LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
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LIVE
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Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

Notes

Notes

Notes

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

One Landmark Square • Stamford, CT 06901-2679
businessfairfield.com

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

The Live Work Play | Car-Free Recognition program is an initiative of
The Business Council of Fairfield County's Stamford Transportation Roundtable.

About The Stamford Transportation Roundtable

The Stamford Transportation Roundtable, an ongoing leadership forum of The Business Council of Fairfield County, was formed in 2010. It works to reduce congestion, improve safety and strengthen connectivity between the city and the surrounding region by promoting planning focused on customer needs and enabling employers to share best practices and cooperate on specific initiatives. Roundtable meetings engage employers, building owners and developers, and civic leaders in ongoing interaction with city, regional, and state transportation and land use planning officials and transportation service providers.

About The Business Council of Fairfield County

Over the past decade, The Business Council of Fairfield County has emerged as a nationally respected and influential regional network of business leaders, committed to strengthening the economic vitality of our region and the performance of its member firms through research-based public policy initiatives, information services and network building programs. The Business Council of Fairfield County is a private, not-for profit corporation governed by a volunteer board of senior executives and served by a professional staff.

LIVE
WORK
PLAY

car free

Best Places Recognition Program

May 16, 2017 • Stamford, Connecticut

The Business Council
of Fairfield County

Strengthening Businesses. Strengthening Communities.

Transportation Innovation Awards

Given to companies, organizations, municipalities or entrepreneurs who have developed an innovation having a positive impact upon sustainable transportation in Connecticut are eligible to submit a nomination.

- The Ashforth Company
- Bike Walk Connecticut
- Bigelow Tea
- City of Stamford
- CT*fastrak*
- Empire State Realty Trust
- goNewHavengo
- Harbor Point Development
- Mill River Park
- Norwalk Health Department
- People Friendly Stamford
- Uber | Trinity Health New England
- Uber | Workforce Alliance
- University of Connecticut Stamford Campus
- Zagster | Building and Land Technology

Commercial Building Awards

Given to Connecticut commercial building owners and managers who have an established transportation program that meet 6 criteria established by the Stamford Transportation Roundtable. Connecticut commercial building owners are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- 707 Summer Street - Gold

Employer Awards

Given to Connecticut employers who have an established transportation program that meet 9 criteria established by the Stamford Transportation Roundtable. Connecticut employers are recognized in five levels: platinum, gold, silver, bronze, and honorable mention. Platinum level programs are comprehensive programs that can demonstrate measurable success and documented outcomes.

- Dorel Sports - Honorable Mention
- Yale University - Platinum

The Ashforth Company

Stamford, CT

Problem: Due to heavy traffic during commuting hours, tenants/employees at Ashforth-owned buildings needed options to encourage and allow for commuters to take the train and not commute on I-95 and the Merritt Parkway.

Innovation: Ashforth initiated a free shuttle service ("Ashforth Express") to and from the Stamford Train Station in September 2011 for all tenants/employees at two Ashforth-owned buildings in Stamford – 3001 3001 Stamford Square and 707 Summer Street. The looping service provides a more direct, reliable route to the commuter's place of work with a frequent amount of pickup/drop-off times to accommodate a variety of work schedules. Ashforth also installed bike racks in both buildings' parking garages to safely store tenants/employees' bicycles if they are able to bike to work. In addition, to encourage the purchase and use of lower emission cars, Ashforth provided several parking spots designated for hybrid cars at both buildings and installed an electric vehicle charging station at 3001 Stamford Square.

The initial "Ashforth Express" shuttle service was such a success that we increased to two shuttles - one is dedicated to service 3001 Stamford Square where our main tenants are Pitney Bowes, KPMG and Genworth and the second shuttle services 3001 Stamford Square and 707 Summer Street, which are Ashforth-owned buildings, and also two other commercial buildings Ashforth manages on Summer Street.

Ashforth Express picks up and drops off right outside the buildings' main lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express" shuttles.

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so Ashforth's Transportation Committee can review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

Offering shuttle service is a strong incentive to tenants/employees to take the train. By offering a consolidated shuttle service to several of our owned and/or managed buildings, Ashforth has had a positive impact on helping reduce the number of shuttles servicing the Stamford Train Station. We would encourage other building owners to consider consolidating the number of shuttles that service their owned or managed buildings.

Installing bike racks, providing dedicated parking for hybrid cars and installing electric vehicle charging stations are successful Ashforth initiatives that we would also encourage other building owners to implement.

