



**Melissa Velez-Morales**

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**From:** Masser, Michelle  
**Sent:** Thursday, June 23, 2016 2:29 PM  
**To:** Harris, Laura  
**Cc:** Melissa Velez-Morales  
**Subject:** FW: Go Smart! June 2016

Correspondence

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**From:** TransOptions [mailto:Info=TransOptions.org@mail211.atl21.rsgsv.net] **On Behalf Of** TransOptions  
**Sent:** Thursday, June 23, 2016 2:28 PM  
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**Subject:** Go Smart! June 2016

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



**GO SMART!**

June 2016

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## Route 31 Shuttle Makes Its Debut

Earlier this month, Warren County introduced its newest public transportation system, the "31Ride" shuttle. Through this service, local residents can be transported along the busy Route 31 corridor between Oxford and the Clinton Park n' Ride. The shuttle began operating June 6 and runs Monday through Friday from 6 a.m. and 7:50 p.m.

The shuttle was funded by a \$200,000 NJ Transit grant that was approved earlier this year, following a survey of area commuters that demonstrated a largely favorable response to this service option. TransOptions worked along with representatives from both Warren and Hunterdon counties and NJ Transit representatives to help bring this service to fruition.

"31Ride" is expected to alleviate traffic along Route 31 and ease parking difficulties in Clinton. For more information about "31Ride", please visit [www.31ride.com](http://www.31ride.com).



## Thanks To All Our 2016 Bike To Work Participants!

Another year has come and gone for our Bike to Work Challenge. In case you missed it, we have the complete list of all the winners right here!

## **CHAMPION CHALLENGERS:**

First, second and third place Champion Challengers were chosen through three raffles.

**1st Prize:** Challengers who biked 9+ trips were eligible

**2nd Prize:** Challengers who biked 6+ trips were eligible

**3rd Prize:** Challengers who biked 3+ trips were eligible

## **GRAND PRIZE WINNER**

JOHN SELESKY of New Brunswick  
Biked 76.5 MILES in 42 TRIPS  
Won a \$500 gift card to Cycle Craft

KATHRYN SPANN of Califon  
Biked 196 MILES in 28 TRIPS  
Won a \$250 gift card to Cycle Craft

DAVID BANDEL of Flanders  
Biked 215.4 MILES in 11 TRIPS  
Won a \$150 gift card to Cycle Craft

## **WINNING TEAM:**

The **Thorlabs** team **#MakeAmericaBikeAgain** won by 181 miles over 152 trips! Join us in congratulating each of their teammates listed below:

Eduard Poinescu *102 miles over 34 commutes*  
Sean Turner 25.2 miles over 34 commutes  
Kaitlin Hoffman 15.4 miles over 22 commutes  
Dave Gardner 31 miles over 36 commutes  
Ralf Hoffmann 6.5 miles over 26 commutes

Each member of the Thorlabs **#MakeAmericaBikeAgain** team received a \$50 Visa gift card!

## **MOST MILES BIKED WINNERS:**

Week One: Stephen Noble logged 234.1 miles over 10 trips and won a \$50 Starbucks gift card and a Novara E.T.A. backpack.  
Week Two: Jim Vreeland logged 254 miles over 12 trips and won a \$100 Cycle Craft gift card.  
Week Three: Stephen Brown logged 304 miles over 10 trips and won a set of Beats by Dr. Dre urBeats earbuds

Week Four: Christopher Buck logged 166 miles over 10 trips and won a Samsung Gear VR headset.

**MILES MASTER:**

Congratulations to Sam Alexander of Springfield who was selected in a raffle that included the top 15 Challengers with the most miles logged. Throughout the month, Sam logged an impressive 328.5 miles in 26 trips and won a bicycle accessory mega-kit provided by REI!

**RESOLUTE RIDERS:**

PAUL MANDALA with 54 commutes  
KAREN LEATHERDALE with 52 commutes  
KENT LUCAS with 44 commutes  
DENNIS GROSCH with 42 commutes  
DEAN SANGINARI with 40 commutes  
GEOFF THOMAS with 38 commutes  
JACK STAFFORD with 38 commutes  
ANDREW JOYCE with 34 commutes  
MICHAEL STEIN with 32 commutes

These were the totals you were a part of! By traveling a combined 11,610 miles, you helped prevent the generation of nearly 6.4 tons of carbon dioxide!

