



Melissa Velez-Morales

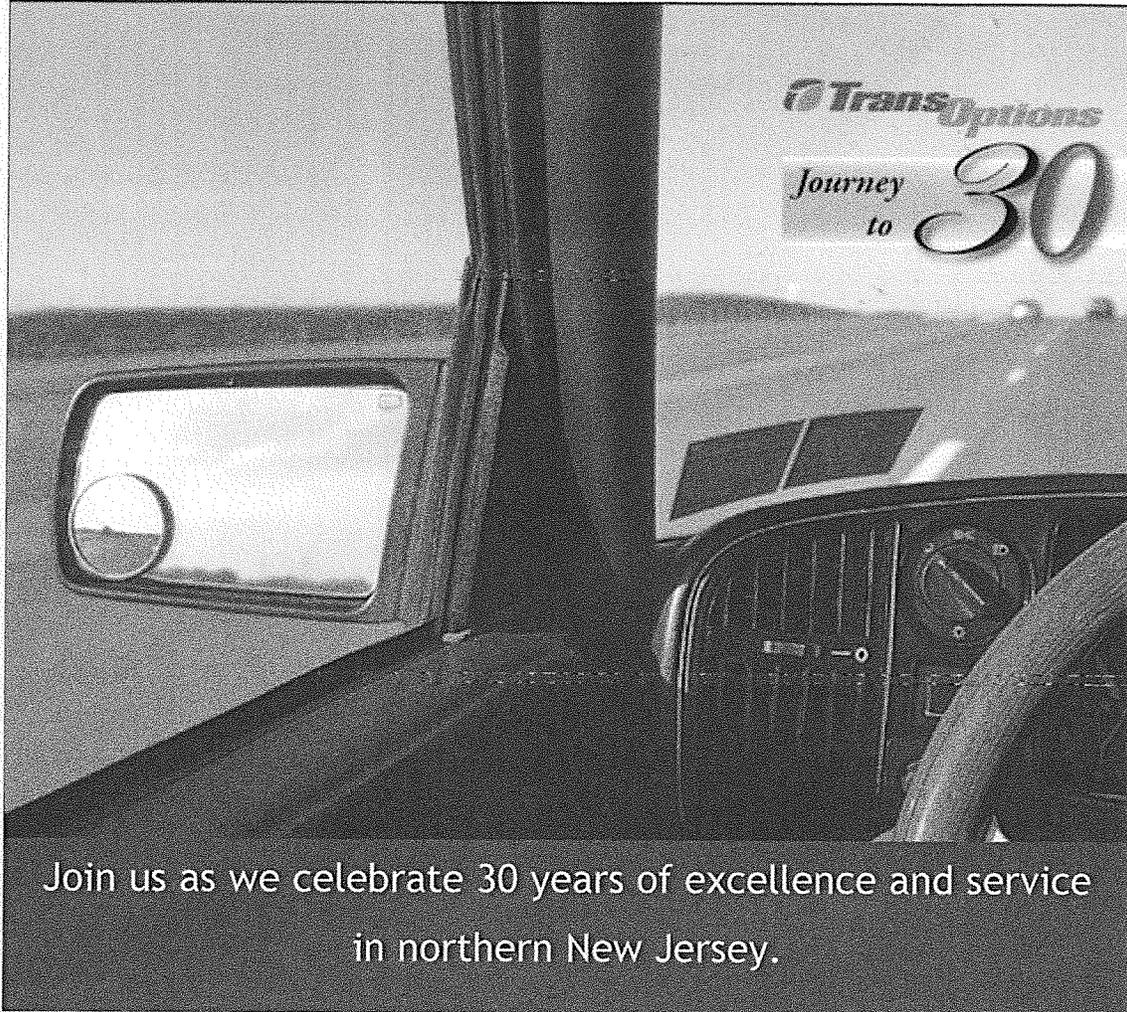
From: Masser, Michelle
Sent: Friday, July 29, 2016 1:02 PM
To: Harris, Laura
Cc: Melissa Velez-Morales
Subject: FW: Go Smart! with TransOptions - July 2016

Correspondence

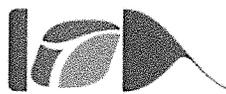
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From: TransOptions [mailto:Info=TransOptions.org@mail222.atl21.rsgsv.net] **On Behalf Of** TransOptions
Sent: Friday, July 29, 2016 1:01 PM
To: Masser, Michelle <clerkmichelle@mtolivetwp.org>
Subject: Go Smart! with TransOptions - July 2016

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



GO SMART!

