

Is your organization a Mobility Champion?

Are you interested in helping your organization and your employees save money, help the environment, and create more livable, vital New Haven? goNewHaven is excited to announce that we are seeking Mobility Champions for our annual campaign to promote sustainable transportation options. Through this partnership, goNewHaven will provide **pro-bono customized transportation services** to help your employees avoid increasing congestion in our region, develop a better work/life balance, improve their productivity and health, and save money. Your role as the employer will be to support your employees by helping promote these services and host events to energize and educate your employees leading up to and during the [2017 CarFree Challenge](#) in September.

goNewHaven is a local coalition of government, nonprofit, and private partners that advances sustainable transportation options in New Haven. We work with communities, government agencies, businesses, schools, and nonprofits across New Haven and Connecticut to plan outreach and awareness events, design specialized strategies to reduce car dependency, encourage local leaders to champion sustainable mobility, and advocate for a multi-modal transportation system that services everyone.

As a Mobility Champion, goNewHaven will guide you through a series of efforts to help your employees commute more sustainably. Customizable to fit your needs, these initiatives could include:

May - June: Getting started

- A needs analysis survey for the employer and individual employees, provided by CTrides
- Recommendations based on transportation option gaps

July- August: Customized commute plan, provided by CTrides

- Mode matching for employees based on needs (walk, bike, bus, train, car/vanpool)
- Setting up 'try-it' days

September: CarFree Challenge

- A communications package: Twitter, Facebook, flyers
- A Friday employer 'try-it' day, led by CTrides and goNewHaven
- A press event highlighting employers' participation
- Events for employees to participate in (Transportation on Tap, Park[ing] Day, pop-up bike lane, open streets, World CarFree Day)
- Tracking of: emissions avoided, calories burned, dollars saved, vehicle miles avoided through NuRide app, provided by CTrides

October: Results

- A before/after survey report

The employer's role in this partnership will be to:

- Designate one dedicated and reliable staff member to coordinate communications and encouragement
- Offer weekly prizes for participants during the September CarFree Challenge

Interested in learning more? Contact Krysia Solheim at info@goNHgo.org.

Thank you to the Greater New Haven Green Fund for providing funding for these services.

