SCRCOG MEETING NOTICE & AGENDA
November 16, 2016 – 10:00 A.M.
Location: 127 Washington Avenue, 4th Floor West
North Haven, CT 06473

Full agenda materials can be found at our website – www.scrcog.org

1. Call to Order and Introductions – Mayor Benjamin Blake, Chairman

2. **Presentation: Hartford Line TOD Action Plan** – David Elder, Supervising Transportation Planner, Office of Strategic Planning & Projects, Bureau of Policy & Planning, CTDOT, Tom Jost, Kristen Ashby, Parsons Brinkerhoff

3. **Presentation: Sustainable CT: An Update on the Development of CT’s Sustainable Communities Certification System** - Lynn Stoddard, President, Institute for Sustainable Energy, and Ted Shafer, Sustainable CT Advisory Committee Chair and First Selectman of Town of Burlington

4. Adoption of 10/26/16 SCRCOG Minutes – First Selectman Joseph Mazza, Secretary

5. Treasurer’s Report for month ending 10/31/16 – First Selectman James Cosgrove, Treasurer

6. Transportation Committee Report – Mayor William Dickinson, Chairman

   Adopt Resolution to Approve Transportation Alternatives Program (TAP) Project Prioritization

7. Adopt Preliminary Dues for FY 2017-2018

8. Appoint Nominating Committee for 2017

9. Adopt January 2017 to January 2018 SCRCOG Calendar for Monthly Meetings

10. Resolution Authorizing Executive Director to Accept CIRCA Municipal Resilience Grant Program Award, if Awarded, to Expend Matching Funds, and to Negotiate and Execute Related Agreements

11. Congressional Reports – Louis Mangini, Aide to U.S. Representative Rosa DeLauro; Evan Johnson, Aide to Senator Christopher Murphy

12. State Legislative Report – Michael Muszynski, Advocacy Manager, CCM

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

14. Grant Opportunities and Upcoming Events – Carl Amento, Executive Director

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

16. DESPP/DEMHS Report – John B. Field, Jr., Region 2 Coordinator

17. CTRides Quarterly Report- Joanne Cavadini, Outreach Coordinator

18. **Presentation: YSN Strategic Partnerships to Improve Health and Wellbeing of Its Surrounding Communities** - Ann Kurth, Ph.D., CNM, MPH, FAAN, Dean and Linda Koch Lorimer Professor of Yale School of Nursing

19. Regional Cooperation/Other Business

20. Adjournment
TO: SCRCOG Board
FROM: First Selectman Joseph Mazza, Secretary
DATE: November 9, 2016
SUBJECT: SCRCOG Minutes of October 26, 2016

Present:
Bethany First Selectwoman Derrylyn Gorski
Branford First Selectman James Cosgrove - Treasurer
East Haven Mayor Joseph Maturo
Guilford First Selectman Joseph Mazza - Secretary
Madison First Selectman Thomas Banisch
Milford Mayor Benjamin Blake - Chairman
New Haven Serena Neal-Sanjurjo, proxy for Mayor Toni Harp - Vice Chairman
North Branford Michael Paulhus, proxy for Mayor Michael Doody
North Haven Valerie Goodkin, proxy for First Selectman Michael Freda - Immediate Past Chair
Orange First Selectman James Zeoli
West Haven John Lewis, proxy for Mayor Edward O’Brien
Woodbridge Betsy Yagla, proxy for First Selectwoman Ellen Scalettar

SCRCOG Staff Carl Amento – Executive Director, Albert Ruggiero, Stephen Dudley, Eugene Livshits, Rebecca Andreucci

Guests: Joseph DeLong and Michael Muszynski, CCM; Charles Patton, Partnership for Strong Communities; Tony Bialecki, UIL Holdings Corp; Miriam Brody, Hamden-North Haven League of Women Voter; Ginny Kozlowski and Barbara Malmberg, REX Development; Judy Miller, Virginia Raff, and Barbara Brow, Shoreline Greenway Trail; Valerie Rienks, The Kennedy Center; William Villano, Workforce Alliance; Louis Mangini, Aide to U.S. Congresswoman Rosa DeLauro; Evan Johnson, Aide to U.S. Senator Christopher Murphy; Ellen Graham, Aide to U.S. Senator Richard Blumenthal; Nan Birdwhistell, MurthaCullina

1. Call to order and Introductions
   Chairman Benjamin Blake called the meeting to order at 10:02 a.m. All present introduced themselves.

2. Presentation: CCM’s State-Local Partnership Panel Initiative-
   Joseph DeLong, President, CCM, reviewed his organization’s State-Local Partnership Panel.

3. Presentation: New Partnership Products to Improve Local Economies without Political Acrimony-

4. Adoption of September 28, 2016 SCRCOG meeting minutes
First Selectman Mazza presented the Minutes of the SCRCOG meeting of September 28, 2016 which were included in the agenda packet at pages 2-4. He moved for their approval. Mayor Maturo seconded the Motion, which was approved with all in favor, except First Selectman Mazza abstained.

5. **Treasurer’s Report for month ending September 30, 2016**
First Selectman Cosgrove presented the Treasurer’s Report for the month ending September 30, 2016, which was included in the agenda packet at pages 5 and 6. Cash and Investments totaled $395,065, with $172,131 due from CTDOT. Total assets amounted to $1,236,026, against $458,672 in liabilities. On Page 6, the $65,550 in the Direct Expense section was the final payment for our Regional Oblique Imagery purchased from Sanborn Map Company as part of our Regional Planning Grant. All other expenses were in order for the month. First Selectman Cosgrove moved for acceptance of the Treasurer’s Report. First Selectman Banisch seconded the motion, which passed unanimously.

6. **Transportation Committee Report for month ending 9/30/16**
First Selectman Mazza reported on the Transportation Committee given the absence of Committee Chairman Dickinson. First Selectman Mazza moved for adoption of a Resolution on pages 13-14 of the agenda packet to approve 2015-2018 TIP Amendment Nineteen. Mayor Maturo seconded. The motion was unanimously approved.

First Selectman Mazza moved for approval of the Ozone Air Quality Conformity Resolution and the PM 2.5 Air Quality Conformity Resolution found on pages 15-18 of the agenda packet. Mayor Maturo seconded the combined motion, which was adopted unanimously.

