



GO FOR



ANNUAL REPORT

GOOD



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Coldwell Banker Mendham

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



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MESSAGE FROM THE PRESIDENT AND BOARD CHAIR



Here we are at the wrap of another fiscal year, but this one has been a bit different to say the least. Prior to the COVID-19 pandemic, things were moving along nicely. We had seen an increase in Safe Routes to School participation throughout our service area, successful Street Smart NJ pedestrian safety campaigns, and new initiatives from local employers ranging from shuttle services to commuter benefits in compliance with New Jersey's new legislation.

In mid-March, like many in the region, we shifted to a mandatory work-from-home schedule and our team quickly began preparing virtual lessons and engaging digital content.

We rolled out key air quality and environmental education resources weekly to assist teachers and parents who had been forced into remote learning situations for their students. We launched an entire season of condensed lunch and learn programs for the local workforce to enjoy while away from their office. We partnered with larger companies like Kent Bicycles in Fairfield to amplify our bike safety messaging to their entire customer base.

As municipal officials prepared for increased street usage for things like recreation and outdoor dining, TransOptions provided assistance on safety messaging, anti-idling information for curbside pickup locations, and we implemented a bicycle rack pop-up program for towns who had seen an uptick in riders but needed additional parking options.

As employers worked to establish reopening plans, TransOptions facilitated focus group and roundtable conversations between them and NJ Transit to discuss timelines and employee demand for bus, train, and vanpool options.

We began using GoForGood, our trip tracking app (and appropriately the title of this year's annual report), to build connections between people, communities, and students, with a focus on walking and biking more to improve health, the environment, and self-care during this stressful time.

Forecasters may try to tell you the transportation industry is headed one way or another as we attempt to climb out of this pandemic, but the truth is that we just do not know yet what the next year will bring. TransOptions, however, is prepared to help just as we have been for years and we look forward to getting through this together. On behalf of the entire organization, stay safe and stay healthy.

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

Daniel Callas, *President*

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

Robert Altieri, *Board Chair*

Street Smart

Street Smart Campaigns

Street Smart NJ is a statewide public awareness campaign that combines educational outreach and high-visibility law enforcement to change behaviors as they relate to pedestrian safety.

Borough of Madison (Fall 2019)

7% decrease in drivers observed not stopping or yielding to pedestrians in a crosswalk when traveling straight or turning



9% decrease in survey participants seeing other drivers not stopping for pedestrians in a crosswalk

34% increase in survey participants' recognition of Street Smart messaging



Borough of Pompton Lakes (Fall 2019)

54% increase in survey participants' recognition of Street Smart messaging



5% decrease in drivers observed not stopping for a pedestrian in a crosswalk



7% decrease in pedestrians observed crossing mid-block



Morristown (Spring 2020) Impacted by COVID-19



How we Pivoted to Digital:

- Lunch and Learn online videos were produced to help Morristown promote the Street Smart campaign and pedestrian and driving safety
- More informative safety videos are expected to be produced in the new fiscal year

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.

5,000+ rides provided to date

450+ registered riders

Safety Programs for Older Adults

Provided safety information and resources to **385** older adults at **6** safety fairs



AARP Smart Driver (6 hour) safe driving/driver improvement classes

4 classes with **47** total older adult participants

(Held at Hackettstown Medical Center and cosponsored by TransOptions and Atlantic Health System)



9 Older Adult Safe Walking and Safe Driving presentations reaching **214** older adults

How we Pivoted to Digital:

- Lunch & Learn online videos
- Developed a two-part YouTube presentation on "How to Keep Driving Longer and Safely" and "How to Retire from Driving"



Environmental Education

Junior Solar Sprints and The Hydrogen Car Challenge teach students about alternative fuels and STEM (science, technology, engineering and mathematics) through designing, building and racing model cars. Our air quality programs teach children about air pollution and public health through hands-on educational activities.

Junior Solar Sprints

Projected 2020 numbers: **3,000** students from over **100** schools



The Hydrogen Car Challenge

142 students with **43** teams from **10** schools participated

“Really nice to see those cars and what the students are capable of accomplishing...Definitely see the value in these events and programs so well supported by your team.”

— Tony C.

