

# NORTH SHORE TMA

Solving transportation problems  
& benefiting the environment

Winter 2010/2011

Volume 2, Issue 3

## CONNECTION COMMUTER

### NSTMA Continues to EXPAND

#### Axcelis Joins North Shore TMA

Recently, Axcelis Technologies, a semiconductor manufacturer with its worldwide headquarters located in Beverly, MA joined the NSTMA. We look forward to working with Axcelis to create custom alternative transportation programs for their employees. Interest was high during our first on-site transportation event on Wednesday, October 27 as several employees registered for both the NSTMA's Green to Work and Guaranteed Ride Home programs. Congratulations goes out to Perry Justesen for winning a \$25.00 gift card in our raffle. NSTMA staff thanks **Axcelis for getting your employees involved and enrolled in the NSTMA's programs. Welcome Axcelis!**



#### GREEN TO WORK



Thanks to all participants in our Green to Work (GtW) program. On page 3 are the 2010 statistics for folks who walk, bike, and carpool, vanpool, telework, and take public transportation. Get in on the savings, register for the GtW program, meet people and begin to earn FREE money and prizes. For more information email [comute@northshoretma.org](mailto:comute@northshoretma.org) or call 603.702.2156.

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#### GUARANTEED RIDE HOME



What if you need to leave during the day in the event of an emergency or you have to work late? The North Shore TMA offers a Guaranteed Ride Home (GRH) for those who carpool, vanpool, take public transit, telework, or who bike or walk to work.

#### Who is Eligible for the GRH Program?

Member company employees who use public transportation, carpool, vanpool, telework, bike or walk to work at least two days per week may use the program. Employees must register in advance.

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## Congratulations to the North Shore TMA Winners!!

### MassCommute Summer Promotion & Award Winners

The idea was to have fun—take a funny picture, or video and post it on Photobucket. MassCommute held it's 2010 summer promotion involving several TMAs throughout the state. Some of the submissions were quite funny. Winners were selected by a panel of three non-participating TMA directors. Not one but two winners were selected from the NSTMA. Each winner received an Apple iPod Shuffle. Accepting their prize are: pictured at right is Jennifer Dowling from Middle Oak and below Bill Woolley from the City of Salem. Thanks to all who participated in this unique promotion.



**Congratulations and Thank You to All NSTMA Member Employees for Participating in Our Summer and Fall Promotions.**



### NSTMA Fall "Car-Free Day" Promotion & Award Winner

Congratulations to all the participants of Car-Free Day and award winners. You contributed to saving our environment in the following ways:

**Number of Participants: 15**  
**Vehicle Miles Saved: 956**  
**Number of Transportation Modes Used:**  
**4 (bike, carpool, public transit, and telework)**

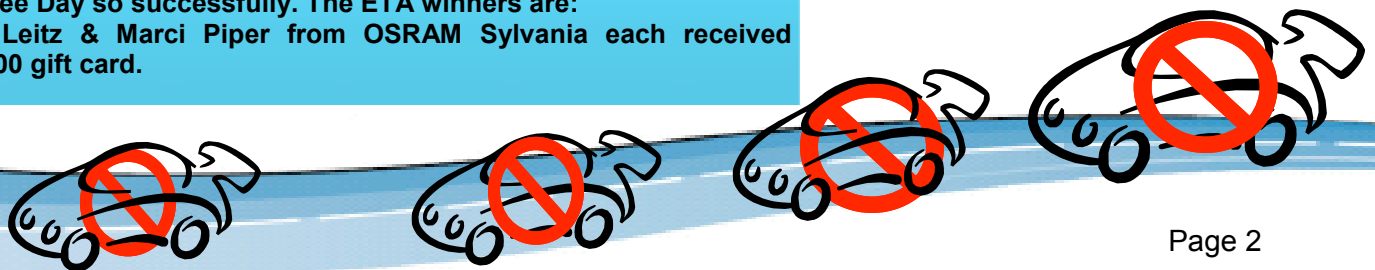
**Here's how the NSTMA Member Companies Performed During the Car-Free Day Promotion:**

**City of Salem, Number of Participants: 3; Miles Saved: 100**  
**Middle Oak, Number of Participants: 1; Miles Saved: 34**  
**OSRAM Sylvania, Number of Participants: 11; Miles Saved: 822**

**Also, a huge thanks to our business contacts for promoting Car-Free Day so successfully. The ETA winners are: Torie Leitz & Marci Piper from OSRAM Sylvania each received a \$25.00 gift card.**



Above: North Shore TMA Fall Promotion "Car-Free Day" grand prize winner Estrella Kim from OSRAM Sylvania accepts her \$100.00 REI gift card. **Congratulations!**





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## NSTMA Green to Work Statistics

### Number of Trips Saved: 249

This equates to more personal time spent reading, sightseeing, sleeping—your choice

### Reduced Vehicle Miles Traveled (VMT): 10,175

The earth is 24,901.55 miles in circumference at the equator—that's almost 1/2 way around the earth!

