

(C)

Melissa Velez-Morales

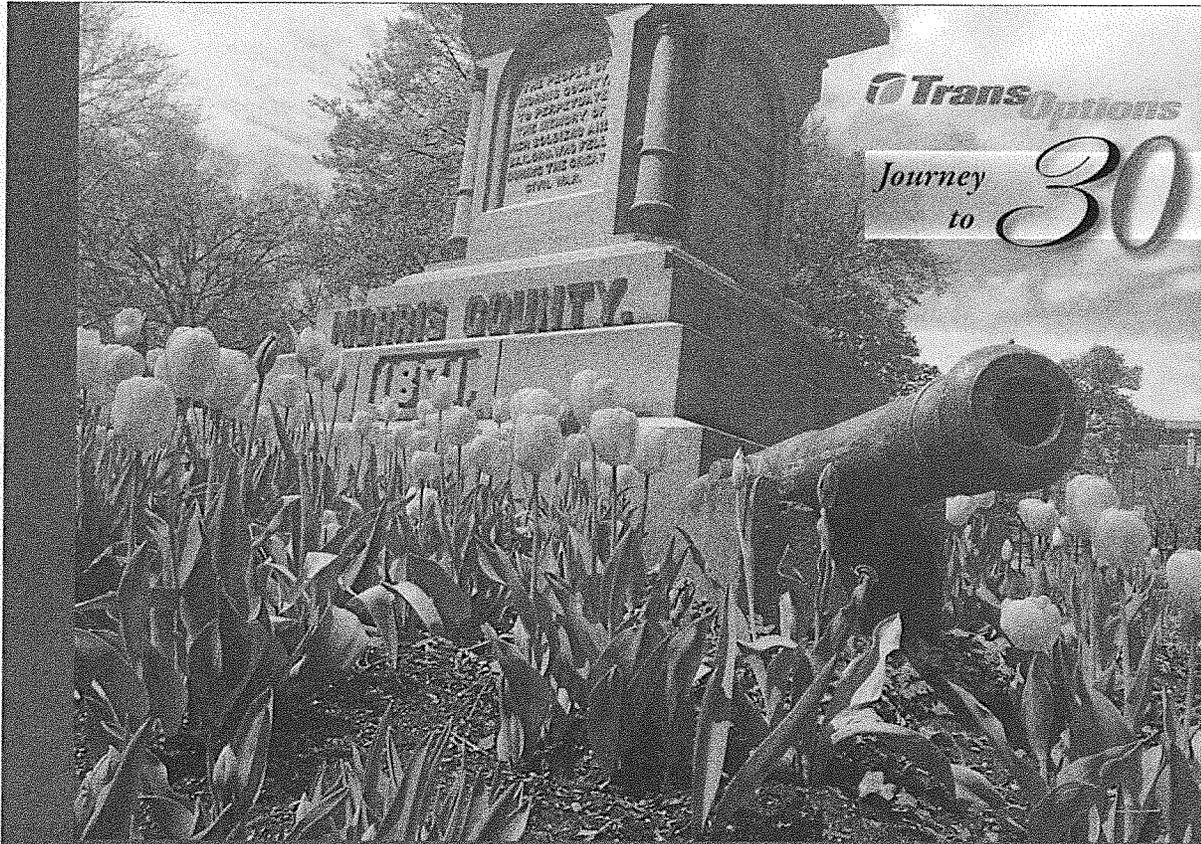
From: Masser, Michelle
Sent: Friday, April 29, 2016 8:33 AM
To: Harris, Laura
Cc: Gouveia, Susan; Melissa Velez-Morales
Subject: FW: Go Smart! April 2016

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From: TransOptions [mailto:Info=TransOptions.org@mail96.atl11.rsgsv.net] **On Behalf Of** TransOptions
Sent: Thursday, April 28, 2016 5:06 PM
To: Masser, Michelle <clerkmichelle@mtolivetwp.org>
Subject: Go Smart! April 2016

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



GO SMART!

April 2016

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BIKE TO WORK CHALLENGE

2016



Register Today for the 2016 Bike To Work Challenge

We are two weeks out to National Bike to Work Day! Join commuters throughout northern New Jersey, tune up your bicycle, rejoice that it's spring and celebrate [National Bike Month](#) by incorporating a bike ride into your commute to work during the month of May.

The Bike to Work Challenge is a free, friendly competition where both expert and beginner bicycle riders have the chance to win prizes in multiple categories. As a rider, you can create an online profile at GoForGood.TransOptions.org starting today and track your bicycle commutes to work from May 1st to May 31st.

