

# NORTH SHORE TMA

Solving transportation problems  
& benefiting the environment

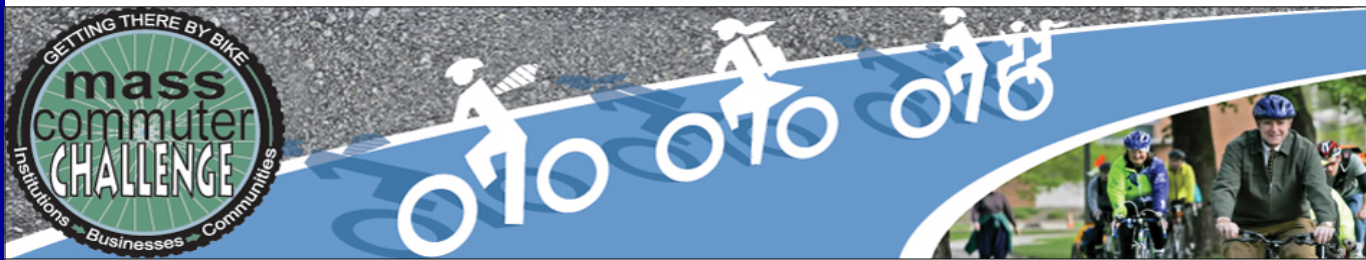
Spring 2010

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### North Shore TMA Announces Bike to Work 2010

As the water recedes from swollen local rivers caused by the rainiest March in a century, TMA director Andrea Leary announced that North Shore TMA staff is making plans to gear up for Bike to Work 2010. May is National Bike Month and this year the TMA will once again participate in the MassCommuter Challenge, sponsored by MassCommute—the Massachusetts TMA Council.

The [MassCommuter Challenge](#) is a friendly competition amongst Massachusetts businesses and institutions where employees or students support their workplace or institutional teams by pledging to bike for all or part of trips to work or school. If work/school seems a little further than your willing to pedal, those trips to your local mass transit station or boarding location count too!! Hop to it! It's time to pull that trusty steed out of the garage and begin incorporating a fun, healthy, non-polluting and sustainable commute into your routine!

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#### Details for Bike to Work Week 2010: Monday May 17<sup>th</sup>- Friday May 21<sup>st</sup>

- **Early-Bird Registration:** Wednesday, April 7th - Wednesday April 14 until 5:00 PM. All those who register during this week will be automatically entered into a raffle for a \$100.00 gift card from Salem Cycle in Salem, MA and are guaranteed to receive their requested T-shirt size.
- **ONGOING REGISTRATION:** Thursday April 15th—Friday May 14th. Annual NSTMA Bike to Work/MassCommuter Challenge. Register at: [www.NorthShoreTMA.org](http://www.NorthShoreTMA.org).
- **Check-In Locations/Dates/Times:**
  - Monday, May 17th** 100L Cummings Center, Beverly, MA 7:00AM—9:00 AM
  - Tuesday, May 18th** OSRAM Sylvania, 54 Cherry Hill Dr. Danvers, MA 7:00 AM—9:00 AM
  - Wednesday, May 19th** Middle Oak/City of Salem, One Holyoke Square Salem, MA 7:00 AM—9:00AM
  - Thursday, May 20th** Sylvania 100 Endicott St Danvers, MA 7:00AM—9:00AM
- **MassCommuter Challenge Bike Bash Event:** Wednesday, May 26th at Flat Top Johnny's, 5:00 PM—8:00 PM, 1A Kendall Sq., Cambridge. Join us for food, raffles, conversation, and MassCommuter Challenge award presentations.



## TMA Hosts Successful Winter Promotion at Member Worksites

The North Shore TMA held their winter promotion which promoted Choice—Your Choice. It may have been cold outdoors but there was nothing cold about the winter events! Just look at the smiles of some of the winners below who won raffles prizes.

Promotional events at the City of Salem, Middle Oak Insurance, Thermo Fisher, 500 Cumming Center, and all three Sylvania locations promoted registration to the TMA ridematching database. The Promotion proved successful, not only did people register for ridematching, several people also signed up for the North Shore TMA's Green to Work program. Many member employee stopped by our event tables to discuss alternate commuting options, noting their concern about the environment and the high price of gas.

Although the winter promotion has passed along with the snow (hopefully), we continue to promote the services and benefits of the North Shore TMA. To learn more about our Green to Work (GtW), Guaranteed Ride Home (GRH) Program, and ridematching services please visit our website at; [www.NorthShoreTMA.org](http://www.NorthShoreTMA.org)

**OSRAM Sylvania's Kenedy Mondesir won the Your Choice Grand Prize Winner of a \$200.00 Gift Card. Congratulations & Thank you Kenedy, we hope you enjoy your gift card.**

*Additional NSTMA winners continued on page 3*



*Kenedy Mondesir is pictured above holding his gift card prize.*



*City of Salem, MA employee Amy Walsh (above) was a winner of a \$25.00 Mobil Gas Card. Al Marrone, Outreach Manager for the North Shore TMA is shown presenting Amy with her winning gift card.*



