



ANNUAL REPORT FY 2020-2021

BOARD OF DIRECTORS

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Pamela Shadel Fischer | Vice Chair | Governors Highway Safety Association

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Dot Ciolino | Sparta Middle School (Retired)

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Douglas Cook | Newton Medical Center

Erik DeLine | Councilman, Pompton Lakes

John Hayes | County of Morris

Josh Hertzberg | Councilman, Sparta Township

Lea Sheridan | NJ TRANSIT Ex officio

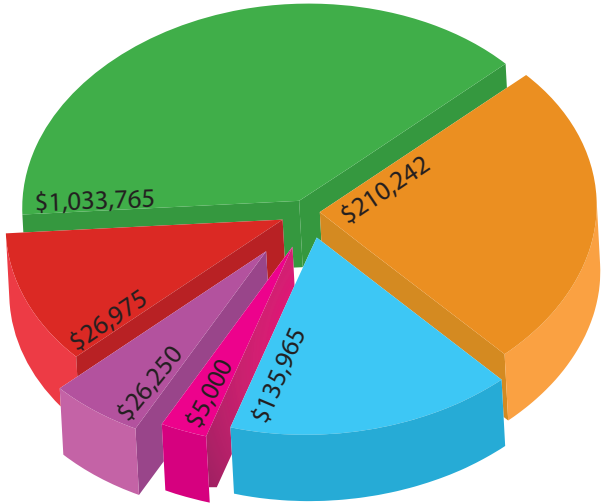
Ali Vaezi | Dewberry Engineers Inc.

Karen VanDerhoof | County College of Morris

Claire Zweig | Glenbrook Technologies

FINANCIALS

Public Support and Revenue

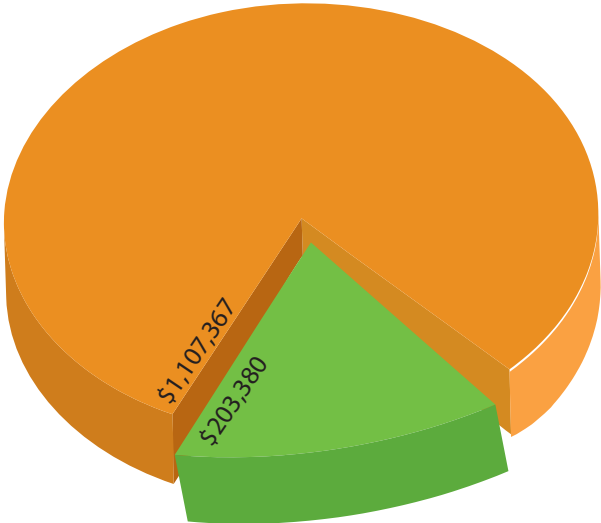


- Federal and State Awards | \$1,033,765
- Grant-Safe Routes to School | \$210,242
- Grant-NJ Division of Highway Traffic Safety | \$135,965
- Contributions and Misc. Income | \$26,975
- Grant-Morris County Board of Chosen Freeholders | \$26,250
- Grant-Environmental Education | \$5,000

In-Kind Contributions | \$37,155

Total Revenue - \$1,475,171

Expenses



- Program Services | \$1,107,367
- Supporting Services | \$203,380

Total Expenses - \$1,310,747
Net Assets - \$826,839



MESSAGE FROM THE PRESIDENT AND BOARD CHAIR

Last year's annual report focused on adaptation, flexibility, and community. In the throes of a pandemic, with schools operating remotely, and only a glimmer of hope in a potentially effective vaccine under development, we had to respond to our surroundings. Programs and meetings went virtual and in-person events turned into video submission projects. Fast forward a year and we face similar challenges, but they come with far more optimism for the days and months ahead. Our most popular outdoor programs, including Learn to Ride classes, bike rodeos, and helmet fitting events, have come roaring back. The hybrid schedule discussion among our employer partners is now one being made out of opportunity rather than necessity, as we see a workforce shifting to companies that offer more flexible remote options.

Looking back on the second year during the Covid-19 pandemic, TransOptions embodied many of the same themes from the first, adaptation, flexibility, and community, as our creative and passionate staff found new ways to serve local needs. Those accomplishments are highlighted in this annual report. As always, if anything catches your eye, reach out and let us know how we can help your community, business, or school.

Robert Altieri, Board Chair

A handwritten signature in black ink, appearing to read "Robert Altieri".

