



**Meadowlands Transportation
Brokerage Corporation**

www.ezride.org

**Age-Friendly North Jersey
Transportation Symposium
April 3, 2025**

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COO & General Counsel**

EZRyde4Life



Navigating Mobility & Accessibility Challenges

Growing older adult Population in New Jersey

2.5 Million in 2030

1.62 Million in 2023



Community Cars Program



1. What Worked

Safe

Affordable

Reliable



2. What did not Work

Shortage of Cars and
Volunteer Drivers

EZRyde4Life Program

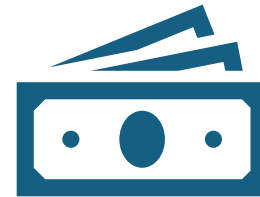


1. What Worked

No Driver Shortage

Safe

Reliable



2. What did not Work

Not Affordable

SOLUTION

#1

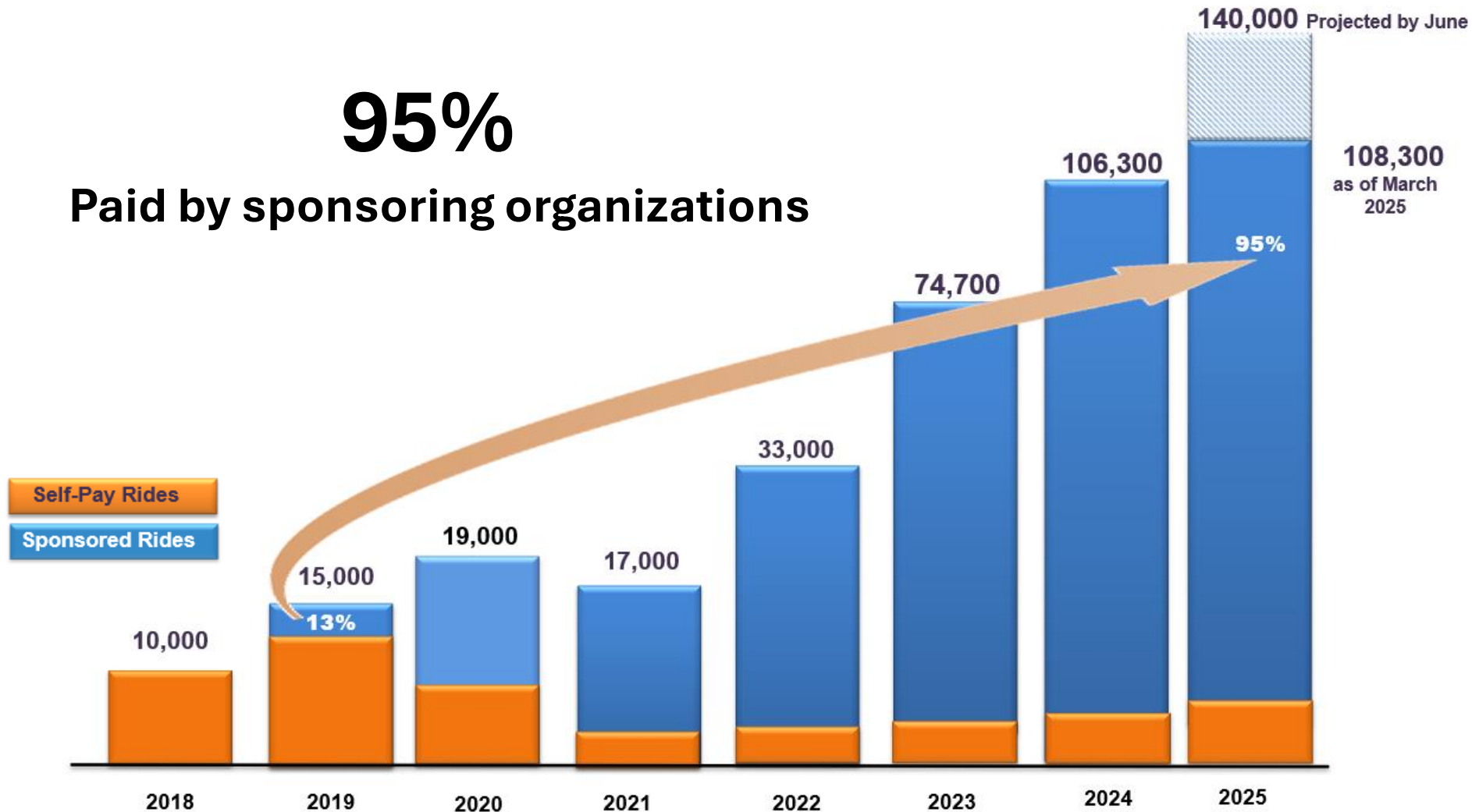
Problem

Price was too high for
Individual Rider.

