

Walk-Ride Days:  
An Easy Way to a Greener Footprint,  
Great PR and a Healthier Staff!

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Executive Director

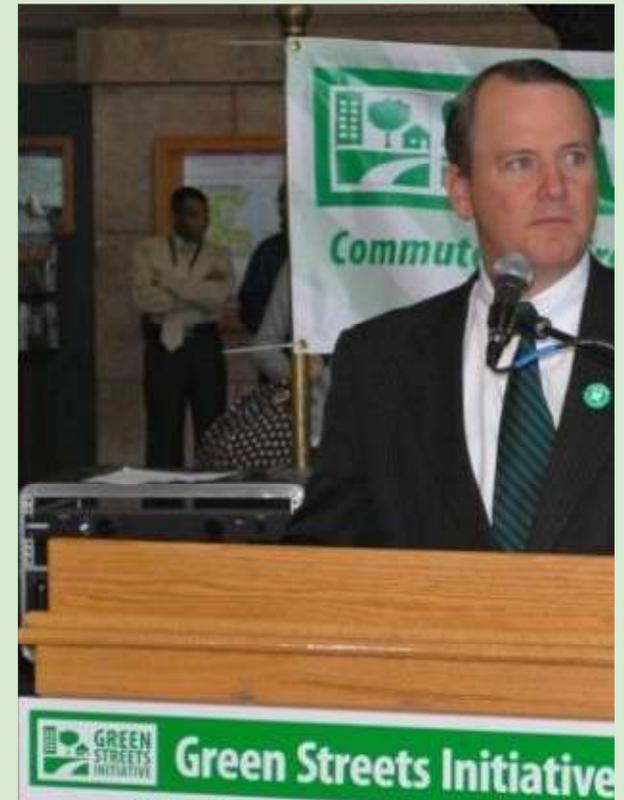


**Green Streets Initiative**  
WALK-RIDE DAY: GO CAR-FREE THE LAST FRIDAY OF EVERY MONTH



# Background

- Grassroots, Cambridge-based organization founded in 2006 to promote environmentally-friendly, healthy modes of transportation
- Walk/Ride Days:
  - Use "green transportation" on the Last Friday of every month -- walk, bicycle, use public transit -- even carpooling counts!
  - Online Check-In and Raffle
  - Retail Partners reward participants
  - Special community events
  - In-house incentives for workplaces
  - New since last year: Corporate Challenge



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# Why Active Transportation?

- **Environmental / Green**

- Long and short term
- Climate change, energy conservation
- Air quality and other kinds of pollution

- **Health**

- Preventing disease
- Social and emotional benefits
- Public and personal health

- **Community and economics**

- Supports community's economy and vitality
- Creates safer streets for others
- Saves money on health care, insurance, transportation, infrastructure

A win/win/win opportunity



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[GoGreenStreets.org](http://GoGreenStreets.org)

# Why Walk/Ride Days?

- Monthly
- Multi-modal
- Small "ask"/very low bar
- Simple
- Unifies adults+kids, work+schools+retailers
- How:
  - Peer pressure
  - Competition
  - Internal and external incentives
  - Community-building
  - Pride
  - Great PR: Shows you care about your staff's health and your community



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# Walk/Ride Day Workplace Data

- Hundreds of workplaces and schools involved.
- Last year, First Walk/Ride Day Corporate Challenge.
  - 65 Companies, 15,000 commutes.
  - "Green switches"
  - Overall: 12+%
  - Top 10: 5% to - 22%
  - Enthusiasm for more
- This year:
  - Small fee
  - 50+ teams, plus subteams
  - Cleaner data
  - Exciting results

Categorization of mode of transportation chosen on Walk/Ride Day v

		Walk Ride Day			
		Car	Carpool	Transit	Walk/Bike
Normal Day	Car	Car commuter (2)	Green switch (4)	Green switch (4)	Green switch (4)
	Carpool	Unhealthy switch (1)	Green commuter (3)	Green switch (4)	Green switch (4)
	Transit	Unhealthy switch (1)	Green commuter (3)	Green commuter (3)	Green switch (4)
	Walk/Bike	Unhealthy switch (1)	Green commuter (3)	Green commuter (3)	Green commutere (3)