July 2016

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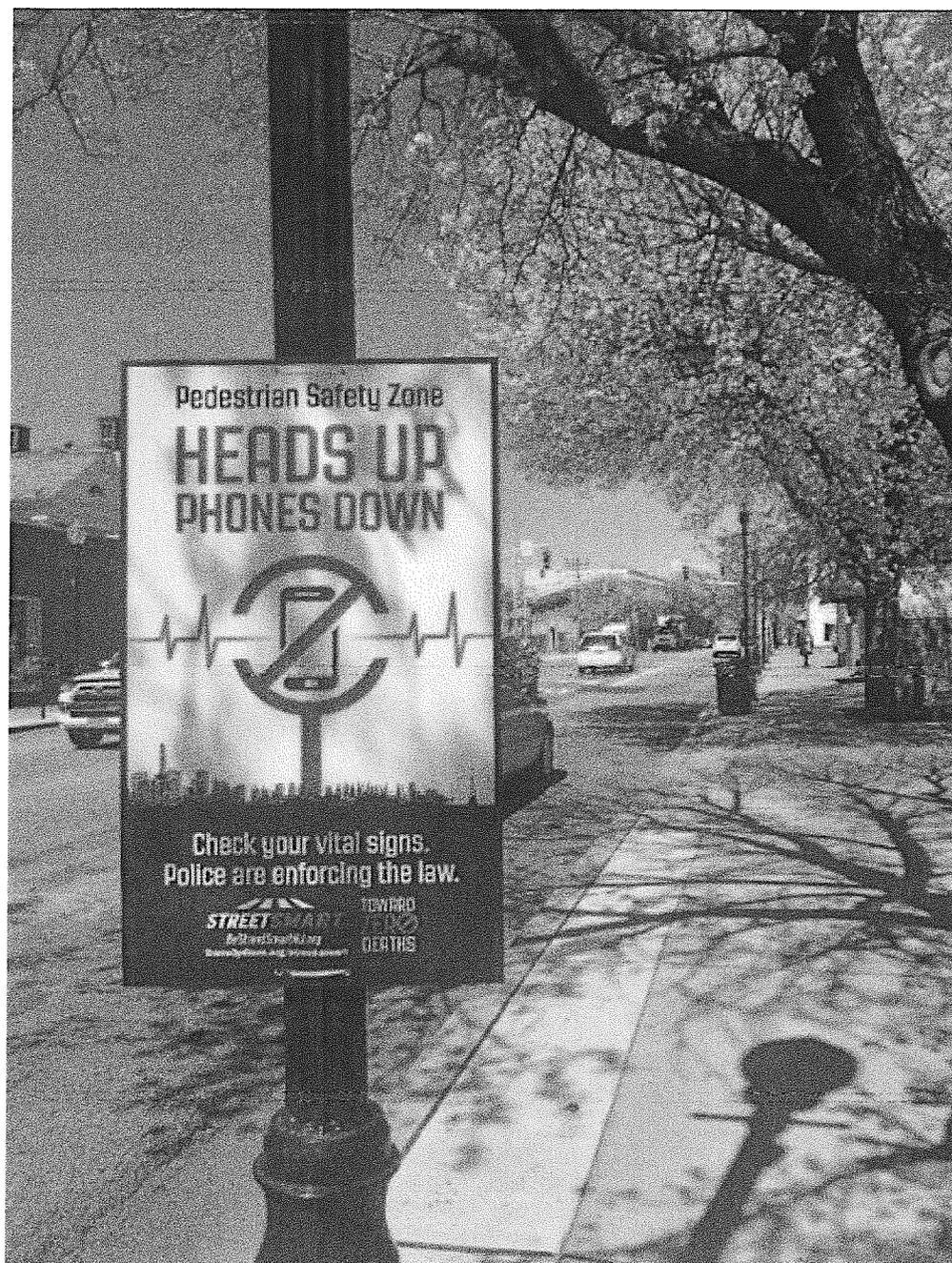
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TransOptions Improves Pedestrian Safety in Morristown

TransOptions' efforts to improve pedestrian safety in Morristown appear to be paying off. Back in April, TransOptions was hard at work spreading the pedestrian and motorist safety message in Morristown. The Street Smart Morristown [final report](#), released July 15, illustrated a drop in dangerous pedestrian and motorist behavior.

