Our Mission:
TransOptions delivers programs that improve mobility, the environment and quality of life in northwestern New Jersey.
For twenty-six years, TransOptions has been providing transportation assistance and information to commuters, employers and communities in northwestern New Jersey.

We responded to recent economic flux by reaching out to expanded audiences in new, cost-effective ways. Employers appreciated our free programs as they strove to maintain profitability. Commuters sought alternative transportation options to stretch their budgets.

With the expanding advent of technology, we reached out farther and faster - growing our online presence, at no cost, by establishing Facebook and Twitter accounts. These electronic marketing channels communicated succinct, program updates and transportation information to commuters on the go.

Our traditional programming was also enhanced by innovations. Joining with the other New Jersey TMAs (Transportation Management Associations), we applied and were awarded a grant by the New Jersey Division of Highway Traffic Safety. The grant provided funding to focus on education and awareness of safety practices, primarily for bicyclists and senior pedestrians, the groups with steadily growing numbers of fatalities and injuries throughout the state. Our free safety programs were well received, especially by budget-constrained schools, municipalities and community groups.

TransOptions continues reaching out, growing and evolving as a reliable resource for commuters, employers and communities. We’re proud to share highlights of our achievements from July 1, 2009 to the present.

We welcome your comments and value your input. Please reach out and visit us online at www.TransOptions.org or on Facebook or Twitter to learn about our activities and share your thoughts.

On behalf of the TransOptions Board and Staff,

John F. Ciaffone, President

Robert Altieri, Chair
# Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Robert Altieri</td>
<td>Chair</td>
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<tr>
<td>James D. Jones</td>
<td>Vice Chair</td>
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<tr>
<td>Melverne Cooke</td>
<td>Secretary</td>
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<tr>
<td>Walter P. Krich</td>
<td>Treasurer</td>
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<tr>
<td>Kathy Avola</td>
<td>Member at Large</td>
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</tbody>
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- **Robert Altieri**  
  Coldwell Banker
- **Kathy Avola**      
  County College of Morris
- **Ted Christian**    
  Lakeland Bank
- **Melverne Cooke**   
  Office of Assemblyman Alex DeCroce
- **Deena Cybulski**   
  Morris County Dept. of Planning & Development
- **William Deane**    
  Dewberry
- **Pam Fischer**      
  Fischer Consulting
- **James D. Jones**   
  Commercial Land Development
- **Dennis Keck**      
  Jacobs Engineering Group
- **Walter P. Krich**  
  Morris County Dept. of Planning & Development (Retired)
- **Clark Machemer**   
  Rockefeller Group Development Corp.
- **Rotha Maddox**     
  Maddox Communications
- **Jack Miller**      
  Solix, Inc.
- **Ron Slember**      
  Energy and Climate Change Advisors LLC
- **Jeffrey Spicka**   
  New Jersey Department of Transportation
- **Paul Spiegel**     
  New Jersey Transit
- **Hon. Susan Zellman**  
  Sussex County Board of Chosen Freeholders
- **John F. Ciaffone (ex officio)**  
  President
REACHING OUT...

to Employers and Their Employees

Enrollment in New Jersey Smart Workplaces grew 10% in 2010 and by another 24% to date.
Annually we reach out to enroll employers in New Jersey Smart Workplaces, a prestigious, state-wide program sponsored by the New Jersey Department of Transportation and the Transportation Management Association Council (TMAC) of New Jersey recognizing employers who provide outstanding commuter transportation programs. Enrollment has grown to 82 employers. Recognition certificates are presented to the qualifying employers at an Awards Breakfast during the summer.

Employers qualify at the Bronze, Silver, Gold and Platinum level according to the scope and variety of programs offered. Activities range from providing transit schedules at the work site and hosting carpool and vanpool formation meetings to allowing employees to deduct commuting costs from their paychecks on a pre-tax basis, providing telecommuting and flextime programs, and offering on site amenities to reduce employees’ travel requirements.

**Qualifying employers are:**

**Platinum Level:**
Atlantic Health Corporate Office, Atlantic Health Morris Plains, Atlantic Health Morristown Memorial Hospital, Atlantic Health Overlook Hospital, Atlantic Health Rehabilitation Center, BAE Systems, BASF Florham Park, BASF at two locations, Celgene Corporation, CIT, County College of Morris, County of Morris, Damco, Fairleigh Dickinson University, Fujitsu General America Inc., Johnson and Johnson, Kearfott Corporation, Maersk Inc., Pershing LLC, Pfizer Inc., Picatinny Arsenal Department of the Army, Roche, SetFocus, Tiffany&Co., William Patterson University and Wyndham Worldwide.

