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**Gouveia, Susan**

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**From:** Masser, Michelle  
**Sent:** Thursday, January 28, 2016 4:01 PM  
**To:** Harris, Laura  
**Cc:** Gouveia, Susan  
**Subject:** FW: Go Smart! January 2016

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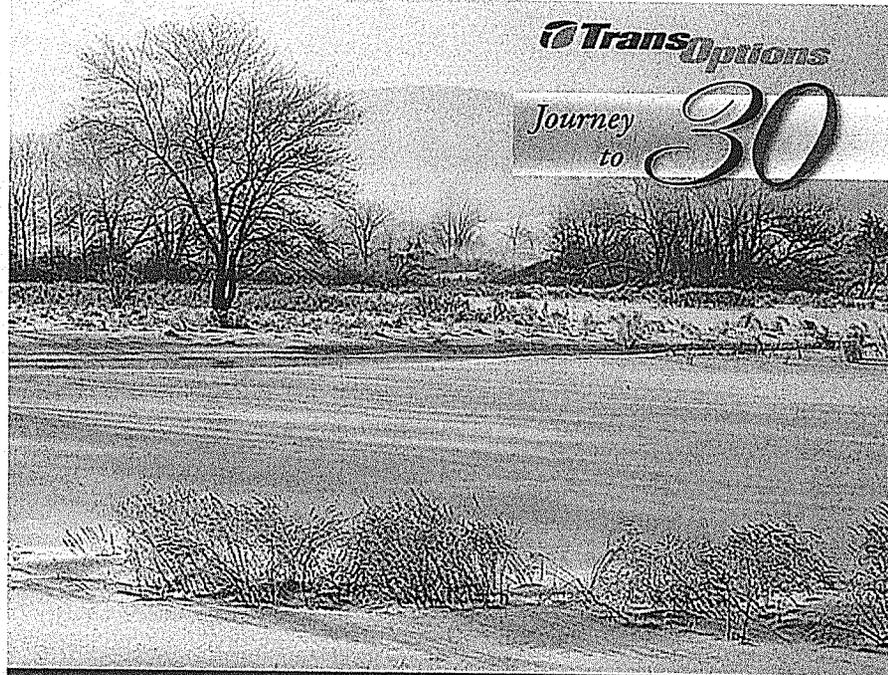
**From:** TransOptions [mailto:Info=TransOptions.org@mail247.suw12.mcsv.net] On Behalf Of TransOptions

**Sent:** Thursday, January 28, 2016 3:47 PM

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

**Subject:** Go Smart! January 2016

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Join us as we celebrate 30 years of excellence and service  
to northern New Jersey.



**GO SMART!**

January 2016

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## Newton Celebrates Safety Success, Pledges to Continue Fighting Unsafe Driving and Walking Behaviors

It seems drivers and pedestrians are getting the message in Newton. Following the roughly two month long Street Smart Newton pedestrian safety campaign this past fall, data shows that the public awareness campaign is having an impact.

In a newly released report, TransOptions outlines the successes of the Street Smart Newton campaign, highlighting an observed 34 percent reduction in mid-block crossing (jaywalking) at a sample intersection and a 21 percent decrease in cars falling to stop for pedestrians in the crosswalk, a state law that comes with a significant fine and potential for points on the violator's license.

Street Smart Newton, which combined education and enforcement techniques, was a collaborative effort between TransOptions, the Newton Police Department, the Town of Newton, and Sussex County. TransOptions' Program Specialist, Laura Cerutti, led the campaign.

Survey responses indicate town residents have noticed a difference as well.

Following the campaign, respondents reported significant decreases in observed dangerous behavior across the board, on categories such as pedestrians crossing against the signal, jaywalking, drivers not stopping for pedestrians in crosswalks, drivers speeding in areas with heavy pedestrian traffic and drivers running red lights or stop signs.



"We're incredibly pleased with the results of what was truly a team effort," said Newton Town Manager Thomas Russo. "I thank everyone involved in the campaign and the residents of Newton for embracing safe behaviors whether walking or driving through town."

