1. Call to Order and Introductions – First Selectman Thomas Banisch, Chairman

2. Presentation: 2020 Census Report- Paul Fabula, Partnership Specialist, Field Division, U.S. Census Bureau; Jimmy Tickey, Senior Advisor, Lt. Governor Susan Bysiewicz

3. Adoption of 8/28/19 SCRCOG Meeting Minutes – First Selectman Michael Freda, Secretary

4. Treasurer’s Report for month ending 8/31/19 –First Selectman Matthew Hoey, Treasurer

5. Transportation Committee Report – Mayor William Dickinson, Committee Chairman

6. Congressional Reports – Louis Mangini, Aide to U.S. Representative Rosa DeLauro; Ellen Graham, Aide to U.S. Senator Richard Blumenthal; David Tusio, Aide to U.S. Senator Christopher Murphy

7. State Legislative Reports—Michael Muszynski, CCM; Betsy Gara, COST

8. SCRCOG Executive Director’s Report – Carl Amento, Executive Director

9. REX Development Report – Ginny Kozlowski, Executive Director, REX Development

10. DESPP/DEMHS Report – Jacob Manke, Region 2 Coordinator; Robert Kenny, Region 1 Coordinator

11. CT Rides Quarterly Reports- Joanne Cavadini, Outreach Coordinator

12. Regional Planning Commission September Action Table

13. Regional Cooperation/Other Business

14. Adjournment
TO: SCRCOG Board Members
FROM: First Selectman Michael Freda, Secretary
DATE: September 18, 2019
SUBJECT: SCRCOG Meeting Minutes of August 28, 2019

Present:
Bethany First Selectman Paula Cofrancesco
Branford First Selectman James Cosgrove
East Haven Salvatore Brancati, proxy for Mayor Joseph Maturo
Guilford First Selectman Matthew Hoey, Treasurer
Hamden Patrick Donnelly, proxy for Mayor Curt Leng
Madison First Selectman Thomas Banisch, Chair
Meriden Timothy Coon, proxy for Mayor Kevin Scarpati
Milford Justin Rosen, proxy for Mayor Benjamin Blake
New Haven Michael Piscitelli, proxy for Mayor Toni Harp
North Haven First Selectman Michael Freda, Secretary
North Branford Michael Paulhus, proxy for Mayor Michael Doody
Wallingford Mayor William Dickinson
Woodbridge First Selectman Beth Heller, Vice Chair

SCRCOG Staff Carl Amento, Stephen Dudley, James Rode, Eugene Livshits, Christopher Rappa, Rebecca Andreucci

Guests: Miriam Brody, Hamden-North Haven League of Women Voters; Kim Dunham and Mary Bigelow, Greater New Haven Transit District; Ginny Kozlowski and Barbara Malmberg, REX Development; Richard LoPresti, Town of North Haven; Doug Hausladen, City of New Haven; Ryan Wolfe, United Illuminating; Lynn Vasquez, Eversource; Lori Vitagliano, Regional Water Authority; Lou Mangini, Office of U.S. Representative Rosa DeLauro; David Tusio, Office of U.S. Senator Christopher Murphy; Betsy Gara, COST; Brian O’Connor, CCM; Daniel Fitzmaurice, Arts Council of Greater New Haven;

1. Call to Order and Introductions
Chairman Banisch called the meeting to order at 10:00 a.m. All present introduced themselves.

2. Adoption of July 24, 2019 SCRCOG Board Meeting minutes
First Selectman Freda presented the Minutes of the SCRCOG Board Meeting of July 24, 2019, which were included in the agenda packet at pages 2-4. He moved for their approval, and First Selectman Heller seconded the motion. It passed unanimously.

3. Treasurer’s Report for Month Ending July 31, 2019
First Selectman Hoey presented the Treasurer’s Report for the month ending July 31, 2019, which was included in the agenda packet at pages 5-6. The Balance Sheet shows that SCRCOG has total assets of $1,516,000 with approximately $1,170,000 of that in cash and investments. There is also $255,000 due from CTDOT. First Selectman Hoey moved for acceptance of the Treasurer’s Report. First Selectman Cofrancesco seconded the motion, which passed unanimously.
4. **Transportation Committee Report**
Mayor Dickinson presented the Transportation Committee Report, found on pages 7-10 of the agenda packet. Resolutions were found at pages 9-10 of the agenda packet.

*Adopt Resolution approving FY 2018-2021 TIP Amendment Sixteen*
Mayor Dickinson moved for adoption. First Selectman Cofrancesco seconded. The motion was approved unanimously.

5. **Approval of Revisions to Regional Services Grant (RSG) Spending Plan, FY 2019-2020**
Executive Director Amento reviewed the proposed revisions on pages 11-26 of the agenda packet. First Selectman Heller moved for adoption. City Manager Coon seconded the motion. It passed unanimously.

6. **Adopt Resolution Designating the City of New Haven Transit Hub Project as the SCRCOG Regional Demonstration Project for State Physical Activity and Nutrition (SPAN) Grant Funding**
Executive Director Amento presented the resolution on pages 27-29 of the agenda packet. Doug Hausladen from the City of New Haven provided an overview of the demonstration project. First Selectman Freda moved for adoption. The motion was seconded by Michael Piscitelli, with all voting in favor.

Executive Director Amento presented the resolution on pages 30-35 of the agenda packet. Mayor Dickinson noted that a minor change in the wording of the resolution had been approved at the meeting of the Executive Committee, and then moved for adoption. First Selectman Cofrancesco seconded the motion. All voted in favor.

8. **Congressional Reports**
Lou Mangini from Congresswoman DeLauro’s Office reported that FEMA has opened the application period for Hazard Mitigation grants. David Tusio from U.S. Senator Murphy’s office noted that the Senator is preparing for the session to resume in September.

9. **State Legislative Reports**
Brian O’Connor from CCM noted that he was staying updated on the meetings of the Advisory Commission on Intergovernmental Relations (ACIR). CCM also reviewed the mill rate increases in Connecticut municipalities. Betsy Gara from COST reported that the legislature has not approved a bond package. She has requested a meeting with the Governor, as this is preventing Town Aid Road (TAR) projects from moving forward. Betsy also reported on the Governor launching a campaign to investigate the impact of PFAS on the environment.

10. **SCRCOG Executive Director’s Report**
Executive Director Amento reported on the creation of an Affordable Housing Working Group, and asked the board members to submit their appointees. Amento also reviewed Upcoming Events and Grant Opportunities, as well as a notice of special pricing of computers available to municipalities through DAS.

11. **REX Development Report**
Ginny Kozlowski of REX Development reviewed the report at pages 36-37 of the agenda packet. She noted that there is concern about not passing a bond package, which is currently impacting three brownfields projects being completed by REX.

12. **DESPP/DEMHS Report**
The written report was reviewed on page 38 of the agenda packet.

13. **Regional Planning Commission July Action Table**
The action table was reviewed on page 39 of the agenda packet.
14. **Regional Cooperation/Other Business**
   Mayor Dickinson reported on a mailing he received from an alternative energy supplier, and asked the board members if this was something they had encountered. Ryan Wolfe from UI noted that it allows customers to choose where their energy supply comes from, while still receiving a bill from their current electric company.

   Ryan Wolfe from UI and Liz Vasquez from Eversource also noted there are Emergency Preparedness Meetings happening in the near future, and they will report back with more details.

15. **Adjournment**
   First Selectman Cofrancesco moved to adjourn; First Selectman Freda seconded. The meeting was adjourned at 11:04 am.

   Respectfully submitted,

   First Selectman Michael Freda, *Secretary*
### Balance Sheet

**South Central Regional Council of Governments**  
As of period 8/31/2019

#### Assets

<table>
<thead>
<tr>
<th>Asset Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash and Investments</strong></td>
<td></td>
</tr>
<tr>
<td>Key Bank - Checking Account</td>
<td>108,928.46</td>
</tr>
<tr>
<td>State of CT - Short-Term Investment Fund</td>
<td>690,973.09</td>
</tr>
<tr>
<td>Start Community Bank</td>
<td>103,999.80</td>
</tr>
<tr>
<td><strong>Accounts Receivable</strong></td>
<td></td>
</tr>
<tr>
<td>CT Department of Transportation - FY 16</td>
<td>433.54</td>
</tr>
<tr>
<td>CT Department of Transportation</td>
<td>303,558.82</td>
</tr>
<tr>
<td>CT Office of Policy and Management</td>
<td>57,048.28</td>
</tr>
<tr>
<td>Other State Grants (Dept. of Ag.)</td>
<td>15,539.65</td>
</tr>
<tr>
<td><strong>Other Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Prepaid Expense (UConn MPA Intern)</td>
<td>(416.67)</td>
</tr>
<tr>
<td>Accrued Leave &amp; Security Deposit</td>
<td>25,535.45</td>
</tr>
<tr>
<td>Furniture &amp; Equipment</td>
<td>19,521.68</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>1,325,122.10</td>
</tr>
</tbody>
</table>

