

Lattner, Jennifer

From: Masser, Michelle
Sent: Wednesday, November 25, 2015 1:18 PM
To: Harris, Laura
Cc: Gouveia, Susan; Lattner, Jennifer
Subject: FW: Go Smart! with TransOptions - November 2015

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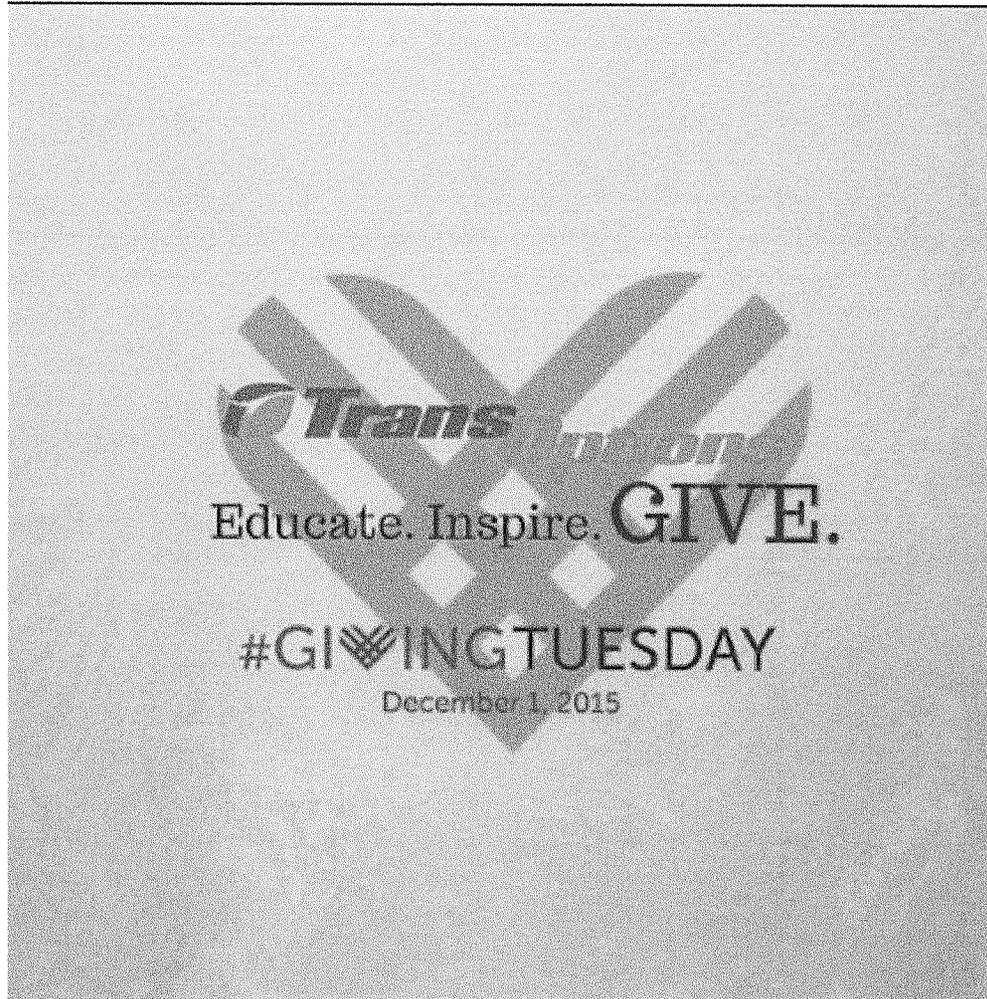
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From: TransOptions [mailto:Info=TransOptions.org@mail6.atl31.mcdlv.net] **On Behalf Of** TransOptions
Sent: Wednesday, November 25, 2015 1:11 PM
To: Masser, Michelle <clerkmichelle@mtolivetwp.org>
Subject: Go Smart! with TransOptions - November 2015

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TransOptions Takes Part in Global Day of Giving

Don't forget about GivingTuesday! It's right around the corner and we need your help to reach more kids!

