



For Immediate Release  
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Contact: Mellissa Meng  
Phone: 916.419.9955  
Email: mellissa@nntma.org

### **Locally Produced Bike Education Video Receives National Award**

North Natomas TMA is excited to announce that its Project Ride Smart Video has won an Association for Commuter Transportation Marketing & Outreach Award. The ACT National Awards celebrate and acknowledge extraordinary and innovative work by leading organizations and individuals in the Transportation Demand Management industry.

The Project Ride Smart Video arms our youth with essential facts about the laws and rules of the road. After completing the video, kids will understand fundamentals like riding on the street versus the sidewalk; right-of-way rules and how to navigate intersections. The video was filmed and produced entirely in the Sacramento area, using local production and on-camera talent.

This video complements the Project Ride Smart program, a 5th grade driver's education program – on bikes – taught in North Natomas elementary schools. This comprehensive bicycle safety program teaches traffic principles and on-bike handling skills. The 10-hour course culminates with street rides where students apply what they have learned to their local neighborhood streets - giving them the knowledge and experience to travel safely to and from school.

“The Project Ride Smart Video is an essential tool for educators in teaching our youth the proper ways to ride a bike,” said Mellissa Meng, School Programs Manager at the NNTMA. “Not only will students learn positive decision-making skills, but this video and program instills in them a sense of independence that lasts a lifetime.”

The Project Ride Smart Video was in small part funded by a grant from the Sacramento Area Council of Governments. SACOG's Tier 2 funding program aims to “help fund new or innovative TDM strategies, extend coverage of current partners, or other demonstration projects or programs.”

The Project Ride Smart Video is available for **free** downloading or streaming at [NNTMA.org](http://NNTMA.org).

#### **About the North Natomas Transportation Management Association**

The North Natomas Transportation Management Association is a nonprofit organization with the mission to foster transportation behaviors that enhance placemaking in our community through advocacy, programs, education, and services.

You can connect with us via our website, [www.NNTMA.org](http://www.NNTMA.org) or any of the following social media channels:

- via Twitter: @NorthNatomasTMA
- via Facebook: NorthNatomasTMA
- via Instagram: @nntma
- via YouTube: North Natomas TMA

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