#### Liabilities

<table>
<thead>
<tr>
<th>Liability Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred Revenue - Municipal</td>
<td>213,949.88</td>
</tr>
<tr>
<td>Deferred Revenue - LOTCIP</td>
<td>212,868.46</td>
</tr>
<tr>
<td>Deferred Rev. - Other (Election Monitor)</td>
<td>4,164.38</td>
</tr>
<tr>
<td>Deferred Revenue - Special Assessment</td>
<td>10,826.63</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>441,809.35</td>
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</tbody>
</table>

#### Fund Balance

<table>
<thead>
<tr>
<th>Fund Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td>845,582.07</td>
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<tr>
<td>Amount for Accrued Leave</td>
<td>13,872.53</td>
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<tr>
<td>Investment in Equipment</td>
<td>19,521.66</td>
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<tr>
<td>Change in Fund Balance</td>
<td>4,336.49</td>
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<tr>
<td><strong>Total Fund Balance</strong></td>
<td>883,312.75</td>
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<tr>
<td><strong>Total Liabilities and Fund Balance</strong></td>
<td>1,325,122.10</td>
</tr>
</tbody>
</table>
Statement of Resources and Expenditures

South Central Regional Council of Governments
As of period 8/31/2019

<table>
<thead>
<tr>
<th>Resources</th>
<th>Current</th>
<th>Year-to-Date</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal - Revenue</td>
<td>7,772.01</td>
<td>11,989.42</td>
<td>193,800.00</td>
</tr>
<tr>
<td>Municipal - Special Assessment</td>
<td></td>
<td></td>
<td>10,827.00</td>
</tr>
<tr>
<td>CT OPM - Regional Planning</td>
<td>28,767.91</td>
<td>56,410.48</td>
<td>493,418.00</td>
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<tr>
<td>CTDOT - Transportation Planning</td>
<td>48,574.70</td>
<td>85,408.68</td>
<td>1,327,709.00</td>
</tr>
<tr>
<td>CTDOT - LOTCIP</td>
<td>267.39</td>
<td>267.39</td>
<td>212,264.00</td>
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<tr>
<td>CT SotS - Regional Election Monitor</td>
<td></td>
<td></td>
<td>4,397.00</td>
</tr>
<tr>
<td>CT DoAg - Farm Viability Grant</td>
<td></td>
<td></td>
<td>26,000.00</td>
</tr>
<tr>
<td>Interest - Revenue</td>
<td>1,284.07</td>
<td>2,680.72</td>
<td>8,000.00</td>
</tr>
<tr>
<td><strong>Total Resources</strong></td>
<td>86,666.08</td>
<td>156,756.69</td>
<td>2,276,415.00</td>
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</table>

<table>
<thead>
<tr>
<th>Direct Expenses</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation Planning Consultants</td>
<td></td>
<td></td>
<td>719,500.00</td>
</tr>
<tr>
<td>Land-Use Planning Consultants</td>
<td>1,000.00</td>
<td>3,500.00</td>
<td>29,300.00</td>
</tr>
<tr>
<td>Other Consultants</td>
<td>416.67</td>
<td>416.67</td>
<td>174,650.00</td>
</tr>
<tr>
<td>Travel</td>
<td>199.46</td>
<td>10,300.00</td>
<td></td>
</tr>
<tr>
<td>Data Processing</td>
<td></td>
<td>3,800.00</td>
<td></td>
</tr>
<tr>
<td>Commercial Printing</td>
<td>199,162.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscriptions and Books</td>
<td>299.67</td>
<td>1,200.00</td>
<td></td>
</tr>
<tr>
<td>Meeting Expenses and Advertising</td>
<td>366.44</td>
<td>15,800.00</td>
<td></td>
</tr>
<tr>
<td>Capital</td>
<td></td>
<td>45,000.00</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td>353.00</td>
<td></td>
</tr>
<tr>
<td>Transportation - Reserved</td>
<td>90,339.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOTCIP - Reserved</td>
<td></td>
<td>199,162.00</td>
<td></td>
</tr>
<tr>
<td>Hazard Mitigation Grant - Reserved</td>
<td></td>
<td>10,827.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total Direct Expenses</strong></td>
<td>2,599.95</td>
<td>7,984.34</td>
<td>1,303,681.00</td>
</tr>
</tbody>
</table>

| Direct Labor                   |          |              |          |
| Direct Labor - Employees       | 34,122.86| 60,219.14    | 418,803.00 |

| Overhead                       |          |              |          |
| Indirect Labor - Employees     | 17,341.29| 32,656.33    | 173,835.00 |
| Employee Benefits              | 6,341.69 | 29,628.42    | 207,896.00 |
| Travel                         |          | 200.00       |          |
| Data Processing                | 423.16   | 12,200.00    |          |
| Rent                           | 8,844.24 | 108,000.00   |          |
| Telephone and Internet         | 465.92   | 7,400.00     |          |
| Office Supplies                | 298.43   | 3,500.00     |          |
| Equipment Maintenance          | 1,198.58 | 17,400.00    |          |
| Subscriptions and Books        |          | 200.00       |          |
| Insurance and Professional Services |    | 20,800.00   |          |
| Meeting Expenses and Advertising| 1,800.00 |              |          |
| Miscellaneous                  | 62.53    | 700.00       |          |
| **Total Overhead**             | 35,101.84| 91,663.19    | 553,931.00 |
| **Total Operating Expenses**   | 71,824.65| 159,866.67   | 2,276,415.00 |
Business Development & Retention

Venture Clash at Yale West, October 17, 2019

Defining next steps on the Business Database project with SCRCOG and CT Data Collaborative

Long Wharf Food Terminal Visioning Session

Coordinating with the Greater New Haven Chamber of Commerce regarding their new business retention program

Bioscience

Attended the ribbon cutting at Tangen Bioscience in Branford

Marcum New England Life Science & Biotech Summit

Meeting with BioCT, Daniel Schwartz/UCONN

BioXcel Grand Opening

ABCT Information Sessions

Entrepreneurs & Startups

Provided ECIC implementation support

iHaven Grant and Agreement

Meeting with Collab

Infrastructure

101 College Street/Route 34 Phase 2 and Phase 3 Coordination

Workforce Development

Support job placement for Workforce Alliance Hospitality Training Program

REDFO

September 27

Nanette Pastore,
President and Managing Director of Pearce Real Estate

Visitor Newsletter Features

Annual Guilford Fair

Branford 375—Water Lanterns

Destination North Branford: The Sunflower Project

Guilford Performing Arts Festival

Milford Irish Festival

New Haven Grand Prix

New Haven Road Race

North Haven Fair

Odyssey Festival

Orange Country Fair
Marketing, Communications & Stakeholder Education
Collaborating with the City of New Haven and Market New Haven on economic development brochure.

To increase visitor engagement at events, updated a top tier events flyer for distribution by regional hotels.

September sports media event at The Blake Hotel

Tourism
Central Regional Tourism District Marketing Meeting
Delivered 5,000 Greater New Haven Visitors and Relocation Guides to Connecticut House at the Big E

Connecticut Lodging Association
CLA Board of Directors Meeting
Annual Meeting September 24
Meeting with Expedia
Trafficking in Persons Council Meeting

Housing
SCRCOG Housing Committee Meeting

CEDS
REX planning session

Advocacy
American Hotel & Lodging Association Legislative Summit in Washington, D.C., September 10 & 11
Good Morning,

The Division of Emergency Management and Homeland Security (DEMHS) Region 2 Office has been extremely active with several initiatives, strengthening planning, mitigation, responding to and recovering from threats/incidents/and hazards. DEMHS itself, has begun the process of Emergency Management Accreditation Program (EMAP) in which, a team will be coming in to the division to review all of our plans and procedures, assessing compliance with National Standards.

The DEMHS team have updated several key documents that impact our Region and the State. Our legal advisor, Brenda Bergeron, has been diligent in updating procedures for, activation of the Community Emergency Response Teams (CERT) and Medical Reserve Corps (MRC), which Policy and Forms have been forwarded to Municipalities for immediate implementation. The CEO and EMD Handbook has been updated to reflect the changes to the CERT and MRC Policy, the regional animal rescue team name change, and the addition of the disaster recovery document “CT Rises.” This document has been sent to municipalities and is available on our web-site.

A draft of the Critical Needs Transportation Evacuation Plan has been sent to the coastal municipalities for review. This vital plan which determines how and when we evacuate the coastline in the event of a major storm, should be reviewed at the local community level, and feedback by municipalities is to be given to my office. Please have your comments back to the Region 2 Office by October 14, 2019.

This year’s Governor’s Emergency Planning and Preparedness Initiative (EPPI) will be delivered to the Region as a table-top exercise for Municipal CEOs and EMDs to participate in discussion format. The dates of the exercises are; Branford Fire Department (Day) November 18, 2019, and Haddam Fire Department (Eve) November 21, 2019, and participation is highly recommended.