***For the ultimate on-the-go convenience, be sure to download the brand new GoForGood app on [Google Play](#) to easily track your bike commutes on your smartphone. ***

If you're on a bike, it counts.

It's not how far you ride, or whether you ride the whole way or just some of your commute. The Bike to Work Challenge is about getting on your bicycle as often as possible during the month of

May. As long as your commute to work incorporates a bicycle ride, it counts!

For example, you can drive to a Park & Ride and bike ride the rest of the way to work, bike to a train station or take your bicycle on the bus. We even make it more convenient by providing bike lockers, [available for rent at train stations](#), so you can stash your ride. Commuting every day by bicycle is not required, but every ride gives participants a greater chance of winning bigger prizes.

Compete solo or form a team.

You can also create teams and invite friends or coworkers to join as a way to add excitement and gain chances to win additional prizes. Riders are encouraged to team up with up to four other biking buddies at any time during the Bike to Work Challenge.

Share the Challenge.

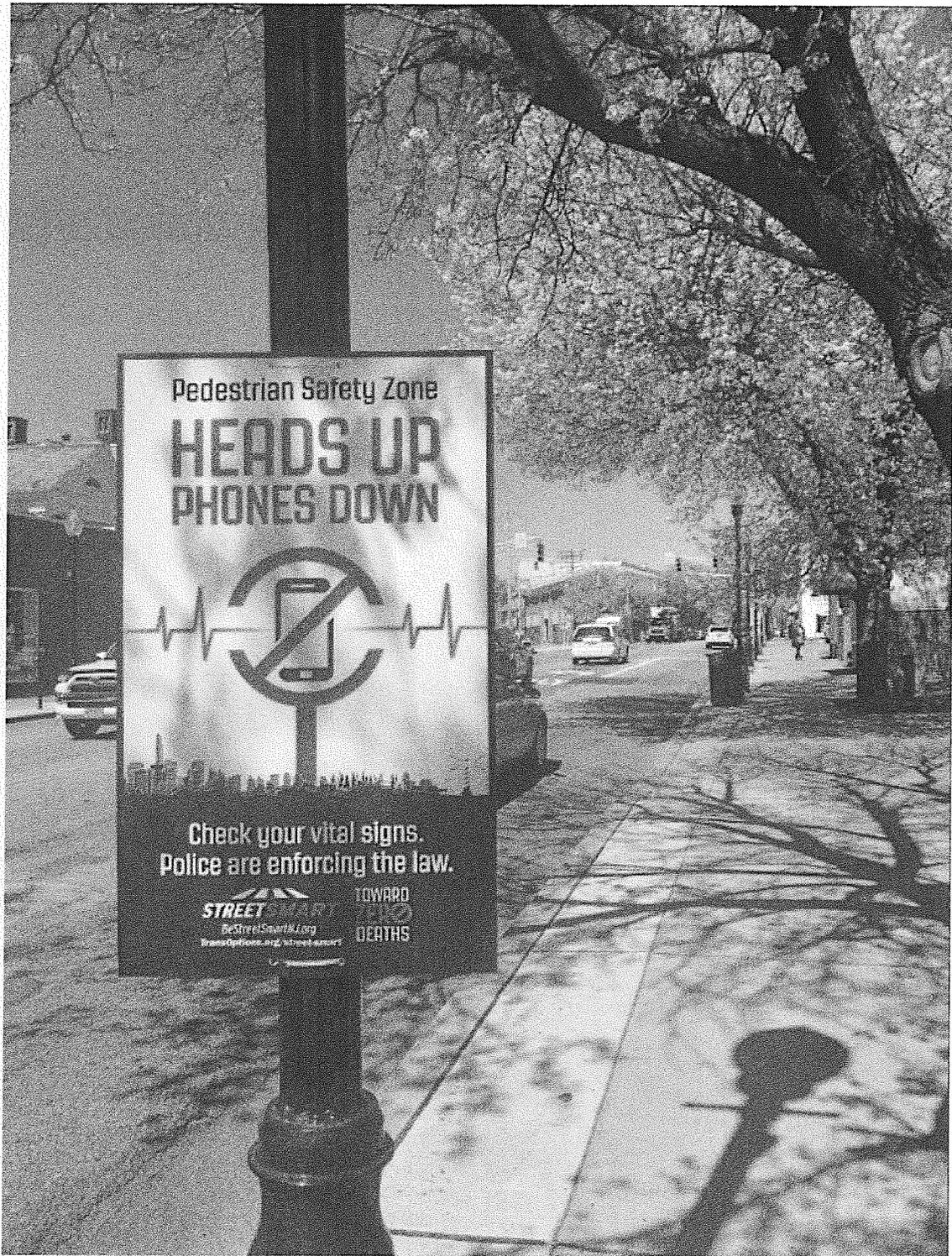
Be sure to follow and like us on Facebook, Twitter and Instagram @TransOptions and share your Bike To Work journey with the hashtag #TOBikeToWork to connect with your fellow bike commuters.

