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Gouveia, Susan

From: Masser, Michelle
Sent: Thursday, October 22, 2015 1:15 PM
To: Harris, Laura
Cc: Gouveia, Susan
Subject: FW: Go Smart! with TransOptions - October 2015

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Sent: Thursday, October 22, 2015 1:01 PM

To: Masser, Michelle <clerkmichelle@mtolivetwp.org>

Subject: Go Smart! with TransOptions - October 2015

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**TransOptions Celebrates New Jersey Workplaces and Other Honorees
at Annual Recognition Breakfast**

TransOptions honored its 2015 New Jersey Smart Workplaces (NJSW) September 30th, as part of our annual Recognition Breakfast. Forty-nine employers were recognized as leaders in transportation at the Bronze, Silver, Gold and Platinum levels.

As in the past, this year's NJSW honorees include businesses large and small, universities, supermarkets, chambers of commerce and municipalities. Continuing a trend from last year's event, most employers being recognized achieved the Platinum level in the program.

The NJSW 2015 class has set a new high-water mark in providing their employees with alternative transportation options, such as subsidies toward transit passes, employer-subsidized shuttle services, or formal telework programs.

To read more and view the complete list of honoree's, click [here](#).



**TransOptions Board Member, Mount Arlington Mayor Arthur Ondish,
Honored as a 2015 Sustainability Hero**

Sustainable Jersey's October 2015 Sustainability Hero is TransOptions board member Arthur Ondish, the Mayor of Mount Arlington Borough. Read how Mayor Ondish is a tireless advocate for Sustainable Jersey, working with the staff to help other municipalities understand the benefits of sustainability.

Learn about Mount Arlington's initiatives including water conservation and stormwater pollution prevention outreach and its rain garden. See how the

Mayors Committee for a Green Future, Bertrand Island and M.A.G.I.C. fit into the story on the Sustainable Jersey Heroes [page](#).



TransOptions Teaches Washington and Newton Kids the "Rules of the Road"

As part of the New Jersey Safe Routes to School and Street Smart campaigns, TransOptions continued Traffic Safety Town educational programs this month for four New Jersey schools. Traffic Safety Town is a simulated town featuring a sprawling road map, complete with signals, signs, sidewalks and crosswalks. During this full class period interactive demonstration, children are taught safe walking, biking and driving practices.

TransOptions' staff visited Merriam Avenue School in Newton on October 7th and Washington Memorial Elementary School in the Borough of Washington on October 21st. They will also be visiting Borough Elementary School in Morris Plains on October 28th and St. Joseph School in Newton on October 30th.

Traffic Safety Town is geared towards 3rd, 4th and 5th grade students, and features an impressive streetscape that fits a standard school gymnasium. Students learn a variety of concepts such as identifying street signs, individual road responsibilities, right-of-way concepts and the importance of turn signals for cars and bicycles.

Street Smart is a public education, awareness and behavioral change campaign which seeks to reduce pedestrian crashes and fatalities in northwestern New Jersey by 15% over time. Washington and Newton were selected to take part in the Street Smart campaign because of statistically-high pedestrian-related crashes in both northwestern New Jersey towns. As an integral part of the Street Smart campaign, this fall, TransOptions has been coordinating with the police departments and town officials from both Newton and Washington.



TransOptions' TripSwitch 2015 Coming to a Close

We are currently in week two of TransOptions' TripSwitch, a free three-week campaign designed to motivate people to try alternative and energy-efficient modes of travel. The idea is to walk, bike or carpool to your destination instead of driving alone. Participants can also combine modes for their trips such as walking or riding a bike to a train station or bus stop.