**Gold Level:**

**Silver Level:**

**Bronze Level:**
“Using a commute alternative hits a home run by reducing the stress, cost and pollution of commuting. It makes sense.”

**Programs**

Our programs continued helping commuters learn about their options for getting to work including carpooling, vanpooling, train and bus that were efficient and cost-effective.

TransOptions increased awareness of commuter alternatives by conducting 60 employer programs including Transportation Fairs, Lunch and Learn Seminars and environmental education events reaching over 9,500 participants at employer locations and in communities.

At the programs, attendees completed Ridematch applications to find commuting companions, enrolled in carpools and vanpools, learned about the benefits of commuter programs, received maps and transit schedules, learned about seasonal driving tips and obtained bicycle and pedestrian safety information. Safe driving was highlighted by growing awareness of the “Click It or Ticket” seat belt law, the enhanced “Stop and Stay Stopped” pedestrian crossing law, “Put the Brakes on Fatalities Day” and seasonal reminders to “Watch for Deer” and to “Remove Ice and Snow Before You Go.”

**Ridesharing**

TransOptions continued to implement a free NJ Department of Transportation Ridesharing service which helped commuters find others who want to share a ride to work by carpooling or vanpooling.

“Using a commute alternative hits a home run by reducing the stress, cost and pollution of commuting. It makes sense.”

**GO Smart!**

As gas prices continued to creep higher, TransOptions reached out to ease pain at the pump by introducing the “GO Smart!” commuter club. Membership is free to commuters in northwestern New Jersey who carpool, vanpool, walk or ride a bike to work at least one day per week. GO Smart! members are rewarded with discounts at local merchants, restaurants, retail stores and cycling shops in return for sharing a ride or using alternative transportation. It’s a win-win program that’s been well-received.
The NJ Department of Transportation concluded its Carpooling Makes Sense incentive program at the end of 2009. Commuters already enrolled in the program continued sharing a ride to work and benefitting from the cost savings of sharing a ride.

Economic changes at employers and the termination of the incentive program kept carpool enrollment flat. During this period, 897 carpools transported 1,944 commuters who saved 22,491,696 round trip vehicle miles traveled and saved 21,845,382 pounds of pollutants from being discharged into the air.

“Carpooling is one of the best options that everyone should opt for. It saves lots of time and money as well. Most of all it is eco-friendly and reduces traffic. I wish all the people in the US would start carpooling.”

Vanpools

Vanpooling is a savvy, financially attractive commute option for groups of five or more employees who rent vans on a month-to-month basis. Employer-sponsored incentives (where available) and the NJ TRANSIT subsidy program additionally reduced the cost of commuting for vanpoolers.

The number of vanpools grew to 74 with ridership increasing to 476 vanpoolers. Vanpools saved 12,150,697 round trip vehicle miles traveled and saved 11,801,538 of pollutants from being discharged into the air.

“I think vanpooling is a wonderful program, especially for those of us from the Fort Monmouth area. I’m really pleased with it!”
Traf Alerts

We electronically sent over 500 traffic advisories, known as Traf Alerts, to a list of 2,485 subscribers via email or text message. The Traf Alerts were re-transmitted internally by employers reaching an additional 30,000+ commuters.

The timely incident reports enabled commuters to plan their routes and schedules. By doing so, they reduced weekday drive time stress, saved commute time, conserved fuel and enhanced air quality by lowering traffic congestion.

“Traf Alert reports have saved me and our commuter van more time by planning an alternate route either to work or home and making my commute less aggravating.”

Shuttles and Buses

Shuttles and buses were the primary mode of transportation for numerous commuters. During the year, NJ TRANSIT instituted a number of service changes, consolidations or eliminations for shuttles and buses.

Often a shuttle is all that is needed to allow a commuter to get out of their solo vehicle. When service on the Last Mile Shuttles from Convent Station and Morris Plains train stations ended with the termination of funding as of May 1, 2010, TransOptions, working with several employers along the shuttle route, instituted a private shuttle service to serve employees.

