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Gouveia, Susan

From: Lashway, Lisa
Sent: Friday, November 07, 2014 11:44 AM
To: Canning, Sean
Cc: Gouveia, Susan
Subject: FW: Go Smart! with TransOptions - November 2014

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From: TransOptions [mailto:Info@TransOptions.org]
Sent: Friday, November 07, 2014 11:39 AM
To: Lashway, Lisa
Subject: Go Smart! with TransOptions - November 2014

Go Smart! - TripSwitch, Wyndham Spotlight and more!

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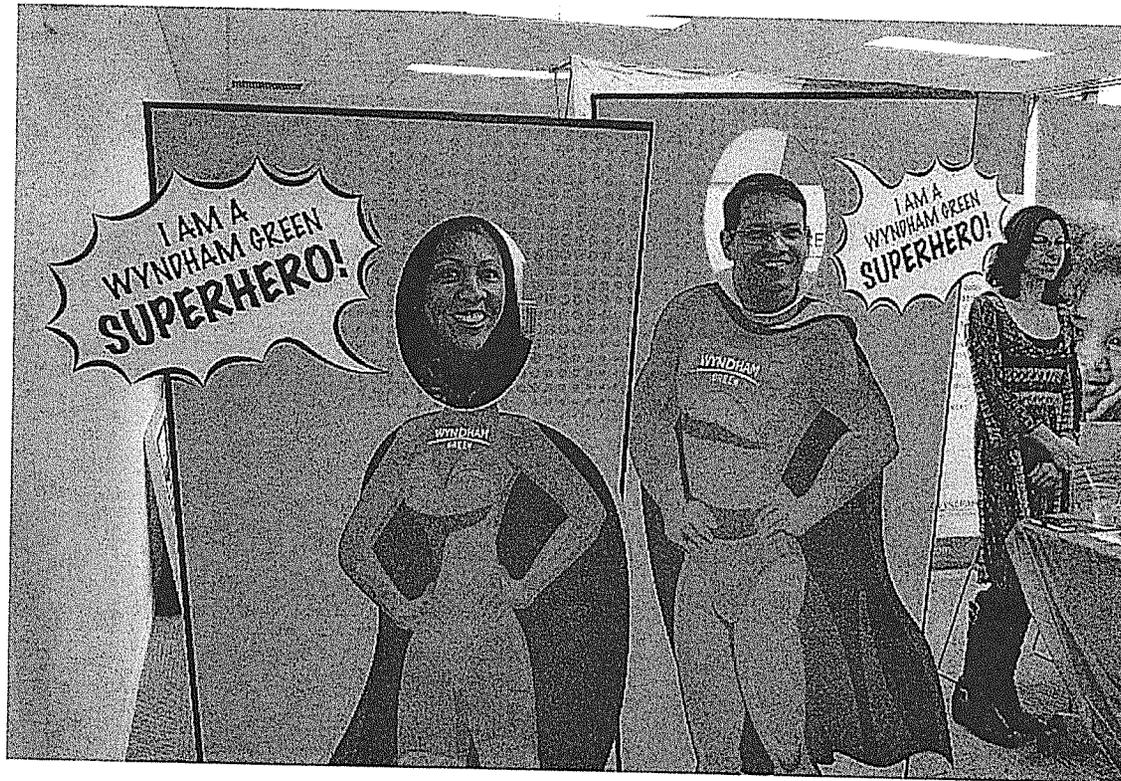
That's a wrap!

In October, we welcomed in the newest member of our family of challenges, TripSwitch! We asked participants to switch out their solo car trips with smarter alternatives.

For three weeks in October, from the 6th through the 26th, participants traveled 11,129 miles by bike, walk or carpool and saved 1,239 solo car trips!

Congratulations to our Top Total Trip Takers Nick M. (149 trips), Joseph L. (84 trips) and Sherri R. (83 trips) as well as our Mode Champions Tim C. (34 walking trips), Jim C. (43 biking trips) and Helen T. (34 carpool trips)!

Check out the final leaderboard standings at GoForGood.TransOptions.org!