7. **Appointment of Rebecca Andreucci as SCRCOG Representative to CT Resource Conservation & Development Area Inc. Council**
The Resource Conservation and Development (RC & D) program of the U.S. Department of Agriculture is explained in a fact sheet located on page 19 of the agenda Packet. SCRCOG Regional Planner Rebecca Andreucci has begun attending meetings of the RC &D, and would like to be appointed as SCRCOG’s representative. First Selectman Cosgrove moved to appoint Ms. Andreucci. First Selectman Banisch seconded. The motion passed unanimously.

8. **Congressional Report**
Louis Mangini from U.S. Representative Rosa DeLauro’s Office brought information about the EPA’s 2016 School Bus Replacement and Retrofit Rebates, which was distributed to the members. He also pointed out that Pratt & Whitney, Electric Boat and Sikorsky are all poised to increase employment in CT in the future. Ellen Graham from Senator Blumenthal’s Office brought information regarding the federal Assistance to Firefighters Grant (AFG), which is accepting applications through November 18th.

9. **State Legislative Report**
Michael Muszynski from CCM reported on the attempts by two telecommunication companies, Mobilitie (owned by Sprint) and Verizon to site cell towers on public rights of way as utilities, without permits or approval by the State Siting Council, but only with the approval of PURA. CCM will report to SCRCOG members. The state Department of Public Health is proposing to consolidate the 73 health districts in CT to 8 districts based upon county lines. CCM has launched a state-local partnership to explore ways to increase municipal revenues and decrease municipal expenses. CCM has scheduled the annual B.E.S.T. Summit for Monday, November 14th, followed by the CCM Annual Conference on Tuesday, November 15th, both taking place at the Foxwood Casino Resort.

10. **SCRCOG Executive Director’s Report**
Executive Director Amento noted that Connecticut, New York and New Jersey COGs joined in submitting comments regarding the U.S. DOT Notice of Proposed Rulemaking for Metropolitan Planning Organization
Coordination. Executive Director Amento was re-appointed for a second two-year term on the Advisory Council of the CT Institute for Resilience and Climate Adaptation (CIRCA), as the only representative from a Council of Governments. The October 2016 Update of the I-95 New Haven Harbor Crossing Corridor Improvement Program was distributed to the members.

11. **Grant Opportunities and Upcoming Events**
   Executive Director Amento reviewed the Grant Opportunities and Upcoming Events contained on Pages 20-29 of the agenda packet.

12. **REX Development Report**
   Ginny Kozlowski, Executive Director of REX Development, reviewed her report which is found at Pages 30-32 of the agenda packet. In addition, she noted that as a result of the initiation of Aer Lingus direct flights to Europe from Bradley, several Irish companies are considering setting up operations in CT. She also reviewed the 2016 Update of the Comprehensive Economic Development Strategy (CEDS), which was attached to the agenda.

13. **DESPP/ DEMHS Report**
   John Field was not in attendance. He did not submit a written report.

14. **Regional Cooperation/Other Business**
   None.

15. **Report on Shoreline Greenway Trail**
   Judy Miller of Branford, Chairwoman of the Shoreline Greenway Trail Committee, presented a PowerPoint regarding progress made to date and future plans for the Shoreline Greenway Trail.

16. **Adjournment -**
   Mayor Zeoli moved to adjourn, First Selectman Mazza seconded. Mayor Blake adjourned the meeting at 11:35 am.

Respectfully submitted,

First Selectman Joseph Mazza, Secretary
## Balance Sheet

So Central Regional Council of Governments  
As of period 10/31/2016

### Balance

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
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<tbody>
<tr>
<td>First Niagara Bank - Checking Account</td>
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<tr>
<td>State of CT - Short-Term Investment Fund</td>
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<td>Start Community Bank</td>
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<td>National Fish &amp; Wildlife - FY 16</td>
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<tr>
<td>Prepaid Expense</td>
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<td>CT Department of Transportation - FY 17</td>
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<tr>
<td>CT Office of Policy and Management</td>
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<tr>
<td>National Fish &amp; Wildlife - FY 17</td>
<td>64,411.09</td>
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<tr>
<td>Furniture &amp; Equipment</td>
<td>39,880.24</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>1,211,543.23</strong></td>
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<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Employee Reimbursement</td>
<td>50.00</td>
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<tr>
<td>Municipal - Deferred Revenue</td>
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<tr>
<td>Deferred Revenue - OPM</td>
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<td>Deferred Revenue - LOTCIP</td>
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<td><strong>Total Liabilities</strong></td>
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<table>
<thead>
<tr>
<th>Fund Balance</th>
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<tr>
<td>Amount for Accrued Leave</td>
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<td>Investment in Equipment</td>
<td>39,880.24</td>
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<tr>
<td>Change in Fund Balance</td>
<td>(16,845.81)</td>
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<td><strong>Total Fund Balance</strong></td>
<td><strong>773,567.51</strong></td>
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<tr>
<td><strong>Total Liabilities and Fund Balance</strong></td>
<td><strong>1,211,543.23</strong></td>
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# Statement of Resources and Expenditures

So Central Regional Council of Governments  
As of period 10/31/2016  
Current  Year-to-Date

## Resources

<table>
<thead>
<tr>
<th>Description</th>
<th>Current</th>
<th>Year-to-Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal - Revenue</td>
<td>20,697.80</td>
<td>43,097.23</td>
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<tr>
<td>CT OPM - Regional Planning</td>
<td>182,770.34</td>
<td>83,533.41</td>
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<tr>
<td>CT OPM - RPI Grant, GIS Project</td>
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<tr>
<td>CTDOT - Transportation Planning</td>
<td>59,996.47</td>
<td>217,583.50</td>
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<td>CTDOT - LOTCIP</td>
<td>48.60</td>
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<tr>
<td>CTDOT - Mobility Manager</td>
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<td>National Fish &amp; Wildlife Grant</td>
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<td>64,411.09</td>
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<tr>
<td>Interest - Revenue</td>
<td>181.77</td>
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**Total Resources**  
152,298.95  605,199.51

