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Gouveia, Susan

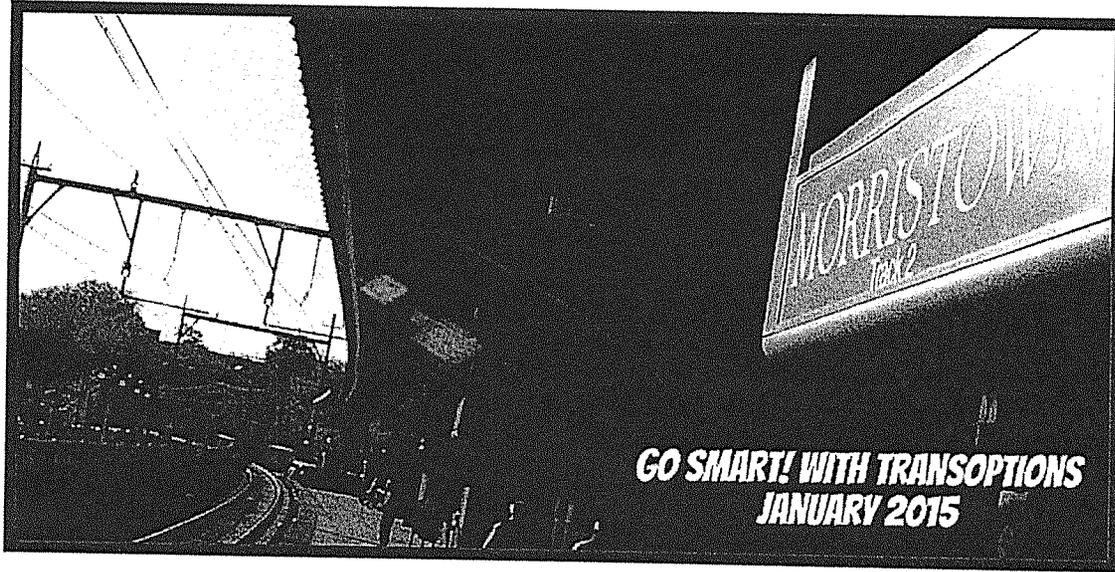
From: Lashway, Lisa
Sent: Thursday, January 22, 2015 12:51 PM
To: Gouveia, Susan; Canning, Sean
Subject: FW: Go Smart! with TransOptions - January 2015

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From: TransOptions [mailto:Info@TransOptions.org]
Sent: Thursday, January 22, 2015 11:41 AM
To: Lashway, Lisa
Subject: Go Smart! with TransOptions - January 2015

Go Smart! - H2 Challenge, Shuttle Services, NJ's Gas Tax and more!

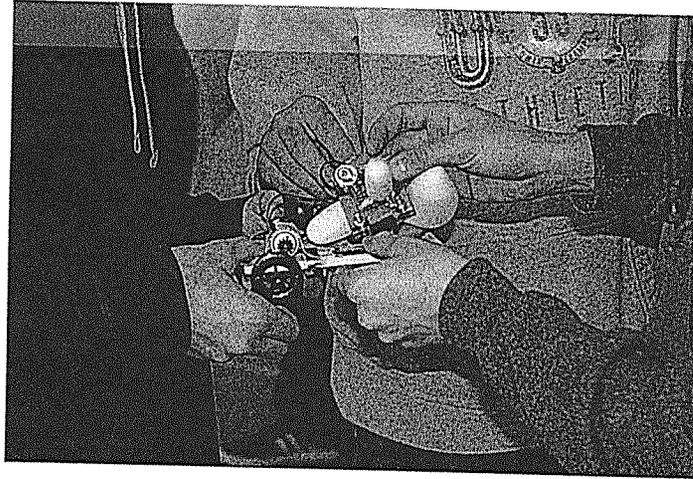
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Hydrogen Fuel Cell Model Car Challenge

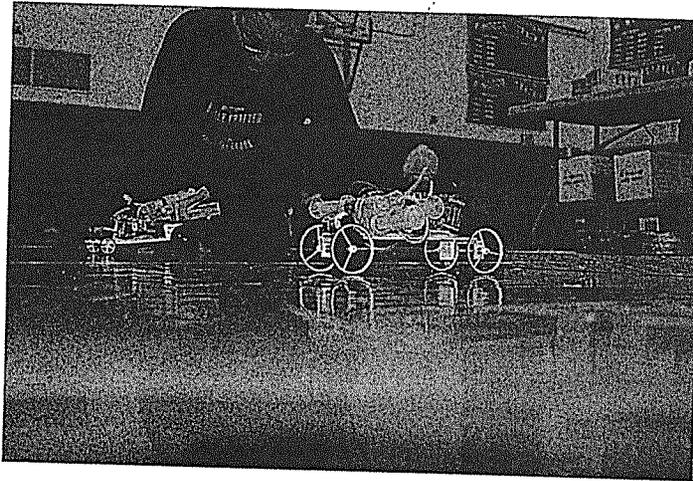
On December 17th, local high school students brought futuristic ideas to life at New Providence High School. These students were challenged to create a model sized car that ran on hydrogen gas produced in a small scale fuel cell. Not only did these students need to create the fuel but they also needed to create a vehicle that would run fast and straight over about 100 feet.



