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

For more information, contact Kate Miguel: kmiguel@isles.org or visit: https://bit.ly/3wOp1Df