## Direct Expenses

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<tr>
<th>Description</th>
<th>Current</th>
<th>Year-to-Date</th>
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<tbody>
<tr>
<td>Transportation Planning Consultants</td>
<td>25,162.06</td>
<td>58,330.51</td>
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<tr>
<td>Land-Use Planning Consultants</td>
<td>62,362.50</td>
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<tr>
<td>Other Consultants</td>
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<td>121,141.00</td>
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<tr>
<td>Travel</td>
<td>892.70</td>
<td>2,669.74</td>
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<tr>
<td>Data Processing</td>
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<td>2,857.08</td>
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<tr>
<td>Subscriptions and Books</td>
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<td>1,244.00</td>
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<tr>
<td>Meeting Expenses and Advertising</td>
<td>599.27</td>
<td>2,581.93</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td>583.41</td>
</tr>
</tbody>
</table>

**Total Direct Expenses**  
89,016.53  333,070.17

**Revenue Less Direct Expenses**  
63,282.42  272,129.34

## Direct Labor

<table>
<thead>
<tr>
<th>Description</th>
<th>Current</th>
<th>Year-to-Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Labor - Employees</td>
<td>27,394.16</td>
<td>117,597.96</td>
</tr>
</tbody>
</table>

**Total Direct Labor**  
27,394.16  117,597.96

**Revenue Less Direct Labor**  
35,888.26  154,531.38

## Overhead

<table>
<thead>
<tr>
<th>Description</th>
<th>Current</th>
<th>Year-to-Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect Labor - Employees</td>
<td>13,031.38</td>
<td>56,445.98</td>
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<tr>
<td>Employee Benefits</td>
<td>6,941.69</td>
<td>55,249.82</td>
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<td>Data Processing</td>
<td>661.40</td>
<td>1,263.40</td>
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<td>Rent</td>
<td>17,341.64</td>
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<tr>
<td>Telephone and Internet</td>
<td>446.58</td>
<td>1,486.39</td>
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<tr>
<td>Office Supplies</td>
<td>462.81</td>
<td>1,198.84</td>
</tr>
<tr>
<td>Equipment Maintenance</td>
<td>789.81</td>
<td>4,572.87</td>
</tr>
<tr>
<td>Insurance and Professional Services</td>
<td></td>
<td>6,977.00</td>
</tr>
</tbody>
</table>

**Total Overhead**  
39,675.31  170,746.10

**Total Operating Expenses**  
156,086.00  621,414.23

**Total Operating Profit/Loss**  
3,787.05  (16,214.72)
Resolution Concerning Prioritization of Transportation Alternatives Program Projects for the SCRCOG Region

Whereas: In August, 2016, the Connecticut Department of Transportation (CTDOT) solicited candidate projects for the Transportation Alternatives Program (TAP) over the authorization covered by the federal FAST Act; and,

Whereas: CTDOT requested that the regions create two categories - one for new projects and one for existing projects that may need additional funds; and

Whereas: CTDOT also requested that the region prioritize any candidate projects in these two categories; and

Whereas: A request for candidate projects was forwarded to all SCRCOG member municipalities; and

Whereas: A list of candidate projects received was reviewed by the Transportation and Transportation Technical Committees at a meeting held on November 9, 2016 and the following priorities were recommended to SCRCOG for approval:

New TAP projects:
1. Town of Hamden Walkable Sidewalk Corridor Project
2. Town of Guilford linear path
3. City of Meriden Cove Avenue Urban Trail
4. City of New Haven Bike Share and Traffic Safety Garden
5. Town of Wallingford Pedestrian infrastructure near train station
6. City of New Haven East Shore Greenway

Existing TAP Projects that may require additional funds:
1. Town of Branford Shoreline Greenway
2. Town of Madison Shoreline Greenway

; and
Now, Therefore, Be It Resolved By the Council of Governments:

That the priorities listed above are approved and shall be forwarded to CTDOT for consideration.

Certificate:
The undersigned duly qualified and acting Secretary of the South Central Regional Council of Governments certified that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the SCRCOG on November 16, 2016.

Date: November 16, 2016

By: ________________________________

First Selectman Joseph Mazza, Secretary
South Central Regional Council of Governments
2017 MEETING SCHEDULE

UNLESS NOTIFIED OTHERWISE

- All meetings shall take place at the SCRCOG Office, 127 Washington Avenue, 4th Floor West, North Haven, CT 06473, except that the December 13, 2017 SCRCOG meeting will likely be moved to another location yet to be determined.

- SCRCOG shall meet on the 4th Wednesday of each month, except for November, when it meets on the 3rd Wednesday, and in December on the 2nd Wednesday.

- The SCRCOG Executive Committee shall meet, when necessary, before the regular board meeting.

### 2017 MEETING SCHEDULE

**SCRCOG’s Regular Board Meetings** take place at 10:00 A.M.

The Executive Committee Meetings are at 9:00 A.M. (when necessary)

<table>
<thead>
<tr>
<th>January 25, 2017</th>
<th>July 26, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 22, 2017</td>
<td>August 23, 2017</td>
</tr>
<tr>
<td>March 22, 2017</td>
<td>September 27, 2017</td>
</tr>
<tr>
<td>April 26, 2017</td>
<td>October 25, 2017</td>
</tr>
<tr>
<td>May 24, 2017</td>
<td>November 15, 2017</td>
</tr>
<tr>
<td>June 28, 2017</td>
<td>December 13, 2017</td>
</tr>
<tr>
<td></td>
<td>January 24, 2018</td>
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- The Transportation Committee shall meet on the 2nd Wednesday of each month, except for December, when it meets on the 1st Wednesday

**Transportation Committee Meetings are held at Noon**

<table>
<thead>
<tr>
<th>January 11, 2017</th>
<th>July 12, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 8, 2017</td>
<td>August 9, 2017</td>
</tr>
<tr>
<td>March 8, 2017</td>
<td>September 13, 2017</td>
</tr>
<tr>
<td>April 12, 2017</td>
<td>October 11, 2017</td>
</tr>
<tr>
<td>May 10, 2017</td>
<td>November 8, 2017</td>
</tr>
<tr>
<td>June 14, 2017</td>
<td>December 6, 2017</td>
</tr>
<tr>
<td></td>
<td>January 10, 2018</td>
</tr>
</tbody>
</table>

One week before the meeting date, Agendas are posted on our website, [www.scrcog.org](http://www.scrcog.org)
The Regional Planning Commission shall meet on the 2nd Thursday of each month.