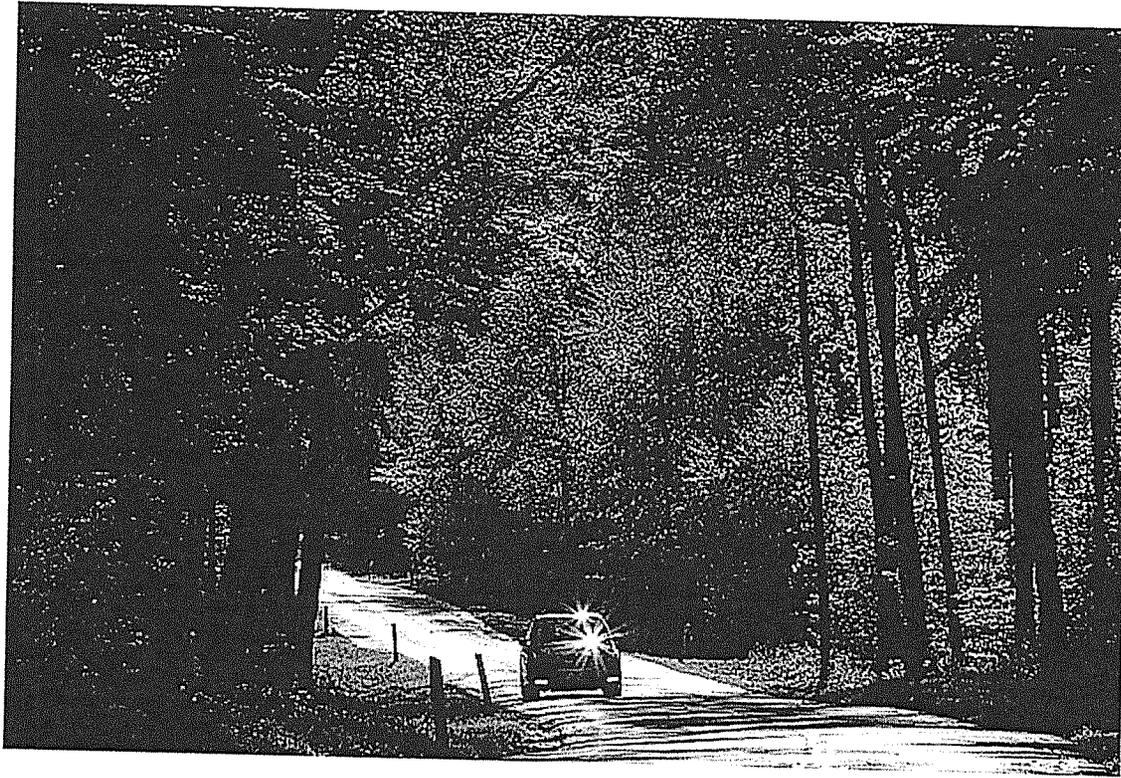
Employer Spotlight: Wyndham Worldwide

TransOptions recently attended Wyndham Worldwide's Green Fair with a focus on waste minimization and recycling. We were provided the opportunity to exhibit our

information in a “marketplace” setting to Wyndham employees.

TransOptions emphasized smarter travel options, anti-idling, and our environmental education programs, and in line with the theme of the day, focused on various ways everyone can do their part in helping to reduce air pollution and road congestion.

The event was very well-attended due to the quality of the vendors and their attention to sustainability and the environment. TransOptions thanks Wyndham Worldwide for extending the invitation and for their consistent efforts to support environmental programs, safety programs and ridesharing options.



It's fall and a good time to be prepared for changing road conditions and driving challenges that occur this time of year:

Commuting Home in the Dark

With return to Standard Time, it's dark outside for the commute home making it harder to see pedestrians and cyclists.