The students spent their autumn designing prototypes, testing and redesigning until finally presenting their finished model to TransOptions staff in the New Providence High School gym.

Each vehicle was inspected to insure it passed dimension restrictions and also to check for any clever wiring tricks that are outlawed in the rules. Teams of students settled in early on that chilly Wednesday morning, getting set up, unpacking their extra supplies and performing some pre-race tests.

Not all teams were successful in properly creating the hydrogen fuel via electrolysis and so despite their best construction efforts, some vehicles didn't make it down the entire track or even off the start line. Although some vehicles stagnated at the start, others charged off filling the room with the familiar sounds of small motors whizzing across the varnished wood floor.



There were four categories for the awards ceremony and the students from Union County Magnet High School, team Quick Silver, won first place in Speed, Engineering and Craftsmanship.

Quick Silver's team of Kristianna Elbert, Sarah Dilorio, Yuji Sugimoto and Chris Yang (pictured at top) raced their vehicle in several heats and all times they were victorious. The fourth award category dedicated to honoring the team with the best documentation of their engineering progress was awarded to Union County Magnet High School's additional team, HyDrive.

While Quick Silver's team was made of mostly seniors going on to MIT and Stanford, HyDrive's creators will be back next year to defend their school's title of overall winner at the TransOptions Hydrogen Fuel Cell Model Car Challenge.



Making the Most Out of Getting to Work

Within the past year, there has been a rise in companies providing shuttle service to their employees. Not only is this a perk for employees, but it also provides many benefits to the company as a whole.

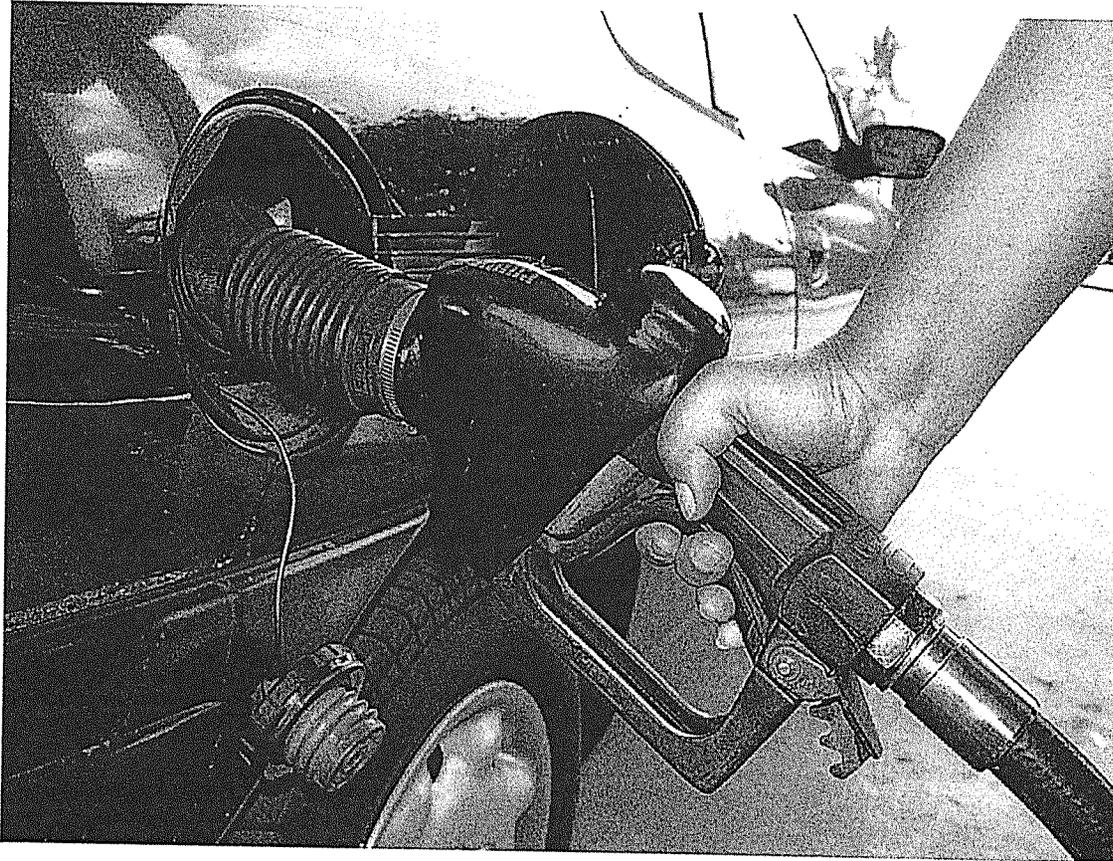
A shuttle program is a valuable resource to help recruit new employees, expand the talent pool by connecting to rail and bus lines, and show current employees that their company has taken a vested and proactive interest in their employees, the community and environment.