The Regional Planning Commission Meetings are held at 5:15 PM.

<table>
<thead>
<tr>
<th><strong>January 12, 2017</strong></th>
<th><strong>July 13, 2017</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>February 9, 2017</td>
<td>August 10, 2017</td>
</tr>
<tr>
<td>March 9, 2017</td>
<td>September 14, 2017</td>
</tr>
<tr>
<td>April 13, 2017</td>
<td>October 12, 2017</td>
</tr>
<tr>
<td>May 11, 2017</td>
<td>November 9, 2017</td>
</tr>
<tr>
<td>June 8, 2017</td>
<td>December 14, 2017</td>
</tr>
<tr>
<td><strong>January 11, 2018</strong></td>
<td></td>
</tr>
</tbody>
</table>

** RPC Annual Dinner
Resolution Authorizing Executive Director to Accept CIRCA Municipal Resilience Grant Program Award, if Awarded, to Expend Matching Funds, and to Negotiate and Execute Related Agreements

Whereas: The Connecticut Institute for Resilience and Climate Adaptation (CIRCA) sponsored a competitive solicitation from municipal governments and councils of government for the award of Municipal Resilience Grant Program (MRGP) funding for initiatives that advance resilience, including the creation of conceptual design, construction of (demonstration projects or other) structures, or the design of practices and policies that increase their resilience to climate change and severe weather; and

Whereas: The South Central Regional Council of Governments (SCRCOG) was approached by Alex Felson on behalf of the Yale Urban Ecology and Design Laboratory (UEDLAB) to form a partnership to propose the following project for MRGP funding: “Design and technical guide for implementing innovative municipal scale coastal resilience in Southern Connecticut”; and

Whereas: The initiative will build upon the work completed by the UEDLAB as part of a Coastal Adaptation Project (CA) funded by The Nature Conservancy (TNC). The CA Project was a complementary effort to the Regional Framework for Coastal Resilience in Southern CT Project, which is a partnership between SCRCOG, MetroCOG, and TNC, and which was funded through the Hurricane Sandy Resiliency Competitive Grant Program administered by the National Fish and Wildlife Foundation (NFWF); and

Whereas: The Coastal Adaption Project focused on evaluating sites and developing near-to-long-term plans. The proposed CIRCA MRGP proposal will focus upon seven different locations evaluated as part of the Coastal Adaptation Project across 5 SCRCOG communities (West Haven, New Haven, East Haven, Branford and Madison); and

Whereas: The proposal intends to work with these seven diverse sites to establish a range of flexible and integrative approaches to coastal adaptation that can inform other Northeastern U.S. coastal communities facing similar challenges; and

Whereas: SCRCOG, as the lead applicant, has applied to CIRCA for a $128,836.48 Municipal Resilience Grant, which may or may not be awarded to SCRCOG, but if it is awarded, this may occur after the SCRCOG meeting of November 16, 2016 and before the next SCRCOG meeting of January 25, 2017, and but for this contingent resolution would require the calling of a Special Meeting so as not to delay initiation of the project;
Whereas: The grant proposal contains SCRCOG matching funds of $25,000 to be utilized from SCRCOG’s receipt of the FY 2016-2017 Regional Services Grant (RSG) from the CT Office of Policy & Management (OPM);

Now, Therefore, Be It Resolved By the Council of Governments

The South Central Regional Council of Governments’ Executive Director, Carl J. Amento, is hereby authorized to accept a grant award, if awarded, from the CIRCA Municipal Resilience Grant Program for “Design and technical guide for implementing innovative municipal scale coastal resilience in Southern Connecticut”, to expend matching funds of up to $25,000 from the SCRCOG FY 2016-2017 RSG, and to negotiate and execute all appropriate and necessary contractual instruments with the Yale Urban Ecology and Design Laboratory and Yale University in furtherance of this grant initiative.

Certificate:

The undersigned duly qualified and acting Secretary of the South Central Regional Council of Governments certified that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the SCRCOG on November 16, 2016.

Date: November 16, 2016

By: ______________________________
First Selectman Joseph Mazza, Secretary
South Central Regional Council of Governments
Detailed project description and workplan

1. Project description (include project name and project address);

Title: Design and technical guide for implementing innovative municipal scale coastal resilience in Southern Connecticut

Project locations: West Haven - Old Field Creek and Cove River, New Haven - East Shore Park, East Haven - Cosey Beach and Farm River, Branford - Route 142, Madison - Middle Beach Road and Seaview Avenue.

Project Description: Northeast coastal communities are heavily settled and vulnerable to sea level rise and increasingly severe and frequent storm surges. Critical infrastructure, ecosystems and human safety in these towns are under threat (FitzGerald 2008). These vulnerabilities were felt acutely following Tropical Storm Irene (2011) and Hurricane Sandy (2012), including in the five coastal communities within the project area – West Haven, New Haven, East Haven, Branford and Madison.

The Yale UEDLAB evaluated the selected sites and developed municipal near to long term plans as part of a coastal adaptation project funded by The Nature Conservancy. In each project the UEDLAB sought to integrate infrastructure and risk management with urban design strategies including social and ecological goals and investment for resilience. This was a complementary and coordinated effort to the Regional Framework for Coastal Resilience in Southern CT Project. The Regional Framework for Coastal Resilience is a partnership between SCRCOG, MetroCOG and The Nature Conservancy, funded through the Hurricane Sandy Coastal Resiliency Competitive Grant Program administered by the National Fish and Wildlife Foundation. The main objective of the Regional Framework for Coastal Resilience was to comprehensively assess and advance resilience opportunities to reduce risk to the 591,000 residents across ten coastal municipalities and increase the viability of natural ecosystems along a significant portion of Connecticut’s coastline.

