



TransOptions

Annual Report
Fiscal Year '18



NEW ROADS

NEW POSSIBILITIES

Board of Directors

Executive Committee

Robert Altieri | *Chair* Coldwell Banker Mendham

Pam Fischer | *Vice Chair* Pam Fischer Consulting

Joe Toscano | *Treasurer* CP Professional Services

Maria Sheridan | *Secretary* Morristown Airport

Christopher Didden | *At-Large* Solix

Board Members

Mary Ameen | NJTPA Ex officio

Bryan Buffalino | B&B Law

Dot Ciolino | Sparta Middle School (Retired)

Hon. Robert Conley | Mayor, Borough of Madison

Douglas Cook | Newton Medical Center

Hon. Josh Hertzberg | Mayor, Sparta Township

James Jones | Penford Construction LLC (Through December 2017)

Deena Leary | County of Morris

Mary K. Murphy | NJTPA Ex officio (Through June 2017)

Thomas Phelan | BHX Engineering & Planning

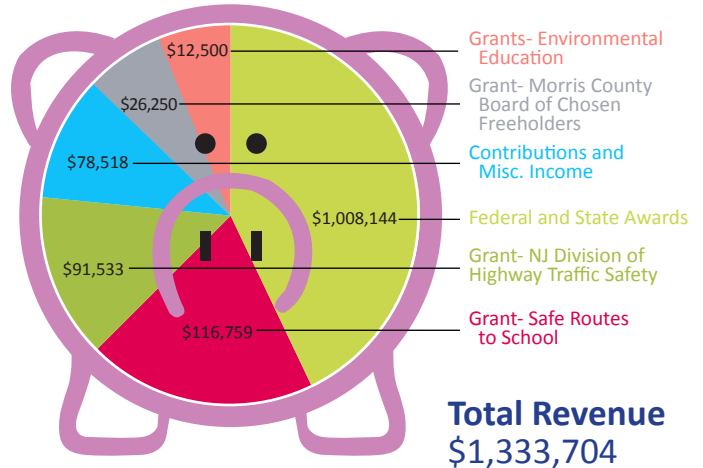
Lea Sheridan | NJ TRANSIT Ex officio

Ali Vaezi | Dewberry Engineers Inc.

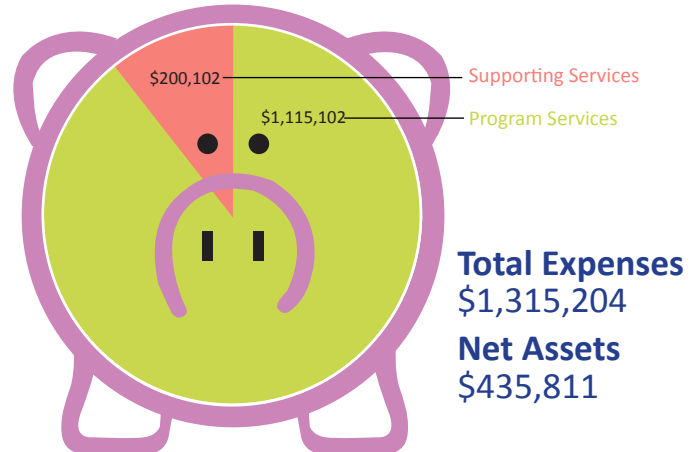
Karen VanDerhoof | County College of Morris

Claire Zweig | Glenbrook Technologies

Financials | Public Support and Revenue



Financials | Expenses





I have always found the work at TransOptions to be rewarding, but I now get to see it from a whole new perspective. Though we said goodbye to our retiring president in December, we haven't skipped a beat. The accomplishments of our staff are noteworthy, and I hope you'll enjoy this annual report as a brief snapshot of what the last year had to offer.

TransOptions continues to see businesses and communities prioritizing safety, thinking about mobility and access, and recognizing the role transportation plays in both health outcomes and economic development. New technologies, perspectives, and people are changing the transportation landscape. The importance of STEM education for our youth and transportation options for older adults is often front page news. With its finger on the pulse of all of these issues, TransOptions is an advocate for and works toward a better, safer network of options.

Please join me in again recognizing the great work of our staff and the support of our board of directors. We hope this report serves to signal "what's to come" just as much as it reflects on "what was." I look forward to traveling with you down these new roads.

Daniel Callas, President



TransOptions continues to be a leader in the transportation world and a great asset to the local community. Under new leadership and a growing staff, the organization remains poised to take on the challenges we all face when it comes to mobility, safety and the environment.

In addition to new faces, TransOptions welcomes new ideas. In this report we share many of them, shedding light on how programs are changing and what new concepts are being rolled out. Whether it's making our streets safer for all users, getting creative with how we educate students, or finding innovative ways to move the most vulnerable populations, TransOptions is and has been hard at work in northwest New Jersey.

