



Employer Toolkit

➤ *What is goNewHaven go?*

goNewHaven go is a local campaign that encourages the people of New Haven to drive less and use sustainable transportation. Every September, we host a contest for individuals and employers who commute by carpool, train, bus, bike, walk, or telecommute. **goNewHaven go** is proud to partner with the City of New Haven, community groups, transit agencies, and area employers to offer a variety of prizes to participants.

➤ *As an employer, why should I participate?*

- Save money for you and your employees
- Support employee health and wellbeing
- Help your employees win free prizes
- Uphold corporate responsibility
- Promote your business with free advertising
- Reduce the parking and traffic around your business

➤ *How can I get involved?*

- Participate in the annual CarFree Challenge this September, a month-long alternative transportation contest for individuals and employers who green commute by carpooling, riding the train, taking the bus, biking, walking, or working from home.
- Distribute flyers and information at the office.
- Host "Try It Days" for employees to try a new kind of transportation.
- Use NuRide for internal competitions and prizes beyond goNewHaven go's main contest.
- Host an office car-free day.



Employers can sign up [here](#) to get started! Then, encourage your employees to register and also sign up for NuRide (nuride.com), where they can input all green commuting trips to earn discounts and rewards from local businesses.

➤ Tools you can use:

Discounted Transit Passes

- As an employer, investing in discounted bus or train passes for your employees will raise morale in the workplace and increase appreciation of you as an employer.

Commuter Tax Benefit

- An employee can set aside up to \$255 a month for transit expenses from his or her paycheck. This pre-tax benefit is exempt from payroll taxes and can save your business up to 7.5% in taxes on money set aside.

On/off site bike parking

- If your employees have a free spot to store their bicycles, they'll be more likely to bike to work, which helps everyone stay healthy, reduces greenhouse gas emissions, and lowers employer parking costs.

Showers and Locker Rooms

- If employees have a place to wash up before work, it will incentivize green commuting modes that require physical exertion, like biking, walking, or running.

Employee shuttle

- A sponsored shuttle is a big investment, but will pay off in the long run in the well-being of your employees, recruitment and retention of new ones, and reduced air pollution.

Zipcar for Business

- The Zipcar for business discounted membership, with lower weekday rates, gives your business access to the New Haven Zipcar fleet while taking cars off the road.

Parking Cash-out

- In a parking cash-out program, employees have the chance to forfeit their employer-subsidized parking spot in exchange for cash, which encourages carpools and other green transport methods.

Van/Carpool Program

- Encourage your employees to coordinate rides and set up a carpool program. Not only will this foster feelings of community in the workplace, but will reduce the number of cars on the road.

Our Website

For more employer resources, click [here](#).

And explore our website to learn more about [goNHgo](#).

➤ Additional free tools:

CTRides Services

- Free 10-Ride CTTransit Pass
- CTRides Commuter Rewards
- CTRides Custom Commute
- Van/carpool Program
- Emergency Ride Home Program
- Call CTRides at 1-877-CTrides or visit [ctrides.com](#).

Rideshare Apps

- Apps like Uber and Lyft, which include carpool settings, are an easy way to share rides. Hail a car, track your route, and pay, only using your phone.

Recognition

- Best Workplaces for Commuters is a membership program that gives benefits and acknowledgement to businesses with convenient green transit options.
- "Bicycle Friendly Business" is an accreditation offered by the League of American Bicyclists to those businesses that foster a bike culture in the workplace.