The seven selected locations across five Connecticut communities in this project are at different stages in planning for and adapting to the evolving risks. Each is also distinct in settlement density, hydrology, erosion and wave patterns, and types of habitat. Working with these diverse sites across multiple jurisdictions, we will establish a range of flexible and integrative approaches to coastal adaptation that can inform other Northeastern coastal communities facing similar challenges. Building on these experiences and findings, we propose to translate the innovative but practical near-to-long-term plans developed collaboratively with municipalities into targeted implementation strategies. To do so, we propose working with a core group including landscape architects, regional planners, land use attorneys, economists, engineers, contractors and cost estimator. We will bring together the core group to work closely with the towns. A main goal is establishing initial design proposals and leveraging the planning process developed as part of the Regional Framework for Coastal Resiliency Project.

Coastal adaptation and resilience planning at the municipal scale face multiple challenges. Town planners are concerned with the tax base that coastal inhabitants represent, and, therefore, they seek solutions that preserve the existing configurations. This goes against the pressures of increased sea level rise and storm surges. There are several challenges to transition from planning to implementation, which range from lack of communication tools, gaps in scientific understanding of urban areas, a peripheral role for ecologists in the creative design process, and a mismatch of the objectives and timelines across the different disciplines.

This proposal seeks to overcome some of these challenges that practitioners, planners and policymakers encounter, with the recognition that more than ever before the socio-economic and mounting environmental pressures upon built environments particularly in urban areas demand innovative actions. Using coastal adaptation strategies applied to selected projects, this proposal will build on exemplary
projects that integrate social, ecological and economic goals. The strategies address land use changes and innovations in housing, landscapes and habitats, roadways and utilities, towards a cohesive transformation of an urban coastline, over time.

Having examined the practical application of the strategies, this proposal is to work with municipalities to prioritize projects and identify choice near-term opportunities that feed into long term planning. Each of the prioritized projects are intended to inform a broader state level set of lessons learned and ways of applying these coastal adaptation strategies more broadly to climate change adaptation. Each of the prioritized projects will be vetted and developed as a series of real world projects with preliminary engineering, design and policy considerations developed further to refine the implementation process. The outcome of this process will be a series of implementation-oriented documents that establish a design framework and the steps necessary for implementing projects. These memos will serve as a toolkit to be integrated into the municipal planning process. They are intended ultimately to provide a guide for the transition from towns driven by hard infrastructure, road transportation and developer-driven housing to spaces created with equity, human health, ecosystem function, and climate change as drivers of planning and design.

2. Workplan (including major phases, deliverables, project dates, permitting process (if applicable), project team members and roles);

1. Review the completed coastal resilience plans for seven sites across five towns for feedback and select projects

Description: Coordinate a kickoff and working meeting with each municipality (5 total) to provide feedback on the near-, mid- and long-term plans. These plans were already completed as part of the Regional Framework for Coastal Resilience in Southern Connecticut. The team will capitalize on the established communication channels between the SCRCOG and municipalities, to improve the existing maps. The team will leverage the value and investments already made in each municipality through the existing resilience plans to extend our work with the towns and develop technical and implementation documents to support intelligent near-to long-term adaptations. The team will work closely with CIRCA to review the proposals prior to meeting with the towns in relation to the current modeling analysis through CREST and Wave.

Scope of Services: a. Internal meeting with CIRCA. This meeting is to review current modeling information and CREST maps for the existing mapped locations and near-to long-term proposed land use changes. b. Kickoff meeting with town representatives in each municipality. Meet with town planners, engineers and other selected town representatives to vet the near-to long-term planning process. The 120-minute meetings organized by SCRCOG will include AFLA, Yale, municipality representatives, and selected experts. We seek critical information about the current plan proposals, including site characteristics and concerns, additional threats from sea level rise and other constraints and opportunities for the furthering the design and moving towards implementation of the project for the municipal representatives. c. Select projects that carry over from near-, mid- and long-term plans. Based on the meetings, each municipality will select a set of near-term to long-term projects to develop preliminary implementation steps and cost assessments. These projects will serve as focal areas for this scope to be developed further in terms of design and implementation. d. Engage with targeted stakeholders. Identify a select group of stakeholders based on discussions with the municipalities, and coordinate an outreach and communication approach for the project. e. Modify the existing plans. Based on feedback, the team will modify existing plans. f. Establish channels for communication to the public about the findings. Working with CIRCA, the team will establish a communication approach to get feedback from local stakeholders regarding the near-to long-term plans.

Deliverable for Phase 1: 5 meetings (one with each town) Notes from discussions and workshops and meetings, selected projects for the technical memoranda, and revised plans for 7 locations
Time Frame: 12 weeks

Participants: SCRCOG, CIRCA, AFLA and students from the UEDLAB, municipality, stakeholder

2. Develop prioritization and decision making tool and refine target projects

Description: Together with municipalities, the team will review options illustrated in the planning documents for specific near term projects. The team, working with each municipality will develop a set of decision-making criteria to select a specific area of focus and a series of phased projects to position the municipality to achieve a viable long term coastal adaptation solution. Near-term projects that have long-term values will be prioritized especially where they shift towns away from short-sighted solutions with long term negative impacts. The team will identify target projects through a prioritization process. The team will coordinate with each municipality to develop a series of project options, including prioritization, information gathering, stakeholder perspectives, and gaps in understanding.

Scope of Services: a. Evaluate options through a land use assessment and economic analysis. Building on the communication with municipalities around the planning process, and based on relevant documents for each municipality including hazard mitigation plans and the Plans of Conservation Development, Zoning Regulations, Inland Wetlands, and municipal code of ordinances, develop a preliminary economic and land use change assessment. b. Coordinating materials and inform a prioritization template and decision making tool. The core team will evaluate feedback from the original meetings with towns and evaluate the proposed projects to develop prioritization criteria to evaluate project options with municipalities. The preliminary tool will support municipalities in evaluating the tradeoffs and uncertainty and define particularly metrics for social, economic and ecological services. c. Prioritization and Decision Making Tool – An outcome as part of this process is to generate prioritization and decision making chart for use in guiding municipality decisions moving forward.

Deliverable for Phase 2: Economic analysis and template prioritization and decision making tool.