Bike Walk Connecticut

West Hartford, CT

Bike Walk Connecticut is a member-supported non-profit organization that works to make Connecticut a better place to bike and walk. Bike Walk Connecticut is changing the culture of transportation through advocacy and education to make bicycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut .Bike Walk Connecticut was formed in 2005 as the Central Connecticut Bicycle Alliance (CCBA) to advocate for bike-friendly facilities and policies in central Connecticut to benefit recreational and commuter cyclists. CCBA took over the Hartford Bike to Work program that an association of agencies and individuals started in 2000. CCBA received 501(C)(3) status in January 2006.

In April 2010, CCBA broadened its mission to include pedestrian issues, adopted a statewide focus, and changed its name to Bike Walk Connecticut.

Bike Walk Connecticut is the only organization working at the state level to make Connecticut a better place to bike and walk. We work:

- With the state legislature to promote active transportation and laws that protect the rights of cyclists and pedestrians;
- With state agency leaders, other policymakers, and other advocacy organizations to get good policies, practices and funding for cycling and pedestrian infrastructure;
- To increase grassroots efforts to make communities better places to bike and walk;
- At the federal level, working cooperatively with national organizations, such as the League of American Bicyclists, the Alliance for Biking and Walking, Transportation for America, and SmartGrowth America, to ensure continued funding for biking and walking projects.
- Our Priorities
- Promoting active transportation as a cost-effective, zero-emissions, healthy mode of transportation
- Educating elected officials and policy makers about active transportation as an economic development issue
- Facilitating a multi-media Share the Road campaign
- Full implementation of the complete streets law at the state level
- Ensuring implementation of the Vulnerable Users Law
- Educating the public about the Complete Streets law
- Encouraging cycling through our statewide Bike to Work campaign
- Encouraging local advocacy efforts for bike-friendly, walk-friendly cities and towns

Bigelow Tea

Fairfield, CT

Bigelow Tea Employees Find Greener Transportation For CT Rides Week

Several Bigelow Tea team members rose to the challenge by biking, ride sharing or using public transportation to get to and from work, or to get around on their own time. Throughout the week, CT Plant Manager Jim Gildea and his team kept a running log of miles saved from being driven and noted that the tally rose steadily each day.

"Sharing a ride can have a huge impact on Connecticut's air quality. An individual switching a 20-mile roundtrip commute to public transportation can decrease annual CO2 emissions by 4,800 pounds per year," said Gildea. "Additionally, sharing a ride can afford a variety of benefits to commuters, including saving money on the cost of maintaining personal vehicles and the cost of parking, providing some protection from the rising cost of fuel and a less stressful commute."

Bigelow Tea is proud to finish CT Rides Week with a total of 2,040 miles saved from being driven by employees who found greener ways to travel. Governor Dannel Malloy declared May 11 – May 15 CT Rides Week to encourage all solitary drivers to try alternate methods of transportation when traveling or working within the state of Connecticut. As a company dedicated to sustainability, Bigelow Tea was excited to be a part of this important initiative.

City of Stamford

Stamford, CT

STAMFORD STREET SMART

PUBLIC SAFETY AND AWARENESS CAMPAIGN

STAMFORDCT.GOV/STREETSMART

The City of Stamford is the economic engine of the region with approximately 130,000 jobs in the city. We have 7,000 businesses in Stamford ranging from large corporations to small businesses. We have the busiest rail station in the corridor with 14,000 riders arriving to or departing from the Stamford Transportation Center every day. Additionally, we have high ridership on CT Transit and the Transportation Centers Shuttle service is the busiest, in terms of square footage, in the country. The City currently documents issues of traffic congestion, safety for all transportation modes, and sustainability, as well as increasing the livability and quality of life for our residents. We have undertaken several planning efforts, implemented short-term strategies, organized events to improve transportation options, adopted Complete Streets ordinance, begun working with businesses to recognize Transportation Demand Management options, and promote non-motorized forms of transportation.

The recent planning efforts include the Bicycle & Pedestrian Plan, the Bus & Shuttle Study, as well as the Citywide Signal Synchronization Study. The first plan will establish short-term and long-term Bike Route Maps for the City, which will be implemented during roadway and new development projects, and it will also prioritize pedestrian and ADA accessibility improvements. The second plan recommends ways to manage and improve the private shuttles as well as update the public bus system. Currently, the majority of private shuttle users work within one mile of the train station. The third study will synchronize the citywide traffic signal system, coordinated with posted speed limits.

Short-term strategies to establish complete streets include implemented sharrows on streets within one mile of the train station, installing 20 bike hitches on parking meter poles, providing Zipcar carshare parking spaces, installing 10 bike racks at parks and community centers, and launching a Bike Rack Request Form for businesses. Events include Stamford's Street Smarts outreach events such as Walk to Work Day, Bike to Work Day and PARK(ing) Day.

