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

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Executive Director
Background

• Grassroots, Cambridge-based organization founded in 2006 to promote environmentally-friendly, healthy modes of transportation

• Walk/Ride Days:
  o Use "green transportation" on the Last Friday of every month -- walk, bicycle, use public transit -- even carpooling counts!
  o Online Check-In and Raffle
  o Retail Partners reward participants
  o Special community events
  o In-house incentives for workplaces
  o New since last year: Corporate Challenge
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

Green Streets Initiative
Walk-Ride Day: Go Car-Free the Last Friday of Every Month
GoGreenStreets.org
Why Walk/Ride Days?

• Monthly
• Multi-modal
• Small "ask"/very low bar
• Simple
• Unifies adults+kids, work+schools+retailers
• How:
  o Peer pressure
  o Competition
  o Internal and external incentives
  o Community-building
  o Pride
  o 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
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
  o Cyclists learning to use buses
  o Blind people learning to ride tandem bicycles.
  o "I never realized my options."
• "I meant to do this for years!"
What Helps Companies Win?

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