The Vernon Area Shuttle began operation on November 1, 2010, serving both local residents and New York City bound commuters. Word of the shuttle is spreading and ways to grow ridership are being explored.

We also researched routes for a future shuttle bus serving downtown Madison along with three nearby colleges. Our application is being reviewed by NJ TRANSIT.
52% of commuters responding to our survey said that ERH influenced their decision to carpool.

**ERH (Emergency Ride Home)**

Commuters have told us they were reluctant to carpool, vanpool or use public transportation because an unexpected change in their work schedule or a family emergency would leave them stranded.

Getting an Emergency Ride Home when the need arose provided peace of mind to commuters registered with TransOptions who are qualified to receive up to two rides per year (some restrictions apply). Out of a database of 2,419 participants, rides were given to 58 commuters - an almost 50% decrease that paralleled economic changes for employers in our service area.

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**Our original video, Carpooling Adds Up, won the prestigious Telly Award.**

**Carpool Video**

TransOptions collaborated on a semester-long project with film students at Fairleigh Dickinson University in Madison, New Jersey, to create video titled “Carpooling Adds Up” encouraging commuters to carpool. The joint project earned a 2009 Telly Award in the category honoring outstanding local, regional and cable TV productions. Over 11,000 entries from all 50 states and around the world competed. See our prize-winning story by visiting the Video Library at www.TransOptions.org.
Biking to work is, where feasible, a transportation option that we support. During May, TransOptions hosts Bike to Work activities as part of an annual national campaign encouraging cycling as a healthy, low-cost and sustainable commuter option.

In response to growing interest, TransOptions has expanded our cycling program by conducting a month long “Challenge” and hosting breakfast stops in Cedar Knolls, Denville, Madison, Morristown and Newton. The cyclists who participated rode 13,262 commuting miles and kept 12,700 pounds of pollutants out of the air.
Impact

TransOptions programs reduced vehicle miles traveled in multiple modes of alternative transportation including carpools, vanpools, train, bus, walking and biking and thereby improved air quality by reducing pounds of pollutants from the air.

We helped commuters connect to a network of buses and shuttles enabling them to reach employer, suburban, community and college destinations via public transportation.

The result of these programs reduced Vehicle Miles Traveled by **42,708,079** miles and saved **41,402,088** pounds of pollutants from being discharged into the air.

<table>
<thead>
<tr>
<th>Alternative</th>
<th>Vehicle Miles Reduced</th>
<th>Air Pollution Reduced</th>
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<tbody>
<tr>
<td>Carpool</td>
<td>22,491,696</td>
<td>21,845,382</td>
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<tr>
<td>Vanpool</td>
<td>12,150,697</td>
<td>11,801,538</td>
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<td>Bike to Work Week</td>
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<td>M.O.M. Shuttle</td>
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<td>Route 57</td>
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<td>Wheels 890</td>
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<td>Wheels 966*</td>
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<td>Wheels 986</td>
<td>1,249,795</td>
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<td>Last Mile Shuttles**</td>
<td>289,403</td>
<td>281,088</td>
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<td><strong>Total</strong></td>
<td><strong>42,708,079</strong></td>
<td><strong>41,402,088</strong></td>
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* In December 2010 NJ TRANSIT made changes to the Wheels Shuttles. The name “Wheels” was removed, Shuttles 967, 970, 971 and 973 were eliminated and Wheels 966 became Routes 878 and 879.

**As of May 1, 2010, the shuttles are no longer being run by TransOptions, but are privately operated.
REACHING OUT...

to Counties and Municipalities
Complete Streets

The Complete Streets policy has recently been introduced by the NJ DOT. Complete Streets are “user friendly” and make it easy for pedestrians, bicyclists, motorists and public transit users of all ages and abilities to move safely along and across a street.

During the year, TransOptions promoted the concept at the League of Municipalities, the Morris County EDC and Warren County DOT Municipal Summits, and other appropriate venues. We also assisted local municipalities that desired help in implementing strategies that make this policy a reality.

Sustainable Jersey

“Sustainable Jersey” is a recently introduced state-wide initiative. Municipalities earning the prestigious recognition become eligible for grants that fund sustainable projects.

As many TransOptions programs align with Sustainable Jersey categories such as Safe Routes To School, Complete Streets, Energy Education and Outreach, Alternative Transportation and Anti-Idling, we have worked with many municipalities to achieve certification.