Time Frame: 12 weeks

Participants: Yale Rob Mendelsohn and Felson through the UEDLAB will be responsible for developing the prioritization tool to inform decision making, an advisory team including Engineer, Lawyer, SCRCOG, Land use group, municipality, other stakeholders

3. Technical, Legal and Ecological Analysis to inform Design and Implementation for Coastal Resilience

Description: Working with CIRCA and a selected engineer, land use lawyer, policy maker and contractor, we will evaluate the proposed land use scenarios translated into near-to long-term modifications and studying the impacts from an ecosystem valuation and ecosystem-based assessment. The team will investigate the prioritized projects and develop revised design steps indicating the regulatory and permitting process, sizing and scaling, and public coordination, ecosystem service benefits and overall logistics for construction.

Scope of Services: a. Engage with CIRCA researchers. We will identify valuable existing mapping and modeling to inform land use alternatives and cost evaluation. We will be identifying opportunities for improvements. Determine inundated areas during normal, storm, and future sea level rise conditions. b. Land use, Policy and Economic assessment of municipal coastal resilience options. Overlapping the risk assessment and environmental stewardship opportunities with viable land development options based on feedback from the municipality and/or modeled scenarios based upon town planning and land development practices. c. Linking ecosystem-based management to future development scenarios. Management of coastal real estate and structures (building codes, freeboard, zoning overlays), shoreline protection and management of coastal and near-shore lands (living shorelines, hard and soft protections), roadway alterations (elevation, abandonment, secondary egress), and protection or replacement of water...
supply wells and septic systems (on-site retrofits, extension of water and sewer systems, development of community systems). Working with local officials and with economic experts we will evaluate the impact of the proposals on homeowner property value and on the overall town tax base.

**Deliverable** for Phase 3: Legal Memo, Policy Memo, Engineering Memo

**Time Frame:** 20 Weeks

**Participants:** Team member focusing on modeling land use change. Alex Felson and the UEDLAB will develop the proposed scenarios. SCRCOG will serve as project manager. Economist will assess property values. Yale students will be involved in multiple stages.

4. **Develop Technical Memorandum for the Phasing and Implementation of Targeted Projects**

**Description:** Working with the team to develop a technical memo focused on implementation for each municipality.

**Scope of Services:**

a. **Work with team to synthesize information into a technical memo.** The team will generate and present a series of “final” technical memoranda building on the planning documents developed prior to the scope, and developing these into conceptual design proposals for selected sites.

b. **Provide final materials.** Materials will be provided in hard copy and electronic format to the municipality and core team, in a single meeting. Final conceptual designs will include: (1) broader and (1) zoomed in plan view (shown at 3 time frames), (2) cross-sections for each location, and (1) to (3) overall conceptual diagrams and design renderings all in Adobe pdf presentation format with individual separate image files.

**Deliverable** for Phase 4: Final technical and implementation memo for 5 municipalities within project area.

**Time Frame:** 11 Weeks

**Participants:** Team member focusing on modeling land use change. Alex Felson and the UEDLAB will develop the proposed scenarios. SCRCOG will serve as project manager. Economist will assess property values. Yale students will be involved in multiple stages.

3. **Resumes for team members:**

   *See attached.*

4. **Permits required and plan for acquisition, if applicable, including all drawings and plans to be submitted during the permitting process;**

The development of projects will inform drawings for permitting.

5. **Partner roles and responsibilities (if applicable);**

**TOWNS:** Provide direct feedback on the proposed near to long term plans; prioritize projects options based on a set of established criteria and objectives; provide support materials to inform the process of design and planning; provide feedback in a timely manner for an interim deliverable.

**SCRCOG (Eugene Livshits, Rebecca Andreucci):** Management of communication and information exchange along with meetings with towns; participation in meetings; participation in developing technical memos.

**AFLA (Alex Felson):** Lead the planning and design and lead the meetings; oversee the development of the decision tool and technical manual; coordinate the deliverables.

**YALE UNIVERSITY (Alex Felson, Robert Mendelsohn & Students):** Ecosystem service assessment with students for the decision making tool; analysis of urban ecosystems; ecosystem service assessment; economic comparisons.
LAND USE/LEGAL (Chuck Andres): Evaluate policy and land use options and develop phasing strategies from a legal perspective; develop strategies for easements, land negotiations and leveraging.

POLICY (TBD): Document regulatory considerations; develop basic policy memoranda with descriptions for each of the 7 sites to be used in the final technical memo

ENGINEERING (TBD): Develop technical steps for achieving selected and prioritized projects; develop basic engineering memorandum with descriptions for each of the 7 sites and in support the schematic design plans to be used in the final technical memorandum; inform the decision Making tool

CONTRACTING (TBD): Provide insight into construction options; evaluate costs of proposed development strategies for the project and develop cost estimates.

CIRCA: Provide existing modeling information/maps for selected sites; participate in meetings depending on availability and provide input into the process; provide feedback on coastal systems; review technical memos evaluating engineering and ecology

6. Sources of leverage and amounts (if applicable):

SCRCOG will contribute $25,000 in match towards the project. Additionally, work previously done through the Regional Framework for Coastal Resilience in Southern Connecticut will be leveraged.

7. How project will advance mission of CIRCA;
This project will increase the resilience and sustainability of vulnerable communities along Connecticut’s coast and inland waterways to the growing impacts of climate change. The CIRCA mission will be advanced through the development of technical memos and a decision support tool which will be applied to the seven sites, with the intention that the design and technical guide can be used across Connecticut’s entire coastline.

8. Define collaboration with CIRCA (if applicable);
CIRCA will be involved in discussions regarding their modeling data in Phase 1, during the study of land use alternatives and cost feasibility in Phase 3, in analyzing sea level rise projections in Phase 3, and will be provided with final deliverables in Phase 4. CIRCA is also encouraged to attend any of the municipal meetings in Phase 1.

9. Description of how project satisfies a priority area of CIRCA, indicating which priority area(s) and, if applicable, demonstrated use of one or more of CIRCA’s research products
The project area we will target is: “Foster resilient actions and sustainable communities – particularly along the Connecticut coastline and inland waterways – that can adapt to the impacts and hazards of climate change”

10. Description of acknowledgement;
CIRCA will be acknowledged as the funding source on all final deliverables.

11. Letters of support (if applicable).
N/A

12. Statement affirming that applicant participated in the September 19, 2016 webinar or reviewed the recording.
Rebecca Andreucci watched the live webinar on September 19th. The other team members reviewed the recorded webinar on October 24, 2016.
Budget Justification

Total Project Cost - $153,836.48

SCRCOG Match - $25,000

CIRCA Requested Funds - $128,836.48

1. SCRCOG

SCRCOG will administer and coordinate the overall project.

