help employee mobility and to connect people to jobs
Engage with local government and communities to increase opportunities for biking and walking

INTRODUCTION
Thirty years ago, a coalition of business leaders had the foresight and the vision to create RideWise. Back then, the agency’s mission was straightforward: lessen traffic congestion by working with major employers to establish carpools, vanpools, shuttle bus services and new transit routes.

Over the years, RideWise developed new partnerships with schools, nonprofit organizations, municipalities, and the community at large. Our programming expanded to address safety, sustainability, and health and wellness. However, the public’s perception of RideWise was that we were still just the “carpool agency” and more recently, the ride provider.

It became clear that the organization needed a brand makeover—one that reflected the agency’s new strategic goals and clearly articulated the unique set of services offered.

The board and staff spent most of 2019 collaborating with Delia Associates, a branding and marketing firm, who worked with us to develop messaging that positions RideWise as a navigator, educator and resource.

RideWise is Somerset County’s go to partner for information on environmentally friendly transportation. We will connect you to the smartest ways to navigate Somerset County while reducing your carbon footprint and respecting the environment.

The new tag line, “Let’s Go!” is our invitation to you, the people who live and work in Somerset County, to partner with RideWise to help us achieve our mission.

As you read through this annual report for fiscal year 2019, you will see how RideWise is so much more than the “carpool agency”; we are here to connect you to the information you need to get anywhere in Somerset County.

Let’s Go!

Donna Allison
Executive Director

Patrick Delaney
Board Chair
EDUCATE
Provide information on travel alternatives

Carpooling, Vanpooling & Transit
Promoting efficient transportation through carpooling, vanpooling and public transit

1,169 rideshare/transit inquiries

235 carpools
424 carpoolers
12 vanpools
88 vanpoolers

Annual vehicle trips reduced by vanpoolers: 399
Annual vehicle miles reduced by vanpoolers: 7426
Annual pounds of emissions reduced by vanpoolers: 40819
# Drive Less Somerset Challenge

Reducing vehicle trips and drive alone miles by promoting sustainable ways of traveling for work or recreation

1,260 round trips saved

38,355 drive alone miles eliminated

46,793 cubic feet of CO₂ saved

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<table>
<thead>
<tr>
<th>VEHICLE MILES ELIMINATED BY CATEGORY</th>
<th>2019 VEHICLE MILES ELIMINATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>BICYCLING</td>
<td>2,596</td>
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<tr>
<td>PUBLIC TRANSIT</td>
<td>5,820</td>
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<tr>
<td>WALKING</td>
<td>727</td>
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<tr>
<td>TELECOMMUTING</td>
<td>9,192</td>
</tr>
<tr>
<td>RIDESHARING</td>
<td>20,019</td>
</tr>
</tbody>
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### Prize Sponsors

Thank you to the prize sponsors whose generous donations motivated participants to take part in the Drive Less Somerset Challenge.

- **Athleta**
- Bridgewater Marriott
- Country Squire Pottery
- Duke Farms
- Kiehl’s/Bloomingdales, Bridgewater Commons Mall

- **Maggiano’s**
- Onyx Yoga Studio
- Quantum Floats
- Raritan Headwaters Association
- Raritan Valley Beekeepers Association RVBA

- **S&G Cleaning Services**
- Somerset County Park Commission
- Somerset Patriots Baseball
- The Olde Mill Inn & Grain House
- Lisa Uchrin
- Tesla of Short Hills

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**2019 INDIVIDUAL DRIVE LESS GRAND CHALLENGE WINNER**

JARED SCHNEIDER

1,468 drive alone miles eliminated

Winner of the Tesla Weekend Experience

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**2019 DRIVE LESS CORPORATE WINNERS**

1st PLACE

ELI LILLY & CO

7,253 drive alone miles eliminated

2nd PLACE

BROTHER INTERNATIONAL

5,824 drive alone miles eliminated

3rd PLACE

JANSSEN PHARMACEUTICAL

4,312 drive alone miles eliminated

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**2019 RIDESHARE ROCKS PHOTO CONTEST WINNERS**

Scott of J&J-Janssen, Ankita of Qualcomm and Ashish of Syncronos share a ride to work from Hoboken/Jersey City.

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**2019 WAY TO WALK POP UP CONTEST WINNER**

SUSAN HARKINS

Raritan Valley Habitat for Humanity

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2,596 5,820 727 9,192 20,019
The Bound Brook and South Bound Brook Police and Fire Departments, the Healthier Somerset Coalition, and RideWise partnered on a bike rodeo in June 2019. Thirty children participated in the rodeo, which consisted of a bicycle safety course designed to teach children the skills needed to safely ride a bike.

**COMMUNITY OUTREACH**

A little rain is always refreshing! RideWise attended the Bridgewater Eco-Blast with one of our New Jersey Smart Workplaces, Sanofi, and shared how the agency can connect people and businesses to safe and sustainable travel options through our Wheel of Fortune.

**WEBSITE ENHANCEMENTS**

Somerset County is a great place for cyclists to enjoy scenic rides. This year, RideWise’s website was updated to include enhanced, interactive maps of Somerset County bicycle routes. Visitors can use the maps to see places of interest along the routes, download .GPX files and turn-by-turn directions, and more. Also added to the website are interactive maps of the Somerset County bus routes which include time-points and key locations near each route to help riders navigate.

**TRANSPORTATION GUIDE**

RideWise created an online guide to help residents and visitors find transportation options that meet their travel needs. The guide is organized by town and includes information on bus and train service, municipal shuttles, cost, where to board, and accessibility.
ENGAGE
Partner with communities and schools to create safe bikeable and walkable environments

Safe Routes to School
Making it safer to walk and bike to school through educational programming and events

NJDOT Recognition Awards 11 schools were recognized by NJDOT for SRTS programming.