Please remind your school systems that their School Safety Plans are due to the Regional Office by November 1, 2019. Please have your boards of education review, modify and submit these promptly, so not to jeopardize school funding.

DEMHS Region 2 and its partners are continuing to prepare for and prevent cyber based attacks. I have attended, along with a majority of our staff specialized training in this area. Municipalities experiencing these events, please notify your police response agency then notify the Connecticut Intelligence Center (CTIC) as soon as possible. The real-time intelligence of your data is invaluable to prevention and mitigation of such attacks. Report attacks to clic@ct.gov or (860) 706-5500.

I would encourage municipalities to vision the DEMHS website and review the severe weather/hurricane preparedness page as we are still at the height of hurricane season.

Very Respectfully,

Jacob M. Manke
Regional Coordinator
DESPP/EMHS Region 2
### South Central Connecticut Regional Planning Commission

#### September 2019 Action Table

<table>
<thead>
<tr>
<th>Ref. #</th>
<th>Received</th>
<th>Description</th>
<th>Adjacent RPC Towns</th>
<th>Abridged RPC Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>8/15/19</td>
<td><strong>City of West Haven:</strong> Proposed Zoning Regulation Amendments to add Section 21 – Village District Regulations</td>
<td>Milford, New Haven, Orange</td>
<td>Although there was not an official quorum at the meeting, by consensus of the members present, the RPC recommends that the proposed zoning regulation amendments do not appear to cause any negative inter-municipal impacts to the towns in the South Central Region nor do there appear to be any impacts to the habitat or ecosystem of the Long Island Sound.</td>
</tr>
<tr>
<td>2.2</td>
<td>8/28/19</td>
<td><strong>Town of East Haven:</strong> Proposed Zoning Regulation Amendments to add Section 37A – Affordable Housing Development District</td>
<td>Branford, New Haven, North Branford, North Haven</td>
<td>Although there was not an official quorum at the meeting, by consensus of the members present, the RPC recommends that due to scope of development allowed by the proposed regulations there may be potential for inter-municipal impacts caused by drainage and traffic.</td>
</tr>
</tbody>
</table>
CTrides: Quarter 1 Marketing Activity Summary

January—March 2019

Road Scholar Spring Semester

The CTrides Road Scholar campaign ran January through February 2019 at the onset of the Spring semester. There were 36 participating schools with 29 events held. Historically there are less Spring semester events than fall semester events due to less overall enrollment of new students for spring semester. CTrides members associated with the 36 participating educational institutions reduced 112,924 VMTs, eliminated 10,281 car trips, prevented over 52 tons of emissions, saved 5,316 gallons of gas and saved $65,496.

CTrides Brand Refresh

Brand redesign continued during Quarter 1. A new creative direction was selected and approved in January, as well as the selection of an illustrator for creative materials. The decision was made to pursue a creative theme utilizing illustrations rather than stock photography for greater flexibility in creating new marketing pieces and cost savings in the long term.

As of the end of Quarter 1, DOT feedback has been incorporated into new CTrides brand illustrations, and the first iterations of media assets began using the new illustration theme and tag lines.

Second Annual Drive Less Connecticut Competition

The 2019 Drive Less Connecticut Competition shifted from a planning stage to execution as Quarter 1 began. Early in the quarter, a save-the-date notice was created and sent to CTrides partners via the Outreach team, as well as initial development of the employer outreach communications which began reaching our partner base in February through print and email.

An initial draft of the Governor’s Proclamation was adapted for 2019 use, and several versions of a recruitment letter were drafted to go out to state agencies, chambers of commerce, and other business organizations to aid in soliciting employer participation in the competition. A letter was also developed for sponsor solicitation to begin in Quarter 1.
CTrides: Quarter 1 Marketing Activity Summary (Continued)

Second Annual Drive Less Connecticut Competition (continued)

Website development began in Quarter 1 with coordination between AECOM IT staff, the Watsons, and Agile Mile to redesign the 2018 version with the new branding designs and functionality, including coding for real-time competition metrics to be displayed on the site. By the end of the quarter, marketing assets were finalized for the employer toolkit on the website, including email mastheads, logo files, and posters. Social media banners were updated to reflect the competition, and assets were updated on Agile Mile’s platform to inform users of the upcoming competition. All communications through the Agile Mile platform were updated for the 2019 competition and put in queue to go out to all users via the internal messaging system as well as user email addresses.

Planning continued on the kickoff event as well, with the date and location confirmed for April 30th in Hartford Union Station’s Great Hall. Recruitment for speakers continued during this quarter.

Behavioral Economics

CTrides submitted a letter of interest to become a research partner in a Harvard University-funded experiment on mode shift. If selected, CTrides will arrange for employer partner participation. The project is a good opportunity to build on CTrides current BEworks program.

Social Media

CTrides transitioned to Sprout Social to manage all CTrides, CTfastrak, CTrail Shore Line East, and CTrail Hartford Line social media profiles. Administrator profiles were created for DOT and workflows set up to allow DOT to edit and approve posts. A social media calendar was set up to plan posts and queue posts for approval through the work flow, with the goal of increasing volume and variety of posts.

Marketing Misc.

- New premium options researched and purchased, including an environmentally-friendly reusable straw.
- Designed information poster for Waterbury Train Station kiosk per CTtransit request
Participating Organization Activity

As of March 31, the total number of CTrides employer participants, stakeholders and community participants is 284.

- New Transportation Leaders Partners:
  - Manufacturing Alliance Service Corporation
- New Partners:
  - JCC of Greater New Haven
  - Saint Vincent’s Medical Center
  - Town of East Hartford

Try-It Days Overview:

i2Systems Carpool Try-It Day
Date: February 26, 2019
Employees who expressed interest: 20
Employees who took part: 12
Employees new to the mode: 6
New to the mode, would use again: 6

UConn Essential Staff Carpool Try-It Day
Date: March 15, 2019
Employees who expressed interest: 36
Employees who took part: 17
Employees new to the mode: 15
New to the mode, would use again: 2

KeyBank CTrail Hartford Line Try-It Day
Date: March 19, 2019
Employees who expressed interest: 6
Employees who took part: 2
Employees new to the mode: 2
New to the mode, would use again: 2

Hartford Steam Boiler CTtransit dash Shuttle Try-It Day
Date: March 26, 2019
Employees who expressed interest: 14
Employees who took part: 8
Employees new to the mode: 8
New to the mode, would use again: 3

Yale University / Town of Woodbridge Carpool Try-It Day
Date: March 28, 2019
Employees who expressed interest: 11
Employees who took part: 6
Employees new to the mode: 10
New to the mode, would use again: 3

The CTrides Outreach Team held 239 Worksite Meetings and 130 Commuter Events with our worksite partners during Q1. The total number of currently participating organizations is at 284.

This quarter’s worksite activity, segmented by region, can be found on the following pages. A complete list of program organizations/stakeholders is in Appendix A.
### Regional Worksite Highlights

**Western CT** includes Litchfield, Housatonic, Bridgeport & Stamford regions

**Highlights**

**University of Bridgeport:** Working with DOT and school officials on the University’s participation in the U-Pass CT program.

**Bigelow Tea:** Coordinated with VP of Sustainability to develop a TDM plan, conduct a commuter survey and develop a plot map.

**i2Systems:** Completed Carpool Try-It Day that had 12 participants and 6 people were new to carpooling and would continue as a result of this event.

**Belimo:** Partnered with HARTransit to promote new bus route to grow ridership, conducted on-site survey to identify commuter habits and areas of interest.

**Department of Labor/Northwest Chamber of Commerce transportation Project:** Working with Northwest CT Chamber of Commerce, Jobs First Employment Services and the Department of Labor to develop on-site carpool matching during onboarding process.

**Sikorsky Aircraft:** Created customized communications to promote CTrides Earth Day event partnership.

**Events**

- Abbott Terrace Health Center
- BELIMO Aircontrols
- BHcare
- Cartus
- DRS Consolidated Controls (Danbury)
- i2Systems
- Manufacturing Alliance Service Corporation (MASC)
- Norwalk Community College
- Saint Vincent’s Medical Center
- University of Bridgeport
- Wilton Go Green
- Yale University

**Meetings**

- Abbott Terrace Health Center
- Barden Corporation
- BELIMO Aircontrols
- BHcare
- Bigelow Tea
- CARTUS
- CDM Smith
- City of Norwalk
- Connecticut Department of Transportation
- CT Department of Labor
- DRS Consolidated Controls
- Fairfield University
- Greater Bridgeport YMCA
- i2Systems
- Manufacturing Alliance Service Corporation (MASC)
- Metro Council of Governments
- NBC Sports
- North East Transportation Co.
- Northwest Connecticut Chamber of Commerce
- Northwest Hills COG
- Norwalk Community College
- People Friendly Stamford
- People’s United Bank
- Post University
- Saint Vincent’s Medical Center
- Sikorsky Aircraft Corporation – Stratford
- St. Vincent’s Medical Center
- The Business Council of Fairfield County
- Town of Fairfield
- University of Bridgeport
- Watch for Me CT
- Waterbury Gardens for Nursing and Rehabilitation
- Western CT Council of Governments
- Wilton Go Green
Regional Worksite Highlights

**Southern CT** includes Middlesex, New Haven & coastal regions

**Highlights**

Yale University/Town of Woodbridge JCC Carpool Try-It Day: 11 people expressed interest in the event of whom 6 participated, and JCC of Greater New Haven agreed to install 10 permanent carpooling parking spaces (park and ride).