### Gallons of Saved Gasoline: 385.93 (Based on Individual Reported Vehicle MPG)

At an average price of \$2.70 per gallon that's \$1,041.93 more in your pocket!

### CO2 Reduction (in lbs.): 9,307.068 (VMT / Individual Reported Vehicle MPG x 24.116 [EPA Calculation] = CO2 Reduction)

Approximately 4.65 TONS of CO2 saved from our environment—that was easy...

### Participants Saving: \$1,048.07 (Based on Variable Fuel Prices Ranging from \$2.65—\$2.85 Per/Gallon)

This is disposable money in a tough economy—how about a nice vacation!

### NSTMA Awards in 2010: \$300.00

**We enjoy the smiles and thanks from our clients!**

**NOTE:** These numbers are calculated from participants registered in the **GtW** three-month incentive program. They represent totals of all participants during their 2010 three-month **GtW** program participation. Most if not all of the participants enrolled in this program alternatively commute year round. The above statistics could be multiplied by four for annual totals.

## Improvements in our Green to Work (GtW) Program

### Green to Work (GtW) Raffle Prizes will be Distributed Quarterly Instead of Annually

Effective January 2011, we will distribute the **GtW** raffle prizes quarterly. A winning name will be drawn randomly each quarter for a \$100 gift card of the winner's choice from the names of employees who complete and submit 3 consecutive months of commuter reports in a calendar quarter. NSTMA staff made the change so that more **GtW** participants are eligible for the raffle prizes. All other incentives remain the same (the 3-month incentive and the \$25.00 monthly random raffle). Let us know what you think of the change by emailing us at [commute@northshoretma.org](mailto:commute@northshoretma.org).

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## Guaranteed Ride Home

### How do I Register for the GRH?

You can register for GRH online at [www.northshoretma.org](http://www.northshoretma.org).

### How does the GRH Program Work ?

You must receive a sign-off from your supervisor. Then contact the appropriate GRH provider (taxi for less than 10 miles, rental car for further than 10 miles). All fees related to the GRH program are paid by the TMA!

### How Often can I use the GRH Program?

Member employees/tenants who have registered can use the GRH program up to 4 times per year.

**For more information, email [commute@northshoretma.org](mailto:commute@northshoretma.org) or call 603.702.2156.**

Find us on  and on  @NorthShoreTMA

## Winter 2011 NSTMA Calendar of Events



February 3, 2011

NSTMA Board of  
Directors  
Meeting

2:30 PM—4:30 PM

Location TBD

February 2011

Winter Promotion

Look for details soon at

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

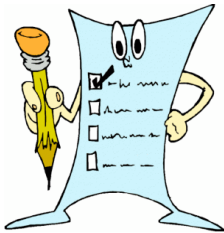
**Know Before  
You Go**

**Sign up for traffic  
alerts at**

**[www.mass511.com](http://www.mass511.com)**

**NSTMA's Holiday Promotion winner is Susan Dubois from Middle Oak**  
Congratulations and many thanks to all the NSTMA member employees who participated in the promotion.  
**Happy Holidays and Happy New Year!**

### North Shore TMA Surveys



In October of 2010 NSTMA staff in partnership with multiple Boston-based TMA's, the City of Salem, Salem Ferry staff, and the MBTA conducted a survey of Salem Ferry passengers, North Shore commuter rail Zone 3 passengers, and Boston-based TMA member employees. More than 700 surveys were distributed in person at the Salem Commuter Rail Station. Over 200 passengers/employees responded to the survey that was designed to measure the interest in potential new flexible joint fare media. Results are currently being analyzed—stay tuned for more information in our next newsletter.

Surveys have also been distributed to NSTMA member business contacts and at Cummings Center in Beverly to identify potential interest by employees for a shuttle service between Beverly Depot and Cummings Center. Results will be available within the next several weeks.

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