The City is currently undertaking a city-wide traffic signal optimization project that aims to reduce congestion, decrease speeds, and improve pedestrian experiences at intersections. 90% of our private shuttle riders work 1-2 miles from the Stamford Transportation Center (STC), and of those riders, the majority work less than 1 mile from the STC. Though the Bus and Shuttle Study that we initiated through the Western CT Council of Governments, we aim to further our relationship with area businesses to promote walking to work, consolidate shuttle operations, promote multi-modal operations, and reduce congestion around the Transportation Center. The City has taken a holistic approach to improving transportation options, safety and complete streets in Stamford. We are measuring our impact by recording ridership numbers on public transit, such as Metro-North Railroad and CTtransit, which have increased. We have also begun recording bicycle and pedestrian counts at key intersections. We also measure our effectiveness by tracking crash data. We believe that our approach is laying the groundwork for long-term success in encouraging active transportation, improving street safety and establishing a livable community. We look forward to continue to promote car-free travel with our Stamford Street Smart events, especially through our partnership with CTrides.

Tracking data on ridership, crashes of all modes, as well as counting bicycles and pedestrians is an excellent way to benchmark successful car-free programs, street safety, sustainability and complete streets efforts. Planning ways to improve transportation options, such as short-term strategies to encourage walking, biking and transit ridership can also benefit other businesses and organizations. The City established a Bike Rack Request program that allows residents and businesses the ability to request that the City to install a bike rack at a particular location. The City is working with businesses to promote Transportation Demand Management options that would further incentivize employees who opt out of taking a single occupant vehicle to work. We have partnered with Zipcar to offer car sharing services to help eliminate the demand for car commuting and ownership. Providing carshare or bikeshare, providing free bus passes are also great short-term strategies the City is exploring. Also, partnering with the City of Stamford's Stamford Street Smart Initiative on our various events, such as Walk to Work Day, Bike to Work Day or PARK(ing) Day could encourage more commuters, residents or tenants to reduce travel in single occupancy vehicles.

CT*fastrak*

Newington, CT

CTfastrak is Connecticut's first Bus Rapid Transit system. It is a system of bus routes that utilize a bus-only roadway for all or a portion of your trip. CTfastrak routes are integrated with the CTtransit system, making it easy to connect, transfer and pay your fare. There are different types of routes and services available. The basic "subway style" route travels between Hartford and New Britain and stops at each of the 10 stations. Express routes exit the bus-only road at downtown New Britain station and travel beyond New Britain to Bristol, Southington, Cheshire, and Waterbury. Circulator routes use the bus-only roadway for a portion of the trip, exiting the bus-only roadway at certain locations to provide service to destinations in Central Connecticut like UConn Health, Westfarms Mall, and Manchester Community College. All routes on the bus-only roadway circulate through the downtown Hartford area to provide access to downtown destinations.

Connector routes link stations with other destinations, like St. Francis and Hartford Hospitals, West Hartford Center, Copaco Shopping Center in Bloomfield and Newington Center.

High customer satisfaction and increasing ridership, nearly 20,000 trips per day in the corridor are proof that the investment is paying dividends.

The number of Bus Rapid Transit (BRT) systems throughout the United States continues to grow – in urban, suburban and rural communities.

From California to Washington D.C., the various systems feature high quality and cost-effective transit service featuring many of the BRT best design and operation practices including:

- Grade-separated right-of-way
- Frequent, high-capacity service that results in passenger waits of less than 10 minutes during peak periods
- High-quality vehicles that are easy to board and provide a quiet, clean and comfortable to ride
- Pre-paid fare collection to minimize boarding delays
- Integrated fare systems, allowing free or discounted transfers between routes
- High quality bus stations with Transit-Oriented Development (TOD) in nearby areas
- Integration with pedestrian and bicycle facilities, taxi services, intercity bus, rail transit and other transportation services
- Excellent customer service
- Effective security for transit users and pedestrians.

The Connecticut Department of Transportation (CTDOT) is planning a multi-year strategy for expanded transit service east of the Connecticut River. The region can't wait for a full expansion of the CTfastrak system, so we are creating a strategy and timeline for targeted improvements. The end goal is an enhanced system with many of the bus rapid transit features available on CTfastrak. CTfastrak already includes some service east of the river on Route 121 to East Hartford and Manchester via Silver Lane. This expansion will be additional routes to reach more locations east of the Connecticut River. The ongoing Route 1 BRT study that will eventually lead to enhanced bus service in Fairfield County.

