

NORTH SHORE TMA

Solving transportation problems
& benefiting the environment



SUMMER/FALL 2011

VOLUME 3 ISSUE 2

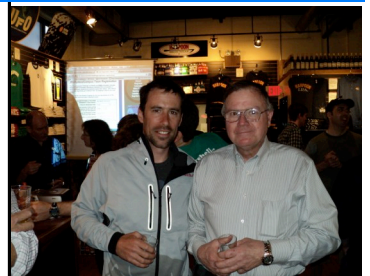
North Shore Transportation Management Association (NSTMA)

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Bay State Bike Week 2011/Mass Commuter Challenge was a Huge Success – Thank you Bikers!

Despite the weather, over 30 NSTMA member employees (die-hard cyclists) registered for this year's events – pledging to pedal 2,125 miles during Bay State Bike Week (May 16th – 20th, 2011). Great job cyclists! Consider this: Fuel economy for an average automobile is 25 miles per gallon—cyclists saved approximately 85 gallons of gasoline and more than \$327.25 in fuel costs (\$3.85 average cost per gallon) during Bay State Bike Week. Your efforts and contributions to alternatively commute to/from work/home made the NSTMA's Bay State Bike Week/Mass Commuter Challenge a success and we look forward to you joining us in 2012. **Keep on Biking and Happy Summer!**



Above: Tim Johnson, American professional racing cyclist with Marvin Farley from Axcelis Technologies

The NSTMA would like to congratulate Axcelis Technologies for winning 1 of the 2 grand prize bikes during the Bay State Bike Week – Bike Bash at Flat Top Johnny's!



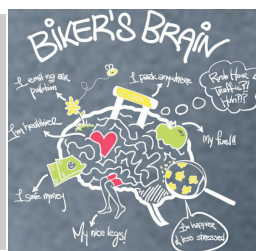
Above: Andrea Leary, Executive Director, NSTMA and Steve Roberge from Axcelis Technologies

Employees who participate in Bay State Bike Week were entered in a raffle for great prizes including: bike helmets, locks, courier and stem bags, trail tools, gift certificates, and bike water bottles. Prizes were awarded at the Bay State Bike Week – Bike Bash on May 25th, at Flat Top Johnny's in Cambridge, MA. Cyclists enjoyed meeting other fellow cyclists, receiving MassCommuter Challenge awards, raffles, eating appetizers and playing billiards- a great time was had by all. Over 60 prizes were donated from local sponsors and awarded at the NSTMA's Bay State Bike Week/Mass Commuter Challenge Bike Bash.

Mr. Steven Roberge, Director, EHS of Axcelis Technologies (a NSTMA member company located at 108 Cherry Hill Drive, Beverly) won 1 of 2 grand prizes: a Milano Parco bike manufactured by Bianchi raffled during the Bike Bash.

Congratulations to Axcelis Technologies and Steve Roberge!

Pictured at right is the front of the T-shirts that were handed out to members who biked to work



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JOIN THE NSTMA'S INAUGURAL CYCLING COMMITTEE – SUMMER 2011

Please consider joining the inaugural **NSTMA's Cycling Committee**. Currently, we are recruiting fellow cyclists who would like to contribute to the North Shore Community, assist with implementing safe cycling policies, and improving bike routes along with advocating for alternative transportation, healthy lifestyle, and assisting our environment.

We have implemented a successful and productive Cycling Committee in the Merrimack Valley. Expanding bike routes, advocating and successfully working with local municipalities to identify, locate, and map (via Google) secure bike racks for members and municipalities for both Bike to Work and casual cyclists.

If you are interested, please contact NSTMA Outreach Manager Al Marrone 603-702-2156, almarronetma@yahoo.com, commute@northshoretma.org.

Our next Cycling Committee meeting will be held on September 15, 2011 from 12:00 noon—1:30 PM at Oxford Global Resources, 100 Cumming Center Suite 206 L. We look forward to you participating in the **NSTMA's Cycling Committee**. Please be on the lookout for more information.



Welcome aboard!

The Popular Salem Ferry to Boston Commuter Service will run
June 11 through Oct. 31 for the 2011 season



The Salem Ferry is a great alternative to the commuter rail and the high cost of parking. This high-speed catamaran/passenger ferry service operates seasonally from June 11, 2011 through October 31, 2011 between Salem and Boston – Long Wharf North, steps from the Marriott Long Wharf and the New England Aquarium – arrive into Boston in about 45 minutes!

For your convenience, Salem Ferry tickets can be purchased on-line or at the ferry dock.

2011 Salem Ferry schedule and fares are as follows:

Salem Ferry Schedule June 11 - October 31, 2011

The Salem Ferry will no longer be stopping at Seaport during the commuter runs at 7:00 am, 4:00 pm or 6:00 pm.