Specifically, there has been a 15 percent reduction in drivers failing to stop for pedestrians at the crosswalk and an 8 percent reduction in self-reported distracted driving.

Both distracted driving and drivers failing to stop for pedestrians at crosswalks were two primary concerns among Morristown residents and visitors surveyed before and after the month-long campaign.

A quick walk through town illustrated the amount of support received from not only town officials and the police department, but also businesses and organizations throughout Morristown. Street Smart messages were placed 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".

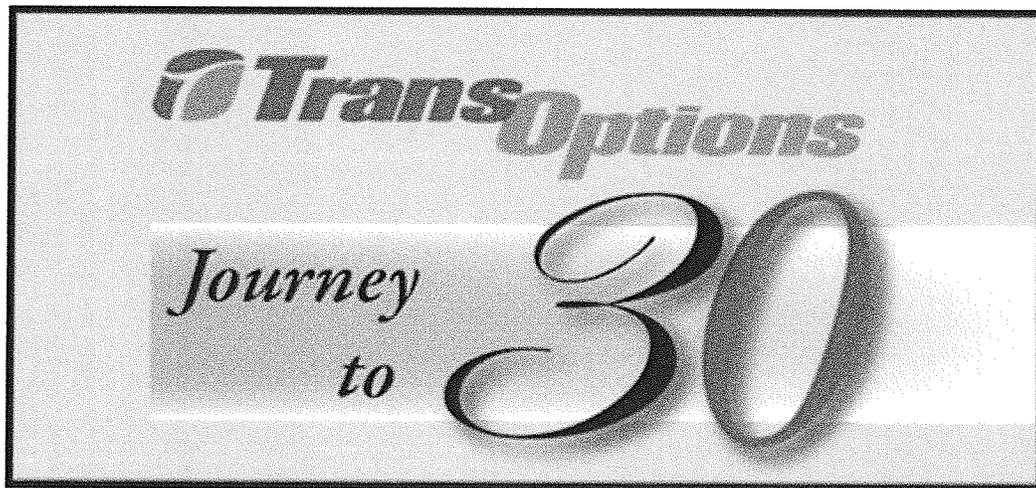
Each week in April, a "Street Team" composed of TransOptions staff members, walked along the main streets of Morristown handing out tip cards and informing the public to walk and drive safely and be aware that police are enforcing the laws. Awareness of the Street Smart safety branding throughout town jumped from 8 percent before the campaign to 58 percent at its completion.

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 has been invited to revisit the campaign next spring and 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>.



Get In On The Celebration!

This year, TransOptions' Annual Recognition Breakfast will be extra special as our organization is preparing to celebrate 30 years!

Thanks to our loyal partners in the public and private sector, TransOptions has enjoyed many years of serving communities throughout northwestern New Jersey. To show our appreciation, we invite you to join us for our Annual Recognition Breakfast on September 28, 2016. It's also not too late to be a Breakfast Sponsor! You can help us to make the day especially memorable as well as highlighting your organization by contributing at one of the following [sponsorship levels](#):



2016 Sponsorship Opportunities

Event Sponsor (\$1,500 - 1 Available)

- Five-minute presentation and keynote speaker introduction
- Three (3) seats at event head table with guest speaker
- Full page company profile in event program and newsletter
- Logo on table tents, opportunity to display materials on table(s)
- Recognition during event presentation
- Recognition in all press releases and newsletter articles
- Five (5) Facebook and Twitter Posts
- Logo highlighted on TransOptions' website

Platinum Sponsor (\$1,000)

- Two (2) seats at event head table with keynote speaker
- Full page company profile in event program and newsletter
- Logo on table tents, opportunity to display materials on table(s)
- Recognition during event presentation
- Recognition in all press releases and newsletter articles
- Three (3) Facebook and Twitter Posts
- Logo highlighted on TransOptions' website

Gold Sponsor (\$750)