EMPIRE STATE
REALTY TRUST

Empire State Realty Trust

Stamford, CT

Empire State Realty Trust's Manhattan and Greater NY Metropolitan market office and retail portfolio make up around 10 million square feet. With a half dozen properties in Fairfield County, ESRT works to better connect its tenants and employees with public transportation and amenities to create a seamless workflow across the New York/Connecticut line.

Many of ESRT's Fairfield County properties are located by the Metro North train stations and are within walking distance of amenities. Private shuttles provide easy access to the train stations and restaurants at Stamford's Town Center, and on-site amenities limit tenants' need to leave the premises. Employees of Empire State have access to tax-free commuter benefits and a guaranteed ride home program. Most notably, employees in Stamford have access to two on-site vehicles that allow them to commute to work on the train, even if they need a car for meetings throughout the day.

Across the many office and retail property owners in the region, Empire State Realty Trust provides a good example of a forward-looking company aiming to make car-free commutes possible. By investing in location, simple transportation alternatives, policies, and on-site amenities, ESRT is able to provide more transportation options for both its tenants and employees.

goNewHavengo

New Haven, CT

In New Haven County, approximately 25% of adults are obese and 9% of adults and 12% of children suffer from asthma. Encouraging people to use sustainable transportation, such as transit, biking, and walking, decreases vehicular air pollution and increases rates of physical activity. Using sustainable transportation is also more affordable than buying, owning, and maintaining a personal vehicle, which is important when considering the burden of transportation on lower income households. According to a study by the American Council on Energy-Efficient Economy, lower income households that depend on personal vehicles for transportation can spend up to 30% of their income on transportation.

goNewHavengo (goNHgo) set out to decrease single occupancy vehicle use and encourage sustainable transit by launching the CarFree Challenge in September 2014. The challenge engages companies and individuals to travel more sustainably and actively over the course of September and track their progress on NuRide, CTRide's Commuter Rewards platform. Participants log the sustainable trips they take by train, bus, carpool, biking, and walking. Individuals receive discounts at local businesses from NuRide and prizes from goNHgo based on trips logged. Companies compete and encourage their employees to participate. In return, goNHgo recognizes and rewards them for helping improve quality of life in New Haven.

Though similar challenges exist across the US and around the world, the goNHgo's CarFree Challenge is unique in that it is the only challenge that lasts a full month. This makes it more conducive for participants to establish and continue new behaviors after the competition ends, providing an engaging mechanism to enable behavior change in New Haven over time. To expand the effectiveness of the Challenge, goNHgo is pioneering a new strategy for 2017. goNHgo will partner with four New Haven employers to serve as "Mobility Champions." These companies will receive personalized support to help their individual employees transition to sustainable or active transportation methods that fit their lifestyles. The combination of the challenge and the "Mobility Champions" will maximize behavior change in New Haven.

Participation in the September CarFree Challenge has grown every year. In the first year of the Challenge, 47 people and 11 companies participated, avoiding 10,276 vehicle miles driven, 4.56 tons of CO_2, and $5,754 in transportation costs. By 2015, participation grew to 483 individuals and 35 organizations that avoided 52,055 vehicle miles driven, 74.12 tons of CO_2, and $87,399 in transportation costs. In 2016, individual participation reached 694 participants, avoided 206,501 vehicle miles driven, 90.11 tons of CO_2, and $116,323 in transportation costs. This is measured through data provided by NuRide (based on trips recorded by participants) and through a survey collected at the end of the challenge. For 2017, we will have specific data on employees of the four "Mobility Champions" based on individual before and after surveys.

GoNHgo is a coalition of multiple community actors that leverages the skills, networks, and staff of each organization to increase the use of sustainable transportation in New Haven. Our coalition includes city, state, university, and non-profit partners. GoNHgo provides resources for individuals and employers to transition towards more sustainable commuting, including information on transit options in New Haven, transit specific benefits employers can offer, and social events to discuss and engage in transportation issues. Local employers leverage goNewHavengo's excitement to start promoting sustainable commuting behaviors to their employees who benefit from quality of life improvements and have the opportunity to win prizes. GoNHgo and the September CarFree Challenge are a model that other cities or organizations can use to directly engage with and encourage people and employers to "think outside the car."

HARBOR POINT

BLT Building and Land Technology

Harbor Point Development

Stamford, CT

Problem: How to redevelop and connect a large brownfields peninsula that was within walking distance of the transit center but separated from the urban center by I-95 and Metro-North. Solution: Creating a massive transit-oriented, LEED Gold ND Live-Work-Play community, with residences, office, retail and amenities, opened the waterfront to the public, created miles of attractive streetscapes and bicycle lanes, created 12 acres of new parks, established four free trolley routes (with app tracking) connecting within the development and to the transit center and downtown, established free water taxi, and added zip cars and a pilot bike-share program.

