



# C C COMMUTER

# N N E C T I O N

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## North Shore TMA Up and Running

Forming the new North Shore TMA at the same time the U.S. saw its highest gas prices in history certainly helped gain media attention and community support during the organization's summer launch.

Our aim is to reduce traffic congestion and vehicle emissions while improving access to and within the North Shore region, specifically in Beverly, Danvers, Lynn, Peabody and Salem. TMA staff has met with several major employers to discuss alternative commuting options for their employees. We plan to heavily recruit employers, residential complexes and developers to grow our membership as we address traffic issues and cleaner air across the North Shore region.

With strong backing from Salem Mayor Kim Driscoll, our founding members

### Inside This Issue

TMA Set Sail into North Shore Region	1
Salem Working to Become Bike-Friendly	1
Employees Commute by Foot Power	2
Chamber Execs Commute by Bike	2
Member Profile - OSRAM Sylvania	3
City of Salem Bike Path Map	5
Bail Out for Bike Commuters	6

include the City of Salem and OSRAM Sylvania. The North Shore TMA is funded with support from the Massachusetts Executive office of Transportation, the Federal Highway Administration, the Boston Metropolitan Planning Organization, and its members and is headquartered in the Salem Planning Department thanks to the generous support of the City of Salem. The North Shore TMA is headed up by Executive Director Andrea Leary, managing director of MassCommute and founder of Northeast Transit Planning and Management Corp., based in Marblehead.

*TMA Continued on Page 4*

## Salem Bike Path Committee Pedals Forward

The North Shore TMA spoke at the October monthly meeting of the Salem Bike Path Committee, which was formed by Mayor Kim Driscoll in 2006 and has nine members.

One of the committee's primary goals is to advocate for the improvement and expansion of the Salem Bike Path, which is an extension of the Town of Marblehead Recreational Trail.

*Bike Path Continued on Page 4*

## TMA Holds Several Events for Member Employees

Our Fall promotion, *FALL INTO A NEW COMMUTE*, was a sign-up for our members into the TMA's ridematching database. Events were held at each of Sylvania's three sites, at Salem City Hall and Salem's middle and high schools signing up about 120 people to find a carpool buddy on our database.

At each of the events, TMA staff held a raffle for a \$15 gift card to Dunkin' Donuts. A raffle for a

up to \$100 in gas money.

Because the TMA began in July, we got a late start participating in MassCommute's FIRE UP YOUR FOOT POWER summer promotion. Still, with relatively small participation, we managed to beat out all other TMAs as the top-ranked team, thanks to the consistent participation and faithful logging practices of a cycling Salem city employee.



\$100 gas card – drawn from among the names of all who signed up by the Oct. 31<sup>st</sup> sign-up deadline, was won by Bob Schmitt from OSRAM Sylvania.

When member employees find a buddy and keep a carpool log for three months, they are eligible for

### *Future Events. . .*

In January of 2009, we're launching a new incentive program called Green to Work, which will pay our members to change their ways and use any combination of alternative commute modes as little as one day a week. Learn more about Green to Work in our next newsletter.

## Top Ten Questions: Biking is their Business at Salem Chamber of Commerce

The North Shore TMA heard that much biking to work has been happening to and from the Salem Chamber of Commerce. We managed to track down Executive Director Rinus Oosthoek and Assistant Director Ben Bouchard. In part one of this two-part article, here's what they had to say to the first five question of our 10 Questions about Biking to Work.

### 1) How long have you been biking to work?

**Rinus Oosthoek:** On and off for the past three years.

**Ben Bouchard:** One year. This is my first job where I can bike to work. I used to commute from Salem to Newton; not recommended. I try to bike as often as I can.

### 2) What is the distance?

**RO:** 3.72 miles, one way.

**BB:** A whopping 2-mile round trip. My girlfriend uses the commuter rail to get to Boston. We have a pretty low carbon footprint.

*Salem Chamber Execs Bike to Work Continued From Page 2*

**3) What do you like most about it?**

**RO:** The fabulous views on Lothrop Street and the Veterans Memorial Bridge.

**BB:** The fresh air and exercise energizes me for my workday. I also get a kick of flying by the cars that are in commuter traffic. Also, believe it or not, it takes me less time to bike to work than drive.

**4) How much do you save on gas?**

**RO:** With such a short commute, it's not a real issue. More important is doing something good for yourself and the environment.

**BB:** Over the course of a year it probably is a substantial amount, but it's not so much about saving gas money for me since it's not very far; I just like riding my bike.

**5) Does the environmental impact mean much to you?**

**RO:** Yes.

**BB:** Absolutely.



Salem Chamber of Commerce Executive Director Rinus Oosthoek (pictured right) and Assistant Chamber Director Ben Bouchard (left) often bike to work.

Look for the spring edition of the North Shore TMA *COMMUTER CONNECTION* for part two of the TMA interview with Salem Chamber of Commerce Executive Director Rinus Oosthoek and Assistant Director Ben Bouchard.

