

6.3 Encourage Smart Commuting

10 Points

15 Points

Action Updates

This action was last updated in 2024. The previous version of this action is [available for comparison](#). Edits are highlighted in yellow.

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. Complete at least three activities from this [checklist](#). **For 10 points, complete 3 or more activities from the checklist. For 15 points, complete 5 or more checklist activities.**

Submit: Submit this [checklist](#) to report steps taken and the estimated annual data on the percentage of municipal employees impacted/affected by/participating in each strategy.

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "[Partners Guidance Document](#)".

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

If available, below are potential funding sources specific to this Action. 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 [Support for Your Town](#) page for opportunities for technical assistance and other supports.

- [Urban Act Grant Program](#)
- [Sustainable CT Community Match Fund](#)
- [State Funding Readiness Project](#)

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](#)
- [CTrides' webinar series on telework strategies during COVID](#)
- [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

- [Vernon - May 2025 Certification](#)