Dan Callas, President

A handwritten signature in black ink, appearing to read "Dan Callas".

STREET SMART

STREET SMART CAMPAIGNS

TransOptions adjusted Street Smart outreach during the COVID-19 pandemic in order to maintain health and safety while continuing to provide important pedestrian safety messaging to local communities.

TransOptions developed a series of Street Smart educational videos that were launched on social media and geographically targeted at specific communities including Morristown, Little Falls and Dover. The videos included photos of local intersections and roadways in each community while highlighting safe driving or walking behaviors for those specific locations.

Walking and driving behaviors covered in Street Smart educational videos included:

- ▶ Stopping for pedestrians at non-signalized intersections
- ▶ Yielding to pedestrians when turning at signalized intersections
- ▶ Crossing at crosswalks and corners
- ▶ Mid-block crossing
- ▶ Pedestrian traffic signals
- ▶ Safe walking and driving at night
- ▶ Speeding
- ▶ Distracted driving



STREET SMART

MORRISTOWN | SUMMER AND FALL 2020

The videos were first piloted in Morristown starting in July 2020. The videos for Morristown were seen by users a total of **14,762** times.

LITTLE FALLS | SPRING 2021

TransOptions donated **24** Street Smart street signs to Little Falls in spring 2021.

The videos for Little Falls were seen by users a total of **24,823** times.



CONNECTING COMMUNITIES

RIDES FOR SENIORS

Serving Madison, Chatham Borough and Chatham Township, this successful pilot program has been helping local older adults thrive by providing a subsidized on-demand transportation option without the need of a smartphone. Although the pandemic slowed calls for rides in the spring of 2020, demand quickly ramped up over the summer as senior buses in town remained non-operational, demonstrating the need for alternatives.

- ▶ **6,000+** rides provided to date
- ▶ **450+** registered riders



New This Year:

Sussex County Transportation Network Company (TNC) Pilot Program: In partnership with the Sussex County Department of Health and Human Services, TransOptions has been able to assist with on-demand Lyft ride scheduling for people who are underserved by the current transportation network.

Community Outreach and Pandemic Response

This year, TransOptions distributed a total of **475** bicycle helmets and **100** reflective vests throughout our service area. We partnered with several local community non-profits who support essential workers using active transportation (biking/walking).

SAFE ROUTES TO SCHOOL

Safe Routes to School initiatives aim to make walking and bicycling around neighborhoods and schools safe, fun, and easy for all students. This year's focus was placed on developing and adapting new outreach and education strategies to reach an even more diverse audience. Through these efforts we were able to further expand our SRTS community in the following ways:

- 16** virtual and in-person education programs reaching **870** students including a new Physical Education curriculum.
- 14** Walk and Bike to School Days reaching **2100** students.

Click here <https://arcg.is/L0v09> to learn more about our FY21 Safe Routes to School programs in this Story Map



4 new encouragement programs including bookmark contests, GoForGood participation, Winter Wellness Week challenge reaching **4213** students.

13 fun and interactive education videos on YouTube receiving **739** total views.



BIKE RIGHT

TransOptions' Bike Right program offers bike riders of all ages and skill levels free bicycle training courses with League of American Bicyclist certified coaches. This year's focus was on reimagining educational activities to be conducted virtually and consulting with a variety of stakeholders to reach a wider and more diverse audience.

7 in-person and live virtual education sessions reaching **163** participants.

475 helmet fitting tip cards in both English and Spanish were created and distributed along with each bicycle helmet.

14 fun and interactive educational YouTube videos received **342** total views.



ENVIRONMENTAL EDUCATION

Junior Solar Sprints (JSS) and **The Hydrogen Car Challenge (H2 Challenge)** teach students about alternative fuels and STEM (science, technology, engineering and mathematics) through designing, building and racing model cars.



H2 Challenge

- ▶ **65** H2 kits sent to **100** participating students, **14** videos submitted by participating teams



JSS

- ▶ **1055** JSS kits sent to **1575** students, **78** videos submitted by participating teams

ENVIRONMENTAL EDUCATION

"Participating in TransOptions' Junior Solar Sprints introduced me to many of my academic passions and taught me many skills that I still use today in my academic and professional life. It helped me to start working on teamwork and collaboration as well as problem solving and innovation skills at a very young age. It was also so much fun! Some of my favorite middle school memories are from Junior Solar Sprints!"

"I really enjoyed the opportunity to build something with my friends!"