- One (1) seat at event head table with keynote speaker
- Full page company profile in event program and newsletter
- Logo on table tents and recognition during event presentation
- Recognition in all press releases and newsletter articles
- Logo highlighted on TransOptions' website

Silver Sponsor (\$500)

- Half page company profile in event program and newsletter
- Logo on table tents
- Recognition during event presentation
- Recognition in all press releases and newsletter articles
- Logo highlighted on TransOptions' website

Bronze Sponsor (\$300)

- Company name in event program and newsletter
- Recognition during event presentation
- Recognition in all press releases and newsletter articles
- Logo highlighted on TransOptions' website

Supporting Sponsor (\$200)

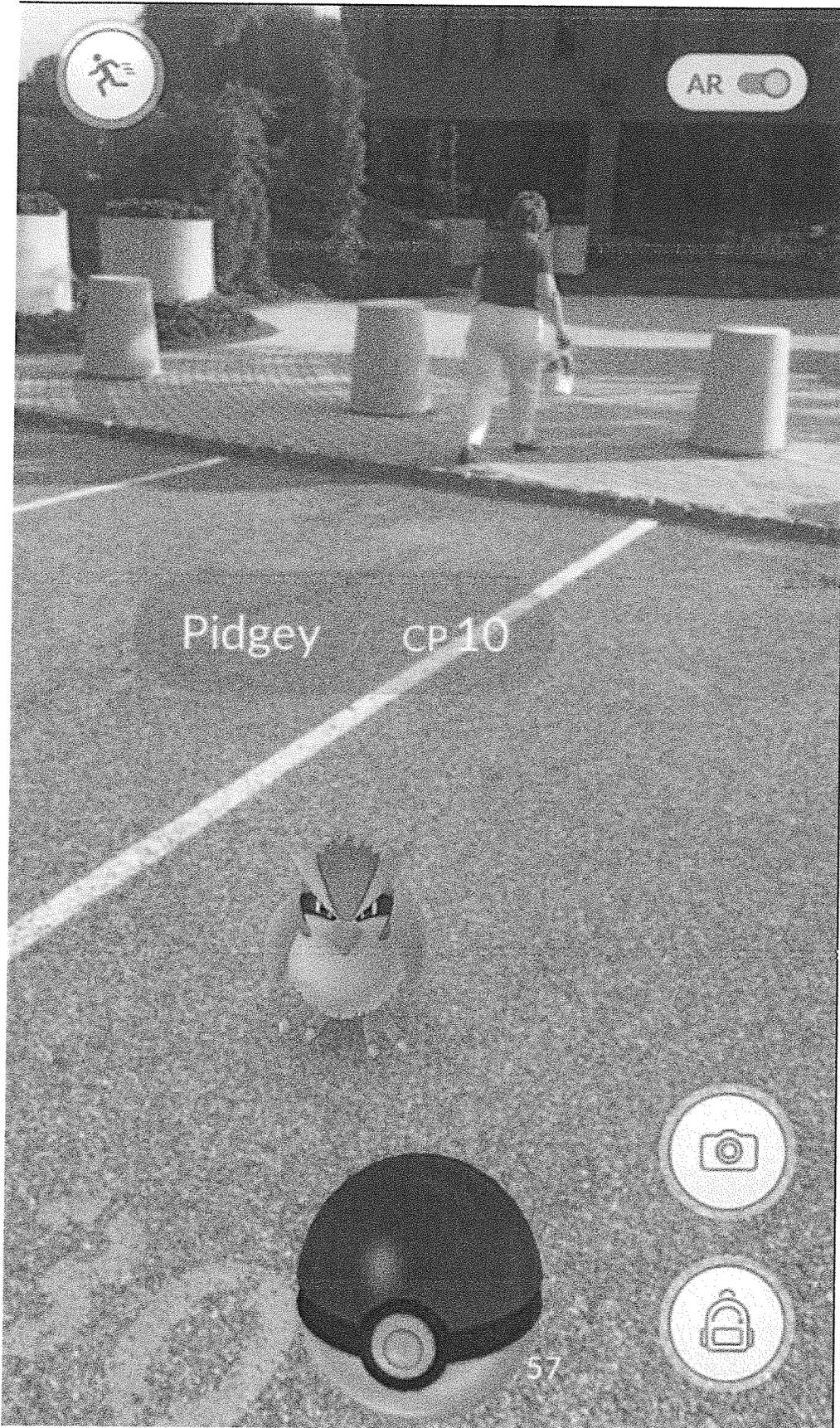
- Company name in event program
- Recognition during event presentation
- Logo highlighted on TransOptions' website

