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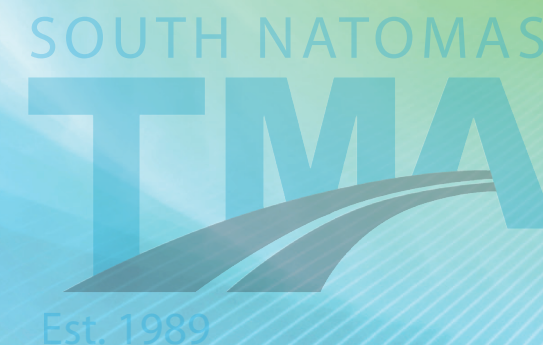
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# South Natomas Annual Report 2012



bike

light rail

carpool

electric car

bus

train

# President's Message

Last year, the SNTMA took a step toward their future goals and has continually been able to assist the Sacramento region in reducing carbon emissions, positively affecting air quality and ultimately assisting with the implementation of inexpensive, clean, reliable travel alternatives for South Natomas in 2012.

While there are always going to be highways and people are always going to have automobiles, what the SNTMA has found is that many of our members want alternatives. Over the last two decades, we have made a concerted effort to maintain existing programs while continuing to experiment with new alternatives for our member companies.

## Highlights of 2012:

- Over 125 carpool subsidies awarded
- 10 Bicycle purchase subsidies awarded
- 10 Office Share bicycles awarded
- 13 Regional Transit subsidies awarded
- 2 Capital Improvements subsidies awarded
- Over 50 Bicycle Maintenance subsidies awarded
- 4 Membership outreach events attended by over 250 members
- 8 Smart Cycling Clinics, attended by 59 members

## Changes for 2013:

- New Major Capital Improvements Subsidy (up to 80% of the cost of a TDM-related improvement project)
- Removal of matching funds requirement for Capital Improvements Subsidy
- Increased number of carpool subsidies available each month
- New monthly social media program for members to share their commute experiences and win prizes

Each week we raffle a \$25 gas card to Commuter Club members who complete their commute diary. "LIKE" the SNTMA on Facebook to keep informed about our activities throughout the year!

**Mary Christian**  
SNTMA Board President

# 2012 in Review

The SNTMA offers a transit subsidy program for members whose employers do not already offer a transit subsidy. Members that buy a monthly transit pass and log 2 or more days a week in their Commuter Club commute diary can receive a \$50 per month subsidy. During 2012 there were 13 transit subsidies awarded.

## SNTMA Commuter Club

The SNTMA Commuter Club ([www.sacregioncommuterclub.com](http://www.sacregioncommuterclub.com)) is a ride matching database for bike buddies, carpools and vanpools. The Commuter Club offers special incentives for members and better ways for the SNTMA to share commute information with our members.



The commute data collected from trip diaries is used by the Sacramento region to develop trip reduction programs and incentives that will decrease traffic congestion and improve air quality & mobility.

Emergency Ride Home vouchers are accessed via the Commuter Club. In 2012, 13 SNTMA members received Emergency Ride Home vouchers.

The SNTMA awarded \$1375 in gas cards to 54 Commuter Club members who kept a commute diary for the Weekly Gas Card Drawing program which took place between January and December 2012.

Each quarter, SNTMA members that participate in the Commuter Club trip diary receive a promotional item to encourage future participation in SNTMA programs. 360 quarterly promotional items were delivered to SNTMA members during 2012.



The SNTMA organized 8 Smart Cycling Clinics at member companies in preparation for May is Bike Month and awarded 10 member companies OfficeShare Bikes. The OfficeShare Bikes belong to the member company for their employees to use. There were also 10 bike subsidies awarded to members for 60% of the cost of the bike or \$300.

The SNTMA hosted 28 member cyclists at the annual Bike to Work Day Breakfast. Members enjoyed breakfast at Creekside Café and received a pair of 2012 May is Bike Month socks in addition to other SNTMA and Commuter Club promotional items. The Natomas Bike Shop mechanics repaired 8 bikes during the Bike to Work Day breakfast free of charge. 152 SNTMA cyclists contributed 29,024 miles bicycled during May is Bike Month. 56 SNTMA members received bike maintenance subsidies for repairs on their commuter bikes throughout 2012.

During the year the SNTMA also promoted available seats in the existing Roseville vanpool. The empty seats were promptly filled by interested SNTMA members and only 2 empty seat subsidies were needed.

The SNTMA offers a carpool subsidy program. SNTMA members that carpool 2 or more days per week and record it in their Commuter Club commute diaries are eligible for a \$50 per month subsidy. 129 carpool subsidies were awarded in 2012.

The SNTMA offers a Capital Improvements subsidy for Property Managers with SNTMA member tenants. The Capital Improvements subsidy provides up to \$2500 to Property Managers of SNTMA member companies and can be applied towards

improvements that encourage alternative commute modes. 2 Capital Improvements subsidies were awarded in 2012 and were applied to bike lockers and 1 electric vehicle charging station.

The SNTMA wrapped up 2012 with the SNTMA Santa and Elf delivering end of year thank you gifts to Commute Coordinators at all member companies. The SNTMA Santa and Elf also attended tenant appreciation events and posed for holiday photos.

The SNTMA is on Facebook! In August 2012 the SNTMA started a monthly drawing for a \$25 gas card for members that "Like" the SNTMA Facebook page. In December, members that posted their photo with the SNTMA Santa were entered in a \$50 gas card drawing.

## SNTMA Board Members

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