Shuttles allow employees to maximize productivity during their commute and they create a natural networking opportunity, in essence, a moving "think tank" where they can share ideas and eliminate silos that may exist between departments. Many riders spend their time getting an early start on the work day.

Companies that promote a shuttle program or ridesharing of any kind, whether it is the use of public transit or providing preferred parking to those who carpool, show a level of environmental integrity within the business community.

These become opportunities for businesses to market themselves as an environmentally conscious and a community leader. These efforts make an impact on a global level by decreasing emissions and on a local level by actively addressing road congestion.

If your company doesn't currently have a shuttle program, please let us know and we would be happy to provide you with more information and assist you in implementation. For details on shuttles or to learn more about the other beneficial and free programs we have to offer our business partners, call Anne Vivino at 973-267-7600 or email her at avivino@transoptions.org.



Do Not Raise the Gas Tax, N.J. Residents Say (Source: NJ.com)

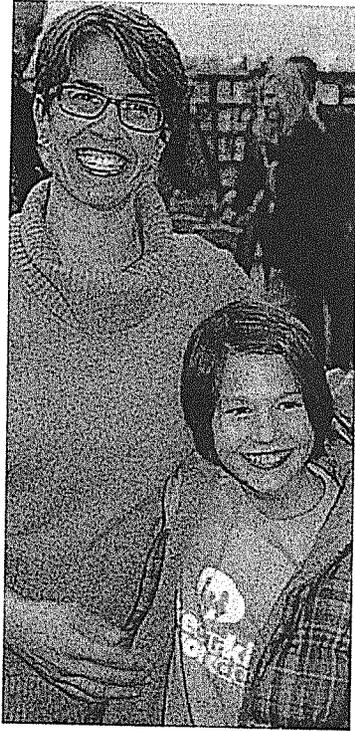
No matter how badly roads and bridges are in need of repair, New Jersey residents don't want to pay a higher gas tax to fund the work, a poll released today found.

The Fairleigh Dickinson University PublicMind poll of 803 New Jersey adult residents found that 68 percent oppose raising the tax on gasoline to fund

transportation projects, while just 28 percent are in favor.

The results come as legislative leaders and Gov. Chris Christie negotiate a funding mechanism for the state's broke Transportation Trust Fund. Some leaders are pushing for a hike in the state's gas tax, which is one of the lowest in the country and hasn't been increased since 1988.

Read the full article at [NJ.com](#) and join the [discussion on our Facebook page!](#)



Safe Routes to School Champion, Rose McCauley

TransOptions would like to recognize Rose McCauley, a parent volunteer from Hanover Township. Mrs. McCauley is the Safe Routes to School Champion for Salem Drive School in Whippany and has been actively encouraging more walking and biking to school since 2014.

TransOptions began working with Mrs. McCauley last April when she attended an open discussion held by the Hanover Township Traffic Safety Committee and TransOptions. She was moved by the Safe Routes to School program and immediately volunteered herself as a liaison between TransOptions and Hanover Township Public Schools.

Salem Drive School held its first Walk to School Day on June 4, 2014. Students had the options of walking alone, walking with friends or joining one of the four Walking School Buses led by other parent volunteers.

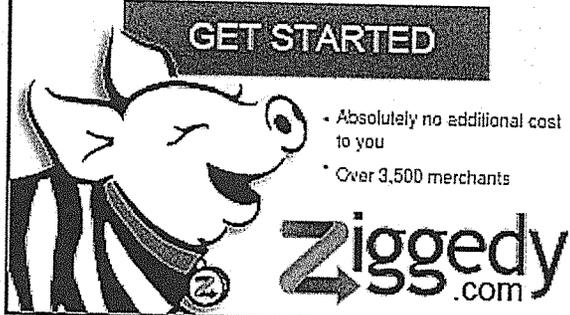
Hundreds of students participated and, according to Mrs. McCauley and Principal Camean, there was almost no vehicle traffic to be seen at the school's entrance. Salem Drive School now celebrates "Foot Power Fridays!" by making extra efforts to have students walk or bike every Friday.

Mrs. McCauley is maintaining momentum throughout the winter months by bringing TransOptions' Traffic Safety Town to all three elementary schools in town. Traffic Safety Town is an assembly that teaches students in grades 3-5 the basic rules of the road and allows them to simulate vehicle, pedestrian and bicycle traffic situations.

Mrs. McCauley believes that holding this assembly in the winter will prepare students for Foot Power Fridays throughout the spring. She currently serves on the Hanover Township Public School Board of Education, is an avid walker and bicyclist, and loves to run as many errands as she can without using her car.

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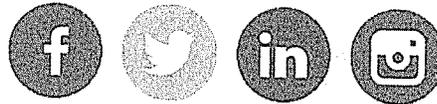
TransOptions is now working with Ziggedy to secure donations from online purchases without costing you one extra penny.

That means that the online shopping that you are already doing through over 3,500 popular retailers like Walmart, Target, Groupon, and Macy's can earn free donations to TransOptions.

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