Each year, TransOptions holds a recognition breakfast to acknowledge NJ Smart Workplaces recipients, volunteers and local leaders. The signature event features a prominent speaker discussing a topic of relevant interest to today's business leaders. To secure a sponsorship package, contact Anne Vivino at (973) 267-7600 or email her at avivino@transoptions.org.

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(973) 267-7600



Pokemon Go: Gaming Craze and Safety Concern

By now everyone has heard about the latest craze. Pokemon Go, an augmented reality game developed by Niantic for iOS and Android devices. The game, released earlier this month, exploded in popularity with 23 million peak daily active users in the U.S., more than any other app has ever seen.

Pokemon Go allows players to capture, battle and train virtual Pokemon who appear throughout the real world and is free to play, although it supports in-app purchases.

After logging in for the first time, the player creates an avatar and it will then be displayed at the player's current location along with a map of the player's immediate surroundings. Features on the map may include a number of Pokestops (to collect items) and Pokemon gyms (to battle their Pokemon). These are typically at popular meeting places such as a memorial, places of worship, parks and tourist attractions. Players have to walk around in the real world in order to move their avatar in the game.

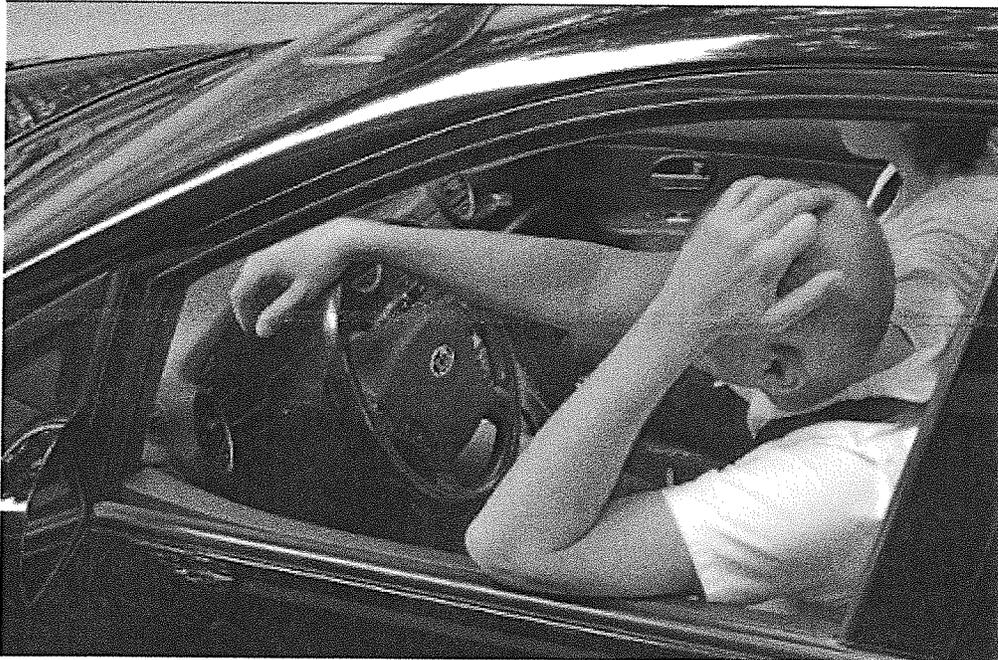
While most everyone can agree that the game affords players with the opportunity to walk more, learn more about their surroundings via informative Pokestops at historic sites and socialize with other gamers, the pedestrian dangers are ever-present.

You can immediately tell when you're walking or driving past a Pokemon Go player, because most times their eyes are glued to their phone screens as they walk along. There have already been numerous reports of people walking into dangerous situations because they have not been paying attention. One player in Wyoming stumbled upon a dead body floating in a river while using the app and two people walked off a San Diego cliff while playing Pokemon Go but thankfully survived. There are also reports of people crashing because they're attempting to "catch 'em all" while driving.