Solution

Identify Partners who
would fund this service

EZRyde4Life - A Success Story



How Does EZRyde4Life Work?



REGISTER

- Register by phone, email or mail



REQUEST

- Rides scheduled in real-time
- No reservations or smartphones needed



RIDE

- Driver details shared with passengers before their ride

What Does it Cost?

\$10

One-time
registration fee

\$2.50

Administrative
fee per trip

+

?

Cost of ride from
Uber/Lyft

Who pays for the rides?

95%

Rides are fully covered or subsidized by one of the sponsoring organizations

5%

Rides that are unsubsidized – riders pay out-of-pocket

SOLUTION

#2

Problem

Price was too high for
Individual Rider.

Solution

Discounted Rides

\$5 Rides – Discount Program

- Pay \$5 per ride for trips costing \$35 or less (Maximum subsidy/discount is \$30)
- Maximum of 16 rides a month.
- Dialysis patients are eligible for 16 more rides each month.

\$5 Rides – Discount Program

Eligibility

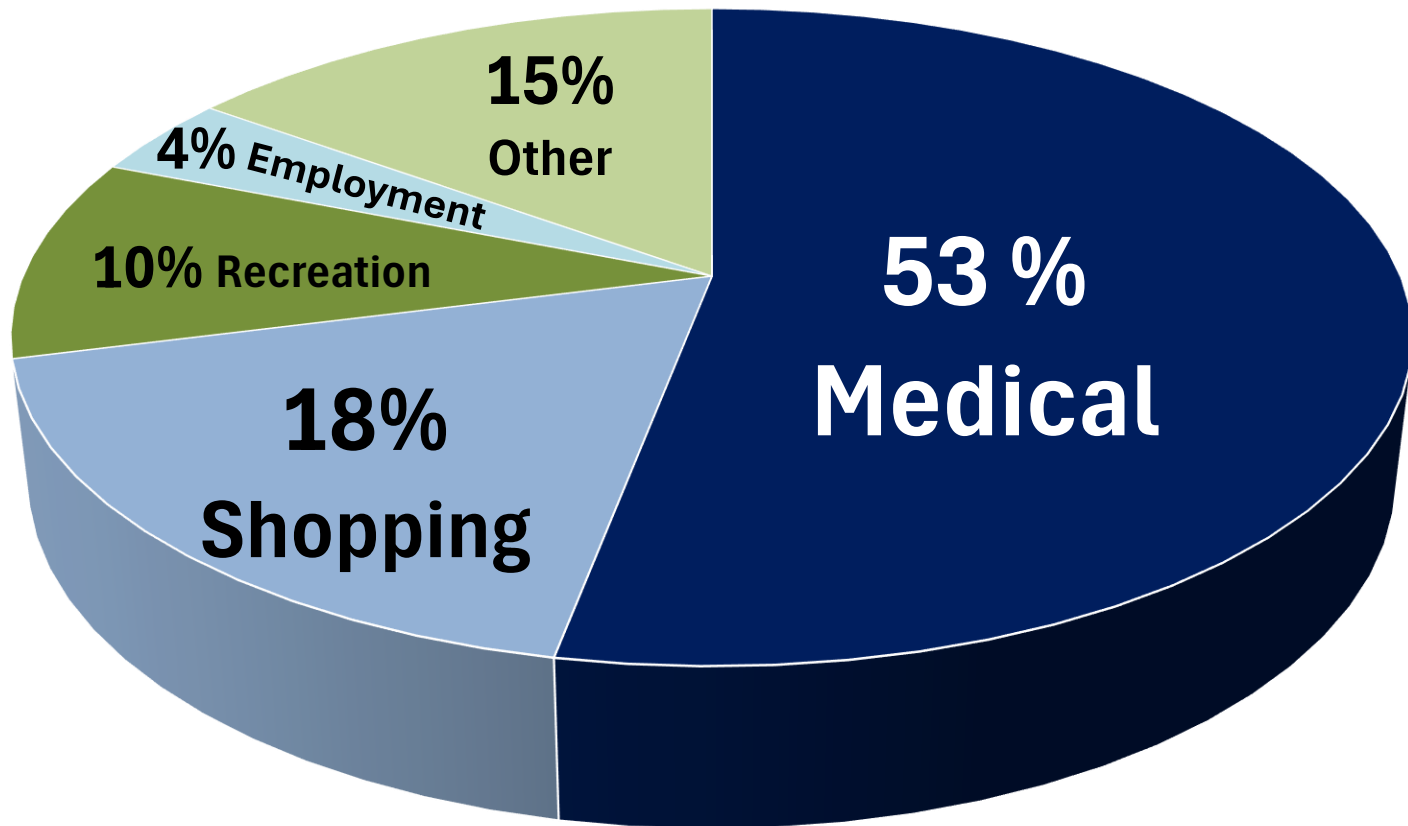
- Pharmaceutical Assistance to the Aged & Disabled (PAAD) Program, or
- Senior Gold Prescription Discount Program, or
- NJ Medicaid.