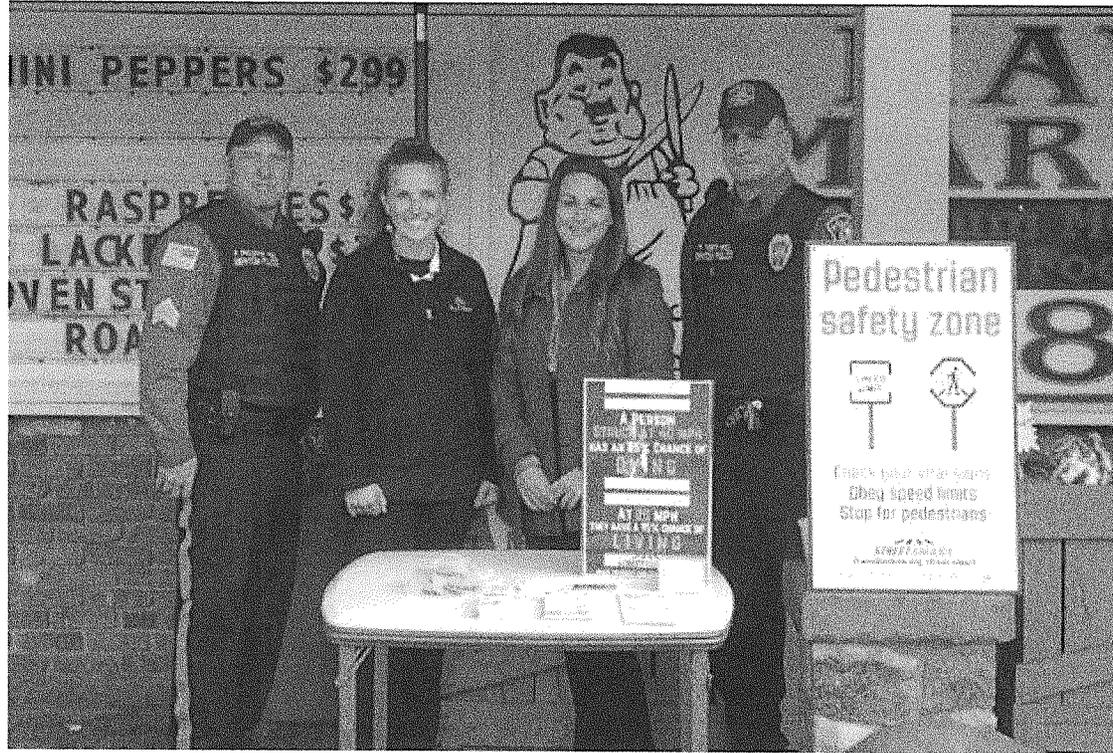
We have a day for giving thanks. We have two more for getting great shopping deals. Now, we have #GivingTuesday, a global day dedicated to

giving back. On Tuesday, December 1, 2015, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give!

You can help us reach more kids!

- A donation of \$10 will provide a bike helmet for a child in need to protect them in the event of a fall or an accident.
- \$15 will purchase an educational kit for a team of four middle school students that will use science, technology, engineering, math, team building, imagination and creativity to build solar-powered model cars and participate in the Junior Solar Sprints challenge.
- A \$30 donation will help offset transportation costs for participating students to get to the challenge.

It's a simple idea and so easy to do. [Click here](#) to donate today! Then tell everyone you can about how you are giving! Join us and be a part of the global celebration of a new tradition of generosity!



TransOptions Completes *Street Smart NJ* Pedestrian Safety Campaign in Washington and Newton

This month marks the completion of the Street Smart campaign for pedestrian safety in two Warren and Sussex county towns, Washington and Newton. TransOptions worked to promote a culture of safety in both Washington and Newton through a close partnership with police, governing officials, schools and businesses. The campaign coupled educational outreach efforts with enforcement from the local police to change risky walking and driving behaviors in Washington and Newton.

Police officers in both towns increased their enforcement of pedestrian and driving safety laws during the Street Smart campaign. The police departments