## North Shore TMA Member Profile

OSRAM Sylvania



One of the founding members of the North Shore TMA is OSRAM Sylvania, with two sites in Danvers and one in Beverly. TMA staff work with the company's Manager of Sustainability and Environmental Affairs, as well as the Human Resources and Public Relations programs for OSRAM Sylvania employees. In the area, our goal is to influence a majority to commute to work as many days as possible.

At OSRAM Sylvania, commitment toward extends well beyond the light bulb. Environmental stewardship is a fundamental part of the company's business ethic. OSRAM Sylvania strives to increasingly use fewer natural resources, save energy in their manufacturing, reduce power plant emissions, and recycle lamps and other materials to ultimately avoid adding millions of pounds of waste each year to landfills.

"Finding easier ways to get to and from work is an important opportunity for OSRAM Sylvania to help employees to save money and improve the environment. Our membership to the North Shore TMA is helping us to achieve these goals."

Jennifer Dolin,  
Manager of Sustainability and  
Environmental Affairs  
OSRAM Sylvania

With over 700 employees in the area, our goal is to influence a majority of them to alternatively environmental sustainability. Environmental stewardship is a business ethic. OSRAM Sylvania strives to increasingly use fewer natural resources, save energy emissions, and recycle lamps adding millions of pounds of

## TMA Elects Board of Directors

The North Shore TMA Board of Directors is comprised of 10 persons. Each municipality served by the North Shore TMA -- Beverly, Danvers, Lynn, Peabody and Salem -- has a seat as an ex officio director on the North Shore TMA Board of Directors and helps direct policy for the TMA. The balance of directors is elected from the TMA.

The Board has elected officers to serve for the next two years. They are President: Tina Cassidy, City of Beverly; Treasurer: Lynn Duncan, City of Salem and Secretary/Clerk: Jim Cowdell, City of Lynn.

*TMA Up & Running from page 1*

During the first few months, staff met with North Shore city mayors and planners to discuss infrastructure, development, and mobile-source emission issues. We also spoke to local organizations to educate them about the TMA. The first organizations to invite us to speak with them were the Salem Partnership, Salem Renewable Energy Task Force and the Salem Bike Path Committee.

During the first few months since inception, the TMA Board of Directors has approved by-laws and membership dues structures for employers, residential developments, and commercial/industrial multi-tenant developments. The Board also approved a logo for the organization that incorporates a blue wave, reflecting the North Shore's constant connection with the waterfront. Our clean and creative Web site, which launched in mid-September, features the images of a Salem State College student photographer.

*Salem Bike Path from page 1*

Plans include extending the path from Canal Street (at Gardner Mattress and former Weir Valve) to downtown Salem via a city-owned right-of-way and land owned by the MBTA. The City of Salem is currently negotiating with the MBTA to utilize a sliver of their railroad right-of-way to extend the bike path to downtown (View Map on Page 5).

"The Committee is optimistic", said President Stan Franzeen, "that a bike path from Lafayette Street on the Marblehead border to downtown Salem may become a reality."

This past spring, the City installed three benches, two solar powered trash receptacles and two message centers along the bike path for trail users. "I'm pleased that the city has made a commitment to the committee and its efforts," said Franzeen. "We've tried to raise awareness of bicycling as a travel option and to

help the city become more bike-friendly."

In 2007, the Bike Path Committee, along with the city, purchased bike racks for 54 locations in downtown Salem through the Metropolitan Area Planning Council Bike Parking Program. Three different styles were selected to offer Salem residents and visitors convenient and safe bike parking opportunities in downtown Salem while promoting biking over driving into the downtown.

Another initiative in the works is the creation of the Green Line Bikeway, an on-and-off-road bike route that is structured to avoid major roadways and allow cyclists to go from one end of Salem to the other via a combination of off-road trails and utilizing well-marked secondary and tertiary roads. The major goal of this bike route is to link together schools, playgrounds, parks, beaches, and other recreational areas in Salem.

# City of Salem Proposed & Existing Bike Paths



**North Shore TMA**  
120 Washington Street  
3<sup>rd</sup> Floor  
Salem, MA 01970

**Phone:**  
978-619-5685

**Fax:**  
978-740-0404

**E-Mail:**  
[Commute@NorthShoreTMA.org](mailto:Commute@NorthShoreTMA.org)

**Solving Transportation  
Problems and Benefiting  
the Environment**

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*Visit us at:*

[www.NorthShoreTMA.org](http://www.NorthShoreTMA.org)

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## Bail Out Bill includes Tax Free Benefits for Bike Commuters

The North Shore TMA is happy to announce that the Emergency Economic Stabilization Act of 2008 (the bailout bill) expands benefits for bicycle commuters, beginning January 2009.

This means that employees may receive up to \$20 per month (up to \$240 per calendar year) for purchasing a bicycle and for bike repairs and storage if they regularly bike to work.

This may not cure the ailing economy, but it will make getting to and from work a healthier, more environmentally friendly experience.

North Shore TMA  
120 Washington Street –3<sup>rd</sup> Floor  
Salem, MA 01970



**Name**  
**Business/Municipality/Organization**  
**Street Address**  
**City, ST ZIP Code**