



## Electric Vehicle Rideshare & Job Shuttle

**GOTrenton! is a groundbreaking EV transportation service designed to provide clean, reliable and affordable transportation for Trenton residents. Unique electric shuttles are hailed through a simple phone app to take people to work, shopping and other services.**

### THE CHALLENGES

- Approximately 30% of households do not own a private vehicle
- 21% of residents have reported carpooling as their main mode of travel to work.
- The city experiences an average of 100 days per year of moderate or unhealthy air quality, which is likely linked to increased respiratory disease among residents

***With GOTrenton! there is an opportunity to promote economic revitalization and transportation equity while reducing air pollution in the city.***

### PROJECT GOALS

- Promote economic revitalization by improving mobility for residents who lack affordable and reliable transportation options.
- Increase access to jobs, healthcare, nutritious food, and essential resources through clean, reliable transportation.
- Address the disproportionate asthma rates that Trenton residents experience by reducing air pollution in the city.
- Support greater access to essential services and resources for residents in need provided by Trenton's community organizations and local businesses.
- Increase workforce opportunities through project hiring and by connecting Trenton residents to other job opportunities.
- Reduce dependency on private vehicles.

### COMMUNITY COLLABORATION

To truly understand the needs of residents and community stakeholders, Isles developed an in-depth feedback process to assess current mobility behaviors to better target and implement our strategy. In partnership with the City of Trenton, the project will install a total of 20 public charging stations throughout Trenton, available to the public with affordable rates.

- Community partnership agreements with local businesses and organizations
- Ongoing listening sessions
- On the ground surveys completed by 100 residents to date
- Local Ambassadors to spread the word about the program
- Stakeholder advisory committee to oversee the program development and apply lessons learned

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