Skidding on Leaves

Piles of leaves can hide potholes and uneven road surfaces. Plus, driving on wet

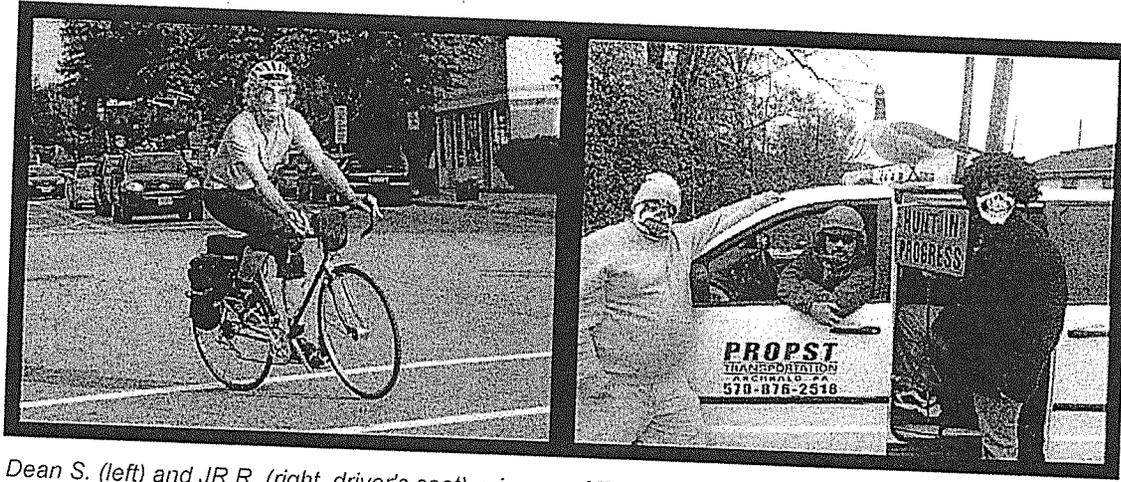
leaves is a hazard that can cause skidding.



It's Deer Season

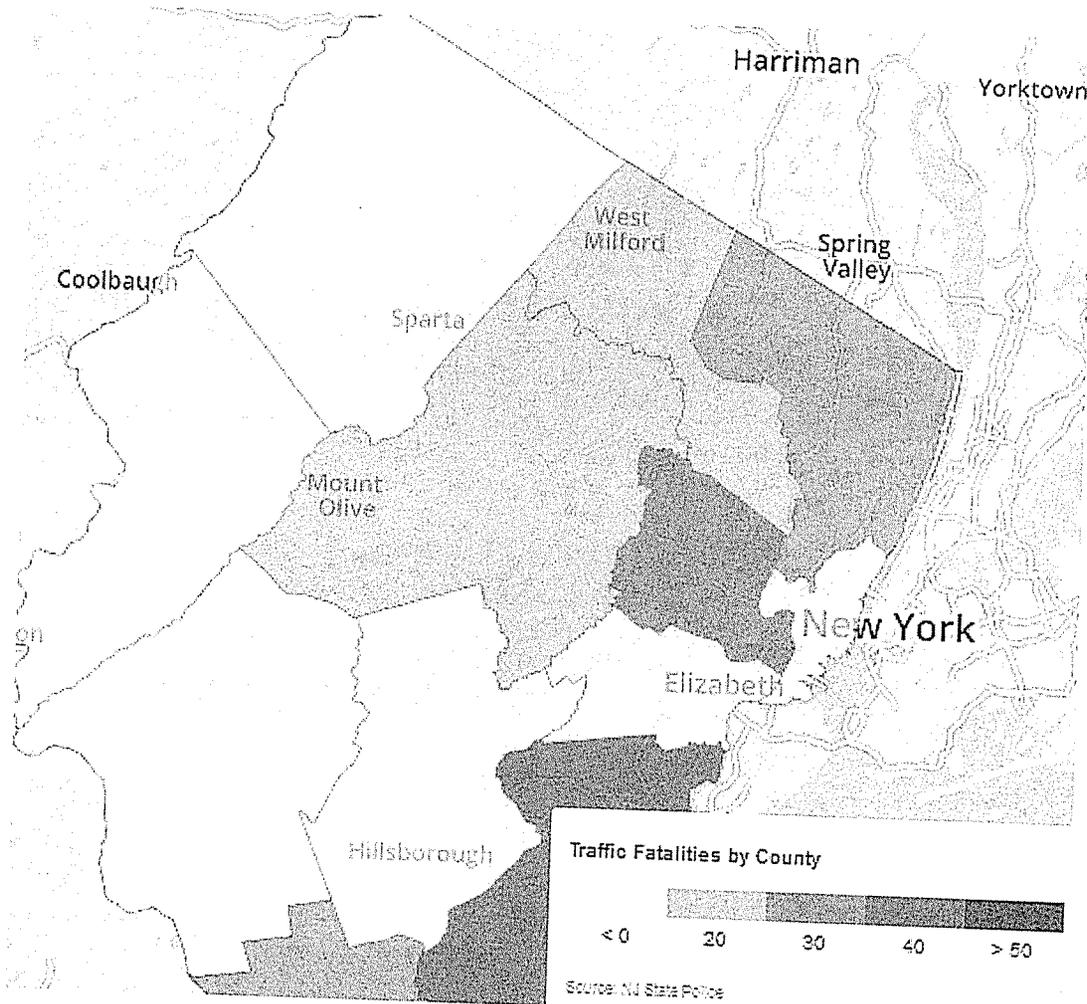
Deer mating season in New Jersey peaks from late October through December. Keep alert and watch for deer darting onto the road, especially at dawn and dusk when they're most active. If you see one deer, stay alert as they often travel in groups.