Eugene Livshits and Rebecca Andreucci will be the SCRCOG staff involved in the project and will serve as project managers and will be responsible for the coordination of municipal and stakeholder meetings. SCRCOG in collaboration with AFLA will be responsible for overseeing the project deliverables and ensuring there is sufficient follow-up with the municipalities.

Total SCRCOG Cost - $10,782.92

2. AFLA

Alex Felson Landscape Architect (AFLA) will serve as the lead planner/project manager and will be responsible for the design and management of deliverables to be developed as part of the project. AFLA will have the additional responsibility of subcontracting with individuals and/or firms with expertise in land use law, engineering and construction.

AFLA will manage the sub-contractors who will be responsible for evaluating the seven projects sites within five municipalities. As part of this effort a technical brief will be developed for each of the sites.

Total AFLA Cost - $82,670.00

3. Yale University

The Yale UEDLAB will work on the decision tool and on the ecological applications and ecosystem service evaluation as part of the technical memos.

Alex Felson - Dr. Felson will work in collaboration with SCRCOG to direct and oversee all aspects of the project. Dr. Felson will be responsible for running meetings with the municipalities and will oversee the development, execution and follow up on the deliverables to each of the municipalities.

Robert Mendelsohn - Dr. Mendelsohn will work in collaboration with SCRCOG and the UEDLAB to develop the preliminary and refined (per site) economic analysis and template prioritization and decision making tool.

The graduate student (GS/RA) and undergraduate (UGS) student team will work with Rob Mendelsohn and Alex Felson from Yale University to support the development of the economic analysis, land use planning, and other technical memos, and to attend meetings and take notes, and to coordinate, logistics and interfacing with the stakeholders.

Total Yale University Cost - $60,383.56
### SCRCOG CIRCA MRGP Detailed Budget

<table>
<thead>
<tr>
<th>Organization</th>
<th>Cost</th>
</tr>
</thead>
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<tr>
<td>South Central Regional Council of Governments (SCRCOG)</td>
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<tr>
<td>Carl Amento</td>
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<td>Eugene Livshits</td>
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<td>Robert Mendelsohn</td>
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<td>Overall Design and Management</td>
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<td>Charles Andres - Land Use Law</td>
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<td><strong>Total AFLA:</strong></td>
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<td>CIRCA Requested Funds</td>
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</table>
Grant Opportunities

2016 Every Body Walk! Micro Grant Program

**Deadline:** November 18, 2016

**Background:**
America Walks and the Every Body Walk! Collaborative have announced their second year of Micro Grant Funding. This program will award grantees up to $1,500 for projects related to increasing walking and walkability. Walkable communities encourage broad involvement by all in the design and planning process, and are places where safe, accessible, and delightful opportunities to be physically active are available to everyone. Most importantly, walking and walkability can help to bridge community divides and overcome existing disparities. Funded projects will increase walking and benefits of walkability in communities, work to develop the walking movement by growing the number and diversity of people and organizations pushing for more walkability, and they should make walking safe, easy, and enjoyable for all community members.

For more information, visit [http://bit.ly/2esNR2o](http://bit.ly/2esNR2o) or [https://docs.google.com/forms/d/e/1FAIpQLSdFGhAZp0WvIbf6qZzrrb1wBeQBkH_Cz24b1Bx37cEhbjnaw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdFGhAZp0WvIbf6qZzrrb1wBeQBkH_Cz24b1Bx37cEhbjnaw/viewform).

Connecticut Working Cities Challenge

**Deadline:** December 1, 2016 (Expression of Interest); January 31, 2017 (Grant Application)

**Background:**
The Federal Reserve Bank of Boston and its partners have announced the eligibility criteria for the Connecticut Working Cities Challenge, a grant competition that is designed to support cross-sector, collaborative leadership and ambitious work to improve the lives of low-income people in small and mid-size cities in Connecticut.

Eligible Connecticut cities include (cities with population > 25,000 that have median family incomes below the state’s median family income and poverty rates above the state poverty rate): Bridgeport, Bristol, Danbury, Hartford, East Hartford, Manchester, Meriden, Middletown, New Britain, New Haven, New London, Norwich, Torrington, Waterbury, West Haven, and Windham.

**About the competition**
Collaborative leaders from the nonprofit, private, and public sectors, and community leaders, in eligible Connecticut cities are invited to compete in the Challenge. The first step will be applying for a design grant. The application will be released in late fall of 2016 and will be due in January 2017. Design grants will afford select cities' teams the opportunity to build their capacity and strengthen collaborative leadership as they develop their initiatives. Design grantees may apply for implementation grants in October 2017. Winners of design grants will conduct six months of
Grant Opportunities

planning and design work, which will include several in-person gatherings. Awards will be in the range of $300,000–$500,000, funding efforts over a three-year period. Winning cities also receive coaching and capacity-building and opportunities to connect with funders interested in related issues. Implementation grants will be awarded in early 2018.

The Connecticut Round will involve a two-step process:

- First, only one team from each eligible city may apply and compete for design grants (estimated at $10,000 to $20,000) to support a six-month design phase. Teams from two cities may decide to partner on a single initiative, as well. An independent selection committee will evaluate teams based on a written application submitted by January 31, 2017 with team interviews to follow; grants will be awarded by the end of spring 2017.
- Upon completion of the design phase, grantees will be invited to submit applications for multi-year implementation prizes in spring 2017. Teams must win design grants in order to compete for implementation grants. An independent expert jury will evaluate applications and announce Challenge winners in early 2018.

For more information, visit https://www.bostonfed.org/workingcities/connecticut/index.aspx.

U.S. Environmental Planning Agency – Environmental Justice Small Grants

Deadline: January 31, 2017

Background:
The Environmental Justice Small Grants (EJSG) Program provides funding for eligible applicants for projects that address local environmental and public health issues within an affected community. The EJSG Program is designed to help communities understand and address exposure to multiple environmental harms and risks. Applying organizations are encouraged to have a direct connection to the vulnerable affected, community impacted by environmental harms and risks.