KeyBank CTrail Hartford Line Try It Day: Held Try It Day utilizing the CTrail Hartford Line for the morning commute to work.

9Town Transit: Coordinated and held initial kick off call to discuss marketing for a new micro-transit on-demand service for Old Saybrook and Westbrook Shore Line East Stations.

Amazon: CTrides was tasked to provide commuter information at new hire orientations for BDL-3 in North Haven location. Making arrangements to enlist Amazon as a Transportation Leader.

**Events**

- Albertus Magnus College
- American Job Center
- Central CT State University
- Electric Boat
- Fusco Corporation
- Gateway Community College
- GoNHGo
- JCC of Greater New Haven
- Job Corps New Haven
- KeyBank – New Haven

**Meetings**

- 9Town Transit
- Albertus Magnus
- All Our Kin
- Amazon Sorting Center Wallingford BDL-5
- BikewalkCT
- Chabaso Bakery
- City of New Haven
- Connecticut Valley Hospital
- Electric Boat
- Enterprise Rideshare
- FedEx - Middletown
- Gateway Community College
- GoNHGo
- Human Resource Leadership Association of Eastern CT
- JCC of Greater New Haven
- Job Corps New Haven
- KeyBank
- Lyman Products

- mActivity
- Make New Haven
- Medtronic
- Middlesex Community College
- Middletown Area Transit
- Milford Transit District
- Mitchell College
- Move New Haven
- Paier College of Art
- Pelli Clarke Pelli Architects
- QVCC Willimantic Center
- Radiall USA, Inc.
- Sea Corp
- SeeClickFix
- South Central CT Regional Water Authority
- South Central Regional Council of Governments
- Southeast Area Transit
- Southern Connecticut State University
- Stone Academy (West Haven)
- The Chamber of Commerce of Eastern Connecticut
- The Drive at District
- Town of Woodbridge
- University of New Haven
- Veterans Affairs Connecticut Healthcare System
- Water’s Edge Resort & Spa
- Wesleyan University
- Yale University
**Regional Worksite Highlights**

### Eastern CT includes the Hartford, North and Central regions of Connecticut

#### Highlights

**Hartford Steam Boiler Dash Shuttle Try It Day:** Conducted Try It Day for Hartford Dash Shuttle to demonstrate viability of last mile connection to mainline transit services on Shuttle route. Follow-up survey will be conducted on using Dash Shuttle with connecting transit services.

**UConn Carpool Try-It Day:** Held Meet-Your-Match event for campus essential staff in Feb. 17 employees (15 new) matched in 8 carpools for the Carpool Try-It Day in March. Of the 17 participants, 9 who were driving alone are now using a carpool.

**Upward Hartford:** Participated in Bus Routes Event with CRCOG and the MetroHartford Alliance to discuss the future of transit with young professionals in the Greater Hartford area.

**C&S Wholesale Grocery:** Conducted survey which resulted in approximately a 50% response rate (175 survey responses) to survey on interest in new bus route to Windsor Locks facility.

**Office of the Attorney General and Office of the State Comptroller:** Planning a joint Transit Try-It Transit Day for the two state offices.

#### Events
- Aetna
- Albertus Magnus, East Hartford
- Asnuntuck Community College
- Avon Health Center
- Branford Hall (Southington)
- Capitol Community College
- Center for Latino Progress
- Central CT State University
- Cigna
- Connecticare
- Connecticut Department of Developmental Services
- Connecticut Spring and Stamping
- CT DEEP
- GE Power
- Goodwin College
- Hartford Adult Education Center
- Hartford Steam Boiler
- Manchester Community College
- Office of the State Comptroller
- Paradigm Property Management
- Randstad
- Town of East Hartford
- Trinity College
- Tunxis Community College
- UConn Hartford
- UConn Health
- UConn Storrs
- University of Connecticut (Storrs)

#### Meetings
- Aetna
- Albertus Magnus College
- Amazon Fulfillment Center BDL-2
- Asnuntuck Community College
- Avon Health Center
- BikewalkCT
- Branford Hall (Southington)
- Brookdale Senior Living Solutions
- C&S Wholesale Groceries
- Capital Community College
- Capitol Region Council of Governments
- Center for Latino Progress
- Central CT Chambers of Commerce
- Central CT State University
- Cigna
- City of Hartford
- Connecticare
- Connecticut Children’s Medical Center
- Connecticut Department of Developmental Services
- Connecticut Spring and Stamping
- CRCOG
- CT DEEP (New Britain)
- CT DEEP (Hartford)
- Department of Public Health
## Regional Worksite Highlights

### Meetings (continued)

- GE Power
- Goodwin College
- Hartford Adult Education Center
- Hartford Hospital
- Hartford Steam Boiler
- Lincoln Technical Institute
- Manchester Community College
- New Britain Downtown District
- Office of the State Comptroller
- Porter and Chester Institute
- Randstad
- Saint Francis Hospital
- Town of East Hartford
- Town of Farmington
- Travelers
- Tunxis Community College
- UConn Hartford
- UConn Health
- UConn Storrs
- University of Connecticut (Storrs)
- University of Hartford
- University of Saint Joseph
- Walgreens Distribution Center
- Windham Regional Community Council
- Windsor Health and Rehabilitation Center, LLC
- Wiremold/Legrand
Quarterly Report
January—March 2019

Customer Service Highlights

Number of Calls (AECOM): 4,069
Number of Calls (Advance): 4,337
Custom Commute Plans: 89
Total Number of Website Form Submissions: 549
Total Number of Emails Sent and Received: 2,468

Telework

- Met with InCord team to implement CTrides recommendations, HR Director and CFO involved in discussions
- Sent all telework materials to consultant for yearly updates

Customer Service Details:

- **6,943 Total** cases into CTrides
  - 4,022 inbound calls
    - 9 inquiries about available disabled services
    - 4 bilingual inquiries
    - Continued high volume due to Hartford Line
  - Filed 2,468 email cases
    - Great or OK rating on 86% of emails surveyed
  - 14 marketing/informational outbound calls
  - Facilitated 343 live online chats of which 96 were SMS (text) chats
    - 4.48 out of 5 (best) avg. rating on all chats
- **Provided 8 Emergency Rides Home** to 1 vanpool rider and 7 express bus riders.
- **Processed 273 Hartford Line** and **61 Shore Line East** complaints, suggestions, questions
- **Distributed 3 trial bus passes to commuters** meeting the program’s Trial Ride criteria. A follow-up survey for the quarter tallied 3 responses.

Customer feedback:

- “Great service all around!”
- “The agent was very helpful and responsive.”
- “I am glad I got a call this morning and a follow up email.”
- “Thank you for the quick response.”
- “It was really nice of Cindy to write to me with a bit of information regarding my inquiry by phone a few weeks ago.”
- “Information good to know for the future, wish I had known it in the past! Thank you for your prompt reply. Hooray for the Hartford line”
- “Great, fast response!”
- “The rush hour trains should be a priority. People standing again today.”
- “This was a helpful way to find out specific info. I rarely take the train, and it’s great to be able to ask questions. Thanks again for your assistance!”
CTrides Ridematching & Rewards Program

- Quarter 1 Statistics
  - Reduced SOVs: 109,456
  - Reduced VMT: 1,916,914
  - Reduced Emissions: 860 tons
  - Gallons of Gas Saved: 87,655
  - Money Saved: $1,026,930
  - Rewards Redeemed: $4,395
  - Mobile App Users: 255