TOTALS  
11,610 MILES  
1,515 COMMUTES

TransOptions would like to thank everyone who participated for taking that step towards creating a healthier and happier commute for themselves and also for being an important part of forging a more sustainable New Jersey. Whether this was your first time competing in our Bike To Work Challenge or the challenge has become an annual tradition, we hope this challenge motivates you to continue biking to work year-round! Together we are reducing congestion on the roads and improving air quality in our region. By making these small changes, we are all winners!

We would also like to thank all of our generous local sponsors, REI, AAA, Thorlabs, NECA, Cycle Craft & Marty's Reliable Cycle, who provide the support to make the Bike to Work Challenge happen.

**Thanks for riding with us this year and we hope you join us again in 2017! In the meantime, mark your calendars for our multi-modal commute challenge coming up in October: TripSwitch!**

**KEEP RIDING ON EVERYONE!**

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### **Texting & Driving: How Businesses Can Help Solve This Big Problem**

Did you know that, according to OSHA (Occupational Safety and Health Administration), more workers are killed every year in motor vehicle crashes than any other cause? A big part of that troubling fact is the increase in distracted driving. In New Jersey, texting is against the law, yet many workers find themselves reading and sending texts, checking e-mails and conducting business phone calls during their drive to and from work.

According to OSHA, a business owner or manager has legal responsibility under the

Occupational Safety and Health Act to safeguard drivers at work. "It is well recognized that texting while driving dramatically increases the risk of a motor vehicle injury or fatality," says David Michaels, Assistant Secretary for OSHA. "We are asking employers to send a clear message to workers and supervisors that your company neither requires nor condones texting while driving."

Does your company have a formal "no phones while driving policy"? If not, your company should. Having a distracted driving policy in place doesn't just make good safety sense - it also makes good business sense.

Here are a few facts about distracted driving:

- Reaction time is delayed for a driver talking on the cell phone (even hands-free) as much as it is for a driver who is legally drunk.
- In 2014 alone, 3,129 were killed and 431,000 injured in distracted driving crashes.
- Five seconds is the average time your eyes are off the road while texting. When traveling at 55 mph, that's enough time to cover the length of a football field blindfolded.

To learn more about how OSHA can help, visit [www.OSHA.gov](http://www.OSHA.gov). You may also contact Anne Vivino at 973-267-7600 or [avivino@transoptions.org](mailto:avivino@transoptions.org) to set up a Distracted Driving Lunch and Learn. Her presentation details the serious consequences of driving distracted, utilizing the latest scientific research and findings. For more information regarding our employer services, please click [here](#).

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### **Grant Program Announced to Help Fund Electric Car Charging Stations**

In an effort to improve air quality in New Jersey, a new grant program will provide funds to help employers offset the cost of installing electric car charging stations.

Last week at the 2016 Sustainability Summit hosted by Sustainable Jersey at The College of New Jersey, Department of Environmental Protection Commissioner Bob Martin and Board of Public Utilities President Richard S. Mroz announced the DEP and BPU collaborative effort to launch the grant program "It Pays to Plug In". As part of its first phase, the program offers \$725,000 in reimbursement grants to employers who are seeking to purchase and install charging stations at their workplace.

"Electric vehicles can play a critical role in helping to improve our air quality," Commissioner Martin said. "This new grant program, in addition to the current incentives available in our state, can help improve the affordability of this innovative and proven technology that

benefits all New Jersey residents."

Range anxiety has been a well-known barrier to a more widespread adoption of electric vehicles but this concern can be alleviated by providing people with a way to charge their vehicles both at home and at work.

"The State recognizes that a key to the success of any new technology is public buy-in, and to gain that, the public needs to be well-informed," says DEP Assistant Commissioner for Air Quality, Energy and Sustainability John Giordano. "Our new 'Drive Green New Jersey' initiative does just that, and presents the information in an easily relatable format that targets the questions the public needs answers to about electric vehicles."

