

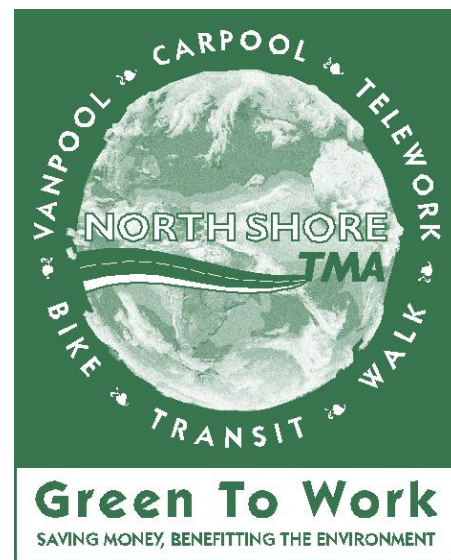
Bike to Work Week 2009 is Coming...

Get ready to start pedaling. Bike to work Week 2009 is coming to the North Shore TMA. If you're thinking about biking to work, the time is right and it's a great time to learn about the sport and meet great people. Plus it's healthy, great for the environment and your company.

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Green to Work Program

Green to Work Program – What is it?

Earn **\$ GREEN \$** for **GREENing** Your Commute. **Green to Work** is a new incentive program that let's you choose a variety of alternative commute modes for traveling to work. Mix it up! **Carpool** one day, use **public transit** the next, **Bike to work** the next day! Flexibility is the key to this program. You choose when it's convenient for you to travel to work using and alternative mode during a 3-month period.

Green to Work Continued on Page 3

Biking is their Business at Salem Chamber *(Part 2)*

During the fall we heard that Salem Chamber of Commerce Executive Director Rinus Ocsthoek and Assistant Director Ben Bouchard are avid bike to workers. Dinah Cardin sat down with the pair to talk about their experiences biking to work on the North Shore. Below is the conclusion of our two-part interview (Part one ran in the debut issue of Commuter Connections).

6) What obstacles do you face in traffic and what joys do you find when not searching for parking, but instead discovering the benefits of exercise?

RO: Lack of bike paths and bad or non-existent signage. Another obstacle is the lack of knowledge and respect from other users of the roads we all have to share. Bicyclists could also use some more education.

BB: The main obstacle I've had is dealing with the roadwork that's been happening on Main Street. For a while there were no painted lines, so cars were not giving me much room on the side of the road. Now that the lines are painted, I have much more room. Also, as with every bike commuter, I'm nervous about that passenger door opening and running into it. I think the main obstacles for bike commuters everywhere is not having enough room on the road, which is why some bikers will get on the sidewalks....

7) What do you think it will take to encourage employees in downtown Salem businesses to bike to work?

RO: Incentives for both employers and employees – facilities at the train station for example and a continued effort by those in the private and public sectors to focus on green living.

BB: People tend to follow the herd. If one person commutes on bike, more people will be apt to. It's a domino effect. In this day and age, I think a lot of people are looking for ways to multi-task. Riding a bike to work is a good way to exercise and travel to work. Also, if people took the time to sit down and calculate how much they could save on gas, I think that would be a big incentive.

8) What's the funniest thing that ever happened to you when biking to work?

RO: All the comments I receive when people realize it's the Chamber director on his way to or from work.

BB: No great story here. My lunch has fallen off my bike rack a few times but that's really it. Funnier things tend to happen when I use my bike to get to and from the bars.

9) Will you continue to bike through the winter?

RO: No

BB: I'll bike as long as the weather permits.

10) Rinus, is it a Dutch thing?

RO: While living in the Netherlands (I migrated to the US when I was 30), just like many I never owned a car and always used bicycles for local transportation and bus/train for longer trips. The public transportation systems in the Netherlands works very well, but you have to see everything in perspective. The Netherlands is extremely densely populated (16,000,000 people in a country the size of NH), and space is at a premium. And yes, for the Dutch a bicycle is extremely utilitarian; my mom who is 75 years young, has never driven a car in her life, and still uses her bicycle to go around town and do her grocery shopping!

BB: Hey I'm Canadian. Does that not count? I don't think it depends on the country so much as it does with the urban vs. rural. I grew up in Northern Maine (born in Canada) and my friends and I all used to bike to school and some kids ride snowmobiles in the winter. Biking to school was the cool thing to do. We had a bike rack, nobody locked their bikes and we would bike to soccer practice, etc. I don't see any kids biking to school around here- It's kind of strange. Bike commuting should start at an early age. It doesn't have to be only something grown ups do.

NORTH SHORE TMA – Spring Calendar of Events

Bike to Work Registration: April 13, 2009 – April 30, 2009
Register online at www.NorthShoreTMA.org for the MassCommute
Commuter Challenge

April 2009

Thursday, April 16, 2009

Explore Your Options Earth Day Event

11:30 AM – 1:00 PM

OSRAM Sylvania

100 Endicott Street

Danvers, MA

Thursday, April 23, 2009

Explore Your Options Earth Day Event

3:30 PM – 4:30 PM

Salem City Hall Annex – Large Conference Room

120 Washington Street – 3rd Floor

Salem, MA

May 2009

Bike Week Events: May 11, 2009 – May 15, 2009

(Check-in and a light breakfast at locations listed)

Tuesday, May 12, 2009

CHERRY HILL AREA

7:30 AM – 9:00 AM

OSRAM Sylvania

Beverly, MA

Thursday, May 14, 2009

CITY OF SALEM

7:30 AM – 9:00 AM

Bewitched Statue Plaza

Intersection Essex & Washington Street

Salem, MA

Friday, May 15, 2009

ENDICOTT STREET AREA

7:30 AM – 9:00 AM

OSRAM Sylvania

100 Endicott Street

Danvers, MA

June 2009

Thursday, June 1, 2009

North Shore TMA Board Meeting

8:30 AM – 10:30 AM

OSRAM Sylvania

100 Endicott Street

Danvers, MA

And the Winner is....

Congratulations to Natalie Lovett a Community Development Planner for the City of Salem, MA. Natalie won a \$100 Gift Card from the **Green to Work** Raffle. Presenting gift cards to Natalie, picture to the right is Al Marrone North Shore TMA Outreach Manager.



Green to Work *continued from page 1*

Need help planning your alternative commute?

We have resources to help you form a carpool, identify your public transportation options or we can help you find the alternative that's right for you. For more information about this program go to:

www.NorthshoreTMA.org

Bike to Work Week 2009

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**Solving Transportation
Problems and Benefiting
the Environment**

We're on the Web!

Visit us at:

www.NorthShoreTMA.org

Register for Bike to Work Week 2009 on line at:

www.NorthShoreTMA.org

All Bike to Work Week participants who check-in during Bike Week with TMA staff at one of the Bike to Work week check-in locations will receive a MassCommuter Challenge t-shirt and are eligible for great raffle prizes – including the grand prize: **A NEW BIKE!**

Bike to Work participants are invited to join us for the 2009 **Bike Bash** on Wednesday, May 20th from 5:00 – 7:00 PM at **Flat Top Johnny's** located at One Kendall Square, Cambridge, MA. We hope that you will join us for a fun time and meet fellow bikers who have participated in the MassCommute Commuter Challenge to share stories and biking experiences.

North Shore TMA
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Salem, MA 01970



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