



FOR IMMEDIATE RELEASE

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North Natomas Transportation Management Association

CONTACT: Mellissa Meng

Email: mellissa@nntma.org

Phone: 916-419-9955

Natomas Schools Install Skateboard Racks and Say “Yes” to All Forms of Car-less Commuting.

In an ongoing effort to promote healthy forms of transportation, the North Natomas Transportation Management Association (NNTMA) in partnership with Natomas Unified School District are installing brand new skateboard/scooter racks on two Natomas school campuses this month.

Both Heron and Natomas Park Elementary schools will be receiving the storage devices – a hybrid of shelving units and miniature lockers. The storage additions are a way to reward and incentivize those students who enjoy getting to school via their own power, and will spare them the burden of carrying their transportation around at school. A total of three racks will be installed on each campus, and can hold 10 skateboards or scooters, which means that about 300 pounds will be lifted off the shoulders of Natomas students!

“We wanted to send a message to families and kids that we applaud and embrace their efforts to leave the car at home whether it’s via foot, bike, scooter or skateboard,” says Becky Heieck, Executive Director of the NNTMA. “This was our way of saying ‘thank you,’ and ‘keep moving forward!’”

The skateboard racks are just one of many progressive campaigns created by the NNTMA to encourage residents to use better transportation options in order to benefit themselves and the environment. Just this year, the NNTMA coordinated Bus Bingo and Share the Flyer programs for its shuttle passengers, and kicked off the “Increase Your Smileage” banner program promoting car-less commutes to school. Other initiatives include a bike rebate program, and group bike treks exploring the Sacramento region.

About the North Natomas Transportation Management Association – NNTMA.org

The North Natomas Transportation Management Association is a nonprofit organization with the mission to foster transportation behaviors that benefit the community through advocacy, programs, education and services. The organization is responsible for services such as the commuter Flyer Shuttle which takes North Natomas residents to and from Downtown Sacramento and the BikeDoc mobile bicycle repair shop. The NNTMA also closely partners with schools and other organizations to promote walking, cycling and carpooling and has partnered with the City of Sacramento in the completion of many local transportation projects.

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