\$5 Rides – Discount Program

Scope

- Rider must be able to travel independently. If not, an attendant or family member is necessary
- Currently, only foldable wheelchairs can be transported
- Most drivers will step out and help the rider to fold the wheelchair, but some may not

Essential Rides – Trip Purpose



Sample Monthly Report

Meadowlands Transportation

Brokerage Corporation

144 Park Place East

Wood-Ridge, NJ 07075



t: 201.939.4242 f: 201.939.2630 info@ezride.org www.ezride.org

STATEMENT

Date: January 13, 2025

Statement Period: 12/01/2024 - 12/31/2024

Account # 1234578

County Name

Address

City, State, Zip

Account Summary

Total # of Rides:	2545
Starting Balance:	\$33,672.32
Total Deposit:	\$80,000.00
Total Allocation:	\$0.00
Total Subsidy:	\$62,047.34
Account balance:	\$51,624.98

Trip Purpose Summary

Airport/Train Station:	1	Pharmacy:	10
Bank:	4	Post Office:	2
Daycare:	1	Recreation:	471
Dialysis:	231	Religious Purpose:	9
Employment:	141	Shopping:	154
Family/Friends:	33	Social Services:	3
Hair Dresser:	12	Training/Education:	23
Medical:	1272	Vaccine:	0
Nutrition/Food Bank:	36		
Other:	142		
		Total Trips:	2545

Sample Monthly Report

Date	Rider Name	Activity	Pick-Up Street Address	Pick-Up City	Drop-Off Street Address	Drop-Off City	Trip Fee	Admin Fee	Total	Subsidy	Trip Purpose
13-Nov-24	Client Name01	Uber Credits	216 Old Tappan Rd	Westwood	44 Kohring Cir S	Harrington Park	\$ (0.87)	\$ -	\$ -	\$ (0.87)	
25-Nov-24	Client Name09	Uber Credits	300 Market Street	Saddle Brook	9 Halco Drive	Paramus	\$ (19.94)	\$ (2.50)	\$ -	\$ (22.44)	
2-Dec-24	Client Name2	Ride	1100 Keswick Place	Fort Lee	460 Passaic Ave	Lodi	\$ 32.96	\$ 2.50	\$ -	\$ 35.46	Recreation
2-Dec-24	Client Name3	Ride	458 Passaic St	Hackensack	77 Prospect Ave	Hackensack	\$ 11.66	\$ 2.50	\$ -	\$ 14.16	Dialysis
2-Dec-24	Client Name4	Ride	239 Main Street	Ridgefield Park	217 Main Street	Little Ferry	\$ 13.94	\$ 2.50	\$ -	\$ 16.44	Medical
2-Dec-24	Client Name4	Ride	217 Main St	Little Ferry	239 Main Street	Ridgefield Park	\$ 15.06	\$ 2.50	\$ -	\$ 17.56	Recreation
2-Dec-24	Client Name5	Ride	119 Delong Ave	Dumont	DaVita Renal	Westwood	\$ 15.95	\$ 2.50	\$ -	\$ 18.45	Dialysis
31-Dec-24	Client Name6	Ride	57 W Englewood Ave	Teaneck	159 Park St	Ridgefield Park	\$ 11.91	\$ 2.50	\$ -	\$ 14.41	Recreation
31-Dec-24	Client Name7	Ride	250 S Van Dien Ave	Ridgewood	300 Market St	Saddle Brook	\$ 23.95	\$ 2.50	\$ -	\$ 26.45	Medical
31-Dec-24	Client Name7	Ride	300 Market St STE 1	Saddle Brook	250 S Van Dien Ave	Ridgewood	\$ 24.66	\$ 2.50	\$ -	\$ 27.16	Medical
						Total:	\$ 55,687.34	\$ 6,360.00	\$ -	\$ 62,047.34	

Customized Programs

- Number of Rides
- Purpose of Rides
- Geographic area
- Limited Budgets
- Cost Participation
- Day/Time of Ride

NEXT STEPS

Fundraise

\$100,000 to
provide more \$5
Rides for
Qualified Riders

Upgrade

Software & Call
Center
Operations

Recruit

Transportation
Providers –
Beyond Uber &
Lyft

Thank You – To Our Partners



Thank you!

Questions?

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