

***** **Press Release** *****

WHAT: The North Shore TMA Forum: *Solutions to Traffic, Congestion, Access, & Sustainability*

WHO: North Shore Transportation Management Association (TMA), in cooperation with local Chambers of Commerce in the North Shore area: Beverly Chamber of Commerce, Lynn Area Chamber of Commerce, Peabody Chamber of Commerce, Salem Chamber of Commerce, and the North Shore Chamber of Commerce; the North Shore Career Center, the cities of Beverly, Lynn, Peabody, Salem, and the Town of Danvers; and TMA member companies (Axcelis, Cummings Center, Middle Oak, and OSRAM SYLVANIA)

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SUBJECT: **North Shore TMA Held Successful Forum in Salem: *Solutions to Traffic, Congestion, Access & Sustainability for the North Shore***

On Tuesday, November 15th, the North Shore Transportation Management Association (TMA) partnered with the local North Shore area chambers of commerce (Beverly, Greater Lynn, Peabody, and Salem chambers), the North Shore Chamber of Commerce, and the North Shore Career Center to host a breakfast forum on transportation issues in the North Shore region. The North Shore TMA Forum: *Solutions to Traffic, Congestion, Access, & Sustainability* provided an opportunity for local employers, business owners, and organizations to learn more about how some North Shore businesses, municipal leaders, and developers are working together to develop cost-effective, environmentally sustainable solutions that increase access and reduce the stress of commuting for employees and customers.

Special guest speakers – introduced by City of Beverly Planning Director/North Shore TMA President Tina Cassidy were: Mayor Kimberley Driscoll of the City of Salem, and four local panelists - Steve Roberge, Axcelis; Suzanne Wilson, MiddleOak; Kathy Winn, City of Salem; and Jim Gascoigne, Charles River TMA. The panelists presented information about the benefit of working with the North Shore TMA for their business or organization related to the following topics: support for regulatory compliance to ISO 14001 and the DEP Rideshare Regulation; advocacy for road and public transportation infrastructure enhancements; recruitment and retention of employees/tenants through health and wellness programs/goals; the positive benefit of TMA services for employers with limited parking availability; collaborative cost-effective solutions for “last mile” gap shuttle services; and how working with the TMA supported sustainability and corporate goals to lighten their organization’s carbon footprint.

“This transportation forum was a unique platform for the business community to learn how some North Shore businesses and municipalities are working together to reduce the negative impacts of traffic congestion in our area. Some of the best ways they are doing this is through collaborative employee transportation benefits, advocacy, and innovative partnerships.” said Kim Driscoll, City of Salem Mayor.

North Shore TMA President/City of Beverly Planning Director, Tina Cassidy also noted,

"I'm excited about the opportunity the Forum creates to work with the Chambers of Commerce and the North Shore Career Center to broaden the TMA's reputation as a resource for their members and partners." TMA staff members are working with these groups and local companies to encourage their employees to recognize the financial, health, and environmental benefits of choosing to commute to/from work/home in a mode other than driving alone.

North Shore TMA Executive Director Andrea Leary expressed her thanks to the North Shore TMA Board of Directors, the North Shore and local area chambers, the North Shore Career Center, TMA member companies and employees, and the forum attendees for their support, efforts, and ongoing commitment to alternative commuting to/from work throughout the year. Leary stated, "The success of this forum is a direct result of the leadership and guidance provided by the TMA's Board of Directors."

Forum attendees were from a variety of North Shore area businesses, municipalities, and non-profits. The North Shore TMA is looking forward to hosting another transportation event in 2012 to follow-up its success in 2011.

For more information, please contact North Shore TMA Executive Director, Andrea Leary at 781-639-6262 or via email at andrealeary@verizon.net.



If 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 Transportation Management Association is a non-profit transportation and environmental organization that is working to address transportation issues in Beverly, Danvers, Lynn, Peabody, and Salem. The mission of the North Shore TMA is to reduce traffic congestion and vehicle emissions, improve air quality, and enhance access by promoting and advocating for transportation options that support environmental / sustainability goals and promote business and municipal economic development objectives.

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.