Several of the municipalities in TransOptions service area that have obtained certification include the townships of Morristown, Denville, Sparta, Livingston and Summit.
REACHING OUT...

to Communities

We participated in the first Drew University Civic Scholars Program by mentoring three students who executed assignments such resulted in increased awareness of alternative transportation options and the implementation of bicycle and pedestrian safety projects on campus.
Highway Traffic Safety:

The New Jersey Division of Highway Traffic Safety awarded a grant to the eight Transportation Management Associations (TMAs) serving the state that began October 1, 2009. TransOptions managed the grant on behalf of the eight TMAs. The grant funded programs focused on pedestrian safety, primarily for senior citizens, bicycle safety for children and commuters, distracted driving and the use of backseat seat belts.

Safety messages reached students, seniors and commuters through a combination of outreach methods including both English and Hispanic speaking presentations, on-site programs, newsletters, press releases, the TransOptions website and through social media via Facebook and Twitter.

“I learned something new at your Pedestrian Safety presentation. If there’s no sidewalk, I walk FACING the traffic. This could save my life!”

Reaching Out to Pedestrians

Over 2,000 senior citizens learned about safe walking tips during more than 40 pedestrian safety programs, primarily for seniors who have the greatest percentage of fatalities in the state.

“I enjoyed riding a bike as a kid. It’s good to learn about safety as an adult. Thanks to TransOptions, I’m more confident about sharing the road.”

Reaching Out to Cyclists

The grant enabled our cycling program to grow significantly, allowing us to increase the number of classes and safety training programs. It also provided the bicycle helmets that were given to children and adults in immigrant and other communities that took part in the programs. During this period, two staff members were certified as instructors by the League of American Bicyclists.

80% of all crashes and 65% of near crashes involve some type of distraction

Distracted Driving

Distracted driving has become more prevalent because of a rise in the use of cell phones and texting. We brought attention to the danger of distracted driving in newsletter articles and at corporate and community events. These efforts are ongoing and expanding; future programs will target teen drivers.
REACHING OUT...

to Schools

Safe Routes to School

TransOptions actively participates in Safe Routes to School, the national initiative encouraging children to walk and bicycle to school and helping them to do so safely. We brought classroom and outdoor programs, such as the “Walking School Bus” to numerous school districts and assisted others in applying for Safe Routes to School grants.

Environmental Education

TransOptions continued to bring Environmental Education to the classroom, conducting 145 in-class programs that reached over 4,500 students in 56 schools. Subjects included air quality, alternative fuel sources, renewable energy and recycling. Educators welcomed the content aligned to New Jersey core curriculum standards.

Two premier hands-on Environmental Education programs, Junior Solar Sprints and the Hydrogen Fuel Cell Model Car Challenge, demonstrated science in action by introducing students to the production of alternative fuels. Budget for environmental education programs was supported by sponsorship campaigns and grant writing which generated approximately $10,000 in funding and in kind-contributions.

“It’s exciting to see my students witness science in action. As a result of participating in Junior Solar Sprints, several are considering a career in engineering!”
Over 2,500 middle school students from 42 schools competed in Junior Solar Sprints during May. Through designing, building and racing model cars powered by harnessing solar energy, students learn about the importance of conserving resources and helping the environment.

Junior Solar Sprints demonstrates TransOptions' commitment to helping future generations understand and consider the use of alternative energy sources. We are gratified by the ongoing success and growing enthusiasm generated by this meaningful enrichment program.

“It's different than science. You have a lot of hands-on experiences, and we use our minds, and became inventors.”

TransOptions hosted the Hydrogen Fuel Cell Model Car Challenge in December. Ninety-nine high school students from 17 schools spent weeks designing, building and creating their model racing cars. In the process, they learned how hydrogen was produced and used as an alternative fuel.
Electronic communication has become the primary means that the public uses to contact TransOptions. Our phone doesn’t ring as much and the fax is rarely used. We reach out electronically in multiple ways.
Website “traffic” increased to 97,000+ visits with 34,190 returning visitors.

TransOptions Website

Website traffic has increased along with exponential growth in social media. We’re on board with Facebook and Twitter accounts that are reaching out to a broader audience. We also grew website traffic from links established with our growing list of partners and sponsors. Various videos of TransOptions activities have been posted in a designated “video library” and on YouTube.