Reimbursement grants of up to \$5,000 are available on a first-come first-serve basis for eligible employers which include public, private, for-profit, nonprofit, educational and government entities.

To learn more about the "It Pays to Plug In" program as well as eligibility criteria, please click [here](#).

Click [here](#) to learn more about the Drive Green New Jersey website portal.

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### **Traffic Safety Town Under Construction For Fall**

Traffic Safety Town, an interactive indoor safety program that gives 3rd, 4th and 5th graders a fun and safe way to learn the rules of the road, will be getting a face-lift over the summer. TransOptions offers Traffic Safety Town as part of the Safe Routes to School program in order to provide children with a safe way to interact with each other as drivers, bike riders and pedestrians.

The streetscape of Traffic Safety Town is integral to the educational experience with its various lifelike roads, street signs and traffic lights. Now that summer is here and classes are no longer in session, TransOptions expects to be freshening up its landscape to prepare for a new year of bringing traffic safety skills to local children this fall.

For additional information about the Safe Routes to School Program, please contact Bill Feeny at 973-267-7600 or [bfeeny@transoptions.org](mailto:bfeeny@transoptions.org).

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## 6 Dangers of Summer Driving & How to Avoid Them

When you picture dangerous driving conditions, do you typically imagine snow-covered roads and black ice on the streets? If so, you're not alone. Most drivers tend to let down their guard during the warm summer months but the truth is, summer driving presents very serious dangers as well. In fact, perhaps because of its deceptive nature, summer driving is more dangerous than winter driving. According to the Insurance Institute for Highway Safety (IIHS), in 2013, August had the highest number of fatal car crashes with 3,136 crashes.

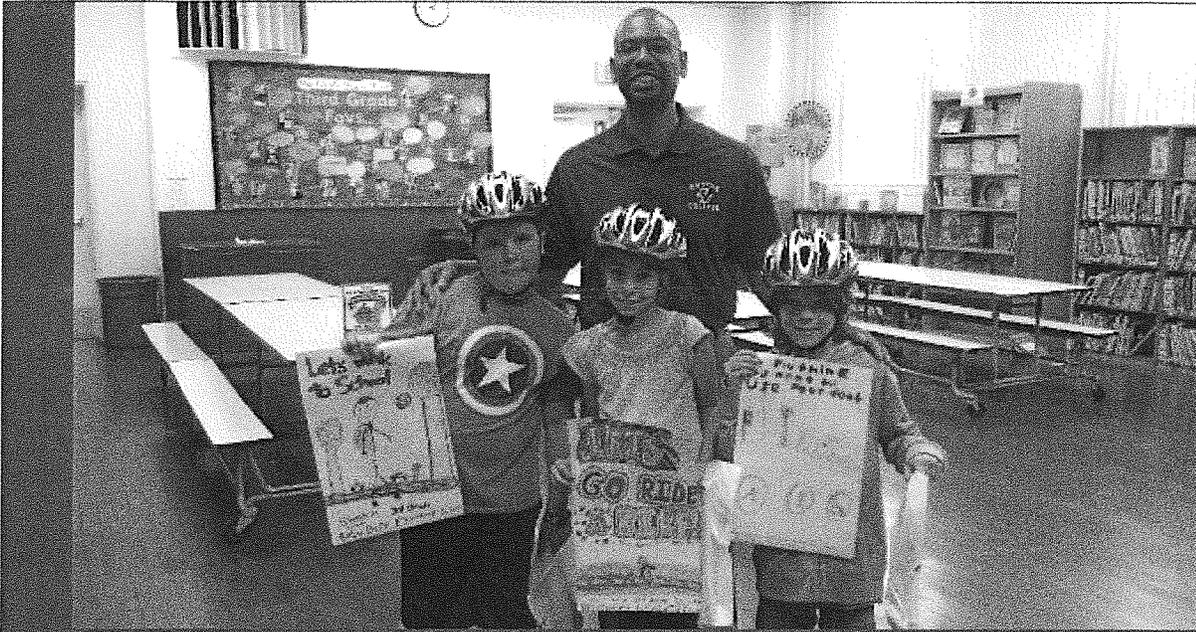
*Why is summer driving dangerous and how can we avoid these perils?*