“Thank you so much! I am going to include this in next week’s virtual learning options for my students. I really appreciate you for sharing this with us; they will love it.”

— Lisa M.

Air Quality

9 events reaching **467** students who were able to measure, chart and learn about air pollution near their school

How we Pivoted to Digital:



- 12 weeks of Next Generation Science Standards-mapped remote content, including 21 online resources and 18 STEM activities

Safe Routes to School (SRTS)

Safe Routes to School initiatives aim to make walking and bicycling around neighborhoods and schools safe, fun, and easy for all students. Initiatives include Traffic Safety Team , a roleplaying activity for Pre K and Kindergarten Students, Ready to Walk and Roll , a storytelling activity for grades K-2, and Traffic Safety Town , an interactive streetscape where students grades 3-5 act out the rules of the road.

Traffic Safety Team

1 class reaching **15** students



Ready to Walk and Roll

25 classes reaching **416** students

“Thanks again for putting this bookmark contest together. It’s a great way to engage kids.”

— parent from Deerfield Elementry School, Milburn

Walk to School Days

6,300+ student participants



Traffic Safety Town

34 classes reaching **697** students



How we Pivoted to Digital:

- Free resources on walking and biking safety, a bookmark contest, “Bike The Block Day”, virtual Learn to Ride consultations and surveys
- 5,500+ students reached

Bike Right

TransOptions' Bike Right® program offers bike riders of all ages and skill levels free bike training courses with League of American Bicyclist certified coaches. Bike Right® programs include both in-class and extracurricular safety activities.

Learn to Ride Classes

16 Learn to Rides reaching **240** participants



Bike Helmet Giveaways and Community Outreach

Properly fitted **565** children with helmets and taught bike helmet safety at community events

TransOptions reached **1,450** people through safety, health and wellness events, street festivals and fairs

Bike Safety

430 students engaged through Bike Safety Education Programs

“Thank you for the opportunity to better serve my community.”

– Kimberly Williams, Community Development Coordinator, Town of Newton on Newton's bike pop-up



How we Pivoted to Digital:

- Bicycle Rack Pop-Ups were created for Newton and Berkeley Heights to promote bicycle usage and help address congestion and parking concerns as businesses reopened
- Available to all towns in our service areas that are interested in participating



Safe Routes to School Recognition Program Winners

Recognition is awarded in three year cycles. The following winners earned their level of status in 2020:



First Step

Mary Kay McMillin Early Childhood Center, Berkeley Heights
Township of Hanover
Durban Avenue Elementary School, Hopatcong
Hopatcong Middle School, Hopatcong
Tulsa Trail Elementary School, Hopatcong
Mt. Pleasant Middle School, Livingston
Edith M. Decker Elementary School, Mt. Arlington
Mt. Arlington School, Mt. Arlington
Wildwood Elementary School, Mountain Lakes
Borough of Mountain Lakes
Halsted Middle School, Newton
Brooklawn Middle School, Parsippany-Troy Hills
Central Middle School, Parsippany-Troy Hills
Eastlake Elementary School, Parsippany-Troy Hills
Intervale Elementary School, Parsippany-Troy Hills
Knollwood Elementary School, Parsippany-Troy Hills
Lake Hiawatha Elementary School, Parsippany-Troy Hills
Lake Parsippany Elementary School, Parsippany-Troy Hills
Littleton Elementary School, Parsippany-Troy Hills
Mt. Tabor Elementary School, Parsippany-Troy Hills
Northvail Elementary School, Parsippany-Troy Hills
Rockaway Meadow Elementary School, Parsippany-Troy Hills
Troy Hills Elementary School, Parsippany-Troy Hills
Catherine A. Dwyer Elementary School, Rockaway
Nixon Elementary School, Roxbury
Jefferson School, Summit
Memorial School, Washington
Taylor Street School, Washington
Harrison Elementary School, West Caldwell
Jefferson Elementary School, West Caldwell
Washington Elementary School, West Caldwell
Wilson Elementary School, West Caldwell

Safe Routes to School Recognition Program Winners

continued...