## And the Winner is...

North Shore TMA winter season prize & promotion winners

- Kenedy Mondersir**—Sylvania \$200.00 gift card—Winter Promotion
- Stacy Dunning**— Middle Oak \$25.00 gift card— Winter Promotion
- Amy Walsh**—City of Salem, MA \$25.00 gift card— Winter Promotion
- Sara Lincoln**—Sylvania \$25.00 gift card—Winter Promotion
- Charline Longdin**-Cummings Ctr.(Thermo Fisher) \$25.00 gift card –Winter Promotion
- Roger Hunt**—Sylvania \$50.00 GtW award and \$25.00 GtW random raffle winner
- John Cross**—Sylvania \$50.00 GtW award
- Tara Cowe-Spigai**—City of Salem \$75.00 GtW award



*MiddleOak employee Stacy Dunning (left) won a \$25.00 Mobil Gas Card just for registering for the TMA's Ridematching database. Stacy is joined Lindsay Kay, MiddleOak's North Shore TMA Employee Liaison.*

## NSTMA Now Live on Facebook and Twitter!

As the birds begin to chirp again in New England, the NSTMA will be actively tweeting on Twitter and posting on Facebook! Both of these social media sites are part of a new initiative to build and expand our network and to conveniently share information about upcoming events and news within the TMA and the greater transportation community. If you aren't already familiar with Facebook and/or Twitter, we encourage you to test the waters and join the conversation by becoming a 'fan' of our Facebook by visiting [www.facebook.com](http://www.facebook.com) and searching "NorthShore TMA", and to follow us on Twitter, <http://twitter.com/NorthShoreTMA>.

The Facebook page will act as a steady bulletin for posting meetings, events, photos, news, and opportunities for involvement, and we certainly invite you to post to our wall and leave comments about our posts. The Twitter page, on the other hand, will function more dynamically as an instant communication tool and medium for sending out quick blasts about traffic alerts and other TMA-related information. Both sites are easy to join and require only as much time and effort as you are willing to dedicate. So please, join us!

Any questions about Facebook and Twitter and the NSMA's involvement in social media can be sent to Julia Prange, NSTMA Marketing Manager, [juliaprang@gmail.com](mailto:juliaprang@gmail.com)



## Trail Lovers Stroll

Learn about the Rail bed, its role in Danvers history and its future. Learn how you can contribute your talents to the Rail-Trail conversion project.

Let's Recycle the Rail Bed into a Recreational Trail

For more information, contact Kate Day - Senior Planner at 978-777-0001, ext. 3029 or [kday@mail.danvers-ma.org](mailto:kday@mail.danvers-ma.org)

# North Shore TMA 2010 Spring Calendar

<p><b>April 7th—April 14th 2010</b> Online Registration</p> <p><b><u>EARLY BIRD REGISTRATION</u></b> Annual NSTMA Bike to Work/ MassCommuter Challenge Register at: <a href="http://www.NorthShoreTMA.org">www.NorthShoreTMA.org</a> Early Bird Registration guarantees your choice of t-shirt size and chance to win a \$100 Salem Cycle gift card</p>	<p><b>April 15th—May 14th 2010</b> Online Registration</p> <p><b><u>ONGOING REGISTRATION</u></b> Annual NSTMA Bike to Work/ MassCommuter Challenge Register at: <a href="http://www.NorthShoreTMA.org">www.NorthShoreTMA.org</a></p>	<p><b>May 26, 2010</b> 5:00 PM—8:00 PM</p> <p><b><u>MASSCOMMUTER CHALLENGE</u></b> <b><u>BIKE BASH</u></b> FLAT TOP JOHNNY'S 1A Kendall Square Cambridge, MA</p>	
<p><b>Monday, May 17th</b> <b><u>BtW Event</u></b> Main Entrance <b>100L Cummings Center</b> Beverly, MA 7:00 AM—9:00 AM</p>	<p><b>Tuesday, May 18th</b> <b><u>BtW Event</u></b> Main Entrance <b>OSRAM Sylvania</b> 54 Cherry Hill Drive Danvers, MA 7:00 AM—9:00 AM</p>	<p><b>Wednesday, May 19th</b> <b><u>BtW Event</u></b> Main Entrance <b>Middle Oak/City of Salem</b> One Holyoke Square Salem, MA 7:00 AM—9:00 AM</p>	<p><b>Thursday, May 20th</b> <b><u>BtW Event</u></b> Employee Parking Entrance <b>OSRAM Sylvania</b> 100 Endicott Street Danvers, MA 7:00 AM—9:00 AM</p>
<p><b>April 20, 2010</b> 11:30 AM—1:30 PM</p> <p><b><u>EARTH DAY EVENT</u></b> <b>OSRAM Sylvania</b> Cafeteria 54 Cherry Hill, Danvers, MA</p>	<p><b>April 21, 2010</b> 11:30 AM—1:30 PM</p> <p><b><u>EARTH DAY EVENT</u></b> <b>OSRAM Sylvania</b> Cafeteria 71 Cherry Hill, Beverly, MA</p>	<p><b>April 22, 2010</b> 11:30 AM—1:30 PM</p> <p><b><u>EARTH DAY EVENT</u></b> <b>OSRAM Sylvania</b> Cafeteria 100 Endicott St., Danvers, MA</p>	<p><b>May 3, 2010</b> 9:00 AM—10:30 AM</p> <p><b><u>NSTMA BOARD MTG.</u></b> Location TBD</p>

**North Shore TMA**

c/o Northeast Transit Planning & Management Corp.  
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Place mailing  
label here