It's free to participate.

For more information on The Bike to Work Challenge, visit GoForGood.TransOptions.org or call TransOptions at (973) 267-7600.

AAA Northeast Has You Covered!

AAA Northeast offers roadside assistance for cyclists as a benefit of membership. AAA Northeast will transport members and their bicycles anywhere within 10 miles at no cost, and minor roadside repairs may be available. For more information on AAA Bicycle Service, visit AAA.com/Bicycle.



Street Smart Efforts Continue in Morristown

April may be winding down, but the safety message in Morristown remains the same: "Be Street Smart"! Earlier this month, TransOptions launched the month-long Street Smart

pedestrian safety campaign, officially making it the first town in Morris County to promote Street Smart.

A quick walk through town illustrates the amount of support received from not only town officials and the police department, but also businesses and organizations throughout Morristown. Street Smart messages can be seen at intersections, along the windows and doors of many town storefronts and on tip cards being distributed to patrons reminding both pedestrians and motorists alike to "check their vital signs".

Each week in April, a "Street Team" composed of TransOptions staff members, walked along the main streets of Morristown handing out tip cards and informing the public to walk and drive safely and be aware that police are enforcing the laws.

"Education is one of the most important things that we can do for our community and those that come to enjoy our downtown," Morristown Mayor Tim Dougherty said. "It adds another level of greatness to our community in a sense that we look at every aspect, not just a development or a new restaurant or a new boutique, but how we make our quality of life the best it can be for the ones who live here and for the many thousands that come to visit."

In Morristown, from 2013 to 2015, there have been 51 pedestrian-related crashes including one fatal crash. Of those crashes, 21% were a result of pedestrians jaywalking and 46% were a result of pedestrians being struck while crossing within a marked crosswalk.

"In a booming town like Morristown, it's even more essential that drivers obey speed limits and stop for crossing pedestrians, and that pedestrians wait for the walk signal at intersections with traffic lights and refrain from jaywalking by using crosswalks," said TransOptions president John F. Ciaffone.

TransOptions looks forward to continuing its strong partnership with Morristown to promote driver and pedestrian safety for everyone who lives, visits and travels through this bustling town.

To learn more about the campaign, visit <http://www.TransOptions.org/street-smart> or <http://www.BeStreetSmartNJ.org>.