- Participants: the number of people who have recorded at least one trip during the specified time period.
As of Q1 2019, there are more than 280 businesses, agencies and municipalities working with CTrides

| 1. 3PL Worldwide                        | 38. City of Bridgeport                     |
| 2. 9Town Transit                        | 39. City of Danbury                        |
| 3. Advance Auto Parts                   | 40. City of Meriden                        |
| 4. AECOM                                | 41. City of New Britain                    |
| 5. Aetna                                | 42. City of New Haven                      |
| 6. Albertus Magnus                      | 43. City of Stamford                       |
| 7. Albertus Magnus (East Hartford)      | 44. City of Waterbury                      |
| 8. Alexion Pharmaceuticals               | 45. City of Waterbury - Public Health      |
| 9. All Our Kin                          | 46. Community Health Center of New London  |
| 10. Amazon Fulfillment Center BDL-2     | 47. Connecticare                           |
| 11. Amazon Sorting Center Wallingford   | 48. Connecticut Children’s Medical Center   |
| 13. Aptar Group                          | 50. Connecticut Department of Developmental Services |
| 14. ARC of Litchfield County            | 51. Connecticut Department of Energy and Environmental Protection (New Britain) |
| 15. Artspace New Haven                  | 52. Connecticut Department of Transportation |
| 16. ASML, Inc.                          | 53. Connecticut Department of Labor        |
| 17. Asnuntuck Community College          | 54. Connecticut Department of Transportation |
| 19. BHcare                              | 56. Connecticut Innovations                |
| 20. Bigelow Tea                         | 57. Connecticut Mental Health Center        |
| 22. BLT Office (Norwalk)                | 59. Connecticut Probate Court              |
| 23. BLT Office (Stamford)               | 60. Connecticut Spring and Stamping        |
| 25. Branford Hall (Branford)            | 62. Connecticut Valley Hospital            |
| 26. Branford Hall (Southington)         | 63. Connecticut Water                      |
| 27. Bridgeport Public Schools           | 64. Continuum of Care Inc.                 |
| 28. Cabelas                             | 65. CT Department of Labor                 |
| 29. Capital Community College           | 66. CTtransit                              |
| 30. CARTUS                              | 67. CTfastrak                              |
| 31. CDM Smith                           | 68. Datto, Inc.                            |
Appendix A: Partner and Stakeholder List

69. Department of Administrative Services
70. Department of Economic and Community Development
71. Department of Emergency Services & Public Protection
72. Department of Public Health (Hartford)
73. Department of Rehabilitation Services
74. Department of Revenue Services (Hartford)
75. Eastern Account System, Inc.
76. Diageo, Inc.
77. DRS
78. East River Energy
79. Eastern Connecticut State University
80. Eastern Connecticut Transportation Consortium
81. Eastern Workforce Investment Board
82. Electric Boat
83. Empire State Realty Trust
84. Enterprise Holdings
85. Enterprise Rideshare
86. ESPN
87. ExecutNet
88. Fairfield University
89. Foxwoods Resort and Casino
90. Fusco Corporation
91. Gateway Community College
92. Gaylord Specialty Healthcare
93. Global Steering Systems
94. GoNHGO
95. Goodwill of Western & Northern CT
96. Goodwin College
97. Greater Bridgeport Transit
98. Greater Norwalk Chamber of Commerce
99. Greater Waterbury YMCA
100. Greenwich Board of Education
101. Greenwich Chamber of Commerce
102. Group CBS Circuit Breaker Sales
103. Hartford Adult Education Center
104. Hartford HealthCare System Support Office
105. Hartford Foundation for Public Giving
106. Hartford HealthCare System Support Office
107. Hartford Hospital
108. Hartford Public Library
109. Hartford Steam Boiler
110. HART Transit
111. Henkel Corporation
112. Hotchkiss School
113. Hispanic Advisory Council of Greater Stamford (HACGS)
114. Homegoods Distribution
115. Homes For the Brave
116. Hospital for Special Care
117. Housatonic Community College
118. Human Resource Leadership Association of Eastern CT
119. i2systems
120. IFG Companies (Guilford Specialty Group)
121. Inertia Dynamics Corporation
122. Innovate Stamford
123. IRS
124. Jackson Laboratory
125. JCC of Greater New Haven
126. Job Corps (Hartford)
127. Job Corps New Haven
128. Jones Lang Lasalle Americas
129. Key Bank - New Haven
130. Knights of Columbus
131. Konica Minolta Business Solutions
132. Law offices of John Andreini
133. Lawrence + Memorial Hospital
134. Lincoln Life Insurance/Freemont Group Management
135. Live Green CT
136. Lower Connecticut River Valley Council of Governments
137. Manchester Community College
138. Manufacturing Alliance Service Corporation
139. Marcus Partners Mgmt.
140. MassMutual
141. MedSource Consultants
142. Medtronic
143. Middlesex Community College
144. Middlesex Community College - Meriden Campus
145. Middlesex Hospital
146. Middlesex Hospital Shoreline Medical Center
147. Middletown Area Transit
148. Milford Transit District
149. Mitchell College
150. Mohegan Sun Casino
151. Mystic Healthcare and Rehabilitation LLC
152. Mystic Marriott Hotel & Spa
153. Naugatuck Valley Community College (Danbury)
154. Naugatuck Valley Community College (Waterbury)
155. Naugatuck Valley Council of Governments
156. Naval Submarine Base New London
157. New Britain CT Works Center
158. New Britain Downtown District
159. New Haven Coalition for Active Transportation
160. New Haven Mayor’s Task Force on Bike Education
161. North East Transportation Co.
162. Northwest Hills COG
163. Northwestern CT Community
Appendix A: Partner and Stakeholder List

164. Norwalk Community College
165. Norwalk Housing Authority
166. Norwalk Transit
167. NWCC Center for Workforce Development
183. Porter and Chester Institute (Stratford)
184. Porter and Chester Institute (Waterbury)
185. Pratt & Whitney - Middletown
186. Pratt and Whitney
201. Sikorsky Aircraft Corporation—Bridgeport
202. Sikorsky Aircraft Corporation—Shelton
203. Sikorsky Aircraft Corporation—Stratford
204. Society for Human Resource Management
205. South Central Regional Council of Governments
206. Southeast Area Transit
207. Southeastern Connecticut Council of Governments
208. Southern Connecticut State University
209. Southwest Community Health Center
210. St. Mary’s Hospital
211. St. Vincent’s College
212. St. Vincent’s Medical Center
213. Stamford Chamber of Commerce
214. Stamford Downtown Special Services District (SDSSD)
215. Stanley Black & Decker
216. State Education Resource Center
217. State of Connecticut
218. Stone Academy (East Hartford)
219. Stone Academy (Waterbury)
220. Stone Academy (West Haven)
221. Sun Life Financial
222. Tauck Tours
223. The Business Council of Fairfield County
224. The Hartford
225. The Independence Center
226. The Kennedy Center, Inc.
227. The Mary Wade Community
228. The Watermark at 3030 Park
Appendix A: Partner and Stakeholder List

229. The Workplace
230. Three Rivers Community College Pharmacy
231. Thule Inc
232. Town Green Special Services District
233. Town of Branford
234. Town of East Hartford
235. Town of Fairfield
236. Town of Farmington
237. Town of Greenwich
238. Town of Trumbull
239. Town of Windsor
240. Town of Woodbridge
241. Travelers
242. Trinity College
243. Triumph
244. TSKP Studios
245. Tunxis Community College
246. U.S. Department of Housing and Urban Development
247. UConn Hartford
248. UConn Health Center
249. Ulbrich Stainless Steels and Special Metals
250. United Bank
251. United Healthcare
252. United Illuminating
253. United States District Court: District of Connecticut
254. United Technologies Corporation
255. University of Bridgeport
256. University of Connecticut (Storrs)
257. University of Connecticut—Stamford
258. University of Connecticut—Waterbury
259. University of Hartford
260. University of New Haven
261. University of Saint Joseph
262. University of St. Joseph School of
263. Valley Transit District
264. Veterans Affairs Connecticut Healthcare System (Newington)
265. Veterans Affairs Connecticut Healthcare System (West Haven)
266. Voya
267. Washington Inventory Systems
268. Waste Management
269. Watch For Me CT
270. Waterbury Hospital
271. Watson Foods
272. Wesleyan University
273. West Hartford Health and Rehab
274. Western Connecticut State University
275. Western CT Council of Governments
276. Wiggin & Dana, LLP
277. Windham Region Transit District
278. Windham Regional Community Council
279. Windsor Health and Rehabilitation Center, LLC
280. Wiremold/Legrand
281. Workers’ Compensation Commission
282. Yale University
283. Yale-New Haven Hospital
284. YMCA Greater Hartford
CTrides: Quarter 2 Marketing Activity Summary

April—June 2019

Second Annual Drive Less Connecticut Competition

The second quarter was busy with the planning, logistics, and launching of The 2019 Drive Less Connecticut Competition. In April, new creative assets were designed utilizing the new CTrides branding and illustrations. Materials included a 5x5 handout, posters for use on buses throughout the state and at events, and a customizable outreach poster for organizations hosting DLC events. Outreach staff also received DLC stickers and posters containing prize information to help drive traffic at tabling events. The competition website was also completed and launched in April, showcasing a real-time leaderboard and overall statistics display developed in conjunction with Agile Mile and the Watsons. A kickoff event was held at Hartford Union Station on April 30th, with speakers from CTDOT and CTDEEP, the City of Hartford, and Travelers. Media coverage included the Hartford Current, FOX61, CBIA, CTSHRM, and CT.gov.

In May, CTrides continued to monitor and maintain the DriveLessCT.com website and CTrides social media accounts. A schedule of communications to all CTrides users was created and implemented through Agile Mile’s internal messaging interface and user email blasts, informing all users of prize and competition updates. Real-time stats on the website kept competing companies informed and drove more onsite activities. Additionally, our partner sponsors provided 53 prizes for CTrides members, including 2 grand prizes. They also cross-promoted the competition on various media platforms.