1. **More teens drivers:** When school is out, more teens can be seen behind the wheel than other months. Lack of experience and the increased chance of distracted driving can be a dangerous combination. Studies show that teens are more likely than any other age group to be involved in a collision. *Be on alert and drive distraction-free so you can always have time to react to the unexpected.*

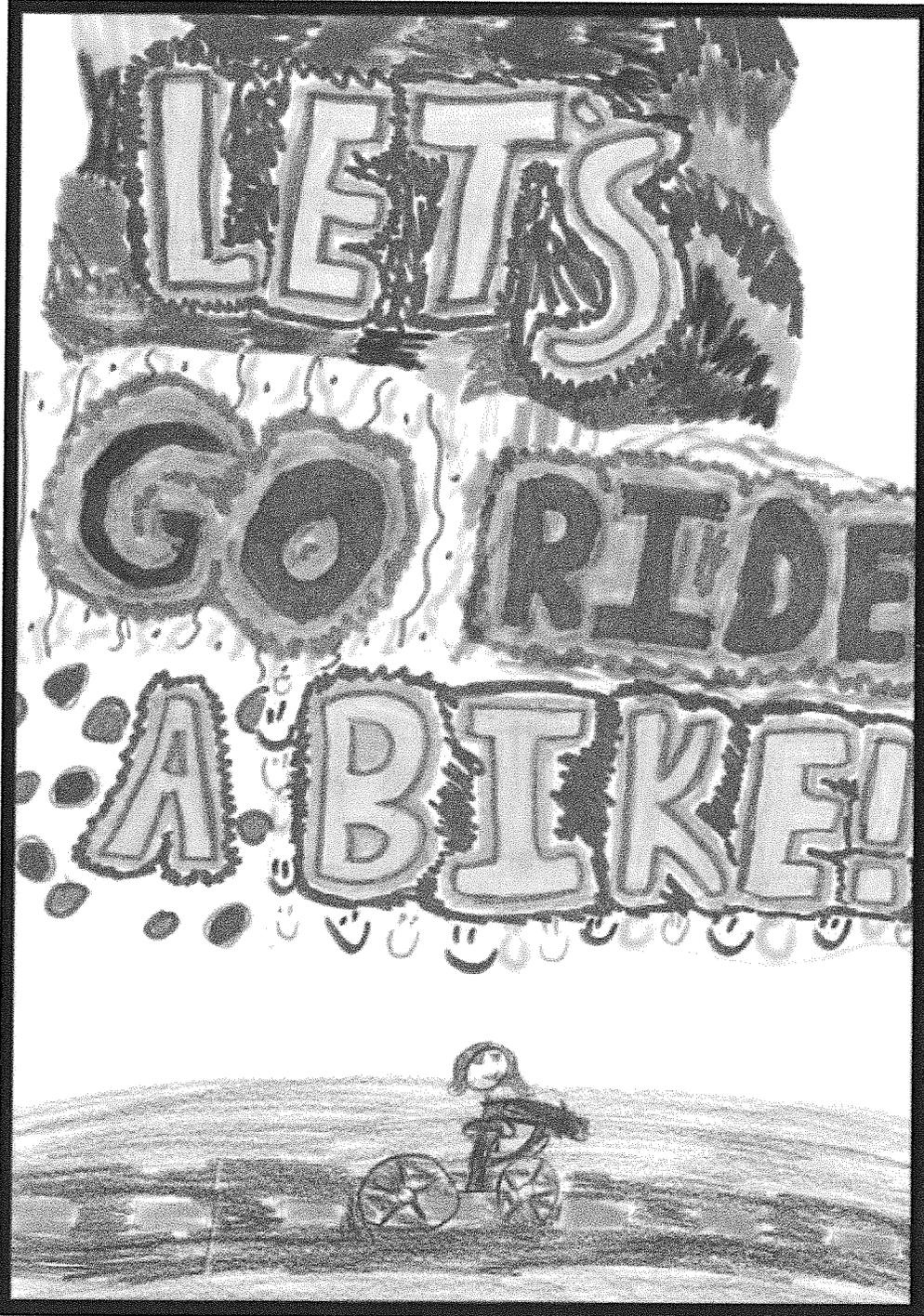
2. **Extra road congestion because of vacationers:** People on vacation may or may not be familiar with the area they are driving through. *Always be prepared for slow-downs in traffic patterns as well as unpredictable driving.*
3. **Tire blowouts:** When the temps go up, the air inside your tires can expand leading to a blowout. *Always check your tires before heading out on the road.*
4. **Construction season:** Summertime is commonly known as road construction season which can lead to a higher chance of an incident in and around work zones. *When driving by construction zones, always slow down and give crews enough room by moving over a lane.*
5. **Increased bike and motorcycle activity on the roads:** Cyclists and bikers alike dust off their respective two-wheelers during the warmer months. According to the IIHS, 741 cyclists were involved in motor vehicle crashes in 2013. *Remember to always share the road with people riding their bikes and motorcycles.*
6. **Excess heat and sun exposure:** Just as you can overheat, so can your engine. *Keep a water bottle handy in your car in case you feel dehydrated and if your car engine overheats, pull over and let it cool down. In case of sun glare, always keep a pair of sunglasses in your vehicle.*