TransOptions Assists Crum & Forster During Relocation

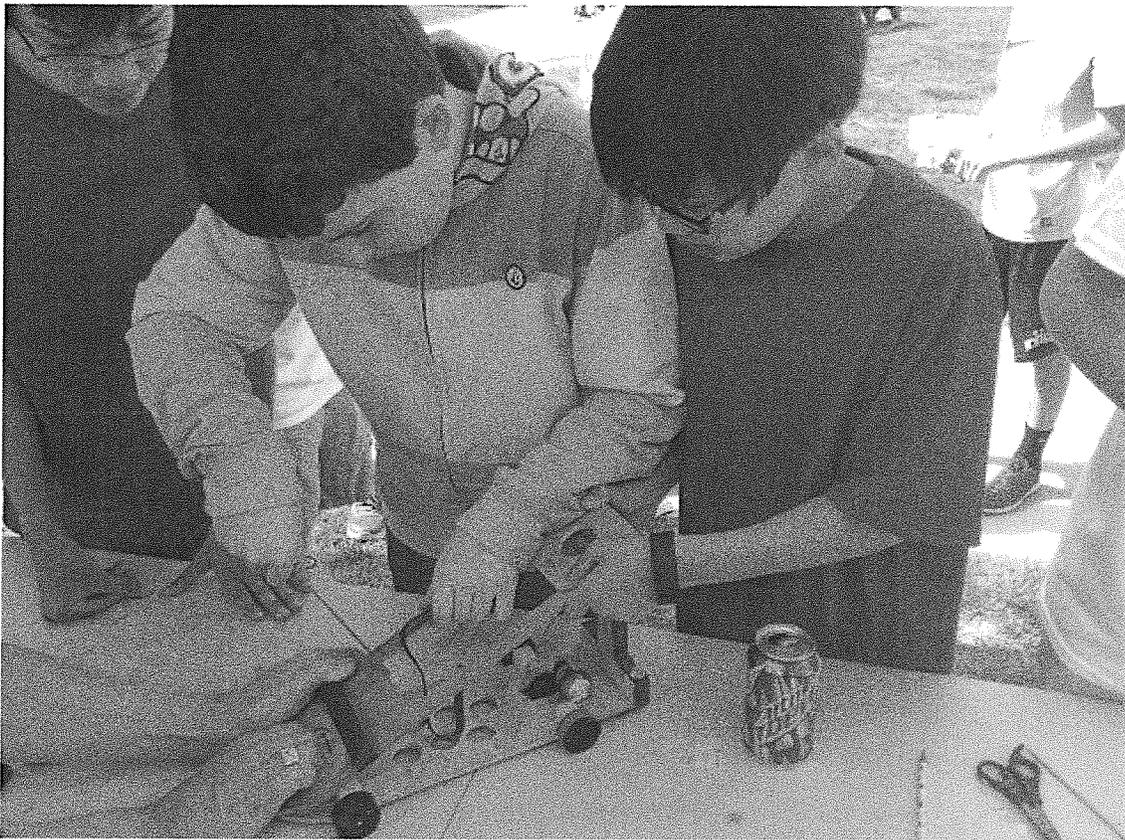
Crum & Forster is temporarily relocating their Madison Avenue, Convent Station, NJ offices to accommodate renovations. During renovations, Crum & Forster will relocate the office to Cherry Hill Road in Parsippany, NJ. To help mitigate commuting disruptions, TransOptions stepped in to assist employees with their new commutes.

As part of a comprehensive relocation strategy, TransOptions worked quickly with Crum & Forster to implement a new shuttle service which will commence operation Monday, May 2. The route will run during the morning and evening rush hours, connecting transit riders from Convent Station train station to the Parsippany location.

TransOptions also presented Crum & Forster employees at the Madison Avenue, Convent Station location with an in-depth session on transportation options available to them, including carpool, vanpool and bicycle. They were also offered registration information on the TransOptions' Emergency Ride Home program.

TransOptions and Crum & Forster will continue to build their partnership to provide employees with a variety of options. This effort will include promotion of the shuttle service and vanpool providers, as well as hosting a "zip code party" that will group together employees that would be able to benefit from a carpool or vanpool, in an effort to "break the ice" and find opportunities to share a ride.

For more information about relocation services or to set up a meeting, contact Anne Adier-Vivino at (973) 267-7600 or send her an email [here](#).



Junior Solar Sprints is Just Around The Corner!

Junior Solar Sprints is only two weeks away! We could still use more volunteers for our popular Junior Solar Sprints (JSS) competition from May 16- 20 and the 23rd. We especially could use volunteers for the first race day in Great Meadows on the 16th as well as our races on the 18th and the 23rd in Florham Park.

Anyone interested in environmental studies and education, is encouraged to consider lending a hand in this highly anticipated competition which will include nearly 5,000 students from over 70 NJ middle schools.

To learn more about this distinguished STEM (Science, Technology, Engineering, Mathematics) competition, please click [here](#). Anyone interested in volunteering for JSS, is asked to contact Kristen at 973.267.7600 or ktomasicchio@transoptions.org.



Up-Close with Kathy Avola, Vice Chair of the Board of Directors for TransOptions

Each month, we will be highlighting a member of our Board of Directors and this month we are interviewing Kathy Avola, Vice Chair of the Board of Directors.

Please tell Go Smart! readers a little bit about yourself.

I am married to my husband Joe for 41 years and have two children: Christine who resides in Utah with her husband Dan and my son Michael who lives in Ogdensburg and is getting married in June 2016. I earned my Bachelor of Arts in Business Administration from Fordham

University where I also worked for 8 years.

What do you do for a living?

I have been with the County College of Morris for 24 years. I am the Business Services Coordinator responsible for all treasury functions, insurance, workers' compensation, and legal files. Additionally, I am the Government Records Custodian for the college.

How did you first become involved with TransOptions?

One of my roles at the college is that of Employee Trip Coordinator which is how I became involved with TransOptions, formerly MC Rides, in 1993. NJ Statute required all businesses to develop a formal trip reduction program which MC Rides took the reins of by training coordinators and assisting with plan implementation. Shortly after, the law was rescinded and the state asked businesses to continue on a voluntary basis which the college has continued to do.