In June we reported the final wrap of the Drive Less Connecticut Competition statistics that surpassed results from 2018’s competition. Closing messaging was published across all platforms, Thank You messaging was developed and distributed through the Outreach team, and a final statistics poster was created for Outreach to share at their partner events. A recognition event took place on June 18, at a Hartford Yard Goats game in Dunkin Donuts Park. Winning organizations received the spotlight on the video board display, and representatives were given the opportunity to throw out ceremonial first pitches.

Final organizational winners and statistics can be found on page 2.
CTrides: Quarter 2 Marketing Activity Summary (Continued)

April—June 2019

Second Annual Drive Less Connecticut Competition (continued)

Summary of Winning Organizations for 2019

Representatives from Winning Organizations

Comparison of 2019 and 2018 Statistics
CTrides Brand Refresh

CTrides continued to work with the Watsons agency to develop new creative assets and branding guidelines throughout the second quarter. Work continued on city and suburban illustrations, an integral part for the setting of the new illustration, and branding guidelines. DOT reviewed all items and the designs were approved in June.

Significant work took place for outreach collateral as well, including work on the Transportation Leaders materials, new display materials for outreach staff, and program-related handouts for commuters and employers.

Media Plan

A CTrides, CTrail Shore Line East, and CTrail Hartford Line media plan was developed during April to run throughout May and June. Media assets were created and approved to run on billboards, radio, digital, and print formats, including hyper-localized carpool messaging in areas of the state that include carpool lanes.

Behavioral Economics

Key learnings for the 2018 Behavioral Economics study have begun working their way into common practice during Quarter 2, as evidenced by numerous BE-related projects:

- Harvard Business School: Identified Avangrid as participating company for a joint experiment, planning continued
- Marketing and Try-It Day Integration: Investigating use of BE nudges in development of new marketing materials, and for Try-It Days
- ACT International Conference: Invited to present at BE workshop, nominated for Annual Best Research Project Award

Transportation Showcase

CTrides partnered with the Hartford Business Journal to co-host the 2019 Transportation Showcase in Q4, allowing for a broader reach with the state’s business audience and increased media exposure.
Participating Organization Activity

As of June 31, the total number of CTrides employer participants, stakeholders and community participants is 301.

- Highlights:
  - Held 82 Drive Less Connecticut Events During May 2019
  - i2Systems held a Spirit Award Celebration for winning Team Spirit Award in DLC
  - Held several “Get On-Board” events as a means to bridge the gap between regular commuter events and full-fledged Try-It Days.

- New Partners:
  - Advanced Behavioral Health
  - Albea
  - Amazon Fulfillment Center BDL-5
  - Becton Dickinson and Company
  - Conning, Inc.
  - CT Dept. of Veterans Affairs
  - CT Rural Transit Assistance Program
  - CT Valley Industries
  - Essex Steam Train and Riverboat
  - From You Flowers
  - FTD
  - Hologic
  - Horizon Services Company
  - Nalas Engineering
  - Regal Care
  - Saybrook Point
  - Tower Labs Ltd.
  - UCONN Avery Point

The CTrides Outreach Team held 250 Worksite Meetings and 155 Commuter Events with our worksite partners during Q2. The total number of currently participating organizations is at 301.

This quarter’s worksite activity, segmented by region, can be found on the following pages. A complete list of program organizations/stakeholders is in Appendix A.
Regional Worksite Highlights

**Western CT** includes Litchfield, Housatonic, Bridgeport & Stamford regions

**Highlights**

**Sikorsky Aircraft**: Will be conducting a series of Try-It Days including a Bike to Work Day in September. A planned series of campaigns aimed at getting employees to drive less and use greener modes will start with an email to every employee with information on the Ridematching and Rewards program. Ongoing communications will be sent about the availability of trial bus passes and the CTrides app. Began work with Sikorsky on transit and pedestrian improvements to support extended GBT route to worksite.

**i2Systems**: Held event that lead to the development of a new three person carpool. Company now has 3% of workforce tracking their carpool trips.

**Northwest Connecticut Chamber of Commerce**: Presented to the Manufacturers Coalition that included over 30 employer and stakeholder representatives in attendance. Resulted in scheduled meetings with four new potential partners.

**Town of Westport**: Mayor issued Proclamation declaring May CTrides Drive Less Connecticut Competition month. As part of the promotion, displayed competition materials at Saugatuck, Westport and Greens Farms rail stations at the direction of the Mayor’s Office.

**Cartus**: Confirmed participation in a Carpooling Try-It Day (TID) for early Fall. Planning for Meet-Your-Match event underway with various promotions for the TID. Cartus is also looking to expand the number of priority carpool parking spots.

**Post University**: Planning for Carpool Try-It Day in August. Conducted initial on-site survey of 25 employees of which 12 indicated interest in participation: 4 people already matched. University joined ERH program and has agreed to offer gift cards to carpool participants.

**Events**

- Abbott Terrace Health Center
- Cartus
- City of Waterbury
- CT Department of Labor
- CT Department of Transportation
- Global Steering Systems
- Hologic Inc.
- i2Systems
- NBC Sports
- People Friendly Stamford
- People’s United Bank
- Post University
- Regalcare – Waterbury
- Sikorsky Aircraft Corporation – Bridgeport, Shelton, Stratford, and Far Mill
- St. Vincent’s Medical Center
- Town of Fairfield
- University of Bridgeport
- University of Connecticut (Stamford)
- University of Connecticut (Waterbury)
- Vibrant Health
- Waterbury Gardens for Nursing and Rehab

**Meetings**

- Abbott Terrace Health Center
- Albea
- Becton Dickinson and Co.
- Belimo Aircontrols
- Cartus
- City of Danbury
- City of Stamford
- City of Waterbury
- CT Department of Labor
- CT Department of Transportation
- Global Steering Systems
- Greater Bridgeport Transit
- Greater Bridgeport YMCA
- HARTransit
- Hologic Inc.
- i2Systems
- I84-Danbury PAC
- Naugatuck Valley Council of Governments
- NBC Sports
- North East Transportation Co.
- Northwest Connecticut Chamber of Commerce
- Northwest Hills COG
- People’s United Bank
- Post University
- Regalcare – Waterbury
- Sikorsky Aircraft Corp. – Stratford, Shelton, Far Mill Crossing
- St. Vincent’s Medical Center
- Sustainable CT
Regional Worksite Highlights

Meetings (Continued)

• The Arc of Litchfield County (LARC)
• The Workplace
• Town of Fairfield
• University of Connecticut (Stamford)
• University of Connecticut (Stamford)
• University of Connecticut (Waterbury)
• Vibrant Health
• Western CT Council of Governments
Regional Worksite Highlights

**Southern CT includes Middlesex, New Haven & coastal regions**

**Highlights**

**University of New Haven:** Coordinated with student group for Earth Day event messaging and organization. Parking on campus poses a major issue.

**Connecticut Valley Industries:** New partner in Old Saybrook.

**9 Town Transit:** Held events to promote the new on-demand shuttle service providing for the first time, a connection from Centerbrook to Old Saybrook and Westbrook SLE stations. These efforts resulted in a successful launch with 16 advanced reservations.

**Amazon:** Working with the company to establish an internal database of interested carpoolers. CTrides to provide commuting information to ALL new employees (up to 1500 employees) at their New Haven facility. Conducted three new employee orientation events in June: nine will take place in July and August.

**FedEx Middletown:** “Get On-Board” event held to promote new Westlake route operated by Middletown Area Transit serving the FedEx facility in Middletown. Distributed trial bus passes to 15 participants who used the new service.

**Events**

- 3PL Worldwide
- Albertus Magnus College
- Alexion Pharmaceuticals
- Amazon Fulfillment Center BDL-3
- Amazon Sorting Center Wallingford
- American Job Center
- Avangrid
- Connecticut Valley Industries
- Connecticut Water
- Eastern Connecticut State University
- Electric Boat
- FedEx – Middletown
- Fusco Corporation
- Gateway Community College
- GoNHGo
- Human Resources Leadership Association of Eastern CT
- mActivity
- Middlesex Community College
- Mystic Marriott Hotel & Spa
- Southern CT State University
- The Hartford
- University of New Haven

**Meetings**

- 3PL Worldwide
- 9Town Transit
- Advanced Behavioral Health
- Alexion Pharmaceuticals
- Amazon Fulfillment Center BDL-3
- Amazon Sorting Center Wallingford
- American Job Center
- Avangrid
- Branford Hall
- City of New Haven
- Community Foundation of Greater New Haven
- Connecticut College
- Connecticut Valley Industries
- Connecticut Water
- Continuum of Care, Inc.
- Cornell Scott-Hill Health
- East River Energy
- Eastern Connecticut State University
- Eastern CT State University
- Electric Boat
- Essex Steam Train & Riverboat
- FedEx – Middletown
- Foxwoods Resort and Casino
- From You Flowers
- FTD Florists
- Fusco Corporation
- GoNHGo
- Human Resources Leadership Association of Eastern Connecticut
Regional Worksite Highlights

Meetings (continued)

- Job Corps New Haven
- Lower Connecticut River Valley Council of Governments
- Make Haven
- Medtronic
- Middlesex Community College
- Middletown Area Transit
- Middletown Works
- Mystic Marriott Hotel & Spa
- Nalas Engineering
- New Haven Coalition for Active Transportation
- Pelli Clarke Pelli Architects
- Saybrook Point
- SeeClickFix
- Southeast Are Transit
- Southern Connecticut State University
- Stone Academy
- Three Rivers Community College
- Tower Laboratories Ltd
- Town of Old Saybrook
- UConn (Avery Point)
- University of New Haven
- Water’s Edge Resort & Spa
- Wesleyan University
- Windham Region Transit District
Regional Worksite Highlights

**Eastern CT** includes the Hartford, North and Central regions of Connecticut

**Highlights**

CCSU Sustainability Symposium: Expanded partnership resulting in a presentation at University’s Sustainability Fair.