When asked about exposure to the Street Smart campaign, survey results showed a 60 percent increase in awareness of Street Smart, a 58 percent increase in exposure to the "Check Your Vital Signs" slogan for the program, and a 65 percent increase in reported viewing of campaign images and signage.

"Street Smart is an important program that embraces grassroots efforts within the community to not only raise awareness of dangerous behaviors, but also to change those behaviors and make our roads safer for all users. We're very happy to have been able to have an impact in the Town of Newton," said John F. Ciaffone, TransOptions president.

"Combining TransOptions' in-school and community-based educational work with the

police department's high visibility enforcement and the town's promotion and outreach yielded a very successful campaign that we hope to replicate moving forward," he added.

Newton experienced 26 pedestrian-related crashes from January 2011 to August 2015, including one that resulted in a fatality.

"The results of the Street Smart Newton pedestrian safety campaign are clear; increased enforcement and education of both motorists and pedestrians can improve safety," Newton Police Chief Michael Richards said.

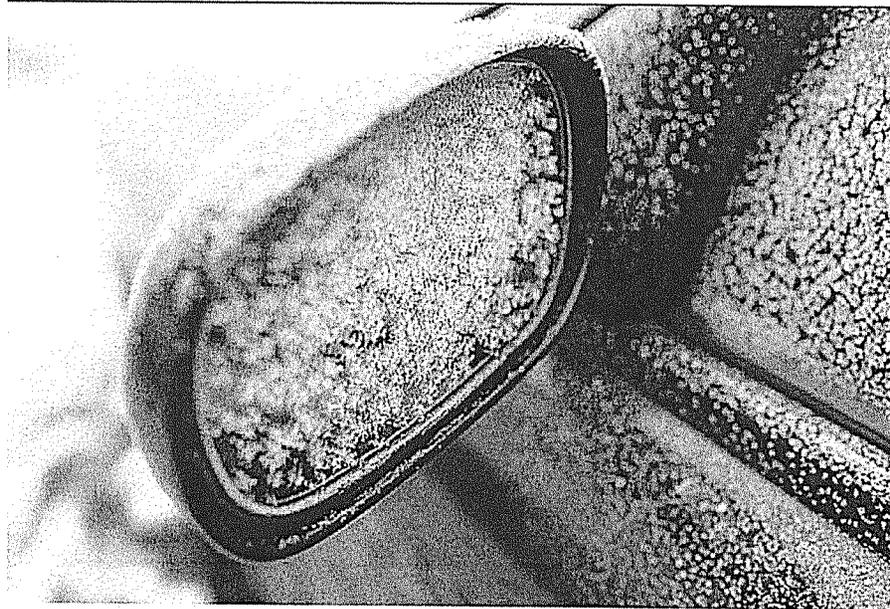
Pledging that the safe behavior expectations will continue, Richards hoped that "this sustained effort will create a lasting improvement so that we can earn a reputation as a truly pedestrian-friendly Town."

"Together with engineering enhancements and installation of crosswalk signal devices, I believe this goal is very achievable. Thank you to everyone who contributed to this important safety campaign," Richards said.

The Street Smart NJ program was first piloted in 2013 and 2014 by the North Jersey Transportation Planning Authority (NJTPA) in five municipalities throughout the state. Street Smart NJ is a public education, awareness and behavioral change campaign developed by NJTPA and funded through the Highway Safety Improvement Program and the State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDHVS). The program comes as a response to New Jersey being designated a pedestrian "focus" state by the

Federal Highway Administration. The state's 2013 pedestrian fatality rate of 24.3 percent was nearly double the national average.

For more information on Street Smart, visit [TransOptions.org/street-smart](http://TransOptions.org/street-smart), or call TransOptions at (973) 267-7600.