In 1994, I served on the 80/80 committee MC Rides oversaw for the state regarding implementation of High Occupancy Vehicle (HOV) lanes on Route 80. I was appointed to the Board of Directors in June 2005 and am very proud to be connected with an organization that has proven to be a valuable asset to the areas it services.

What do you enjoy most about being a part of this organization?

Having spent over 30 years in education, I am most proud to be associated with TransOptions because of the many vital educational programs they provide to the community like Street Smart, Safe Routes to School, bicycle instruction, Junior Solar Sprints and the Hydrogen Fuel Cell car challenges. They support local businesses by assisting with employee ride-share programs, business relocation planning and NJ Smart Workplace Awards.

What do you think makes TransOptions special?

During my many years of association with TransOptions I have watched this organization evolve and transform to meet the ever-changing needs of the state and the community, while always following its mission with foresight and professionalism.



Over Half Of Teens Feel Pressure From Families to Drive Distracted

April is Distracted Driving Awareness Month and although the month is coming to a close, one fact remains: distracted driving is on the rise and most teenage drivers say they feel pressure from their families to use their phones while driving. This latest study by the National Safety Council paints a grim picture about the reality of teen driving and distraction in today's world.

Adults play a critical role in the safety of their children. "It is important for parents to know what a critical role they play in their teen's safety," says Pam Fisher, Leader of the New Jersey Teen Safe Driving Coalition and TransOptions' Board of Directors Secretary. "If you're in the passenger seat or on the other end of the phone, parents set the example."

Statistically, car crashes continue to be the number one killer of teens. Inexperience and distracted driving are two deadly combinations that post the biggest threat to teens behind the wheel.

Other findings from the NSC study reveal that:

- 50% of teens feel pressure from their friends to engage in video chat or take a photo while driving.
- 88% of teens who have a smart watch felt pressured by their friends to use it while

driving.

- 66% would manually use a GPS while driving.
- 21% would talk on the phone while driving on the highway.
- 40% of teens would change their music while driving on the street.
- Over half of teens update their social media on their phone while driving.

And while hands-free technology in cars is being promoted as safer for drivers, the opposite is true. Overwhelming data shows there is no significant difference in crash risk between those who use handheld devices versus hands-free ones. Cognitive distraction has been proven to last up to 27 seconds after the completion of a task.

Always keep the phones away when you're behind the wheel and remember: your passengers are looking to you to set a good example.



It's Construction Season: Remember to Slow Down & Move Over

April 11-15 marked National Work Zone Awareness Week when drivers were reminded to drive safely and focused near work zones. Since 1999, FHWA has worked with the American Association of State Highway and Transportation Officials (AASHTO) and the American Traffic Safety Services Association (ATSSA) to coordinate and sponsor the event at the start of construction season.

The most recent relevant data from 2014, shows an uptick from the previous year in worker fatalities in and around work zones.

Driver-related factors that affect work zone crashes include speeding, in-vehicle distractions and inattentive or aggressive driving. The most frequently occurring type of work zone crash is a rear-end collision, so paying constant attention to traffic ahead and maintaining an adequate following distance is important in avoiding them.

Cell phone use increases the rate of rear-end collisions, decreases brake time by 18 percent, and causes a 25 percent increase in erratic driving. In 2014, distracted driving was a factor in 16 percent of fatal crashes in work zones, while speeding was a factor in 29 percent.

When approaching a work zone:

- Slow down
- Stay alert
- Move over a lane to leave enough room for workers
- Put away all distractions

GOT BIKES?

Donate and Re-cycle at the Central Avenue School BIKE SWAP

We give gently used bikes a new lease on life and a new home at the community-wide **Bike Swap**, held at Central Avenue School. For the seventh year in a row, **ALL** bikes, no matter what size, sell for **just \$10!** That means kids can buy their own bikes with their allowance! Plus you've taught them the valuable lesson about Re-Cycling and how to reduce our carbon footprint one bike at a time!

We rely 100% on donations to make the Bike Swap a success, so please donate today! For more information, or if you would like to donate, please call Lisa Moro at 201-323-4135 or email, lamoro46@gmail.com.

100 percent of the proceeds goes to *PeaceWorks*, a non-profit organization that donates bikes to Latin American countries and the US.

WHAT: Central Avenue School Bike Swap

WHEN: Sunday, May 15th, 2016

WHERE: 50 Central Avenue, Madison, NJ

TIME: 9 am - 11 am

DONATE: Drop bike donations off at 218 Central Ave., until May 14th, or bring to the Bike Swap by 8:30 am May 15th.





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