Because this craze isn't showing any signs of fading away any time soon we would like to share with you some tips to stay safe while you play.

- **Pokemon Go and driving don't mix:** Catching that coveted Pikachu isn't worth the crash. Driving distraction-free is the way to go. Wait until you're stopped and parked to resume playing.
- **Be alert to your surroundings:** This message is shared each time players log into the game but may be getting ignored. Always look up when you're on the move and never stop in the street.
- **Never trespass:** You may be trying to access a Pokestop while someone can be calling the police because you've stumbled upon private property.
- **Don't go alone:** Play with friends and move in groups but also let loved ones know where you're going to be.

Stay safe, Pokemon trainers!



Most U.S. Drivers Are Guilty of Road Rage

Temperatures have been on the rise and apparently so are tempers among most drivers on the road. According to a new report released by the AAA Foundation for

Traffic Study, nearly 80 percent of drivers admitted to getting enraged while behind the wheel at least once in the last year.

Matters aren't any friendlier here in our northeast region where drivers are 30 percent more likely to make an angry gesture than drivers in any other part of the country.

"Inconsiderate driving, bad traffic and the daily stresses of life can transform minor frustrations into dangerous road rage," said Cathleen Lewis, Director of Public Affairs & Government Relations for AAA Northeast. "Far too many drivers are losing themselves in the heat of the moment and lashing out in ways that could turn deadly."

Some of the aggressive driving behaviors reported include tailgating, honking, yelling, making obscene gestures, blocking other vehicles from changing lanes, intentionally cutting off other drivers, stepping out of the vehicle to confront another driver and bumping or ramming another vehicle on purpose. Any of these behaviors can lead to crashes or dangerous altercations.

So how can you prevent road rage and stay safe?

- **Don't tailgate:** This behavior can frustrate other drivers and escalate the situation.
- **Be tolerant and forgiving:** It may not be personal; the other driver could just be having a bad day.
- **Do not respond:** Avoid eye contact, don't make gestures, maintain space around your vehicle and call 9-1-1 if needed.
- **Maintain a calm environment:** Listen to music, a podcast or an audiobook that relaxes you and makes you happy.
- **Make sure to get enough sleep:** Lack of sleep can make anyone crankier than usual. It's recommended that adults get 8 hours of sleep each night.
- **Plan ahead:** Give yourself plenty of time to reach your destination. Increased stress can make you more likely to lose your cool.



Up-Close with Joe Toscano, Treasurer 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 Joe Toscano, Treasurer of the Board of Directors. Joe is pictured above in the center.

-Please tell Go Smart! readers a little bit about yourself and what do you do for a living?

I am one of the 3 owners of CP Professional Services, a company made up of 4 organizations and over 40 employees:

CP Life Science: A full service Quality, Compliance, Validation Organization serving the Pharmaceutical, Medical Device, Biotech, Nutraceutical, Flavor & Fragrance and Food Industry organizations.

CP Engineers: A full service engineering firm specializing in Site / Civil, Mechanical,

Electrical & Plumbing engineering, Water and Wastewater, Environmental Sciences, Land Use, Regulatory Compliance, Permitting and Solid Waste.

CP Architecture: A full service Architecture company specializing in Feasibility Studies, Building Analysis, Schematic and Design Development, Master Planning, New Building and Additions.

CP Construction Management: A full service Construction Management Company specializing in Design Build, General Contracting, Program Management, Value Engineering, Planning, Procurement and Scheduling.

I have a double undergraduate degree in Management and Marketing, an MBA in Marketing, and an Executive MBA. I am also a Leadership Morris graduate and serve on a number of nonprofit and for profit boards. I spent my career working as a senior executive in the healthcare industry working for Abbott Labs and J&J before starting CP Professional Services.

-How did you first become involved with TransOptions?

I had the good fortune of meeting John Ciaffone and several board members through various chamber events in both Morris and Sussex counties and John and I also served on a Board together. The more time I spent with John and the more TransOptions programs that I attended, the more interested I became. I joined the Board of TransOptions in 2014 and it's been an absolute pleasure being a part of this outstanding organization ever since!

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

What I love most about TransOptions are the programs and services that the organization offers to educate and improve quality of life to the surrounding communities! People that have been touched by this organization can attest to this! The more people who get involved and educated about what TransOptions offers, the greater the impact and positive difference it can make for them and their families!