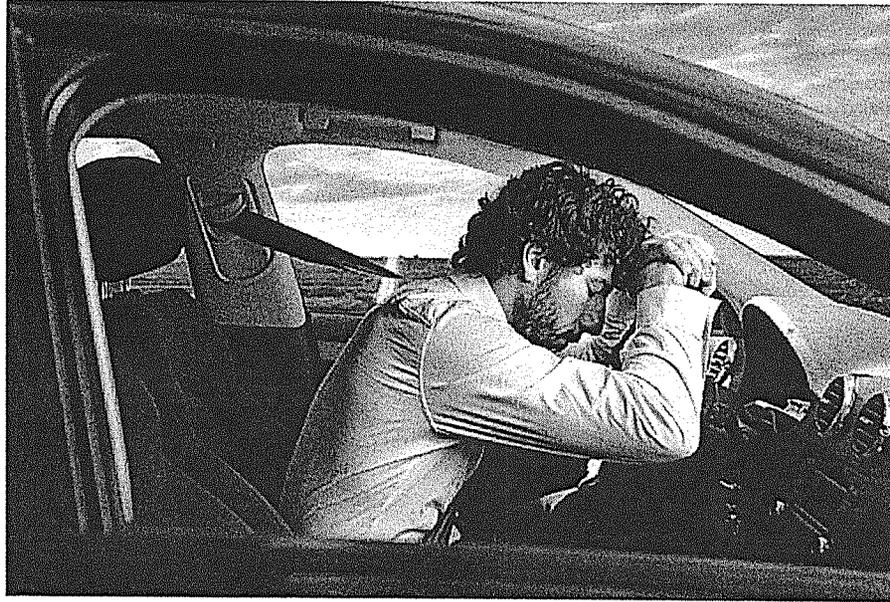


Steer Clear of These 10 Common Winter Driving Mistakes

We may have survived one of the biggest snowstorms to hit our area in recorded history, but winter is far from over. Taking the proper precautions now for winter driving readiness could save you time, money and headaches later on. With so much that can potentially go wrong while behind the wheel in the winter, odds are you may be overlooking something. The following is a list of what motorists should not do during the especially tricky winter months.

1. Not checking car fluid levels
2. Forgetting to test the battery
3. Driving too fast
4. Tailgating
5. Failing to clear car of all ice and snow
6. Forgetting to replace old windshield wipers
7. Not checking headlight or taillight bulbs
8. Using standard floor mats instead of sturdy winter weather mats
9. Not outfitting car with winter tires
10. Leaving behind a winter driving kit for emergencies

Conditions can change suddenly and drastically in the winter months. Be safe and always be prepared!



## Is a Long Commute Between You and Your Job?

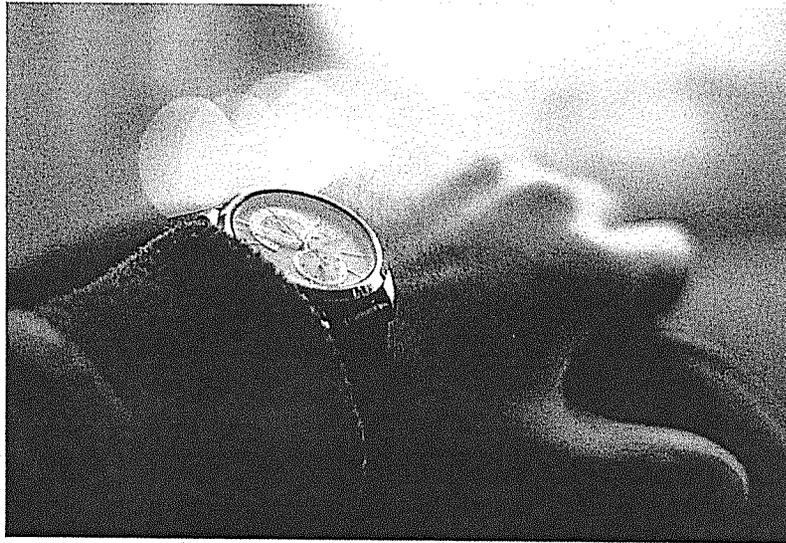
Stuck with a long commute? You're not alone. According to commuter indexes, the average daily commute in the U.S. is 45 minutes long with the average commute in and around New York City spilling well over the 60-minute mark. While daily commuting for work is familiar to many of us, the lengthier the commute time, the more difficult it can be to balance work and personal life.