Created Harbor Point, a true Live-Work-Play community, adding 2,360 residences (200 below market rate residences), 400,000 SF of office, and 170,000 SF of retail and restaurant space, with more on the way. Harbor Point hosts well over 200 free community events and gatherings a year, and has attracted thousands of new employees and residents to the area. Car traffic and parking counts are minimized as residents and employees walk to and from the transit center and to local businesses, trolleys provide nearly 180,000 rides per year, and the water taxi over 10,000 rides per year.

Harbor Point demonstrates how with vision and determination, underutilized industrial sites can be transformed to into a hip and desirable transit-oriented mixed-use community, leveraging proximity to the transit center, improving infrastructure and streetscapes, providing transport options as alternatives to car travel, providing the supporting amenities and activities to encourage and support a pedestrian life style, and unlocking the beauty of the harbor. This is a model for others to copy.

Mill River Park

Stamford, CT

For nearly 100 years, Stamford has dreamed of a Central Park in the heart of its downtown and a greenway along the banks of the historic Mill River. Now, because of the collaborative efforts of city, state and federal government, corporations, foundations, and private citizens, that dream is fast approaching reality. A 31-acre Park and three-mile greenway to Stamford Harbor has begun to emerge, transforming the heart of Stamford and serving as a catalyst for residential development, corporate and commercial growth, and as a new venue for healthful active recreation.

The history of the Park begins in 1997, when Sasaki Associates, on behalf of the City, conducted a study on the park area that resulted in the Mill River Corridor Plan. The intent of the Plan was the reclaim and create an open green space in the heart of Stamford as a gathering place for citizens. The recommendation was to create 19 acres of new open space and restore an existing seven acres. Over the next several years the plan for the park moved along. The Plan was included in the Stamford Master Plan, a new zoning district (Mill River Design District) was created, a project plan was adopted by the Urban Redevelopment Commission, and the City established capital accounts for property acquisition and park development.

In 2000, the Army Corps of Engineers studied the restoration of local ecosystems and endorsed the removal of the historic Mill River Dam. The intent, and actual outcome, was to restore a natural stream channel to encourage the return of anadromous fish, restore wetland habitat, and improve public access to the river, among other sound reasons. In collaboration with the Army Corps of Engineers, Olin Partnership, a top landscaping firm, was selected in 2005 to design the Park. The resulting design, created in 2007, includes many of the latest advances in bioengineering and contains beautiful plantings on a remarkable landscape perfectly suited for a premier downtown park.

The vision for the Park included a place for children throughout Stamford to exercise and play together, and so the Mill River Playground was born. The playground was the first structure in Mill River Park and was designed in collaboration with Olin Partnership and Leathers & Associates, a firm that exclusively works on designing playgrounds. With corporate, West Side, civic, educational and government groups all pitching in, the pieces were in place to build the playground in 2006. In a true community effort, volunteers Linda King and Adriana Catlett recruited dozens of companies, organizations, and over 1,500 people to work on the playground during a seven day community-build May 15-21, 2006. Led by art teacher Anne Simmons, a group of students, teachers, and parents created five beautiful wildlife murals on 6-inch tiles that are on display at the playground. A number of contributors helped endow the playground, providing funding for its long-term maintenance. The final improvements for the playground include the planting of thousands of bulbs, grasses, perennials, shrubs and trees that give it a beautiful palette of colors and textures throughout the year.

In short, Mill River Park is transformative, providing a new model for redefining urban life and attracting the new, young urban residents who want to work and live in close proximity without compromising quality of life. Mill River Park & Greenway will provide the natural balance to Stamford's robust built environment that will dramatically improve quality of life for Stamford as a whole and particularly for the many new residents moving into Stamford's Downtown.

Norwalk Health Department

Norwalk, CT

Norwalk residents rely on their motor vehicles far too often to get from point A to point B, despite several areas of the City being walkable, safe, and accessible. In an effort to encourage more physical activity and active transportation in Norwalk, the Norwalk Health Department leads a neighborhood walking program called "Become a NorWALKer". With help from the Healthy for Life Project, Norwalk Recreation and Parks Department, the Norwalk Planning and Zoning Department, the Norwalk Public Works Department, and the Historical Commission, the Health Department mapped over 40 walking routes throughout the city that are available online, in digital apps, and in print.

The NorWALKer program has certainly made an impact on the wellness of Norwalk residents and employees, and reduces drive-alone travel time by encouraging active transportation instead of relying on motor vehicles. Norwalk Mayor Harry Rilling chooses a NorWALKer route to walk with his wife and local residents each Saturday morning, encouraging the public to kick off their weekend with a walk around a new part of town. Norwalk Health Department employees are starting a Fit Bit walking challenge, and will be provided NorWALKer maps to encourage the exploration of new walking routes throughout the area.

