



**Gouveia, Susan**

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**From:** Lashway, Lisa  
**Sent:** Monday, October 06, 2014 11:45 AM  
**To:** Canning, Sean  
**Cc:** Gouveia, Susan  
**Subject:** FW: Go Smart! with TransOptions - October 2014

Correspondence

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Deputy Clerk

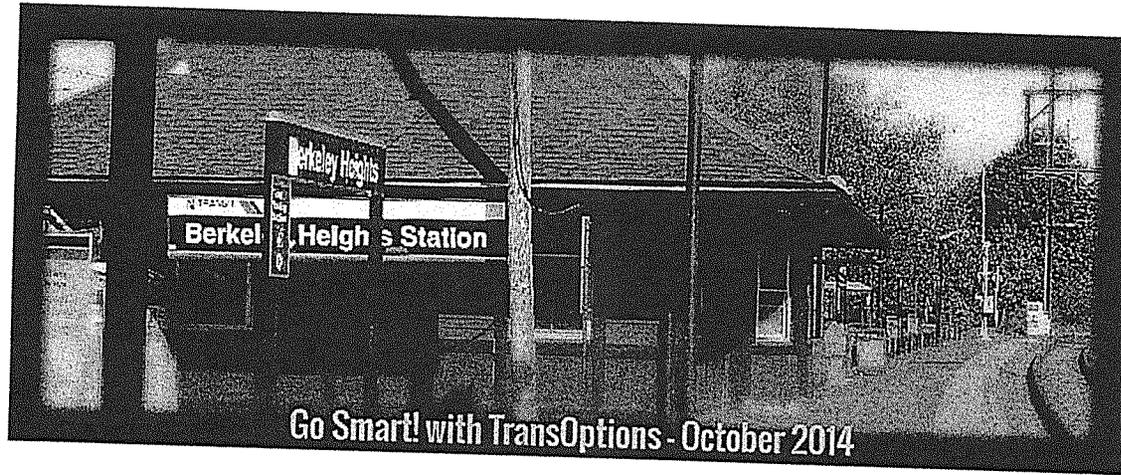
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**From:** TransOptions [mailto:Info@TransOptions.org]  
**Sent:** Monday, October 06, 2014 11:22 AM  
**To:** Lashway, Lisa  
**Subject:** Go Smart! with TransOptions - October 2014

Go Smart! - TripSwitch, Traffic Safety Town and more!

[View this email in your browser](#)



**TripSwitch**

OCTOBER 2014

BIKE WALK CARPOOL

**Don't Be a Tripocrite.**

TripSwitch starts today! Have you registered yet?

Registration is now open for TripSwitch, a fun and free fall event that encourages you to ditch your solo car rides for a bike, walk or carpool trip instead! Help TransOptions relieve traffic and improve air quality by logging your "switched trips" between today and October 26th for chances to win nine great prizes!

Register today at [GoForGood.TransOptions.org](http://GoForGood.TransOptions.org)!

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*Merriam Avenue School students learn the rules of the road as TransOptions' Traffic Safety Town Arrives in Newton.*

TransOptions brought the brand new Traffic Safety Town program to Newton last week, sharing valuable lessons with fourth-grade students at Merriam Avenue School.

The simulated town features a sprawling road map, complete with signals, signs, sidewalks and crosswalks. TransOptions staff leads a series of exercises to teach safe walking, biking and driving while students experience how all of these road users must interact with one another.

Traffic Safety Town is scaled to fit perfectly in school gyms and can complement a physical education or health curriculum at the 3rd and 4th grade levels.

If your school would like to host our traffic safety town, please contact Andrew Lappitt at [alappitt@transoptions.org](mailto:alappitt@transoptions.org) to arrange a program.

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*Bikes parked at TransOptions' free bike valet, featured at Morristown's Festival on the Green last weekend.*

TransOptions helped take some cars off the road this past weekend as visitors to Morristown's Festival on the Green were invited to park their bikes for free. The all-day event featured numerous vendors, entertainers and activities for everyone to enjoy, and many chose to leave their cars at home, instead taking a two-wheeled trip to the festival.



*Jeff Esquillo (center) accepts Wyndham Worldwide's 2014 platinum-level New Jersey Smart Workplaces recognition from TransOptions Board Chair Bob Altieri (left) and President John F. Ciaffone.*

TransOptions celebrated the 2013-2014 New Jersey Smart Workplaces (NJSW) at their annual recognition breakfast in mid-September. Forty-eight employers were recognized as leaders in transportation at the Bronze, Silver, Gold and Platinum levels. As in years past, this batch of honorees includes businesses large and small, universities, supermarkets, chambers of commerce and municipalities.

With over half of the honorees receiving platinum-level recognition, this year's NJSW class has made great strides in providing their employees with alternative

transportation options, such as subsidies toward transit passes, employer-subsidized shuttle services, or telework programs that reduce commute trips by at least three percent.

