



North Shore Transportation Management Association (NSTMA)

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Car-Free Week for 2011

Great Job to all employees who participated in the NSTMA's Car-Free Week / Fall Promotion - thank you for alternatively commuting!



At the end of September, the North Shore Transportation Management Organization (NSTMA), and MassCommuter joined forces with MassDOT to help commuters celebrate Car-Free Week, a state-wide promotion taking place September 18th – September 24th.

Five NSTMA member companies signed on this year to spread the word about the benefits of car-free commuting to their employees. As a result rather than driving alone to work, 27 individuals from Axcelis, the City of Salem, OSRAM Sylvania, as well as Cummings Center tenants Oxford Global Resources and Red Coat Publishing commuted via bike, carpool, public transit, telework and vanpool one or more days during Car-Free Week. Participants tracked a total of 1,082 miles, saving approximately \$185 in car ownership fees, reducing gasoline consumption by close to 50 gallons while preventing almost 1,200 pounds of carbon dioxide from entering our environment.

Statewide, 2,035 individuals and 470 Massachusetts businesses participated in Car-Free Week, tracking a total of 38,391 miles using an alternative to driving alone. In total, participants in Car-Free Week saved more than \$40,000 in car ownership fees, reduced gasoline consumption by close to 1,900 gallons and prevented 17.52 tons of carbon dioxide from entering our environment.

Congratulations to NSTMA's Car-Free Week raffle winner - Eileen Fitzgerald from the City of Salem school staff who received a \$100 Amazon gift card



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Attend the North Shore TMA Forum: Solutions to Traffic, Congestion, Access, & Sustainability

The NSTMA partners with local North Shore area Chambers of Commerce and the North Shore Career Center to promote solutions to access and congestion for North Shore businesses.

With this joint venture, the NSTMA will host a transportation forum: *Solutions to Traffic, Congestion, Access, & Sustainability* for North Shore businesses, institutions, and developers on Tuesday, November 15, 2011 in Salem.

The transportation forum is an opportunity to learn more about how North Shore businesses, communities, and organizations are working together to develop cost-effective solutions and resolve transportation-related concerns (increase access and reduce stress of commuting for employees and customers) – some of which you may also face! We hope you can join us.

- What:** NSTMA Forum: *Solutions to Traffic, Congestion, Access, & Sustainability*
- When:** Tuesday, November 15, 2011 / 8:00 AM to 9:30 AM
- Where:** Salem Planning Department 120 Washington Street, 3rd Floor Salem, MA 01970
- How:** Register by going to www.northshoretma.org
- Questions:** Go to www.northshoretma.org or contact us; comute@northshoretma.org or call 603.702.2156

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NSTMA Calendar of Events



Sept. 19 – Oct. 31, 2011
Ferry 3-Day Service Schedule

Friday/Saturday: 9:00am-10:00pm
Sundays: 9:00am-8:00pm

HOLIDAY SCHEDULE

Monday, Columbus Day: 9:00am-8:00pm
Monday, HALLOWEEN: 9:00am-10:00pm

Wednesday, October 19, 2011

2:30 – 4:00 PM

NSTMA Board of Directors Meeting

OSRAM SYLVANIA
100 Endicott Street
Danvers, MA

Tuesday, November 15, 2011
8:00 AM – 9:30 AM

NSTMA Forum: *Solutions to Traffic, Congestion, Access, & Sustainability for the North Shore*

City of Salem Planning & Community Development
120 Washington Street – 3rd Floor,
Salem, MA

Thursday, December 1, 2011
12:00 – 1:30 PM

NSTMA Cycling Committee Meeting

Oxford Global Resources
100 Cumming Center—Suite 206L
Beverly, MA

December 1-16 2011

NSTMA Holiday Promotion

Sign-up for NuRide, Log Your Commute & Holiday Shopping Trips, Win Prizes
More Details Coming Soon!

Cycling Committee Launches New “Cycling Corner”



The NSTMA’s Cycling Committee is pleased to announce the launch of the new “Cycling Corner” section of the NSTMA’s website. This section of the website is dedicated to increasing commuting by bicycle in our member communities. At the Cycling Corner you will find information to assist with promoting safe cycling policies and practices at your company, a top-10 checklist to prepare for your commute to/from work, biking rail-trails/paths/routes, cycling links and resources to support your bike commute, and health and wellness tips.

The Cycling Committee will continue expanding the content for the Cycling Corner including mapping and sharing more local bike routes, working with municipalities and our members to identify and map (via Google) corporate and municipal bike racks, and keeping member employees up-to-date on initiatives to improve cycling infrastructure in order to make cycling a viable means for commuting. Please check back to the site often for more information and a cyclist’s blog.

If you are interested in joining the NSTMA’s Cycling Committee or if you have any feedback regarding the Cycling Corner, please contact NSTMA Outreach Manager Al Marrone almarronetma@yahoo.com, or commute@northshoretma.org or 603.702.2156.



Sign-up, alternatively commute, track your trips & earn 1,000 NuRide points for signing up. Go to www.northshoretma.org



ALL 14 BRIDGE SUPERSTRUCTURES COMPLETE!

This historic project replaced 14 bridges in Medford in just 10 weekends between June and August, 2011. Between now and the end-of-the year MassDOT will be performing some associated work, such as barrier installation, final paving, and lane striping, that will occur during off-peak and overnight hours on I-93 Northbound and Southbound.

Please go www.northshoretma.org for Fast 14 traffic updates.



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 approximately 300 companies and nearly 300,000 Massachusetts employees.

Please visit us at www.northshoretma.org