Additionally, community-led walks are emerging throughout the City of Norwalk. Neighborhood walks are a great opportunity to meet new members of the community, to engage in regular physical activity, and to see parts of Norwalk that residents may not have explored before. As of April 2017, residents from East Norwalk, Silvermine, South Norwalk, and West Norwalk have started their own community walking groups that meet regularly to engage local residents. Several other neighborhood groups are scheduled to begin their walks in the coming months.

Formal evaluation of the NorWALKer program is still underway, but based on the number of maps distributed to the community since their June 2016 printing, the program is widely successful. Over 700 packets of maps, totaling 11,900 individual neighborhood maps have been distributed at this time.

Two Norwalk Health Department staff members sit on the Mayor's Bike/Walk Taskforce, which promotes the creation of safe roads, sidewalks, and trails in Norwalk that make bicycling and walking desirable and easy while promoting healthy lifestyles. The Health Department's NorWALKer program has been built-in to the Taskforce's strategic plan, ensuring that walking is at the forefront of the conversation on active transportation.

Our collaboration with the Public Works Department encourages walking as a viable means of transportation, promoting the upkeep of sidewalks, crosswalks, and walking paths to ensure pedestrians can get to and from places safely and efficiently. Walking reduces traffic congestion, is less taxing on the environment than driving, and promotes a healthy lifestyle.

Local William-Raevis real estate agencies distribute the walking maps to new clients, helping to promote the Health Department's initiative while ensuring their clients know that Norwalk is a walkable, vibrant, and active city. Other local businesses that fall on one of the walking routes can promote walking to their locations as a health-promoting means of transportation rather than driving. Perhaps a discount can be offered if clients walk to and from the business, encouraging active lifestyles.

People Friendly Stamford

Stamford, CT

Our mission is to connect Stamford's neighborhoods in a way that is safe and enjoyable for bicycling and walking. People Friendly Stamford is a volunteer group of residents who want to make Stamford a more livable city.

As you might know if you bike around town, Stamford is not today particularly friendly to pedestrians or people on bikes. We hope to engage people who live work play in Stamford in our effort to work with the City and expand the links for pedestrians and bikes in our transportation system!

This unique advocacy group comprised of bicycle and walking advocates has created a website to inform its membership, plans awareness activities, and advocates for improvements to Stamford's transportation infrastructure. Their specific accomplishments/activities:

- Motivated and partnered with the City to apply for and receive a grant to develop a bicycle/pedestrian plan for Stamford
- Motivated and partnered with the City to design and obtain funding to build bike lanes on High Ridge Road from the Merritt Parkway to Bulls Head (currently waiting for final ConnDOT approval)
- Run weekly bicycle rides in Stamford during the spring, summer and fall evenings to provide enjoyment, bring people together and continue to build awareness for our cause
- Looking to build support for the creation of a multi-use trail in the middle of the forest in the Merritt Parkway right-of-way
- Coordinate with our school districts and the City to implement a "Safe route to schools" program to provide a safe way for students to walk or bike to school

We believe that advocacy groups are needed to work with public officials to move projects along, educate the general public, and keep attention on policy issues.

Uber | Trinity Health New England

Stamford, CT

Trinity Health - New England and Uber, partnered together to launch a first of its kind TNC and hospital partnership in New England and most significant hospital partnership that Uber has had to date. Trinity Health - New England recognized a need to eliminate the barriers that exist for patients, when transportation is not easily accessible. There was a need to prevent patient readmission due to missed appointments and also create a seamless experiences for patients that need to rely on public transit options. Through this partnership, Uber and Trinity Health - New England launched dedicated pickup and drop off areas to make the experience for patients seamless. Additionally, the hospitals are using UberCENTRAL - a product that allows someone to request rides on other's behalf, to get patients, staff and visitors between local hospitals for ease.

The partnership and information is being distributed through new patient packets, brochures, and digitally to all visitors and patients. Another key feature is that when booking appointments online, you are able to then set a ride reminder to alert you when you should request your Uber for the upcoming appointment.

More information about the partnership and how the experience works can be found on the dedicated landing page: https://www.uber.com/info/trinity-health-new-england/

Uber | Workforce Alliance

New Haven, CT

Workforce Alliance and Uber launched a partnership in May 2016-, working together to solve a large issue that faces New Haven area residents. In December 2014, a report by the Greater New Haven Job Access and Transportation Working Group found that transportation is the most commonly-reported barrier to getting a job for the unemployed population in New Haven.