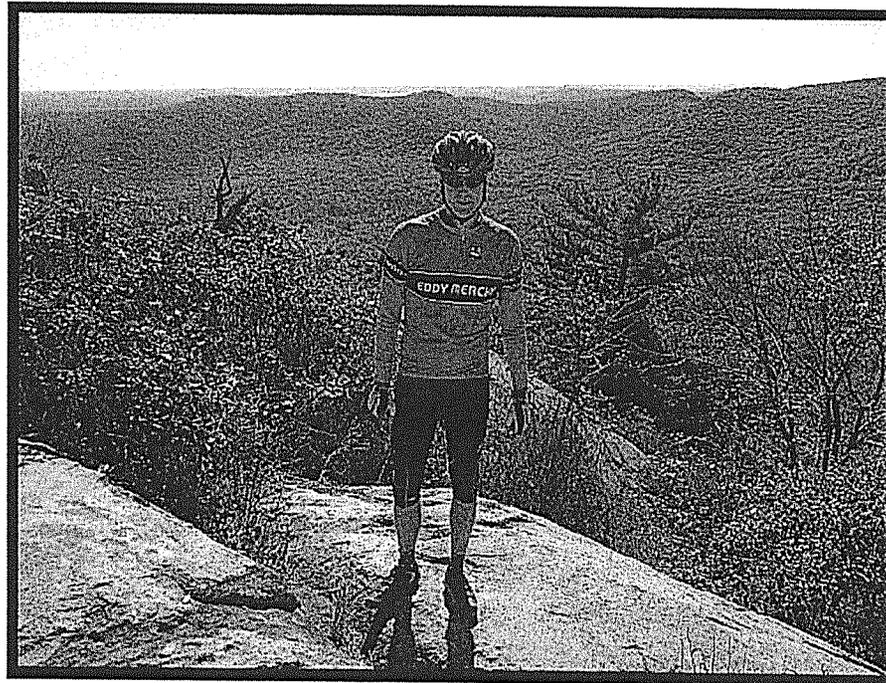
So far, dozens of people have replaced solo car trips by participating in TripSwitch. TripSwitch, hosted by TransOptions for its second year, kicked off on October 5th and will be running until October 25th.

“Our goal for TripSwitch is to get as many cars off the road as possible and motivate people to try biking, walking or carpooling. We are thrilled by the dedication of returning participants and the scores of new people who have been taking part,” said TransOptions President, John F. Ciaffone.

TripSwitch participants can track their progress, check their standings and log their bike, walk, and carpool trips on TransOptions' [GoForGood](#) tracking website. Swapping their solo car rides qualify participants for multiple opportunities to win an array of prizes awarded weekly as well as at the

conclusion of the challenge.

The week one winner was Morristown resident Christopher B., who made 19 trips for a total of 522 miles through a combination of walking, biking and carpooling. For his efforts, Chris won a Polar Loop fitness tracker. During week two, Christie L. won a solar charging backpack after logging in 32 trips for a total of 841 miles through a combination of walking and carpooling.



Don't wait and participate! There is still time to log your bike, walk, and carpool trips for the October 25th deadline. To view more information about TripSwitch 2015 and the winners so far, visit <http://goforgood.transoptions.org> or call (973) 267-7600.



TransOptions Changes Its Requirements for Next Year's Junior Solar Sprints Competition

The requirements for TransOptions' middle school engineering competition, Junior Solar Sprints (JSS), have been changed to incorporate a digital record of learning. The new progress journal is a fill-in-the-blank style PowerPoint presentation divided into three sections: solar power, gears and materials.

Previously, participating students had to create a hard copy record of their design process called a documentation portfolio. Although this method had its strengths, it made it difficult to compare the students' work. Every portfolio was unique to each group, which was suitable for demonstrating creativity, but made uniform assessment impossible. Another benefit of a digital record

is that judges will now have more time to thoroughly read the students' work.

The progress journal, designed with the help from retired teachers to ensure its value as a learning tool, was created to offer students a clear example of how TransOptions would like them to prepare for race day. This year, the progress journal was not a mandatory part of the JSS race, although most submitted the new version. In 2016, participants will be asked to complete one progress journal per team, with each team consisting of up to four students. Journals are then to be submitted electronically before race day.

