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GO*Trenton!* Receives National and State Awards, Recognized as First Free All-Electric Vehicle Community Rideshare in the Nation

TRENTON, N.J. - *GO Trenton!*, a groundbreaking transportation initiative by Isles, Inc., is set to receive two prestigious awards this week, highlighting its innovative approach to sustainable urban transportation.

The program will be honored with a national award from *Plug In America* at Automobility LA 2024 at the LA Auto Show on November 21, following in the footsteps of last year's recipient, Hertz Corporation. Additionally, *GO Trenton!* will receive the Clean Cities Coalition Community Engagement Award at the League of Municipalities conference in Atlantic City on November 19.

"Receiving the Plug in America national award is a profound recognition of our mission to transform urban communities by ensuring all residents have access to jobs, healthcare, and other essential needs and this starts with transportation!" said Sean Jackson, the CEO of Isles. "This honor validates our vision of creating a sustainable, accessible mobility solution that not only moves people but moves our community forward. We're proving that innovative solutions can address environmental challenges and social inequities simultaneously."

What sets *GO Trenton!* apart is its unique model: a first-of-its-kind free, EV community rideshare program. Operating in Trenton, the service addresses critical transportation inequities while simultaneously reducing air pollution and greenhouse gas emissions.

Key program achievements include:

- Serving over 40,000 riders to date, Providing 4,000 rides each month
- Operating four smaller vehicles, two vans, and one ADA-approved van, with plans to double capacity in the very near future
- Providing free rides within Trenton's geographic footprint
- Addressing transportation challenges for the 30% of Trenton households without private vehicles
- Stopped at least 20 tons of CO2 for going into our air

The program addresses multiple community needs by connecting residents to jobs, healthcare, and essential services through fully electric vehicles, directly supporting economic revitalization and improving quality of life.

"Mobility is the first step towards access," said Jackson. "Our program is not just about transportation; it's about improving quality of life for Trentonians by providing reliable, affordable, and clean mobility solutions."

Funded primarily by the New Jersey Department of Environmental Protection, *GO Trenton!* represents an innovative approach to sustainable urban transportation.

GO Trenton! emerged from a critical challenge facing Trenton residents: Transportation barriers preventing access to economic opportunity. While training local workers for good-paying jobs, Isles discovered that lack of reliable transportation was causing talented employees to lose employment. Community listening sessions revealed a stark reality: Some 30% of Trenton households lack private vehicles, and 21% rely on carpooling as their primary transportation method.

The program represents a dual-purpose solution, addressing both transportation inequity and environmental sustainability. By leveraging electric vehicles and partnerships with FLO for charging infrastructure and Ride Circuit for operations, *GO Trenton!* transforms mobility for Trenton residents. Initially funded by the Department of Environmental Protection in 2021, the pilot program aims to reduce air pollution while connecting residents to jobs, healthcare, and essential services.

Plug In America is the nation's leading nonprofit organization dedicated to accelerating electric vehicle adoption in the United States. Founded in 2008, the organization provides practical information about electric vehicles to consumers and dealerships through programs like National Drive Electric Week and Drive Electric Earth Day. Their motto -- "We drive electric. You can too." -- encapsulates their mission to promote widespread EV usage.

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