



Commuter News & Notes



www.merrimackvalleytma.com

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MVTMA Expands to Haverhill, MA

Earlier this year, the Merrimack Valley Transportation Management Association (MVTMA) Board of Directors voted unanimously to expand the MVTMA service area into Haverhill, MA. The expansion came about due to inquires from Haverhill's businesses wanting to participate and take advantage of the multiple MVTMA alternative transportation programs to help serve the area employers and employees.

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Emmaus, Inc. Joins Merrimack Valley TMA

Recently as a result of our expansion to Haverhill, Emmaus, Inc. a Haverhill, MA based non-profit joined the Merrimack Valley TMA. Emmaus has worked with the MVTMA during Bike to Work week for the last several years. Now that the TMA is serving Haverhill businesses, Emmaus is pleased to work with the TMA in order to provide our excellent alternative commute programs available to their employees. TMA staff is excited to work with Emmaus employees and to continue our partnership on biking-related initiatives.

Welcome Emmaus, Inc.!



Pictured left to right: Andrea Leary, Executive Director MVTMA; Jeanine Murphy, Executive Director Emmaus, Inc.; Gretchen Arntz, Chief Development Officer; Rachel Thompson, Development/Volunteer Coordinator

Massachusetts Secretary of Transportation Jeff Mullan was the keynote speaker at Jackson's restaurant in Methuen on Monday, November 8th. During a Q & A session Andrea Leary, Executive Director of the MVTMA asked Secretary Mullan about the possibility of a bike lane over the Merrimack River on Rt. I-93. Secretary Mullan said he would look into the possibility although the current economic environment may factor in the final decision.

Carpool Profile: Putnam Investments Employees Diane Burnham, Daniela Cambra, and Jennifer Rossignol Arrive to Work via Carpool.

MVTMA staff arrived at 6:45 AM on a chilly fall day to greet Diane Burnham, Daniela Cambra, and Jennifer Rossignol who travel from Coventry, RI and the Attleboro area to Andover almost daily. The women travel an average roundtrip of 160 miles per day. Imagine driving that distance everyday alone! As gas prices are creeping up this Putnam carpool is not only saving money, but helping our environment. Turn to page 3 where Diane, Daniela, and Jennifer share their carpool experiences. This is one of dozens of carpools in the MVTMA's **Green to Work (GtW) program**. On page 2 also find statistics and information regarding cost savings by MVTMA member employees who carpool to/from their workplace. The ladies each save approximately \$2,400.00 per year. Could you use the extra cash?



Pictured right to left: Diane Burnham, Daniela Cambra, and Jennifer Rossignol

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GREEN TO WORK

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. MVTMA 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@merrimackvalleytma.com.

Thanks to all participants in our Green to Work (GtW) program. Below are the 2010 statistics for folks who walk, bike, carpool, vanpool, telework, and take public transportation. Get in on the savings and begin to earn FREE money and prizes. For more information commute@merrimackvalleytma.com or 603.702.2156.

- **Number of Trips Saved: 1,635**

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

- **Reduced Vehicle Miles Traveled (VMT): 176,260**

The earth is 24,901.55 miles in circumference at the equator—*that's 7 times around the earth!*

- **Gallons of Saved Gasoline: 6,763.37** (Based on Individual Reported Vehicle MPG)

An eighteen wheel tanker truck holds 9,000 gallons

- **C02 Reduction (in lbs.): 163,105.39** (VMT/ Individual Reported Vehicle MPG x 24.116 [EPA Calculation] = C02 Reduction)

Approximately **81.5 TONS** of C02 saved from our environment—that was easy...

- **Participants Saving: \$15,311.14** (Based on Variable Fuel Prices Ranging from \$2.65—\$2.85 Per/Gallon)

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

- **MVTMA Awards in 2010: \$3,142.09!**

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.

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 Merrimack Valley TMA offers a Guaranteed Ride Home (GRH) for those who carpool, vanpool, take public transit, or who bike or walk to work.

Who is Eligible for the GRH Program?

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

How do I Register for the GRH?

You can register for GRH online at www.MerrimackValleyTMA.com.

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@merrimackvalleytma.com or call 603.702.2156

Merrimack Valley Fall Promotion "Car-Free Day" Award Winner

Congratulations! — Merrimack Valley TMA's 2010 Fall Promotion Car-Free Day Winner:

Linda Moore of Polycom received a \$100 REI gift card.

Also, a huge thanks to our ETAs for promoting the Car-Free Day so successfully – the ETA winners are:

Kathy Rogers of Philips Electronics received a \$25 gift card.

Chris Ginsberg of Enterasys received a \$25 gift card.