CT Rural Transit Assistance Program: Attended the CTRTAP Spring Conference and gave presentation to rural transit providers on the CTrides program, including Drive Less Connecticut Competition.

The Hartford: Conducted a transit Try-It Day to target the use of CTtransit Express bus service - 912, 917, & 906 lines into the downtown campus. 10 employees interested: 7 new to the service participated.

Also established a transit information center in the lobby that includes CTtransit and CTrail schedules. The information center is now in place and materials will be supplied by CTtransit and CTrides.

Walgreens Distribution: Establishing a program with CTtransit to sell bus passes to employees onsite. The company is considering offering a subsidy. CTrides will be included in New Employee Orientations.

DEEP: Surveyed 30 new employees who were driving to work, and thirteen indicated an interest in using transit: 10 for 909, 914, 918, 921, 925 buses and 3 for CTrail Hartford Line.

**Events**

- Aetna
- Albertus Magnus College
- Amazon Fulfillment Center
- American Institute
- Asnuntuck Community College
- Avon Health Center
- BikeWalkCT
- Branford Hall (Southington)
- Center for Latino Progress
- Central Connecticut State University
- Central CT Chambers of Commerce
- Central CT State University
- Cigna
- City of Hartford
- City of New Britain
- Connecticare
- Connecticut Children’s Medical Center
- Connecticut DEEP
- Connecticut Department of Veterans Affairs
- Connecticut Spring and Stamping
- Conning Inc.
- CT Rural Transit Assistance Program
- CTDEEP (Hartford)
- CTDEEP (New Britain)
- Department of Education
- Department of Public Health (Hartford)
- GE Power
- Goodwin College
- Hartford Steam Boiler
- Horizon Services Company
- IRS
- Jackson Laboratory
- Job Corps (Hartford)
- Manchester Community College
- MetroHartford Alliance
- Pratt and Whitney
- Shipman & Goodwin
- The Hartford
- Tunxis Community College
- UConn Health Center
- United Bank
- United Technologies Aerospace
- University of Connecticut (Storrs)
- University of Hartford
- University of Saint Joseph
- Vernon Public Schools
- Voya
- Walgreens Distribution Center
- West Hartford Health & Rehab
- Windham Regional Community Council
- Windsor Health & Rehabilitation Center, LLC
# Regional Worksite Highlights

## Meetings

- Albertus Magnus College
- Amazon Fulfillment Center BDL-2
- Branford Hall (Southington)
- C&S Wholesale Grocery
- Cabela’s
- Central Connecticut State University
- Cigna
- City of Hartford
- City of New Britain
- Connecticare
- Connecticut Children’s Medical Center
- Connecticut DEEP
- Connecticut Department of Labor
- Connecticut Department of Veterans Affairs
- Connecticut Green Bank
- Conning Inc.
- CTDEEP
- Department of Education
- Department of Social Services
- Dollar Tree Distribution Center
- GE Power
- Goodwin College
- Hartford Adult Education Center
- Hartford Public Library
- Hartford Steam Boiler
- Horizon Services Company
- Jackson Laboratory
- Job Corps (Hartford)
- Manchester Community College
- MetroHartford Alliance
- Office of the Attorney General
- Pitney-Bowes Hartford
- Pratt and Whitney
- Shipman & Goodwin
- Sustainable CT
- The Hartford
- Town of Farmington
- Travelers
- TSKP Studios
- Tunxis Community College
- UConn Health Center
- United Bank
- University of Connecticut (Storrs)
- University of Saint Joseph
- Vernon Public Schools
- Voya
- Walgreens Distribution Center
- West Hartford Health & Rehab
- Windham Regional Community Council
- Windsor Health & Rehabilitation Center, LLC
**Quarterly Report**  
April—June 2019

### Customer Service Highlights

**Number of Calls (AECOM):** 4,727  
**Number of Calls (Advance):** 5,074  
**Custom Commute Plans:** 114  
**Total Number of Website Form Submissions:** 848  
**Total Number of Emails Sent and Received:** 3,278

#### Telework

- Consultation, policy review, and best practice incorporation for Advanced Behavioral Health Inc. (Middletown, CT) in May
- Interview with remote work strategist to provide an overview of the program and its many benefits

### Customer feedback:

- **Vicky was very helpful and patient!**
- **The response to my phone call was prompt and details were taken. As far as fixing the machine, no progress has been made after I put the claim in. It has been three days!**
- **Thanks for being so responsive. It’s very reassuring when public transit operations behave in a responsive manner. (P.S. The Hartford Line train crews are great. Next up: More female staff.)**
- **“Cindy was both quick and thorough! She’s truly an asset to SLE/CTRail.”**
- **“The operator was great. I am from Georgia and do not know my way around yet. Not only did this lady make me feel comfortable about my commute but found me a shorter route. Excellent.”**

### Customer Service Details:

- **8,538 Total** cases into CTRides
  - **4,727 inbound calls**  
    6 inquiries about available disabled services  
    4 bilingual inquiries  
    Continued high volume due to Hartford Line
  - **Sent 3,278 emails**  
    Great or OK rating on 83% of emails surveyed
  - **17 marketing/informational outbound calls**
  - **Facilitated 516 live online chats of which 101 were SMS (text) chats**  
    4.56 out of 5 (best) avg. rating on all chats
- **Provided 9 Emergency Rides Home** to 1 carpooler, 4 vanpoolers, and 4 CTtransit Express riders.
- **Processed 306 Hartford Line and 97 Shore Line East** complaints, suggestions, questions
- **Distributed 19 trial bus passes to commuters** meeting the program’s Trial Ride criteria. A follow-up survey for the quarter tallied 2 responses.

![Graph](image-url)
CTrides Ridematching & Rewards Program

- Quarter 2 Statistics
  - Reduced SOVs: 111,611
  - Reduced VMT: 1,986,851
  - Reduced Emissions: 885 tons
  - Gallons of Gas Saved: 90,342
  - Money Saved: $1,152,373
  - Rewards Redeemed: $8,096
  - Mobile App Users: 1,233

- Drive Less Connecticut Competition
  - New display with Competition details
  - Email communications from April through competition month (May)
  - Coordinated integration of live leaderboard from Agile Mile platform into Competition website
  - Ongoing updates to organization list to eliminate duplicates and confirm names and employee populations

- Dormancy Rule Implementation
  - Decision made in April to limit ridematching participation to members active within 2 year period – dormancy rule.
  - In June, implemented a modified rule for the carpool matching tool that limits possible carpool matches to only active members (either logged into their account or logged at least 1 trip) for a two year period prior to the carpool match search

- Road Scholar Campaign
  - Selected (2) prize winners for spring semester campaign for $30 Amazon gift cards
As of Q2 2019, there are more than 300 businesses, agencies and municipalities working with CT rides