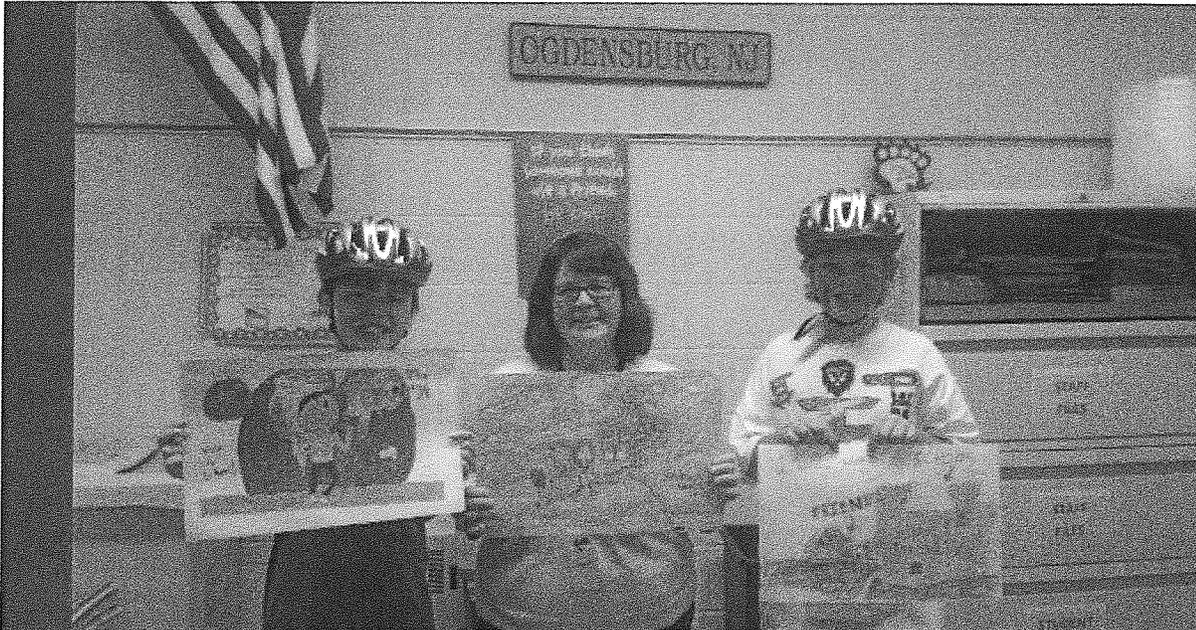
**Be careful on the roads so you can enjoy a happy & safe Fourth of July weekend!**