Workforce Alliance became a beta partner for a new platform developed by Uber, that allowed a central organization to request and pay for Uber rides on other's behalfs. This allowed the potential job pool for Workforce Alliance customers to become much larger, by eliminating the barrier from lack of public transit options.

Workforce Alliance

Workforce Alliance helps it's clients train, interview, and, in the event they have no other form of transportation, get to work. Through federal grants, they are able to provide transportation support for their clients, up to $500 per person, to help them get to interviews and their first 30-days of work so they can secure two paychecks to work towards paying for their own transportation.

Clients that are being supported

- New Haven Corrections- reentry population (majority)
- Low-income adults
- Dislocated workers

Reasons for rides

- Interviews
- Classes
- Work
- DMV/License

University of Connecticut Stamford Campus

Stamford, CT

UConn's Stamford campus benefits from its downtown location in the vibrant City of Stamford, and its proximity to New York City. Its location in lower Fairfield County provides access to internships, field placements and jobs with Fortune 500 companies, investment and banking institutions, non-profit organizations, and civic, education and community agencies. Students at the Stamford campus have access to many amenities and transportation options, and the university provides additional services.

UConn Stamford provides services to better connect students, faculty and staff locally and regionally with ease. A free campus shuttle provides greater access to the downtown train station. Additional transportation options include CTRides, CT Transit, and the free Harbor Point Trolley. The newest addition to the Stamford branch is the new dorms on Washington Boulevard, that will allow up to 350 students to live, work, and play car-free as they take classes at the downtown campus.

With many colleges and universities in the region, UConn Stamford provides a good example of taking advantage of location and investing in new development to provide more options for university students.

Zagster | Building and Land Technology

Stamford, CT

Provide a healthy, alternative transportation option for the city of Stamford and Building and Land Technology's Harbor Point development. The bicycle infrastructure was lacking in the South End of Stamford and alternative transportation options were not as readily available. Having a bike share program at BL's main office helps them attract and retain employees and tenants for their properties. The program was piloted as a 10 bike program for 1 year and has recently been extended for another year, and progress is being made with the City of Stamford to grow the program and grow bicycling in Stamford and Fairfield County. Bike sharing will reduce reliance on persoan car use, make Stamford, Fairfield County and its businesses more marketable to all ages, and will help spur better bike infrastructure in the region, which has positive benefits for all businesses and municipalities.

707 SUMMER

The Ashforth Company

707 Summer Street

Stamford, CT

The Ashforth Company, the owner of 707 Summer Street and a long-time proponent of sustainable practices, initiated a free shuttle service in 2012 for all of its tenants. "Ashforth Express" runs to and from the Stamford Transportation Center.

"Ashforth Express" picks up and drops off right outside the main building lobby. The shuttle runs for a three-hour period of time for both morning and evening commuters. The initial schedule was created after surveying the tenants on the most popular train times. Ashforth's Transportation Committee periodically reviews the schedule, listens to tenant feedback and responds with any changes that are necessary.

Posters of the schedule are visibly displayed in the building's main lobby and in the elevator vestibules. For convenience, business cards featuring the schedule are available for tenants to keep. The Transportation Committee communicates to each tenant coordinator every time a change is made, especially when there is a curtailed schedule due to an upcoming holiday. Each tenant has an identification sticker on their building access pass that allows them access to the "Ashforth Express".

Since the start of the shuttle program, the driver tracks the number of passengers on each trip the shuttle makes. This information is summarized and reported every week so the Transportation Committee could review the usage and, if necessary, make changes to the schedule. The program has been so successful, in terms of increased ridership, that in the spring of 2017, we needed to change one of the 24-passenger vans to a 36-passenger van. Since the start of service in September 2011, ridership has increased 125%. The average daily ridership to and from the train station is approximately 70 people. This equates to approximately 140 times when cars are taken off the road during daily peak commuting hours.

707 Summer Street is a Class "A" office building built in 1982 with major capital renovations completed in 2002. The building was renovated and operates to LEED standards with a new building lobby, elevators, restrooms, HVAC system and parking structure. The building is 73,785 square feet and is 100% occupied with nine tenants and a total of 150 employees. 707 Summer Street has secure, covered parking on three levels, concierge, and a card access control system for entrance to the building. The building also has a small, park-like space with benches and a picnic table for tenants to enjoy.

707 Summer Street is Energy Star rated and received BOMA's Building of the Year award in 2004. It also received BOMA'S Earth Award in 2005 and again in 2012 for its dedication to sustainability practices and commitment to environmental stewardship. In addition to offering a free shuttle to the Transportation Center for its tenants, the building offers bike racks and dedicated hybrid car parking, and is walking distance to the Stamford Town Center, restaurants, banks, library, theater and a hotel. 707 Summer Street is also within walking distance to the Stamford Transportation Center and Mill River Park.