In many cases, travel to a larger town or city office is necessary in order to pursue the best career opportunities. This can leave many teetering between choosing a long, stress-filled commute or expensive housing closer to work.

For some, a longer commute is a necessary evil for the sake of affordable housing options that tend to be further away from metropolitan areas. For others, the choice to live far from a major city or town is a matter of preference for those who find a bucolic setting more suitable for their family because it may offer better schools, cleaner air and a peaceful lifestyle.

### *Mental and Health Effects of Commuting*

According to experts, long work commutes are linked to an increase in stress-related health issues. These health issues can be detrimental to personal relationships and work performance. Long hours commuting, and especially driving, have been associated with high blood pressure, musculoskeletal disorders, increased anger and resentment at work, absenteeism, tardiness and an inability to concentrate and perform as well as those with shorter commuting journeys.



Long commutes times can also put you at an increased risk of heart attacks, frequent illness, anxiety and depression. This is a very real concern, so much so that within the last few years, the health implications of commuting have been covered by many media outlets. Time and CNN, in particular, have reported on this growing concern.

### *How to Cope with Lengthy Commutes*

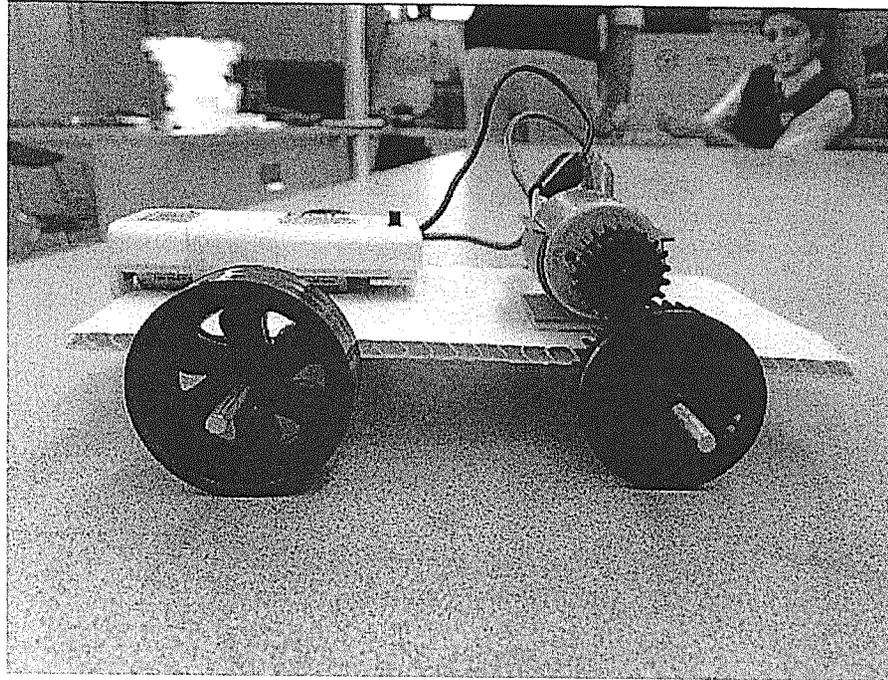
Many companies are now recognizing the long-term health concerns that plague employees with longer commutes and some have begun incorporating flexible working patterns into their culture. Allowing employees to avoid travel during peak hours through flexible work schedules and occasionally or permanently allowing employees to work from home can reduce the impact cause by the daily grind of commuting.

However, if teleworking is not an option, consider sharing the ride to reduce stress. Carpooling or vanpooling is an excellent alternative to driving alone. Swap driver responsibilities with your carpool partners to enjoy a less stressful and productive commute to work that allows you to check e-mail, take calls, read the news and do whatever you need to prepare for the day ahead. Alternatively, you might consider ditching the car altogether and taking the bus or train if appropriate for a similar effect on stress levels and productivity.