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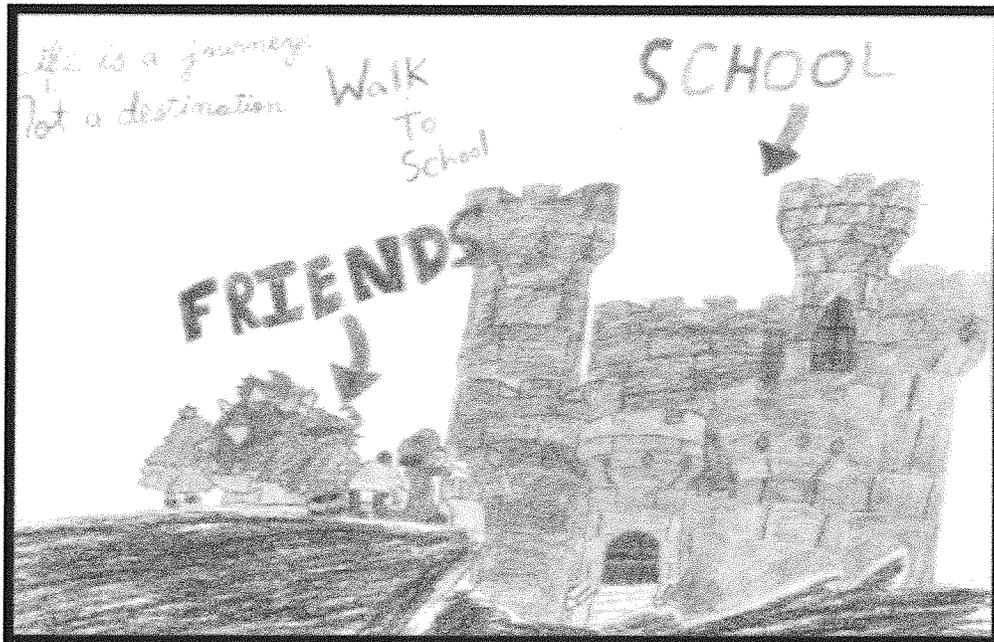


Third grade students from Third Street Elementary School in Belvidere posing with their winning Safe Routes to School posters. Below is the poster design that won first place. As part of their prize, students are given bicycle helmets. As you can see, the students were happy to try them on!





Pictured above are our Safe Routes to School poster contest winners from Ogdensburg Elementary School. The poster that won first prize is shown below.



Be sure to join our friends at the Morris County Tourism Bureau in Morristown for

these upcoming holiday festivities. Have a Happy Fourth of July from all of us at TransOptions!



MORRISTOWN NEW JERSEY

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**Weekend Events**

**Saturday, July 2nd**  
10:00 am  
Tour of the 1718 Whappany Burying Yard.  
Registration required.

**Sunday, July 3rd**  
9:30 am - 5:00 pm  
Revolutionary War Encampment at Washington's Headquarters with  
Lawn concert from 3:00 pm - 5:00 pm  
by the United States Old Guard  
Fife and Drum Corps.  
Morristown National Historical Park  
30 Washington Place, Morristown

7:30 - 9:15 pm Evening  
Evening Fireworks sponsored by  
the Town of Morristown  
Central Park of Morris County, Morris Plains

**Monday, July 4th**  
11:00 am  
March with the Revolutionary War soldiers  
escorted at the Ford Mansion  
to the Morristown Green.

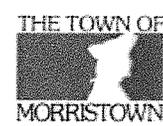
12 Noon  
Annual Reading of the Declaration of  
Independence at the Morristown Green,  
with music, musket salute, and  
church and Colonial-era graveyard tours.  
Rain location: Presbyterian Church  
of Morristown, 57 East Park Place.

All events are free of charge.



**morristourism.org • (973) 631-5151**



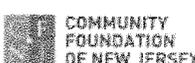



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Special Thanks...





MCTB received an operating support grant from the New Jersey Historical Commission and a grant from the New Jersey Division of Travel and Tourism, Department of State.



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