The following employers received 2013-2014 recognition from TransOptions:

**Platinum-level New Jersey Smart Workplaces:** Alcoa, AAA, Atlantic Health System (6 locations), BASF, Bayer Healthcare, Borough of Morris Plains, College of Saint Elizabeth, Cycle Craft, Drew University, Fairleigh Dickinson University, Marty's Reliable Cycle, MetLife (2 locations), NECA, Nestlé, NJM Insurance Group, Pershing LLC, Picatinny Arsenal, REI, Thorlabs Inc., Tiffany & Co. (2 locations), Wyndham Worldwide

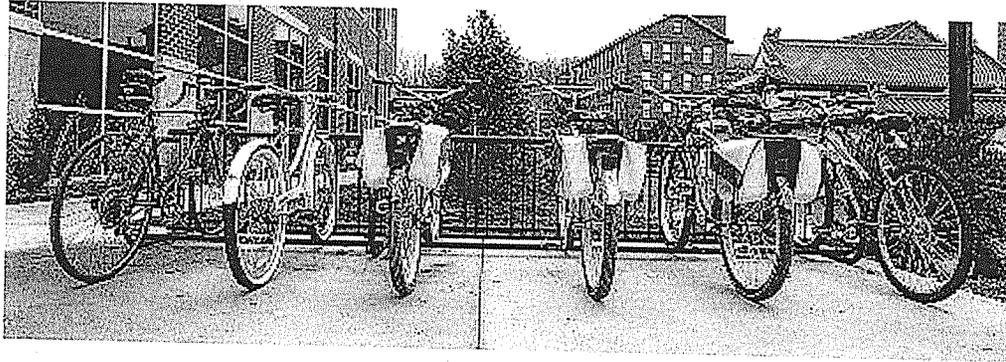
**Gold-level New Jersey Smart Workplaces:** County College of Morris, County of Morris, GlaxoSmithKline, Kyocera Document Solutions, Realogy, Solix Inc., TransOptions

**Silver-level New Jersey Smart Workplaces:** Avis Budget Group, Borough of Madison, DSM, Hyatt Morristown, Maersk Inc., Whole Foods, Yukon Graphics

**Bronze-level New Jersey Smart Workplaces:** The Casey Group, The Hartshorn Group, New Bridge Services, ShopRite of Greater Morristown, Sussex County Chamber of Commerce, Witman Stadtmauer P.A.

Learn more about the New Jersey Smart Workplaces program [here](#).

## Employer Spotlight: Thorlabs



Thorlabs was honored as Employer of the Year at TransOptions' aforementioned Recognition Breakfast. TransOptions President, John F. Ciaffone presented the award to Christie Lencsak, Environmental Generalist at Thorlabs.

In his remarks, Ciaffone stated, "Thorlabs has a reputation for community involvement, caring about its employees as well as a strong commitment to the State of New Jersey."

"They have made a major investment in Newton and despite attempts to lure them out of the State, they have remained due to their commitment to their employees and their families, understanding that they are more important," Ciaffone added. "They have many programs promoting health, wellness and

assist employees in getting to work more easily."

Thorlabs provides a fleet of bicycles (pictured above) for their employees to use for running errands on their lunch break. They also provide a free gym membership to their employees, as well as a formal carpool program with designated parking spots near the door.



### **NETS' Drive Safely Work Week Campaign kicks off today**

**October 6, 2014, Vienna, Va.** – Nearly two-thirds of all people killed on U.S. roadways were members of the nation's workforce, creating a significant human and economic toll on employers, according to the Network of Employers for Traffic Safety (NETS).

That is why NETS today kicks off its national Drive Safely Work Week campaign. More than 2200 organizations representing approximately 23 million employees are poised to take part in the week that promotes safe-driving education and awareness for all employees and their families. This year's campaign is recognized October 6-10.

The campaign's theme is "Driving your safety culture home" and builds the case for executive leadership to adopt safe driving for all employees as a part of the corporate safety culture. The campaign's free employer tool kit provides low-cost tools and ideas to start, expand and sustain a road safety program, encouraging employers to go beyond business drivers and reach all employees with road safety education and outreach.

Read the full press release [here](#).

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Source: *MobilityLab*

### **Changing Mobility Attitudes Subject of New Report**

*The following article was published September 18, 2014 by Mobility Lab, a research-and-development initiative for transportation demand management based in Arlington, Virginia. The full article can be found [here](#).*

Americans took a record 10.7 billion rides on U.S. transit systems in 2013. Who exactly were these riders, and why did they choose public transit over other options?

A major report released today offers the latest and most comprehensive answers to this question of “changing attitudes ... propelling recent ridership increases.”

In *Who's On Board: The 2014 Mobility Attitudes Survey*, New York-based research-and-innovation foundation TransitCenter has pieced together an array of insights providing data that could help propel public transportation in America to new heights.

Mobility Lab has a comprehensive package of articles to dissect the findings, including:

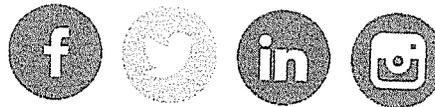
- My look into the reasons why Millennials are embracing transit, while Baby Boomers are shunning it.
- Paul Goddin's examination of how public desire to live in walkable neighborhoods presents an opportunity for transit.
- Wendy Duren's article on how people who are offered transit benefits from an employer use them.
- And, finally, my dive into TransitCenter's seven “transportation types” of people, and what kinds of communications and marketing messages could be effective to grow ridership.

Read the full article [here](#).

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Check out our latest blog post, [What Employees Want](#), highlighting what employers can do to attract and retain valuable staff who may be tired of commute headaches.



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