GOLD
Bound Brook Community Middle School
Lafayette School
LaMonte Elementary School
Robert Morris School Smalley School
Roosevelt Elementary School

SILVER
Irene E. Feldkirchner Elementary School
Marion T. Bedwell School

FIRST STEPS
Bernardsville Middle School
Eisenhower Intermediate School
School of St. Elizabeth

Street Smart Pedestrian Safety
Public education that raises awareness of pedestrian and motorist laws

BERNARDSVILLE
The Borough of Bernardsville and RideWise partnered on a Street Smart NJ campaign in October 2018. The campaign focused on three busy intersections in the downtown area along Route 202.

MINE BROOK RD. & CLAREMONT RD.
48% increase in pedestrians using crosswalk
44% increase in drivers stopping for pedestrians in crosswalk

MORRISTOWN RD. (ROSELLA BANK)
19% increase in pedestrians using crosswalk
81.25% decrease in pedestrians texting/using phone

WALKABILITY AUDITS
To promote active transportation in Somerset County communities, RideWise worked with Raritan Borough on town-wide walkability audits. Teams of residents accompanied by RideWise staff identified barriers to pedestrians and cyclists by checking a variety of factors such as crosswalks, sidewalks, lighting, and ADA compliant ramps.

Thank you Borough of Raritan and Van Cleef Engineering Associates, LLC for inviting RideWise to help with the walkability audit along First Avenue.

ENGAGE Partner with communities and schools to create safe bikeable and walkable environments

Safe Routes to School
Making it safer to walk and bike to school through educational programming and events

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GOLD Bound Brook Community Middle School Lafayette School LaMonte Elementary School Robert Morris School Smalley School Roosevelt Elementary School

SILVER Irene E. Feldkirchner Elementary School Marion T. Bedwell School

FIRST STEPS Bernardsville Middle School Eisenhower Intermediate School School of St. Elizabeth

1 SUSTAINABLE JERSEY FOR SCHOOLS CERTIFICATION
4 BIKE/WALK POLICY AND INFRASTRUCTURE REVIEWS
1 SCHOOL ARRIVAL/DISMISSAL REVIEW
5 MILEAGE CLUB & POSTER CONTESTS
1 BIKE SAFETY PRESENTATION
1 BIKE SAFETY SKILLS COURSE
22 BIKE TO SCHOOL DAYS
3 WALKABILITY ASSESSMENTS
1 SCHOOL TRAVEL PLAN
1 WALK TO SCHOOL DAY
6 WALKABILITY ASSESSMENTS

Street Smart Pedestrian Safety Public education that raises awareness of pedestrian and motorist laws

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Thank you Borough of Raritan and Van Cleef Engineering Associates, LLC for inviting RideWise to help with the walkability audit along First Avenue.
**Watchung Park and Ride Survey**

Officials from Watchung Borough asked RideWise to create an online survey to gauge resident interest in a new park and ride lot that would offer commuter bus service to New York City. RideWise hosted the survey and compiled the results into a report that was shared with the Borough Council.

**Hillsborough Park and Ride Mailing**

To make residents aware of the Suburban Transit’s one-seat express bus to New York City, RideWise created a direct mail piece that was distributed to over 5,000 households in Hillsborough Township.

**New Jersey Smart Workplaces**

Partner with worksites on programs that encourage sustainability, support employee wellness and increase job satisfaction

RideWise celebrated the work of 55 Somerset County corporate, municipal and nonprofit partners for programming that supports sustainable transportation, commuting alternatives, safety, and workplace wellness for their employees. Dr. James W. Hughes, a university professor and Dean Emeritus of the Edward J. Bloustein School of Planning and Public Policy at Rutgers, The State University of New Jersey, was the breakfast keynote speaker. Dr. Hughes delivered an engaging presentation on the six major disruptions in the local, as well as national, economy.
**FINANCIALS**

**TOTAL REVENUE**

$676,669

- Income
  - North Jersey Transportation Planning Authority $467,353
  - NJ TRANSIT $86,288
  - New Jersey Department of Transportation $70,254
  - Greater Raritan Workforce Development Board $40,115
  - Contributions/Miscellaneous Income $12,657

**EXPENSES**

$628,314

- Program Services $501,601
- Administrative Services $126,713

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**EARTH DAY FAIRS**

Sanofi, a New Jersey Smart Workplace, invited RideWise to its Worldwide Environmental Day to show how RideWise programs can encourage sustainable and healthy living.

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**INGREDION BRIDGEWATER GOES ELECTRIC**

Ingredion Bridgewater and RideWise partnered to deliver an All Electric Vehicles Day to celebrate the installation of Ingredion’s new electric vehicle chargers. The event offered attendees the opportunity to test drive a Tesla Model 3 or a Model X by Tesla of Short Hills.

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**BENEFITS OF WALKING**

RideWise helped employees of Bridgewater Township and Hillsborough Township fit more healthy and active transportation into their lives with a lunch-n-learn on the benefits of walking, followed by an optional guided walk. The free program was offered by RideWise and the Mayor’s Wellness Initiative, and presented by Mike Schatzki, MPA, CSP, “recovering couch potato.”

“Bridgewater Township’s collaboration with RideWise offers a tremendous benefit to those who live, work and play in Bridgewater. RideWise has excellent programs that help to improve the health of our community.”

—KIRSTEN SCHIRO, Bridgewater Township’s Director of Human Services