Planning ahead is also a good way to minimize commuter stress. Before going to bed, try preparing your lunch and laying out your outfit for the next day. Finding even a little time for a family breakfast 'get together' has been shown to help relieve stress and provide a positive work/life balance.

Perhaps commuting may never become a thing of the past anytime soon but we can instead harness our powers of adaptability. Just remember that you are not alone and you have an organization that has been helping commuters for almost 30 years. We can help you find a ride share partner, coordinate a vanpool, provide you with traffic alerts as well as bus and train information. Please contact Business Services Specialist, Anne Adier-Vivino at 973.267.7600 or [avivino@transoptions.org](mailto:avivino@transoptions.org) and let us help you find your best work/life balance.



## Rolling Forward With Junior Solar Sprints

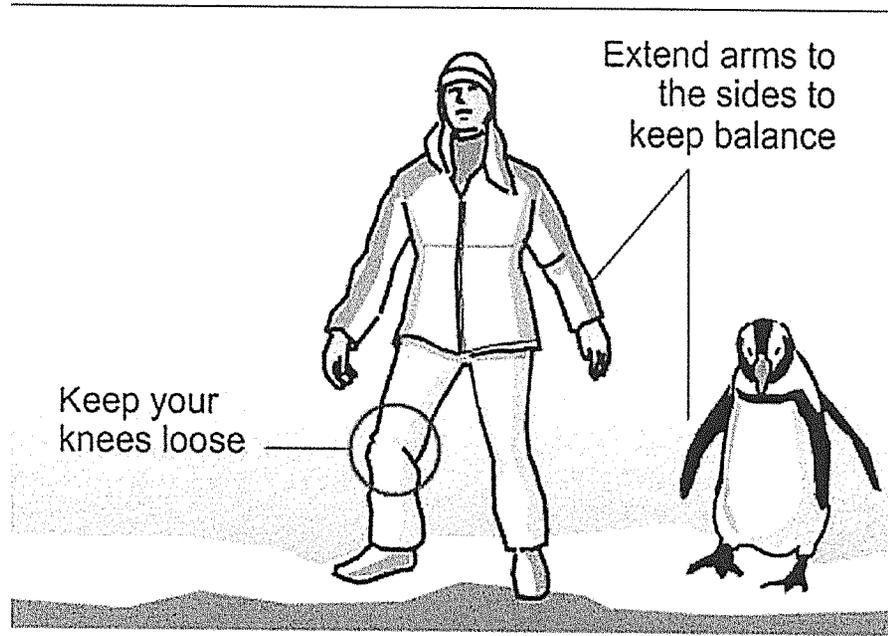
We're gearing up for our popular Junior Solar Sprints program in May!

Our Environmental Education Coordinator, Kristen Tomasicchio, has been busy conducting hands-on student and teacher workshops with participating schools.

This photo was taken at the Academy of Our Lady Of Peace in New Providence earlier this month. To learn more about this distinguished STEM (Science, Technology, Engineering, Mathematics) competition, please

visit <http://www.transoptions.org/junior-solar-sprints>

Anyone interested in volunteering for JSS is encouraged to contact Kristen at 973.267.7600 or [ktomasicchio@transoptions.org](mailto:ktomasicchio@transoptions.org).



**Waddle This Way in Winter Weather**

Winter Storm Jonas blew in to town and dumped more snow in the state than we have seen in years; a week later and the snow and ice still remain. As we walk around this winter, it's important to remember that a slip or fall can happen at any time but is always preventable. Walk alertly and be prepared by following our safety tips below while taking a cue from our flightless, avian friends. Doing so may look silly but it can save you from a medical emergency.

- Walk like a penguin by keeping knees loose and apart while extending arms outwards for balance
  - Wear gripping footwear and bright clothing
    - Watch for ice and take it slow
      - Stay on paths, sidewalks
      - Use handrails when available
      - Cross only at crosswalks
    - Walk alertly and always FACING traffic
  - Keep distractions (phones, games, headphones) tucked away



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