Press

The younger generation doesn’t read hardcopy newspapers. Online newspapers have grown significantly as a communications channel including The Morristown Green, The Alternative Press and the recently launched series of community newsletters, called The Patch, started by AOL.

Two or more press releases are sent out monthly to an ever-growing list of media contacts including hard copy and online newspapers, newsletters, radio and television contacts. A variety of topics are covered including safety campaigns, New Jersey traffic laws, upcoming events, winners of events, mobility campaigns, survey results, Environmental Education programs and air quality programs.

Letters to the Editor

We also grew awareness by submitting Letters to the Editor in response to articles on alternative transportation and bicycle and pedestrian safety. More than 50% of our submissions were printed in publications including The Daily Record, The Star Ledger, New Jersey Herald, as well as other publications in Sussex and Warren counties and online.
Our free monthly and quarterly newsletters reach 30,000+ people, delivering transportation news, seasonal driving tips, safety information, commuter programs and environmental education.

The Commuter Monthly focuses on a specific or seasonal occurrence, such as safe driving tips during peak deer season. The Commuter, our quarterly newsletter, contains seasonally appropriate articles as well as highlights of recent events and programs. A number of local employers regularly incorporate TransOptions articles into their company-wide communications.

Over 150 avid cyclists have become subscribers to “Bike Right News” (formerly The Commuter Cyclists Newsletter). The monthly, online publication features articles on cycling classes, local trails, events, personal stories and safety tips. The growth of “Bike Right News” reflects the overall growth of our cycling program and is a tool for sharing information about our cycling programs. The “Bike Right” name and logo have been trademarked, numerous cycling classes and trainings are offered, we’ve built relationships with many local cycling shops and actively participate in numerous cycling coalitions and events.

TransOptions is one of New Jersey’s eight Transportation Management Associations (TMAs) that serve defined areas throughout the state. (New Jersey is the only state completely served by TMAs.) This year the TMAs raised their profile by launching a bi-monthly newsletter that was sent electronically to 1,374 elected officials on the state, county and local level to share relevant, state-wide transportation articles contributed by each organization.
Social Media

TransOptions began attracting followers on Twitter and connecting with friends on Facebook. In a short span of time, these social media channels began building a loyal following and have become the primary interface to reach the younger generation. They have been especially valuable in disseminating information about environmental education programs for school age children.

Surveys

An organization learns how well it’s doing by surveying its customers. Annually we utilize the TransOptions website to conduct surveys on carpools, vanpools, Emergency Ride Home, Gas Prices Traf Alerts and Earth Day for our customers – the employers, commuters and communities in northwestern New Jersey.

We create surveys used by specific employers to learn what commuter programs would benefit their employees and conduct regional or event-related surveys on a specific topic such as “Carfree Day.” The insights we obtain support program development and enable us to get a pulse on commuter transportation habits.

We monitor carpool and vanpool riders to learn their preferences and if the Emergency Ride Home program motivates them to share a ride. The Gas Price survey delves into how the fluctuation of gas prices influences commuting. The Traf Alert survey sheds light on employee driving responses to traffic incident information. Our annual Green for a Day survey celebrates Earth Day by focusing attention on sustainable transportation actions that will impact the planet.

Interesting survey findings:

- 30% of all vanpools have been in operation for 15 years
- 15% of employees stayed later after receiving Traf Alerts
- 41% will consider alternative transportation because of rising gas prices
- 20% of participants pledged to carpool for a day to celebrate Earth Day
TransOptions is a 501(c)(3) non-profit corporation funded through contracts with NJ-DOT, NJ TRANSIT, grants and by private funding.
REACHING OUT...

to Thank Our Partners

• AAA New Jersey
• ACME Plastics
• ADP
• Alcoa
• Armada Health Care
• Atlantic Health
• BAE Systems
• BASF Corporation
• Bayer Consumer Care
• Bayer Health Care
• Borough of Madison
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• Cadbury Schweppes
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• Marty’s Reliable Cycle
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• New Jersey Herald
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• Thorlabs, Inc.
• Town of Morristown
• United Way of Morris County
• Verizon
• Whole Foods Market Madison
• Witman Stadtmauer
• Wyeth
• Wyndham Worldwide
• Yukon Graphics
• Morris County Board of Chosen Freeholders
TransOptions delivers programs that improve mobility, the environment and quality of life in northwestern New Jersey.

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