

NORTH SHORE TMA

Solving transportation problems
& benefiting the environment

Summer 2009

Volume 1, Issue 2

C O M M U T E R C O N N E C T I O N

City of Salem/MBTA Announce Flexible Pass Program

The City of Salem and MBTA have launched a commuter pilot program for the summer 2009 season to introduce the MBTA monthly passes on Salem Ferry service for select trips. Details are provided below. The monthly MBTA Zone 5 - 8 Commuter Rail and MBTA Commuter Boat Passes will be honored as valid fare on the Salem Ferry for the following weekday commuter trips: **7:00 a.m. from Salem; the 5:10 p.m. and 7:10 p.m. from Boston's Long Wharf and 5:25 p.m. and 7:25 p.m. from the Salem Ferry's newest stop at the World Trade Center dock in the Seaport District.** The City of Salem owns one 149 passenger high speed catamaran named the Nathaniel Bowditch, which it leases to the private ferry company, Water Transportation Alternatives (WTA). The services operates between Memorial Day and October 30.

Visit www.Salemferry.com for more information.



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GREEN/SAVE GREEN anytime during the promotional period – July 1st through September 30th. Participants who commute at least once each month using an alternative commute mode during the promotional period and log that commute are automatically registered for the monthly random raffle for one of 2 \$50 gift cards.

A Grand Prize— a trip for 2 to Newport, Rhode Island including lodging, a \$100 gift card for

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MassCommute's summer 2009 promotion – **GO GREEN/SAVE GREEN** is a flexible program that encourages participants to try a variety of alternative commute modes for commuting to work as often as is practical for them. All employees and tenants of MassCommute TMA's are eligible to participate in



North Shore TMA Bike to Work Week 2009

Although it was the first year for Bike to Work Week for North Shore TMA members, ridership numbers were good, enthusiasm was great, and all participants had a great week of weather and helped our environment by biking instead of driving to work. Thanks to all who participated! The pictures below tell the story.

Pictured right: At the Baystate Bike Week Bike Bash held at Flat Top Johnny's in Kendall Square, Cambridge on May 20th is Jim Gascoigne (center), Executive Director of Charles River TMA presenting OSRAM Sylvania employees Marci Piper left and Tori Leitz right with an award from Baystate Bike. OSRAM Sylvania won the MassCommuter Challenge for participation from a company with 500—1499 employees. Congratulations to Marci and Tori and all of the OSRAM Sylvania Bike to Work participants.



North Shore TMA would like to thank our major sponsors: **The Athlete's Corner** and **Salem Cycle**. Thanks to both for making this event a huge success!





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dinner, and \$100 gift card towards transportation cost will be raffled randomly from the names of all participants who have logged their alternative commutes at least once during the three-month promotion. The more you commutes you log, the more times your name will be entered into the grand prize random raffle drawing

You don't have to pick just one commute mode— Mix it up! You can commute to work by whatever mode works best for you - carpool, vanpool, public transportation (including ferry), bike, or walk to work or telework by working from home on whatever days work best for you.

Participants will be provided with their carbon dioxide reduction, vehicle miles traveled reduced, and gas savings statistics for the commutes logged during the promotion.

GO GREEN/\$AVE GREEN with MassCommute this summer.



Member Interview

City of Salem employee Danielle McKnight—Staff Planner

NSTMA: How do you currently commute to and from work?

Danielle: I carpool with two other City employees most days.

NSTMA: How long have you been commuting this way and how far do you travel each way?

Danielle: I've been carpooling since I started working in Salem, in November 2008. The trip for me is about 22 and a half miles each way from my carpool, which leaves from Medford. I live about two miles farther from that.

NSTMA: Have you figured out how much money you save per week/per month/per year?

Danielle: I save about half a tank of gas a week, which is roughly \$15 right now. That adds up to about \$60 each month, or \$720 a year.

NSTMA: How has the NSTMA helped the employees of the City of Salem?

Danielle: The carpool matching service would have been very helpful if I hadn't already found two other City employees who happen to live near me. If I didn't work closely with both of them, I might never have figured that out without the assistance of the ridematching database and TMA staff.

NSTMA: What do you like best about the NSTMA benefits?

Danielle: A huge advantage to the program is the Guaranteed Ride Home program. If an emergency or unplanned overtime ever comes up and I haven't taken my car that day, I'll still be able to get home. I don't need to worry about being stranded. I'm also excited about the financial incentives – I'll likely get a \$25 gift card after three months of carpooling, since I usually carpool at least twice a week.





Calendar of Events

July 15, 2009

**Transportation Forum
For HR/Benefits Managers
Cummings Center
Community Conference Room
8:30 AM - 10:00 AM**

August 24, 2009

**Board of Directors Meeting
OSRAM Sylvania
100 Endicott Street
Danvers, MA
8:00 AM—10:00 AM**

September 28 - October 16

**Fall Promotional Events
Time & Locations TBD
Check our online calendar after
September 1, 2009**

Check out our web site at
www.NorthShoreTMA.org



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Congratulations to the following Bike to Work Week 2009 Raffle Winners

Bill Woolley from the City of Salem won a \$25.00 gift certificate to **The Athlete's Corner**, and pictured at right is Arlene Heckler and Jeff Serre both from OSRAM Sylvania. Arlene won a \$25.00 gift card from **Salem Cycle** and Jeff won a \$20.00 gift card from **Shaw's Supermarkets**.



North Shore TMA

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