Depart Salem	Depart Boston	Arrive Salem
7:00 am*	8:00 am*	8:55 am*
9:00 am	10:00 am	10:55 am
11:00 am	12:00 pm	12:55 pm
1:00 pm	2:00 pm	2:55 pm
3:00 pm	4:00 pm	4:55 pm
5:00 pm	6:00 pm	6:55 pm
7:00 pm	8:00 pm	8:55 pm
9:00 pm**	10:00 pm**	10:55 pm**

*Monday - Friday only.

*** Friday and Saturday nights only.

The City of Salem owns one 149-passenger high-speed catamaran named the Nathaniel Bowditch, the Salem ferry is docked at Blaney Street in Salem, MA and there is plenty of free parking at this location (near the Hawthorne Marina). For more information or to view any schedule changes, please visit www.salemferry.com or call 978-741-0220.

To learn more about North Shore TMA and the Salem Ferry services please go to: www.northshoretma.org. Questions, contact NSTMA Outreach Manager Al Marrone (603-702-2156 or AlMarroneTMA@yahoo.com, commute@northshoretma.org).

Trip times listed in black run every day. (Fuel surcharge of \$2.00 will be added at time of purchase)

2011 Salem Ferry Fares

**Must purchase tickets on 7:00 am departure from Salem. Valid only on 7:00 am departure from Salem and the 4:00 pm, 4:15 pm, 6:00 pm, and 6:15 pm departures from Boston Monday – Friday. A fuel surcharge of \$2.00 per ticket will be applied at the time of purchase.

	One Way	Round Trip
Adult	\$10.50	\$19.00
Child (3-11)	\$9.50	\$17.00
Child (Under 3)	FREE	FREE
Senior (65+)	\$9.50	\$17.00
COMMUTER Ticket**		
Ten Ride	\$54.00	

Bay State Bike Week 2011/Mass Commuter Challenge - Thank You Bikers!



Celebrate Car-Free Week September 18—24, 2011 North Shore TMA's 2011 Fall Promotion

In conjunction with the Massachusetts Department of Transportation (MassDOT), the **NSTMA** will promote Car-Free Week from Sunday, 9/18 through Saturday, 9/24. The NSTMA encourages employees to alternatively commute (bike, carpool, take public transit, telework, walk, or vanpool) to work at least once during this "car-free" week. Employees who register and track their commute will be eligible to win gift cards.

Visit www.northshoretma.org in September for additional information and details.

NSTMA Calendar of Events

June 11, 2011—Oct. 31, 2011

Salem Ferry 2011 Schedule
Welcome Aboard!



September 15, 2011

12:00 noon—1:30 PM

NSTMA Cycling Committee Mtg
Oxford Global Resources
100 Cumming Ctr. Suite 206L
Beverly, MA

Thursday,

September 22, 2011

Celebrate World-wide
Car-Free Day!

More information Soon!

Sept. 18 – Sept. 24, 2011

NSTMA FALL PROMOTION/Car-Free Week

Drive car-free at least once from Sunday,
9/18/11—Saturday, 9/24/11 and win gift cards

Visit www.northshoretma.org for details

Wednesday,
October 19, 2011

2:30 PM—4:00 PM

NSTMA Board of Directors Meeting
OSRAM Sylvania
100 Endicott Street
Danvers, MA



nuride

REMINDER; sign-up, alternatively commute, track your trips & savings \$\$\$, get rewards, and earn 1,000 NuRide points for signing up. Go to www.northshoretma.org, click on the NuRide icon to sign-up/register.

ZIPCAR

50% off annual Zipcar membership – Sign up Now!

NSTMA has partnered with Zipcar to provide great discounts for Zipcar membership and rental rates. NSTMA member employees receive a 50% discount on an annual Zipcar membership plus the application fee is waived! This is a huge savings provided by the NSTMA to help its member company employees. Some employees take public transportation to work but they may need a car to run errands or go to an off-site meeting, Zipcar has got you covered with pay as you go rental rates. Zipcar members report an average monthly savings of more than \$500 compared to car ownership.



North Shore Zipcar pickup locations

Salem MA

Church Street Parking Lot
Crombie Street Parking Lot
Riley Plaza West Parking Lot

Beverly MA

Endicott College Wylie Inn & Conference Center
Potential Vehicles at the Cummings Center in 2012

For additional pickup locations in your area, please go to www.zipcar.com/findcars.

iphone/smartphone users – Zipcar has a free application – download at www.zipcar.com.
For more information go to www.zipcar.com or call 1-866-4ZIPCAR (1-866-494-7227).

Find us on  and on  @NorthShoreTMA



Your company is a member of the North Shore TMA. All services are free to member employees. More information is available at www.northshoretma.org, commute@northshoretma.org, or 603-702-2156.

About the North Shore TMA

The North Shore TMA is a non-profit organization of businesses, employers, property owners, developers, institutions, organizations, and municipalities who are working together to address employee transportation issues in the Beverly, Danvers, Lynn, Peabody, and Salem. The North Shore TMA is the 11th TMA in Massachusetts. We are part of a larger organization called MassCommute, which represents 300 companies and nearly 300,000 Massachusetts employees.