-What do you think makes TransOptions special?

Very simply--the people! It is rare to find an organization where there is such strong belief in the mission and the high level of commitment that everyone has around it! It

doesn't matter the program, whether it's bicycle, pedestrian, commuter, teen driving, corporate, environmental education or sustainability, etc., everyone in the organization rallies and ensures an outstanding educational process, solution and outcome!

-What has been your favorite volunteer experience with this organization?

In addition to serving on the board and the executive committee, there are two! I really enjoyed attending and helping with Junior Solar Sprints and the Safe Routes to School Programs! It was amazing to see the talent, creativity and hard work that the participants placed into these programs and the cars they built and posters they created were absolutely amazing! These programs also encourage our youth to become interested in STEM (Science, Technology, Engineering and Mathematics), to apply what they've learned and aspire to careers that can better all of humanity!

-What do you wish other people knew about TransOptions?

Just what a great organization it is for everyone! TransOptions provides so much and everyone can benefit from what they have to offer!

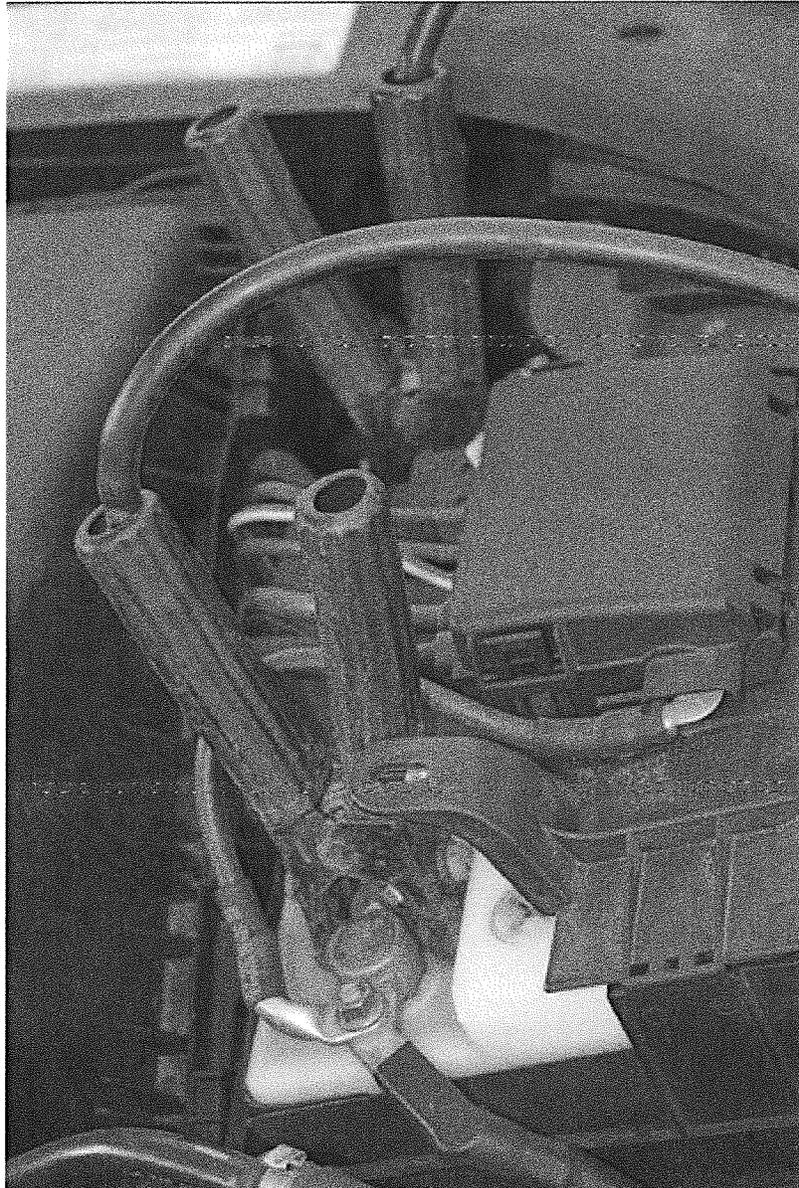


Be A Better Driver- For Bike's Sake!