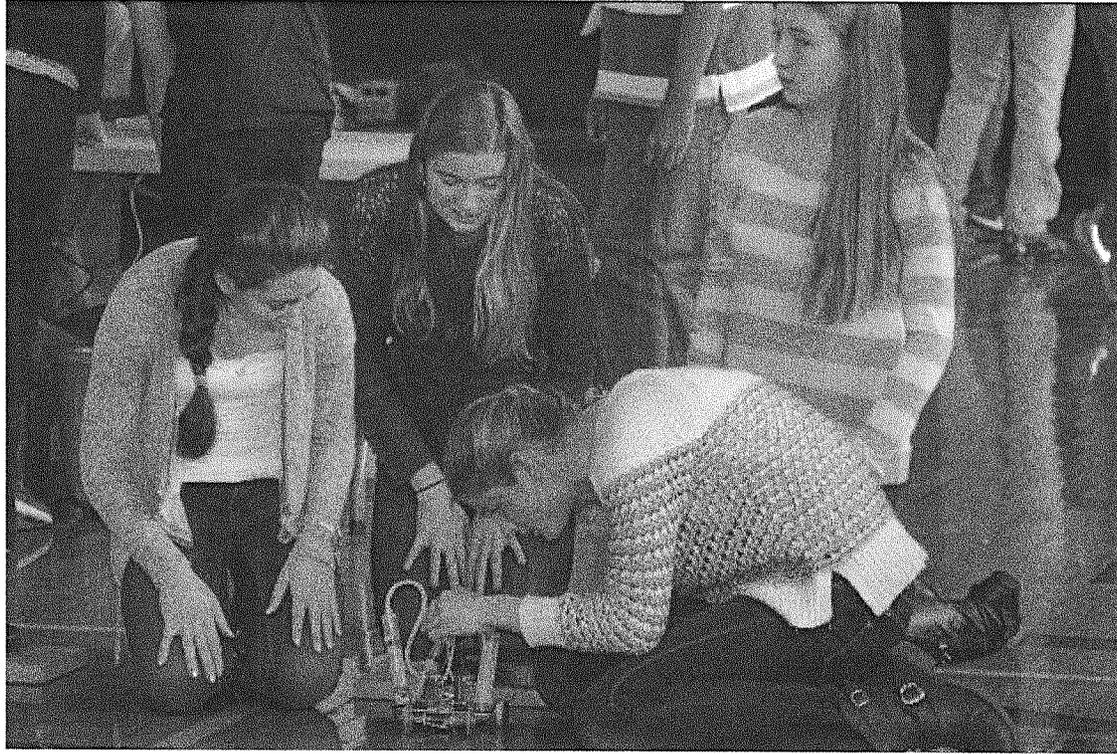
monitored jaywalking, speeding, and those who did not obey the traffic signals. Both towns also used the “cops in the crosswalk decoy program” to engage with people driving who did not stop for the police decoy in the crosswalk. Officers used the decoy program not only as an opportunity to issue tickets, but also to educate drivers and promote the Street Smart message.

During the periods of increased enforcement, TransOptions held community outreach events and partnered with several local businesses, organizations, and schools that were eager to promote the Street Smart message. Many showed their support for Street Smart and were eager to help make their community a safer place for people to walk and drive.

Street Smart Washington and Street Smart Newton also included evaluation methods to gauge the understanding of New Jersey’s pedestrian safety laws and observe behaviors in each community. TransOptions asked individuals in both towns to complete an online survey where they responded to questions about their experiences when walking and driving in Washington and Newton. The survey was also used to determine if they were aware of NJ’s pedestrian safety laws.

After collecting survey responses, TransOptions filmed intersections in both towns for six hours to observe both compliant and non-compliant behaviors, such as jaywalking, crossing at the “walk” and “do not walk” signals, and people driving cars who failed to stop for people in the crosswalk. Both the online surveys and intersection observations were done before and after each campaign to compare the community’s change in awareness.

The final results from the Street Smart campaigns in Washington and Newton will be shared in a full report.



TransOptions' Hydrogen Fuel Cell Race is Just Around the Corner

As part of the TransOptions STEM-driven environmental education programs, local students are given the unique opportunity to design hydrogen-powered vehicles. Participating students race their hydrogen fuel cell cars against those designed by their peers, to determine the best design.

This year's Hydrogen Fuel Cell Car Challenge will take place on December 9th at New Providence High School. Volunteers are always needed for this popular event which will include 14 participating NJ schools! If you are interested in helping out at the Hydrogen Fuel Cell Car Challenge, please contact our program manager, Cindy Reuther at 973-267-7600 or at



**Attention Shoppers and Pedestrians:
Avoid Parking Lot Peril**

Holiday season has arrived and with it comes seasonal traffic congestion. Shopping center parking lots become especially perilous for pedestrians during this time of year.

Are you an alert and aware pedestrian? Or are you putting yourself at risk by being distracted and inattentive while walking between your car and the stores?

Stay safe this holiday season by reducing your *parking lot peril*. We're urging pedestrians to be alert, predictable and visible by following these tips:

- Stay off your cell phone and be attentive while walking; don't multi-task.
- Walk *facing* traffic so that you can see approaching cars.
- Use crosswalks where possible and do not pop out from between parked cars.
- Wear bright or reflective clothing to help you be seen by motorists, especially at night and during inclement weather.