Franklin Borough School, Franklin
Borough of Franklin
Hilldale Elementary School, Montville
Lenox Elementary School, Pompton Lakes
Lincoln Elementary School, Pompton Lakes
John F. Kennedy Elementary School, Wayne



Ogdensburg Borough Public School District, Ogdensburg
Torey J. Sabatini School, Madison
Borough of Madison
Borough of Morris Plains
Stanhope School District, Stanhope



Thomas P. Hughes Elementary School, Berkeley Heights
Mountain Park Elementary School, Berkeley Heights
William Woodruff Elementary School, Berkeley Heights
Columbia Middle School, Berkeley Heights
Borough of Pompton Lakes

Employer and Municipal Services

Carpools, Vanpools and Shuttles

92 registered carpools, **215** participants

68 registered vanpools, **427** participants

11,588 rides taken on corporate shuttles



Reduction of CO2

Over **2,707,639** miles cut for a total reduction of **2,169,662** lbs of carbon dioxide equivalent emissions

Mapping

Conducted GIS mapping work in **18** municipalities and **15** schools



How we Pivoted to Digital:

- 330 total views for online Lunch & Learns covering a range of topics including Pedestrian Safety, Safe Driving and Bicycle Riding for Families



MORE PEOPLE WALKING AND BIKING



DRIVING SAFETY

- Be aware of new traffic patterns
- Slow down
- Avoid distractions
- Stop for pedestrians
- Give a person biking 3 feet of space when passing

NJ Smart Workplaces

The prestigious New Jersey Smart Workplaces (NJSW) program, which is free, annually recognizes employers for promoting commute alternatives for their employees.

Platinum

3M
AAA
Allergan
Arconic
Atlantic Health System:

- Atlantic Rehab
- Chilton Medical Center
- Atlantic Health System Corporate
- Hackettstown Medical Center
- Morristown Medical Center
- Newton Medical Center
- Overlook Medical Center

BASF
Bayer US LLC
Crum & Forster
Cycle Craft
Drew University
Fairleigh Dickinson University
Fiserv, Inc.
GlaxoSmithKline
Maersk Services USA, Inc.
Marty's Reliable Cycle
MetLife Investments
NECA
Pershing LLC
Picatinny Arsenal
Realogy Holdings Corporation
REI, East Hanover NJ
ShopRite of Greater Morristown
Summit Medical Group
Thorlabs Inc.
Tiffany & Co. Parsippany

Tiffany & Co. Whippany
TransOptions
Wyndham Hotels and Resorts

Gold

Borough of New Providence
Coronet, Inc.
County College of Morris
County of Morris
KYOCERA Document Solutions America, Inc.
Town of Boonton
Township of Hanover
Town of Morristown
Town of Newton

Silver

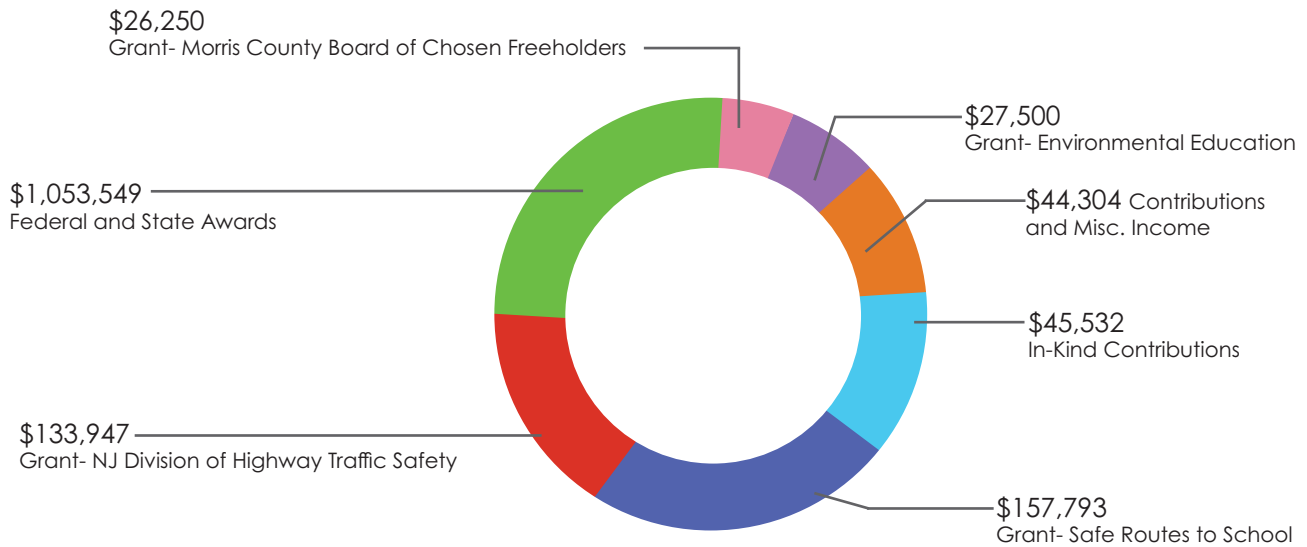
Borough of Chatham
Borough of Madison
Borough of Morris Plains
Madison Area YMCA
State Shuttle
The Casey Group
Yukon Graphics

