

## 5.3 Encourage Smart Commuting

10 Points

### Objective

Inspire and incentivize area employees and residents to choose alternative commuting methods.

Complementary actions:

- [Implement Complete Streets](#)
- [Promote Public Transit and Other Mobility Strategies](#)

### What to Do

1. Achieving silver or gold status as a Partner in the CTrides program satisfies the requirements of this Action. Alternatively, provide at least six incentives or amenities from this [checklist](#) to encourage municipal employees to engage in alternative commuting strategies. (10 points)

**Submit:** Documentation of silver or gold status as [Partner](#) in the [CTrides](#) program, or submit this [checklist](#) of steps taken; and annual data on the percentage of municipal employees impacted/affected by/participating in each strategy.

### Potential Municipal and Community Collaborators

Local elected officials, any municipal administrator or manager, the Sustainability Team, human resources staff, and the Environmental Commission should all be engaged and build support for and awareness of the alternative commute programs and strategies implemented by your municipality. You may also find it helpful to collaborate with other community organizers in or near your municipality.

### Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

### Resources

#### *Toolkits, Calculators, Guidance Documents*

- [CTrides Commuter Resources: includes parking information, green tips, free trial rides, emergency rides home, guide to planning a commute, and a commuter cost calculator](#)
- [CTrides, Employer Services](#)
- [Go New Haven Go Resources for Commuters](#)
- [CT Department of Transportation Travel Smart Website](#)

#### *Organizations and Relevant Programs*

- [CTrides](#)
- [BiCi Co., Center for Latino Progress](#)

- [CT Department of Transportation](#).

## Benefits

Information, encouragement, and incentives provided by local or regional organizations increase the likelihood that people will use alternative transportation options. By completing this action, you will not only counterbalance the subsidies of parking and roads that incentivize driving, but also you will reduce carbon emissions and other negative environmental impacts, and improve employee health. Promoting smart commuting also can improve economic well-being by increasing foot traffic to local businesses, increasing the likelihood of interactions with the committee, and promoting equity by supporting more cost-effective commuting.

## CT Success Stories

- Municipalities that have achieved “[Partner](#)” status for the CTrides program include Bridgeport, Danbury, Farmington, Greenwich, Meriden, New Britain, New Haven, Stamford, Waterbury and Windsor.

## Credit for Past Action

- Steps taken to fulfill this action will count if they are active within 1 year prior to application submission.