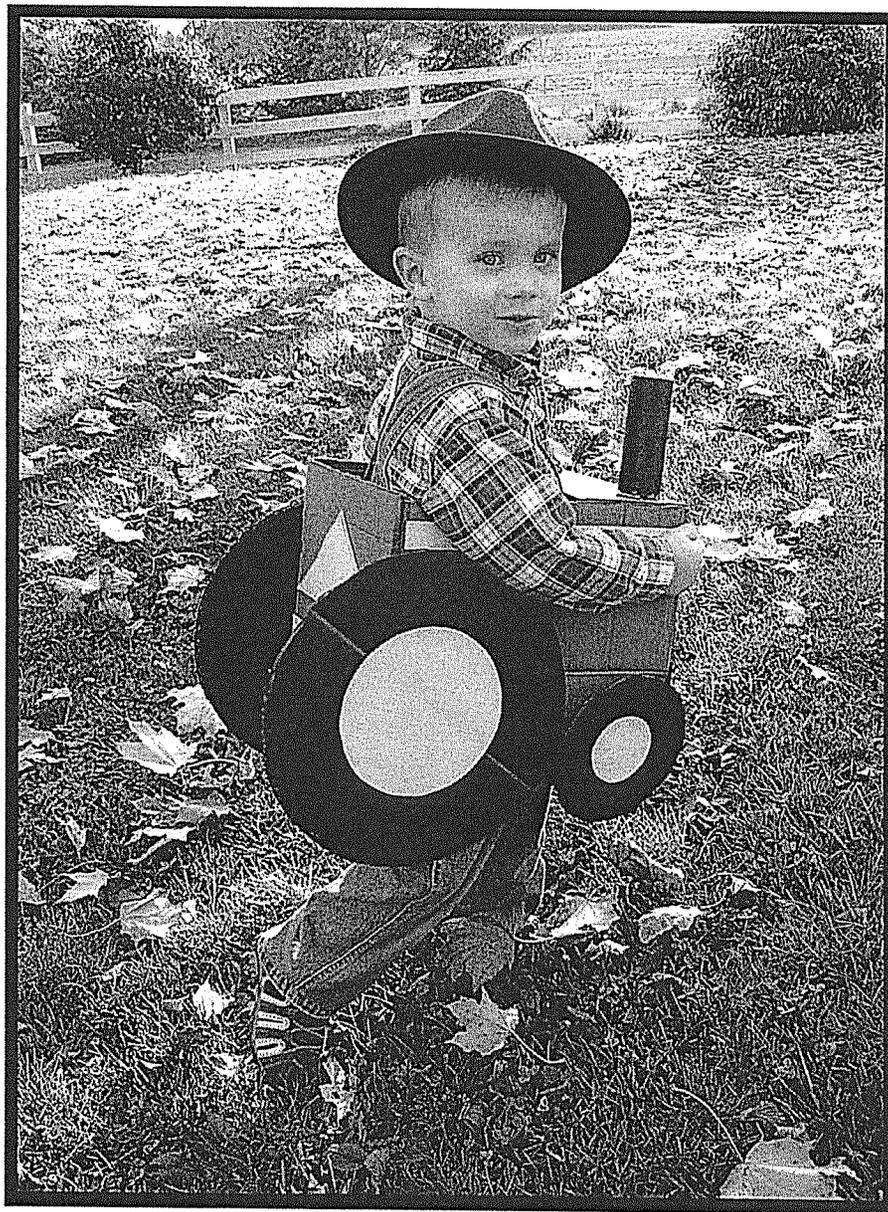
Each section of the journal asks students to investigate solar power technology, gears, and materials. This part has been shortened and reorganized to reflect a more concise approach to investigating topics. Following the investigation component, students will then be expected to ask questions and develop hypotheses. They will then create their own procedure and explain the results. The goal of this exercise is to foster independent learning; an essential skill in today's world.

There is a wealth of information that explain solar panels for example, but the ultimate goal of the journal is to capture the process in which students find the correct information and apply it to an investigation of a self-generated question.

"It was fascinating to see that even though we delivered one, simple journal of questions to all students, we received varied responses to the same questions," said TransOptions Environmental Education Coordinator, Kristen Tomasicchio. "With these journals, we were able to see what worked and what could be improved or expanded."

Students must also make sure to include a picture of their vehicle that will be used on race day for student choice award selection. The 2016 races are set

for the week of May 16th. To register your team or for more information about this program, please visit www.transoptions.org/junior-solar-sprints.



**Heads Up On Halloween
Be Safe and Stay Seen**

Ensure that being out and about on Halloween is safe as well as fun. Some scary statistics about Halloween safety:

On average, **TWICE** as many child pedestrians are killed while walking on Halloween compared to other days of the year.

Only 1% of parents use reflective tape on their children's Halloween costumes.

12% of children five years of age or younger are permitted to trick-or-treat alone.

Source: Safe Kids Worldwide

Help kids and their parents be seen and stay safe on a night when ghosts, goblins, trick-or-treaters and distractions abound.

- **Be Seen**
 - Carry a flashlight or put one in your trick-or-treat bucket to free up one hand
 - Wear reflective clothing or add reflective tape to costumes
 - Use face paint instead of masks so vision is not obstructed
 - Be certain costumes don't drag on the ground or interfere with walking
- **Be Alert**
 - Watch for cars and don't dart into the street
 - Don't be distracted by cell phone use
- **Be Safe**
 - Walk on the sidewalk
 - Cross **ONLY** at the crosswalk
 - No sidewalk? Walk **FACING** traffic
 - Trick-or-treat in a group if possible

Have a happy and safe Halloween!



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