- High beams give you greater visibility and enhance your reaction time. Extra seconds can make a difference if you have to stop short.
- Drive defensively. Don't tailgate. The driver in front of you may need to stop suddenly to avoid hitting a deer.
- If you see a deer, brake firmly and stay in your lane. Swerving can cause you to lose control of your vehicle and possibly strike another vehicle or object on the road.



Dean S. (left) and JR R. (right, driver's seat), winners of TransOptions' 2014 Halloween Costume Contest.

TransOptions hosted its first Pic-or-Treat Costume Contest this year, asking commuters to share festive Halloween photos of them on their daily travels. Dean's helmeted blue hair and JR's Goose Hunt themed vanpool took the cake, earning them each a \$25 Amazon.com gift card and special Halloween treat. Thanks to all of our photo contributors!



Map: Where were the most fatal N.J. crashes last year? (Source: NJ.com)

Fatal vehicle accidents claimed the lives of 542 people in New Jersey in the last year, according to new data released by the New Jersey State Police.

Where were the most fatalities in the Garden State? Use the map here to

explore a county-by-county breakdown of the state's fatal traffic accidents. [Read the full article from NJ.com.](#)



Study Finds Red Decals on NJ Teen License Plates Linked to Fewer Crashes (Source: PRNewswire)

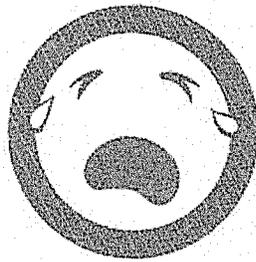
The following release was published November 3, 2014 by PRNewswire. The full article can be found [here](#).

A new study from The Children's Hospital of Philadelphia (CHOP) provides valuable evidence that New Jersey's Graduated Driver Licensing (GDL) decal provision is associated with a sustained two-year decline in crash rates among

intermediate (i.e., probationary) teen drivers.

The study, which linked New Jersey's licensing and crash record databases to measure effects of the requirement, was published today in the *American Journal of Preventive Medicine*. Crash involvement of an estimated 3,197 intermediate drivers was prevented in the first two years after the decal's implementation.

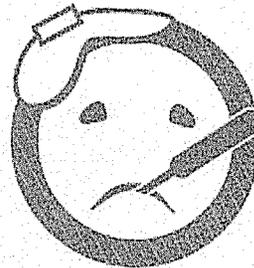
HOW DID YOU FEEL WHEN YOU MISPLACED YOUR PHONE?



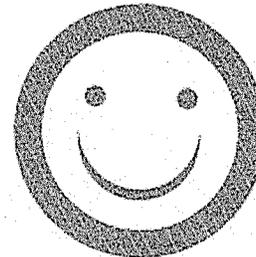
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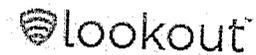
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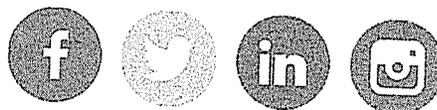


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RELIEVED



Check out our latest blog post, [It's a Tough Task to Drive Distraction-Free](#), and learn about our dependency on cellphones and the risks involved even in using

hands-free technology while behind the wheel.



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