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# Walk/Ride Day Anecdotal Data

*"It complements our own Wellness Initiative."* - Dolores Mitchell,  
Director, **Group Insurance Commission**

*"I was personally inspired to commute to work by bicycle..."* – Ivan  
Rudnicki, **Machine Science, Inc.**

*"Staff loved the Walk/Ride Challenge. It brought people together  
and fostered friendly competition within the staff."* – Maggie Duffy,  
HR, **Isabella Stewart Gardner Museum**

- Those who regularly go green feel thanked and are valued as resources.
- Fluidity between modes
  - Cyclists learning to use buses
  - Blind people learning to ride tandem bicycles.
  - "I never realized my options."
- "I meant to do this for years!"

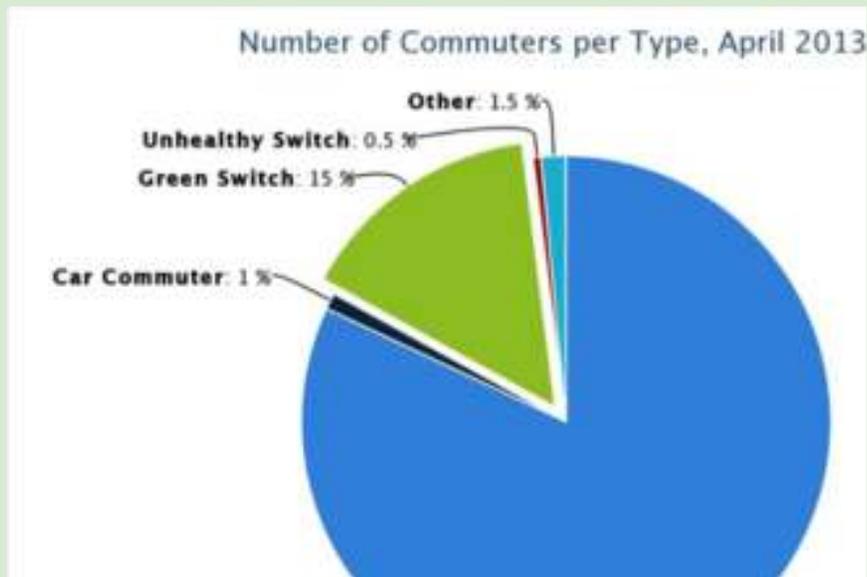


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# What Helps Companies Win?

- Leadership
- Incentives and events
- Inclusivity
- Information and other support



Company	
<b>1 - Architectural Firms</b>	
Winner	Fennick McCredie Architecture
Runner-Up	Finegold Alexander + Associates Inc
<b>2 - Colleges and Universities</b>	
Winner	Lesley University (Faculty, Staff & Admin.)
Runner-Up	Boston University
<b>3 - Hospitals</b>	
Winner	Dana-Farber Cancer Institute
Runner-Up	Mount Auburn Hospital
<b>4 - Municipal and Public Agencies</b>	
Winner	National Park Service - Boston
Runner-Up	GIC (Group Insurance Commission)
<b>5 - Environmental / Development / Science / Health Rel</b>	
Winner	Appalachian Mountain Club (AMC)
Runner-Up	Union of Concerned Scientists
<b>6 - Other Non-Profits</b>	
Winner	Public Radio Exchange (PRX)
Runner-Up	The Unitarian Universalist Association
<b>7 - Other Consultants, Researchers, and Sci</b>	
Winner	StratX International
Runner-Up	Next Step Living
<b>8 - Other Employers</b>	
Winner	The North Face
Runner-Up	Kendall Square Association
<b>Company</b>	
<b>Largest (over 1000 staff)</b>	
Winner	Millennium Pharmaceuticals



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# How Can I Enroll Our Hotel?

Ways to be affiliated:

- Join Corporate Challenge
- Be a Retail Partner
- Donate hotel stay to monthly online check-in raffle (8,000+ viewers)
- Become a Corporate Sponsor

email us:

[info@gogreenstreets.org](mailto:info@gogreenstreets.org)

phone us: 617-299-1872

website:

[www.gogreenstreets.org](http://www.gogreenstreets.org)



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