Above: Fall promotion "Car-Free Day" grand prize winner Linda Moore on right along with carpool friend Su Bennett

Here's How MVTMA Member Companies Performed During the Car-Free Day Promotion:

Enterasys Networks, number of participants: **4**, miles saved **350**

Philips, number of participants: **55**, miles saved **1824**

Polycom, number of participants: **3**, miles saved **121**

Putnam Investments, number of participants: **6**, miles saved **530**

Verizon, number of participants: **8**, miles saved: **187**

Vicor Corporation, number of participants: **2**, miles saved **30**



MVTMA Statistics for "Car-Free Day" — Thanks to All Who Participated!

Number of Participants: 78

***Money Saved: \$366.42**

Vehicle Miles Traveled (VMT): 3,042

****C02 Reduction (lbs.): 3,334.58**

*VMT / Individual Reported MPG x \$2.65 = Money Saved

**VMT / Individual Reported MPG x 24.116 (EPA Calculation) = C02 Reduction

continued from page 1 **MVTMA Expands to Haverhill, MA**

The MVTMA's Board indentified that there has been an increase in development in the City of Haverhill. The MVTMA staff confirmed this observation during a meeting with Haverhill Mayor James J. Fiorentini. All agreed that the MVTMA can assist Haverhill businesses by providing alternative transportation programs, FREE commuter benefits to employees and advocacy to insure sustainable transportation solutions that will provide a positive impact on economic development in the city.

continued from page 1 **Carpool Profile**

TMA staff asked several questions to Diane, Daniela, and Jennifer about their carpool commute. Their feedback was interesting.

All agreed that they formed their carpool due to transportation cost, noting commuting this distance separately would have been too expensive. Further the carpoolers stated the high cost of gas, saving money on car maintenance, and their work schedule all contributed to forming their carpool.

All three ladies commented that the miles saved on their individual cars is a another huge factor for carpooling. Driving together saves the group 1,000 mile per week or approximately 4,000 miles per month on their combined vehicles. Carpooling saved each lady approximately 1,600 miles per month on each of their vehicles. That's 19,200 miles less annually on each vehicle! All three ladies are registered in MVTMA's GtW and Guaranteed Ride Home (GRH) programs. TMA staff asked if these programs were an added incentive to form a carpool? All agreed receiving "free cash" for carpooling is great, plus the added incentive of the monthly random raffle and quarterly raffle helps out — plus they stated, "It's fun!" The ladies also told staff, "Knowing we have a resource to call for assistance in recruiting more carpoolers to lower travel expenses is helpful." Diane, Daniela, and Jennifer all agreed the MVTMA's GRH program is a nice comfort.

TMA staff concluded the interview by asking about how they spend their time during their commute. The group stated that they played games such as *Family Feud*, *Who Wants To Be A Millionaire*, and *Are You Smarter Than A Fifth Grader* on an Apple iTouch/iPod.

Thank you Diane, Daniela, and Jennifer for your participation in MVTMA's programs. Your carpool is not only successful in saving money, but also helps our environment. Probably the most rewarding aspect of your commute is the friendships that have formed along with your carpool.

Winter 2011 MVTMA Calendar of Events

**Know Before
You Go**

**Sign up for traffic
alerts at**

www.mass511.com



**MVTMA's Holiday
Promotion winner is**

**Keri Gostanian
from Philips**

**Congratulations and
many thanks to all
the MVTMA member
employees who
participated in the
promotion.**

Happy Holidays!

January 13, 2011

9:00 AM—11:00 AM

**MVTMA ETA
Meeting**

**Eisai Research Institute
Corporate Drive
Andover, MA**

January 25, 2011

12:00 PM—1:30 PM

**MVTMA Cycling
Committee Meeting**

**Eisai Research Institute
100 Federal Street
Andover, MA**

February 2011

Winter Promotion

Look for details soon at

merrimackvalleytma.com

MVTMA Survey

MVTMA staff conducted a survey of members to seek feedback about TMA services. The results were positive and we look forward to enacting some good suggestions that came from member survey responses. Listed to the right are highlights of survey results.

Find us on  and on
 @MerrimackVlyTMA

MVTMA Survey Results

1. Overall satisfaction was high from our members.
2. We will work on the *less is more* theory when producing emails and posters for events and promotions.
3. We will initiate a call-in number for ETA meetings. Folks are doing more with less and at times it is difficult to attend meetings in person.
4. Members overwhelmingly approved of our updated website and improved ease of use.
5. Facebook and Twitter were not popular with our members however, the reason was more of a company security issue not lack of interest.
6. Number of events and promotions — just right.

Merrimack Valley TMA

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