Thanks to our incredible volunteers, we were able to adapt this year and successfully provide our enriching STEM programs virtually!

"I've truly enjoyed working with you and getting the opportunity to watch these amazing students' videos. It brings me joy that these kids are our future."

Jessica Johanning
new volunteer from US Bank

20 volunteers and 3 companies across 3 different remote opportunities, with a total of 75 hours of time donated.

"Thank you very much for the opportunity to help in the project! I always joke that if I wasn't an engineer I would like to be a teacher/professor myself. I know how hard it is for the little ones to make all of this during this weird pandemic year, I and feel like most of them nail it! I made my internship at a lab during college researching renewable energy sources (fuel cells!) and I'm very proud of the new generation knowing the benefits of solar energy. Making a car seems a small task for us, but the effort that these kids put into it shows how they are interested!"

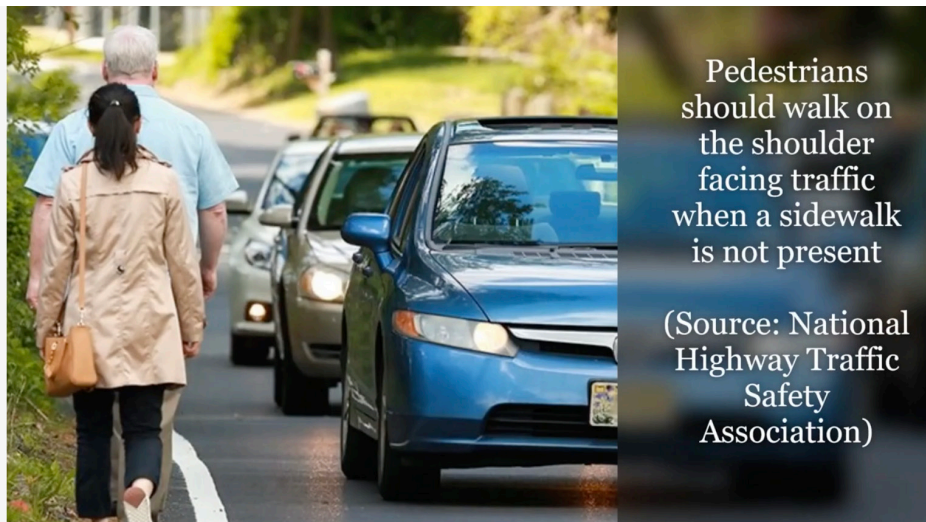
Cesar Krischer
returning volunteer, Howmet Aerospace

EMPLOYER SERVICES

This year, TransOptions expanded its reach to businesses and communities through virtual programs. One area of focus was our YouTube Channel and the creation of **27** lunch and learn videos and Transportation Minute Myth Busting videos. Through these series, we were able to reach over **2,000** viewers.

We also coordinated and hosted **2** focus group meetings with NJ Transit leadership and our business partners to discuss impact on employee use of transit during the pandemic and to get a better understanding of their future plans. Through these meetings we were able to provide NJ Transit with feedback on how to better serve essential workers and a valuable dialogue was started.

Later in the year, we held another focus group with our business partners to discuss plans and process for reopening. TransOptions was eager to facilitate conversations among businesses regarding hybrid work plan implementation that allows for flexible work schedules to ensure employees feel safe and are afforded opportunities to choose schedules that work best for them.



Myth Busting Minute #7: Walking with Traffic

100 views • Apr 12, 2021

👍 1 🗨️ 1 ➡️ SHARE ➡️ SAVE ...



TAMING TRAFFIC

92 registered carpools, **215** participants

19 registered vanpools, **122** vanpool participants

Over **2,856,368** miles cut for a total reduction of **2,288,840.40** lbs of carbon dioxide equivalent emissions



ONLINE PRESENCE

 **43,876** website page visits

 **2,647** Facebook page likes

 **2,390** Twitter followers
(@TransOptions, @TrafAlerts)

 **860** Instagram followers

Over **650,000** reached on social media

TransOptions Staff: from top left

Judy Maltese, Justin Jenkins,
Daniel Callas, Jeremy Szeluga,
Anne Vivino, Laura Cerutti,
Danielle Scassera, Kristen Tomasicchio,
Jackeline Leon, Emily Casey,
Melissa McCutcheon,
Denis Kelleher, Lisa Leone.



TransOptions delivers programs that improve the mobility, the environment and overall quality of life in northwestern New Jersey.