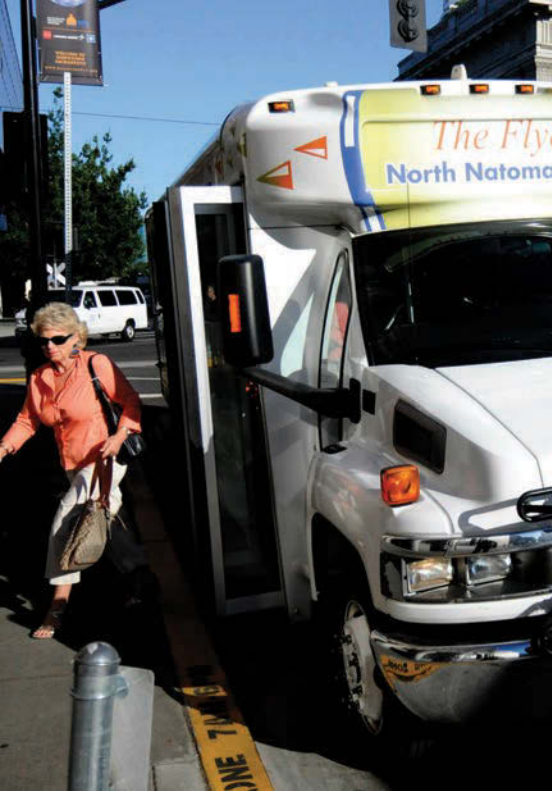


connections

CONNECTIONS

2011 Annual Report from the North Natomas Transportation Management Association

North Natomas – Livable, Sustainable, Connected.

Our Mission: The North Natomas Transportation Management Association fosters transportation behaviors that enhance our community through advocacy, programs, education, and services.

As our economic environment continues to pose challenges, we at the North Natomas Transportation Management Association (NNTMA) are committed to providing our community with meaningful transportation options. To reach this goal, we cover a lot of bases; from unique outreach ideas like our mobile Bike Doc, to running a commuter shuttle service, to partnering with local schools. We are active in the community and our efforts have proven popular; as a survey conducted last spring revealed that 41 percent of North Natomas residents know of the NNTMA and our programs.

Holding ourselves accountable to residents, businesses and government partners takes many different shapes, but one of the most critical is our commitment to practicing fiscal responsibility. This means that each project and service we put forth undergoes strict cost-benefit scrutiny and has full approval from our Board. We believe that our accomplishments reveal that any money we spend is… money well spent!

We are also proud to say that over the past year we have earned numerous awards for our projects, including Breathe California's Citizen Group Award; the Association of California School Administrator's Partners in Educational Excellence Award; and the Twin River's Unified School District's Inspire Award.

We invite you to look through this report to see what we do. And please, tell us what you think!

Derek Chernow
Board President

Becky Heieck
Executive Director

Groundbreaking ceremony for Green Line to the Airport with local representatives.

advocacy

FOR A BETTER TOMORROW

The NNTMA exists to serve its community. We work with schools, employers, residential communities and public officials to support local initiatives and to get the job done. An integral part of our success comes from innovative and cost-effective ways of spreading the word about our programs; influencing the community through events; partnering with our public officials, collaborating with lynchpin organizations; and of course, getting feedback from those we serve through numerous channels.

These are just a few, of many, initiatives and efforts the NNTMA promotes and supports:

- Construction of the Green Line to the Airport light rail project
- TransitRenewal – RT's five-year plan for transit improvements
- Facilitation of walking/cycling through completion of pathways and remodeling curbs
- Partnering with schools and educational institutions to promote active transportation options

shuttle

NATOMAS FLYER SHUTTLE: MOVING FORWARD

The Flyer Shuttle

Even if you don't know it by name, chances are you have seen the **Natomas Flyer Shuttle** around town. From 20,000 trips made in 2006 to 60,000 in 2011, it's clear that folks are not missing the bus! Because of this jump in demand, and to decrease emissions, the NNTMA decided last year to expand and increase the service. After a long, thorough bidding process and coming in under budget, we are proud to announce that Sacramento RT will be our new vendor starting March 2012.

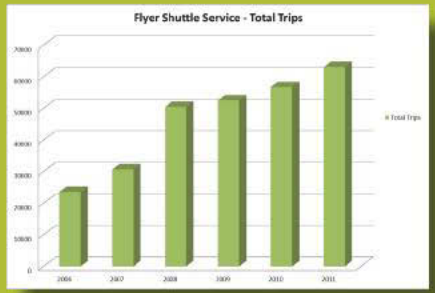
Coming Soon: Increased frequency, larger and newer vehicles, WiFi access and a switch to cleaner Compressed Natural Gas (CNG).

Because of the Natomas Flyer:

- 485,893 miles were **not** driven by auto…
- More than 2,100 gallons of gasoline saved
- 63,144 shuttle trips taken
- Riders saved $80,000 at the pump*
- Residents were spared 1.2 million pounds of carbon dioxide and 3,000 pounds of nitrogen oxides
- 833 bikes got a lift on the Flyer, making connectivity easier for cyclists

2011

* Based on average cost of gasoline in 2011



shuttle

FAST FLYER FACTS

cycling

BIKE CLINICS / BIKE REBATE / BIKE DRIVE

Bike Clinics

Through these free-of-cost classes, residents, employees and Bike Rebate recipients learn road safety, how to be predictable to motorists, and how to fix a flat. All instructors are certified by the League of American Cyclists.