| 1. 3PL Worldwide | 38. Central Connecticut Coast YMCA | Department |
| 2. 9Town Transit | 39. Central CT State University |
| 4. Advanced Behavioral Health | 41. Cigna |
| 5. AECOM | 42. City of Bridgeport |
| 6. Aetna | 43. City of Danbury |
| 7. Albea | 44. City of Meriden |
| 8. Albertus Magnus | 45. City of New Britain |
| 9. Albertus Magnus (East Hartford) | 46. City of New Haven |
| 10. Alexion Pharmaceuticals | 47. City of Stamford |
| 11. All Our Kin | 48. City of Waterbury |
| 12. Amazon Fulfillment Center BDL-2 | 49. City of Waterbury - Public Health |
| 13. Amazon Fulfillment Center BDL-5 | 50. Community Health Center of New London |
| 14. Amazon Sorting Center Wallingford | 51. Connecticare |
| 15. American Institute | 52. Connecticut Children’s Medical Center |
| 17. ARC of Litchfield County | 54. Connecticut Department of Developmental Services |
| 18. Artspace New Haven | 55. Connecticut Department of Energy and Environmental Protection (Hartford) |
| 19. ASML, Inc. | 56. Connecticut Department of Energy and Environmental Protection (New Britain) |
| 20. Asnuntuck Community College | 57. Connecticut Department of Labor |
| 21. Avon Health Center | 58. Connecticut Department of Transportation |
| 22. Becton Dickinson and Company | 59. Connecticut Department of Veterans Affairs |
| 23. BHcare | 60. Connecticut Green Bank |
| 25. BikewalkCT | 62. Connecticut Mental Health Center |
| 26. BLT Office (Norwalk) | 63. Connecticut National Guard |
| 27. BLT Office (Stamford) | 64. Connecticut Probate Court |
| 29. Branford Hall (Branford) | 66. Connecticut State Insurance |
| 30. Branford Hall (Southington) | 67. Connecticut Valley Hospital |
| 31. Bridgeport Public Schools | 68. Connecticut Valley Industries |
| 32. Cabelas | 69. Connecticut Water |
| 33. Capital Community College | 70. Conning, Inc. |
| 34. CARTUS | 71. Continuum of Care Inc. |
| 35. CDM Smith | 72. CT Department of Labor |
| 36. Center for Latino Progress | 73. CTtransit |
| 37. Central Connecticut Chambers of Commerce | 74. CTfastrak |
| | 75. Datto, Inc. |
| | 76. Department of Administrative Services |
| | 77. Department of Economic and Community Development |
| | 78. Department of Emergency Services & Public Protection |
| | 79. Department of Public Health (Hartford) |
| | 80. Department of Rehabilitation Services |
| | 81. Department of Revenue Services |
| | 82. Department of Social Services (Hartford) |
| | 83. Diageo, Inc. |
| | 84. DRS |
| | 85. East River Energy |
| | 86. Eastern Account System, Inc. |
| | 87. Eastern Connecticut State University |
| | 88. Eastern Connecticut Transportation Consortium |
| | 89. Eastern Workforce Investment Board |
| | 90. Electric Boat |
| | 91. Empire State Realty Trust |
| | 92. Enterprise Holdings |
| | 93. Enterprise Rideshare |
| | 94. ESPN |
| | 95. Essex Steam Train and Riverboat |
Appendix A: Partner List

96. ExecutNet
97. Fairfield University
98. Foxwoods Resort and Casino
99. FTD Florists
100. Fusco Corporation
101. From You Flowers
102. Gateway Community College
103. Gaylord Specialty Healthcare
104. Global Steering Systems
105. GoNHGO
106. Goodwill of Western & Northern CT
107. Goodwin College
108. Greater Bridgeport Transit
109. Greater Norwalk Chamber of Commerce
110. Greater Waterbury YMCA
111. Greenwich Board of Education
112. Greenwich Chamber of Commerce
113. Group CBS Circuit Breaker Sales
114. Hartford Adult Education Center
115. Hartford Foundation for Public Giving
116. Hartford HealthCare System Support Office
117. Hartford Hospital
118. Hartford Public Library
119. Hartford Steam Boiler
120. HART Transit
121. Henkel Corporation
122. Hologic
123. Hotchkiss School
124. Horizon Services Company
125. Hispanic Advisory Council of Greater Stamford (HACGS)
126. Homegoods Distribution
127. Homes For the Brave
128. Hospital for Special Care
129. Housatonic Community College
130. Human Resource Leadership Association of Eastern CT
131. i2systems
132. IFG Companies (Guilford Specialty Group)
133. Inertia Dynamics Corporation
134. Innovate Stamford
135. IRS
136. Jackson Laboratory
137. JCC of Greater New Haven
138. Job Corps (Hartford)
139. Job Corps New Haven
140. Jones Lang Lasalle Americas
141. Key Bank - New Haven
142. Knights of Columbus
143. Konica Minolta Business Solutions
144. Law offices of John Andreini
145. Lawrence + Memorial Hospital
146. Lincoln Life Insurance/Freemont Group Management
147. Live Green CT
148. Lower Connecticut River Valley Council of Governments
149. Manchester Community College
150. Manufacturing Alliance Service Corporation
151. Marcus Partners Mgmt.
152. MassMutual
153. MedSource Consultants
154. Medtronic
155. Middlesex Community College
156. Middlesex Community College - Meriden Campus
157. Middlesex Hospital
158. Middlesex Hospital Shoreline Medical Center
159. Middletown Area Transit
160. Milford Transit District
161. Mitchell College
162. Mohegan Sun Casino
163. Mystic Healthcare and Rehabilitation LLC
164. Mystic Marriott Hotel & Spa
165. Nalas Engineering
166. Naugatuck Valley Community College (Danbury)
167. Naugatuck Valley Community College (Waterbury)
168. Naugatuck Valley Council of Governments
169. Naval Submarine Base New London
170. New Britain CT Works Center
171. New Britain Downtown District
172. New Haven Coalition for Active Transportation
173. New Haven Mayor’s Task Force on Bike Education
174. North East Transportation Co.
175. Northwest Hills COG
176. Northwestern CT Community College
177. Norwalk Community College
178. Norwalk Housing Authority
179. Norwalk Transit
180. NWCC Center for Workforce Development
181. Office of Policy and Management
182. Office of the Attorney General
183. Office of the Secretary of the State
184. Office of the State Comptroller
185. Oracle Corporation
186. Paier College of Art
187. Paradigm Property Management
188. Pelli Clarke Pelli Architects
189. People Friendly Stamford
190. People's United Bank
191. PEP - Lacey Manufacturing
192. Pitney Bowes-Danbury
193. Pitney Bowes-Shelton
194. Porter & Chester Institute (Branford)
195. Porter and Chester Institute (Enfield)
196. Porter and Chester Institute
Appendix A: Partner List

197. Porter and Chester Institute (Waterbury)
198. Pratt & Whitney - Middletown
199. Pratt and Whitney
200. Prudential (Hartford)
201. Quinnipiac Valley CC
202. Quinnipiac University
203. Quinnipiac University - North Haven Campus
204. Radiall USA Inc.
205. Randstad
206. Reckson/SL Green
207. Regal Care
208. RGIS
209. Rich Product Corporation
210. Saint Francis Hospital
211. Saybrook Point
212. Sea Corp
213. SeeClickFix
214. Shipman & Goodwin
215. Siemon Company
216. Sikorsky Aircraft Corporation—Bridgeport
217. Sikorsky Aircraft Corporation—Shelton
218. Sikorsky Aircraft Corporation—Stratford
220. South Central Regional Council of Governments
221. Southeast Area Transit
222. Southeastern Connecticut Council of Governments
223. Southern Connecticut State University
224. Southwest Community Health Center
225. St. Mary’s Hospital
226. St. Vincent’s College
227. St. Vincent’s Medical Center
228. Stamford Chamber of Commerce
229. Stamford Downtown Special Services District (SDSSD)
230. Stanley Black & Decker
231. State Education Resource Center
232. State of Connecticut
233. Stone Academy (East Hartford)
234. Stone Academy (Waterbury)
235. Stone Academy (West Haven)
236. Sun Life Financial
237. Tauck Tours
238. The Business Council of Fairfield County
239. The Hartford
240. The Independence Center
241. The Kennedy Center, Inc.
242. The Mary Wade Community
243. The Watermark at 3030 Park
244. The Workplace
245. Three Rivers Community College
246. Thule Inc
247. Tower Labs Ltd.
248. Town Green Special Services District
249. Town of Branford
250. Town of East Hartford
251. Town of Fairfield
252. Town of Farmington
253. Town of Greenwich
254. Town of Trumbull
255. Town of Windsor
256. Town of Woodbridge
257. Travelers
258. Trinity College
259. Triumph
260. TSKP Studios
261. Tunxis Community College
262. U.S. Department of Housing and Urban Development
263. UConn Hartford
264. UConn Health Center
265. Ulbrich Stainless Steels and Special Metals
266. United Bank
267. United Healthcare
268. United Illuminating
269. United States District Court: District of Connecticut
270. United Technologies Corporation
271. University of Bridgeport
272. University of Connecticut—Avery Point
273. University of Connecticut—Storrs
274. University of Connecticut—Stamford
275. University of Connecticut—Waterbury
276. University of Hartford
277. University of New Haven
278. University of Saint Joseph
279. University of St. Joseph School of Pharmacy
280. Valley Transit District
281. Veterans Affairs Connecticut Healthcare System (Newington)
282. Veterans Affairs Connecticut Healthcare System (West Haven)
283. Voya
284. Washington Inventory Systems
285. Waste Management
286. Watch For Me CT
287. Waterbury Hospital
288. Watson Foods
289. Wesleyan University
Appendix A: Partner and Stakeholder List

290. West Hartford Health and Rehab
291. Western Connecticut State University
292. Western CT Council of Governments
293. Wiggin & Dana, LLP
294. Windham Region Transit District
295. Windham Regional Community Council
296. Windsor Health and Rehabilitation Center, LLC
297. Wiremold/Legrand
298. Workers’ Compensation Commission
299. Yale University
300. Yale-New Haven Hospital
301. YMCA Greater Hartford