Dorel Sports

Wilton, CT

Dorel Industries Inc. is a world class juvenile products and bicycle company with annual sales of $2.6 billion and employs approximately 10,000 people in facilities located in twenty-five countries worldwide. Headquartered in Wilton, CT Dorel Sports is one of Dorel Industry's three segments and is comprised of 11 brands including Cannondale, Schwinn, GT, Mongoose, and SUGOI.

True to our commitment to an active lifestyle and wellness, we established an Employee Commuter Incentive Reimbursement Policy. The program encourages employees to take advantage of alternative modes of transportation to achieve healthier air and a higher quality of life. While this innovative program recognizes and rewards the benefits of carpooling and mass transit, it is unique because it focuses on less traditional, non-motorized centric commuting that bicycling, running and even walking offer.

Any regular full-time or part-time US employee of Dorel Sports who bikes, walks, runs, rides a motorcycle or scooter, takes the bus, train and/or carpools to and/or from work may qualify for the commuter incentive. For each round trip completed by non-human powered transport, the employee earns $3 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $1 cash. For each round trip completed by human powered transport, the employee earns $12 cash toward the purchase of Dorel Sports product or toward a donation to select organizations, or $3 cash.

Employees use a shared Excel database to log their trips, points and to view the corresponding earnings. After making their Option choice, employees submit the Reimbursement Form to the Human Resource representative designated for coordinating the Incentive Reimbursement program. The recording of points is honor-based; there is no audit – we rely upon and value the integrity of our employees.

The tremendous success of the program is clear. Almost 1/2 of our employees participated in the program during 2016. The amount of reimbursement was over 3 times the original anticipated level. Considering many employees are bicycle enthusiasts and have multiple bikes, a few committed commuters use the money earned to buy bikes then donate the bikes to charities and schools for fundraising such as silent auctions and raffles.

We believe that this one-of-a-kind program is the ideal method for recognizing the benefits of smart commuting choices while rewarding our employees for their efforts. In addition, this program contributes to a vibrant and healthy culture that current and prospective employees value. Our active lifestyle philosophy is holistic whereby we complement this unique reimbursement program while encouraging all people and abilities to embrace a variety of "active wellness" activities beyond just commuting via bicycle or on foot. To do so, we also offer the following amenities:

- Bike storage room complete with bike repair tools and a bike wash station
- Men's and women's locker rooms
- Showers and free towel service
- Self-serve clothes washers and dryers
- Fully equipped gym including seasonal spin classes

Dorel Sports is proud to offer our innovative sustainable transportation initiative that encourages individuals to choose alternatives to conventional uses and modes of motorized transportation. Our employees embrace an active lifestyle and it shows – beyond simply exercising it is clear they are engaged by actively participating in this very successful Employee Commuter Incentive Reimbursement Policy. We look forward to sharing our successes and exchanging ideas with organizations who participate in the Best Place to Live-Work-Play – Car Free Initiative.

Yale University

New Haven, CT

Yale is recognized as one of only two Best Workplaces for Commuters by the National Center for Transit Research in the state for offering transportation options and benefits to employees to encourage sustainable commuting. The Transportation Options program was created to decrease the percentage and environmental and economic impacts of Yale commuters using single-occupancy vehicles to get to campus.

To encourage biking to and on campus, Yale offers 50 shared-use bicycles through the Zagster program as well as nearly 2,500 individual bike parking spaces (including secure and covered spaces) across campus. Bikers also have access to shower facilities. Yale was awarded Silver-Level Bicycle Friendly University status by the League of American Bicyclists in 2014.

To encourage public transit use, Yale employees can purchase transit passes online using pre-tax savings for monthly costs up to $255. Transit riders also receive three free parking stays per month and access to the guaranteed ride home program. In addition, the Yale Shuttle has extensive, free service across the Central, Medical, and West campuses, providing over 1.8 million rides per year to students, faculty, and staff.

Yale partners with CTrides and NuRide to encourage carpooling. This program offers carpool matching and commuter benefits, with nearly 1,000 Yale affiliates currently registered. Finally, the University also partners with Zipcar to provide carsharing across its three campuses. Over 10,500 Yale members have joined Zipcar since the program's inception.

A biennial University-wide Transportation Survey measures the impact of these programs on Yale employee and graduate commuting habits. In 2015, the majority (61%) of Yale commuters utilized sustainable transportation methods, i.e., transit (24%), walking (22%), biking (9%), ridesharing (5%), and telecommuting (2%). The Yale Sustainability Plan 2025 sets a goal to increase the proportion of Yale commuters using sustainable transportation by 10% by 2025.

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