Stay safe. Be an alert pedestrian. Avoid Parking Lot Peril.



Motorist Alert: It's Deer Season!

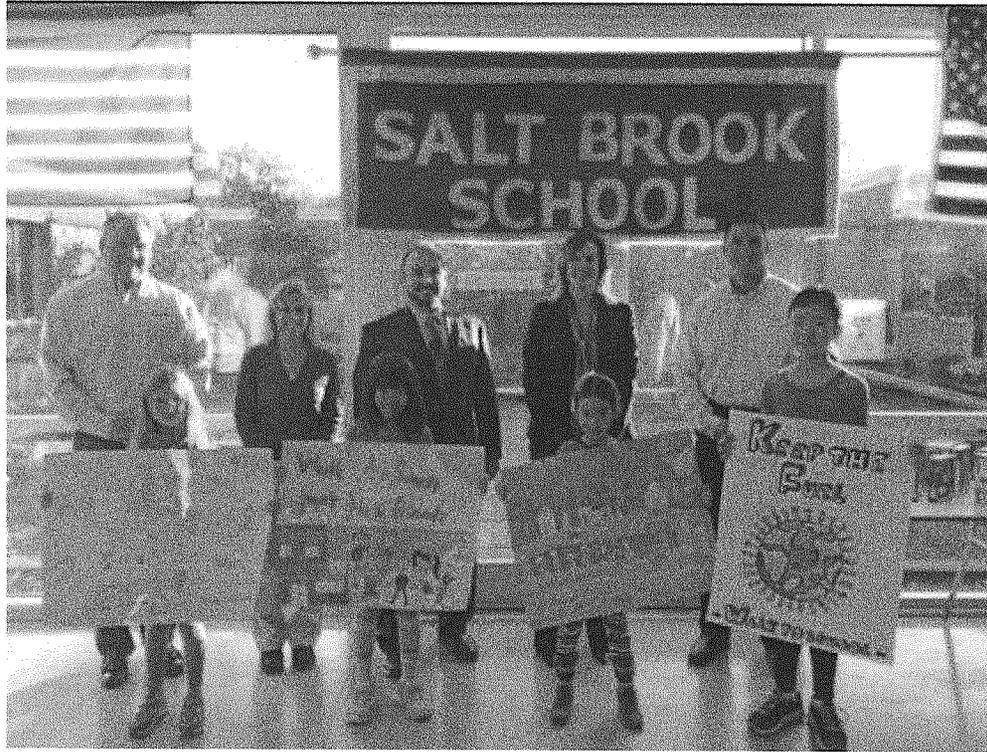
Fall's short days and palette of colors also usher in "deer season." TransOptions is urging motorists to be extra vigilant now through December, the time of year that deer are mating and frequently dart across roadways.

Deer crashes occur principally on rural and suburban backroads, however major highways are not exempt from collisions. It's wise to heed "deer crossing" signs noting areas where deer are more likely to be darting onto the road.

Deer are born with a perfect camouflage which blends in with their surroundings. They're especially hard to see at dawn and dusk as they move to bedding and feeding areas. The likelihood of an encounter increases during these times which coincide with peak commute hours.

These defensive driving practices can help reduce your risk of a crash:

- **Stay Alert** – Be observant, especially where deer-crossing signs are posted. Deer are creatures of habit and often use the same paths.
 - **Use High Beams** – High beams give you greater visibility enhancing your reaction time. Keep your headlights clean and aligned.
 - **Slow Down** – Drive more slowly in deer-crossing areas. When you see a deer crossing the road, go slowly because frequently, more deer are following.
 - **Don't Tailgate** – The driver in front of you may need to stop suddenly to avoid hitting a deer.
 - **Don't Swerve** – If you see a deer, brake firmly and stay in your lane. Swerving can cause you to lose control or your vehicle or strike another vehicle or object on the road.
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The winners of the Walk-To-School Day poster contest at Salt Brook Elementary School in New Providence, gathered for a quick photo op! They are joined here by their principal, vice-principal, art teacher and Patrick V. O' Hara, the Sr. Business Development and Operations for sponsor, CP Life Sciences.



TransOptions presented gift cards to four winning students in its We Will Walk poster contest, sponsored by Lakeland Bank, at Merriam Avenue School in Newton on Wednesday, November 18. The contest featured over 25 student-designed posters from participants in 2nd, 3rd and 4th grades who were asked to design posters highlighting the benefits of walking to and from school.