Driver and cyclists- if ever there has been an oil-and-water combination, this is it. Both use roads, and both prefer to do so without the other in the way, You may think that, as a cyclist, you already know how to coexist with bikes when you drive, but trust me- a refresher can't hurt. Learn these subtle lessons that all drivers- even those who are cyclists, too- need to know to share the road better.

- **Slow passing saves lives:** A pedestrian is eight times more likely to be killed by a car when stuck at 30 MPH than at 20 MPH. The obvious implication is that a cyclist hit by a car has a much greater chance of survival if that vehicle is passing at a cautious speed.
- **Keep a yard between you:** As of 2011, 19 states have settled on three feet as the motorist's minimum legal distance for safely passing cyclists.
- **Lead by example:** After you give a cyclist a wide berth, watch the cars directly behind you. You'll usually see the next few follow your line and leave plenty of space.
- **Heads up, phones down:** Car crashes linked to cell phone use have been on the rise. But even with hands-free device, driving and talking on the phone makes you dangerous to everyone on the road. Studies show that holding a

conversation while driving can show a 37% reduction in activity in the parietal lobe, the region of the brain tied to driving.



Record Number of Car Breakdowns, Despite Tech Advances

Have you been seeing more broken down cars on the side of the road, or worse--

had to deal with that situation yourself? According to a new study released by AAA, chances are, you have. The study, released just last week, shows that despite advances in vehicle technology, a record-breaking 32 million U.S. drivers had to request roadside assistance in 2015. AAA says they're seeing more battery, flat tire and key problems than ever before.

"Vehicles today are advanced more than ever, yet still vulnerable to breakdowns," said Chuck Picciuti, Manager of Fleet Operations for AAA Northeast in NJ. "Sleek, low-profile tires are highly susceptible to damage, electronic keyless ignitions can zap battery life, and despite advanced warning systems, more than half a million drivers ran out of gas last year."

Roadside assistance calls are shown to peak in the summer with 8.3 million drivers requesting assistance in this season alone. Are you prepared in the event of a car-related emergency? To help prevent you from dealing with a breakdown, AAA has the following tips:

- **Check for a spare tire:** Always make sure the new car you purchase comes with a spare tire. If not, consider adding one as an option. Tire inflator kits cannot fix all types of tire damage.
- **Check tires:** AAA recommends you check tire pressure at least once a month to ensure proper inflation. Tires should also be rotated based on your what your vehicle's manufacturer suggests.
- **Lockouts:** AAA recommends motorists take special care of their "smart keys" and keyless entry fobs. Always take your keys when exiting your car, keep keyless-entry remote or smart keys away from water and always replace the key or fob battery as recommended by your vehicle's manufacturer.
- **Battery:** Once your car reaches its third year, be sure to have the battery tested and then check annually thereafter. AAA's Mobile Battery Service offers free testing for AAA members.
- **Pack an emergency kit:** Did you know, more than 40 percent of motorists do not carry an emergency kit in their car? Always have a mobile phone and car charger handy as well as a flashlight with extra batteries, a first-aid kit,

water, snacks, battery booster cables and emergency flares or reflectors.

You can also download the free AAA mobile app for iPhone, iPad, Android and Apple Watch to request roadside assistance in addition to other helpful features for travelers.



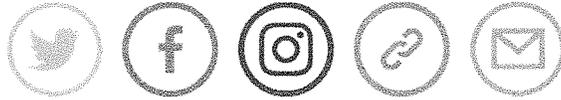
Upcoming Free Kids Learn to Ride Class!

Are your kids ready make the step up from training wheels? Would they like to learn how to balance on a bike on their own?

Sign up for our free upcoming Kids Learn to Ride class on Saturday, August 6th from 10 a.m.-12 p.m. at Warren County Library - Headquarters Branch located on 2 Shotwell Drive, Belvidere, NJ 07823. Our instructors will give new riders confidence and teach the skills they need to find their balance. Helmets and bicycles are required. Class registration is open to children ages 5 and up.

If you're interested in registering your child for this class, please click [here](#).

Anyone seeking more information about our programs, is welcome to contact our Safe Routes to School Coordinator, Jess Lubas at jlubas@transoptions.org or at 973.267.7600.



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