As you read this year's annual report, I invite you to think about your own connection to TransOptions and consider other ways in which this outstanding organization may help you advance your goals. After all, what better way to enrich your own work than by reaching together toward new possibilities?

Robert Altieri, Board Chair



What's new?

To kick off the May 2018 Street Smart campaign, the Newton Police Department deployed officers on foot to distribute coupons from local businesses to pedestrians for correctly and safely crossing the streets of Newton.

TransOptions conducted a walkability assessment in Chatham that identified safety hazards and concerns for the proposed Urban Track on Main Street.

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.

Boonton (Fall 2017)

39% reduction in pedestrians crossing midblock (jaywalking)

56% increase in public awareness of the Boonton Police Department's enforcement efforts of pedestrian safety laws

New Providence (Spring 2018)

12.3% increase in compliant speeds from drivers traveling in the area of study

Newton (Spring 2018)

17% increase in respondents believing the police department was "very strict" in enforcing pedestrian safety laws such as speed limits and stopping for pedestrians in the crosswalk

17% gradual decrease since 2015 in drivers not stopping or yielding for pedestrians when turning

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.

2,500 » rides provided to date

285 » registered riders

Being Street
Smart and
Connecting
Communities



What's new?

On their way to school, students in TransOptions' service area provided Valentine's Day cards to their crossing guards for the first ever "Salute Your Safety Valentine" themed Walk/Bike to School Day. 10 schools in 4 municipalities participated in this event.

Safe Routes to School makes walking and bicycling around neighborhoods and schools safe, fun, and easy for all students. Safety education programs 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 street scape where students grades 3-5 act out the rules of the road.

➔ **TRAFFIC SAFETY TEAM:**

6 classes reaching **88** students

➔ **READY TO WALK AND ROLL:**

30 classes reaching **602** students

➔ **WALK TO SCHOOL DAYS:**

8,000 + students

➔ **TRAFFIC SAFETY TOWN:**

50 classes reaching **1,128** students

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:**

28 classes reaching **392** students

➔ **BIKE SAFETY EDUCATION:**

905 children and adults engaged

➔ **BIKE DRIVER'S ED:**

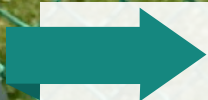
8 classes reaching **105** students

➔ **BIKE HELMET FITTINGS AND COMMUNITY OUTREACH:**

*At community events TransOptions taught children the importance of bike helmet safety and properly fitted **862** helmets*

Safe Routes to School and Bike Right

TransOptions reached an additional **2,765** people through safety events, health and wellness fairs, and street festivals.



What's new?

TransOptions reached a new international audience with JSS, bringing the program to students in Barbados. The Sam Lord's Castle Solar Sprint Challenge launched in partnership with the Barbados Tourism Investment Inc.'s Old Town Hall office in Bridgetown.

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.

JSS

 **4,000**
students from

105
schools
participated



H2 Challenge

 **117**
students from

12
schools
participated



Environmental Education



Taming Traffic

- 907 } registered carpools, 271 } participants
- 73 } registered vanpools, 473 } vanpool participants
- 1,556 } employees reached through Lunch and Learns and onsite transportation fairs
- 17,568 } rides taken on corporate shuttles
- 14,505,100 } vehicle miles reduced
- 11,554,865 } pounds of carbon dioxide equivalent emissions reduced

Employer Services



PLATINUM

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
College of Saint Elizabeth
Crum & Forster
Cycle Craft
Drew University
Fairleigh Dickinson University

- Fiserv, Inc.
GlaxoSmithKline
Maersk Services USA, Inc.
Marty's Reliable Cycle
MetLife Investments
NECA
Nestle Nutrition
Pershing LLC
Picatinny Arsenal

- Realogy Holdings Corporation
REI East Hanover NJ
ShopRite of Greater Morristown
Thorlabs Inc.
Tiffany & Co. Parsippany
Tiffany & Co. Whippany
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
TransOptions



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



ONLINE PRESENCE

33,000 website visits



Over **349,000**
reached on social media

1,934 
Twitter
followers
(@TransOptions,
@TrafAlerts)

1,697 
Facebook
page likes

345 
Instagram
followers



TransOptions Staff, Back row: Danielle Scassera, Melissa Estock, Laura Cerutti.
Front row: Denis Kelleher Sr., Emily Casey, Lisa Leone, Jackeline Leon, Samantha Gold, Anne Vivino, Judy Maltese, Judy Bortman, Melissa McCutcheon, Daniel Callas, Kristen Tomasicchio, Justin Jenkins.

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

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