In the photo: From left: TransOptions Safe Routes To School Coordinator Bill Feeney, Cecily Marie Baglio (4th grade), Jazira Faines (4th grade), Merriam Avenue School Principal Kevin Stanton, Zoe Caraballo (2nd grade), Ione Smith (3rd grade), TransOptions President John F. Ciaffone

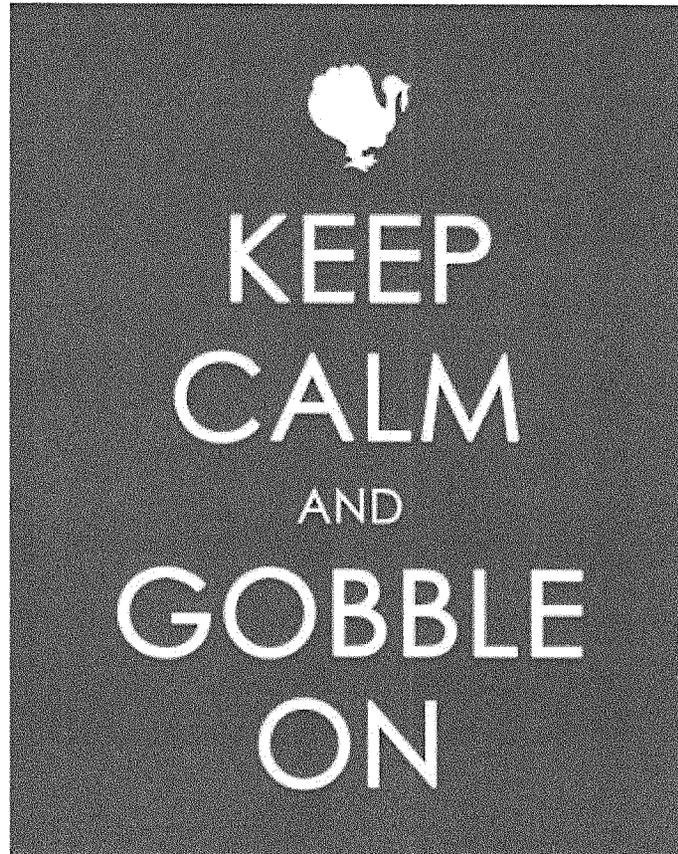


Fourth grade students at Memorial School in Washington Borough put their artistic skills on display for the We Will Walk poster contest. Shown above are the selected winners holding up their artwork.

In the photo: Front row from left: Lillian Vitalos, Nicole Polo, Raelyn Hyson, Madilyn Riedmueller; Back row from left: Art teacher Mrs. K. Jones, TransOptions Safe Routes to School Coordinator Bill Feeney, School Administrator Mr. E. Jenkins, Officer Hydok, TransOptions President John F. Ciaffone.



TransOptions Vice President Richard Gentles and Business Services Specialist Anne Adier-Vivino at the Bottle Hill Day event in Madison on October 24th. TransOptions provided free bike valet service for the entire event and shared transportation information as well as pedestrian, biking and driving safety tips.



Traveling This Thanksgiving?

It's almost Thanksgiving! As the holiday season gets underway, traffic congestion and traditions start to merge.

Have you ever considered taking public transit to visit family and friends? It could help you keep calm throughout this busy time of year. Riding the bus or train is a safe, sane, stress-reducing and hands-free way to travel, especially during the holidays.

Online resources and smartphone applications are great tools for seasoned

commuters as well as occasional public transit riders. These websites can help you plan your route:

- Visit the NJ Transit website [here](#) to get bus and train schedules or check out this [Point-to-Point Trip Planner](#) that can help you find a specific route.
- [MyTix](#), the NJ TRANSIT Mobile App™ A feature of the NJ TRANSIT Mobile, MyTix provides bus and train customers with the convenience of buying and displaying tickets and passes securely from a mobile device.
- [MyBus](#) Online access to bus information for more than 19,000 bus stops.
- [Park & Ride Lots](#) Locate accessible places in northwest New Jersey to connect with public transit or meet friends and family to share a ride. Some lots offer free parking while others charge a nominal fee or require a permit.

Enjoy time with family and friends and travel safely.

The TransOptions team would like to wish you and your loved ones a Happy Thanksgiving Day!



CALENDAR OF EVENTS

DECEMBER

Giving Tuesday  December 1

JSS Workshop  December 3

Hydrogen Fuel
Cell Race Car
Challenge  December 9

JSS Workshop  December 10