Bike Rebate Program

Our Bike Rebate program is designed to offset costs and incentivize those who plan to cycle regularly.

- 32 Bike Rebates awarded
- Recipients rode almost 30,000 commute, errand and leisure miles

Bike Drive

Generous North Natomas residents donated 75 used bikes to our Bike Drive last year. The NNTMA then rejuvinated and redistributed them back to needy people in our community.

MAYISBIKEMONTH.COM

The NNTMA is a proud partner and supporter of **May is Bike Month**, a regional campaign to promote and reward cycling throughout the Sacramento Region.

- Local businesses and residents rode 54,000 miles and saved $7,560 worth of gas

Bike Doc, a mobile bicycle repair shop on two wheels, made appearances at the library, neighborhoods, schools and businesses.

- 798 bikes fixed
- Featured on the front page of *American Bicyclist Magazine*

We coordinate a number of **Neighborhood Rides** each year to promote awareness and to keep up the cycling momentum.

- 150 cyclists joined us in 2011 for... Around the Airport, Capitol BikeFest, Black Bear Diner, Emigrant Trails Bike Trek, West Sac, and Old Sac rides

cycling

MAY IS BIKE MONTH / BIKE DOC / NEIGHBORHOOD RIDES

As part of the National Safe Routes to School effort, we partner with elementary schools in North Natomas. This includes our weekly, year-long **Walk and Bike to School Program**, which reduces trips, instills healthy habits and spares the air. We owe our success of these programs in large part to the dedication of our program volunteers who almost unanimously say the program is as rewarding for them as it is for the kids.

In 2010/11, an average of 904 students (24 percent of combined student body) walked each week in total.

In the month-long October walking contest, "**Walktober**," 11,191 trips were logged across four participating schools.

Walk and Bike to School Program

- Students walk, bike, scooter or skate to school, earning punch card stamps and charms, or raffle tickets and prizes depending on their grade level
- Year-round program promotion with newsletters, contests and events like International Walk to School Day
- Walking School Buses and Bike Trains (Parent-led groups who walk/bike to school together) at most sites

schools

WALK AND BIKE

Project Ride Smart, is a comprehensive bicycle safety and skill development program for 5th grade students. The goal is to provide children with the knowledge and experience to travel confidently and safely in their neighborhoods. The course is 10 hours long and taught on school grounds and neighborhood streets during P.E. by certified bike instructors.

- In the 2010/2011 school year 396 students participated.

A significant portion of **May is Bike Month** is school-focused and is geared specifically for students. Campaign efforts include assemblies, safety education and prizes at eight North Natomas schools.

May is Bike Month – By the Numbers:

- 44,864 miles cycled by North Natomas schools
- All eight participating North Natomas schools ranked among the top 16 for the most school miles cycled in the region.
- 1927 students participated
- Participating students averaged 23 miles each, a 42 percent increase over last year!

schools

PROJECT RIDE SMART / MAY IS BIKE MONTH

It seems the world has one thing on its mind these days: staying connected. This means staying connected to the people, places and things that matter most. It's our job to make sure the physical connections between Point A and Point B in our neighborhoods are safe and easy to traverse. In fact, we always have one eye on the ground, literally, to scope out and repair any gaps in connectivity. We're proud to report there are fewer missed connections now than before, and our work is not finished!

At a Glance

- NNTMA and the City partner to remodel curbs and remove and install gates along paths
- NNTMA advocates for new City trailhead guidelines
- 2012 will bring remodeled medians, and improved street lighting and landscaping

connectivity

WE MIND THE GAP

North Natomas TMA Profit & Loss
January – December 2011

Ordinary Income/Expense	
Income	
CFD Funds	1,038,669
Shuttle Revenue	123,024
Other Income	10,454
Sponsor Program	117,288
Total Income	1,289,435
Expense	
PROGRAMS	
Bike	34,400
Schools	91,251
Shuttle/Transit	390,939
Emergency Ride Home	506
Programs and Marketing	65,145
Program Staff	249,053
Total PROGRAMS	831,294
ADMINISTRATIVE Expense	156,887
Total Expense	988,181
Net Ordinary Income	301,254
Net Income *	301,254

*Net income is the result of budget reductions in an attempt to create a surplus. This will preserve services in the event of further reductions due to declining property values.

North Natomas
Transportation Management Association

Officers

Derek Chernow – President, North Natomas resident
Greg Guardino – Vice President, Alleghany Properties, LLC
Bruce Roberts – Treasurer, North Natomas resident
Chris Holm – Secretary, North Natomas resident

Directors

RoseMary Covington – Sacramento Regional Transit
Scott Dosick – North Natomas resident
Patricia Hoffman – International Academy of Design & Technology
Phil Rodriguez – Lewis Operating Corp.
Randy Standiford – Raley's Distribution Center

Staff

Becky Heieck – Executive Director
Mellissa Meng – School Programs Manager
Sarah T. Janus – Program Coordinator
Abbey Harding – Program and Communications Coordinator

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