Bronze

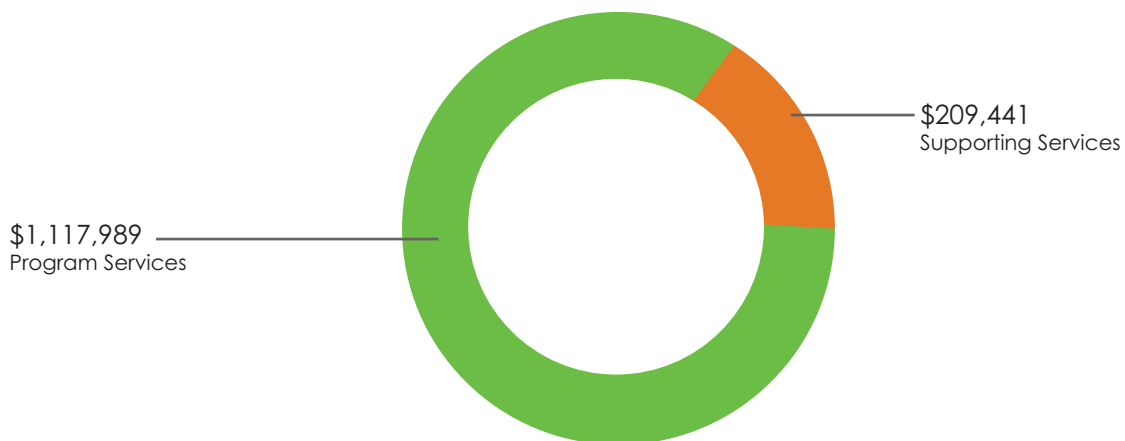
Morris County Chamber of Commerce
Sussex County Chamber of Commerce
Town of Dover

FINANCIALS

Public Support and Revenue Total Revenue-\$1,488,875



Total Expenses- \$1,327,430



Net Assets- \$661,962

Online Presence

2,316 Twitter followers (@TransOptions, @TrafAlerts)



Over 600,000 reached on social media

2,417 Facebook page likes



600+ Instagram followers



1600+ YouTube views



62,751 website page visits



**DYK: YouTube is the second leading search engine after Google?
We are growing TransOptions' YouTube channel as a resource to
the public and professional communities, come join us!**



How we Pivoted to Digital:

- All Lunch and Learn videos created to inform the public about educational resources as well as pedestrian, bicycling and driving safety are available on TransOptions' YouTube page
- TransOptions' website actively updated to provide the latest digital activities and resources for organizations, partners, companies, educators and families
- Our Facebook, Instagram and Twitter pages were also more heavily leveraged to promote our digital activities and resources
- More frequent usage of Instagram stories and IGTV to promote our programs, posts and partner news and resources



TRANSOPTIONS STAFF

First row left: Judy Maltese, Jackeline Leon, Anne Vivino, Justin Jenkins

Second row left: Melissa McCutcheon, Jeremy Szeluga, Judy Bortman, Emily Casey

Third row left: Denis Kelleher, Lisa Leone, Dan Callas, Danielle Scassera

Fourth row left: Kristen Tomasicchio, Laura Cerutti

Connect With Us!



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