Under this RFP, the U.S. Environmental Planning Agency (EPA) will award grants that support activities designed to empower and educate affected communities to understand environmental and public health issues and to identify ways to address these issues at the local level. An “affected community,” for the purposes of this competition, is defined as a vulnerable community that may be disproportionately impacted by environmental harms and risks and has a local environmental and/or public health issue that is identified in the applicant’s proposal.

EPA anticipates awarding up to approximately four grants per EPA region in amounts of up to approximately $30,000 per award (EPA regional offices make the awards). These awards are for one-year projects.

For more information, visit https://www.epa.gov/environmentaljustice/environmental-justice-small-grants-program.
Please join us on November 16th for an evening to learn about, discuss and help shape the Long Island Sound Blue Plan – a new State and stakeholder initiative to better guide future uses of the Sound. This is the Blue Plan Advisory Committee’s kick-off event to educate and engage the public about the Plan, which is intended to protect the Sound’s natural resources and its traditional human uses such as boating, fishing, recreation and maritime commerce. Whatever your interest in the Sound, make sure your voice is heard!

**A Sound Future: Open Forum for Shaping the Long Island Sound Blue Plan**

**When:** Wednesday, November 16th; 6:30-9:00 PM. Reception at 6:30 PM. Program at 7:00 PM.

**Where:** The Maritime Aquarium at Norwalk, 10 N. Water St., Norwalk, CT 06854

**Free admission and refreshments**


Come learn about the Blue Plan process, watch the short documentary film *Ocean Frontiers II,* and join the conversation about what the Plan will accomplish. There will be plenty of chances to ask questions, make comments and discover how you can help shape the Blue Plan.

Speakers include **DEEP Commissioner Rob Klee,** **Dr. Brian Davis** of The Maritime Aquarium at Norwalk, **Christine Nelson** of the Town of Old Saybrook, **Nathan Frohling** of The Nature Conservancy in Connecticut, **Bill Gardella** of the Connecticut Marine Trades Asso., **Melissa Gates** of Surfrider Foundation, **Dick Harris** of Norm Bloom and Son, LLC/Copps Island Oysters, **Mike Theiler,** Jeanette T Fisheries, and **Brian Thompson** of DEEP.
Celebrate CT!
Wednesday, November 30
The Bushnell, Hartford

CERC's annual event, Celebrate CT!, which honors economic development successes throughout the state, will be held on the evening of Wednesday, November 30, 2016 at The Bushnell in Hartford. The celebration will feature a review of recent accomplishments from across the state, awards recognizing top people, organizations and initiatives, and networking opportunities for participants to connect to others who have a similar goal of making Connecticut a more competitive business environment.

Visit http://www.cerc.com/events to register.
The GC3’S Exploring Climate Solutions webinar series explores innovative and successful climate change solutions across Connecticut and the nation. The series provides you with first-hand accounts of high-profile municipal climate programs, climate initiatives in the corporate world, greenhouse gas reporting frameworks, statewide sustainability programs, materials management strategies, and low-carbon fuel initiatives.

In our upcoming December 2nd lunchtime webinar, join us to hear from Lynn Stoddard, director of the Institute for Sustainable Energy at Eastern Connecticut State University (ISE). Lynn will discuss Sustainable CT, an exciting new initiative being developed by municipal leaders, ISE, and multiple stakeholders. Sustainable CT is an emerging municipal sustainability certification program that will include technical assistance, education, detailed sustainability actions and tools, various funding and topic resources, and the opportunity for statewide recognition. The municipally-driven program is voluntary, incentive-based and beyond compliance. For over 15 years, the Institute has worked with stakeholders across Connecticut to implement practical solutions that increase energy efficiency, sustainability and resilience.

Please join us to learn more by registering at https://ctdeepevent.webex.com
2017 Connecticut Town Meeting

Wednesday, January 11, 2017
8:00 a.m. - 2:00 p.m.
Sheraton Hartford South, Rocky Hill

COST's 2017 Connecticut Town Meeting is THE premier event for first selectmen, mayors, town managers, and other municipal officials from Connecticut's small towns and cities to come together to learn about and discuss legislative and regulatory issues affecting their communities.

Your role, and your voice are absolutely critical to COST's efforts in shaping public policies affecting small towns.

Be a part of the action, make plans to attend!

Register Today!
COST Members: $80 / Non Members: $100

Contact Kathryn Dube kdube@ctcost.org / 860.989.8502
Business Recruitment, Retention

Business Assistance

- NYC/Boston Talent Attraction meeting with EMI (consulting firm specializing in economic development marketing services)

- Hosted trivago presentation for lodging properties to maximize web visibility and sales

Business Recruitment & Retention

- We continue to work with an industrial manufacturer as they move from R&D to production. The company will be securing at least 10,000 sq. feet of additional space. Company has not made final decision.

- Awaiting final decision from Irish clinical support information systems company on temporary location in New Haven with 3 employees. They will be looking for a permanent location for a total of 35 employees.

- Connecting another Irish company specializing in bio system process automation to a venture capitalist

- Attended meeting at International Economic Development Forum at Yale University

- Call with Blane Canada as part of the Regional Water Authority Economic Development project
• 12/5 & 6 ICSC Conference: New York National Deal Making (Retail)
• Technical Assistance—Small Business Financing
• Identify possible sites for new hotel development
• 11/13-15 HX: The Hotel Experience & BDNY Show—Hotel Business Assistance

Transit Oriented Development & Smart Growth
• Initiated a project with Tweed New Haven Airport, City of New Haven and a consultant to update the Air Service Development plan
• DMAI Webinar: Air Service Development

Brownfields
• Providing assistance to a former dry cleaning site for possible housing development on Dixwell Ave.
• Identifying brownfield assessment funding for two properties in North Haven

Utilities
• Planning community outreach on energy assistance programs with Johnson Controls and the Connecticut Green Bank

Advocacy/New Legislation
• AH&LA Partner State Conference Call
• Legislative Tourism Caucus

Regional Collaboration
• 11/30 CERC Celebrate CT—selected regional projects are downtown Madison and Meriden 2020
• 12/1 Shoreline Economic Outlook at Stony Creek Brewery

Entrepreneurs & Startups
• CT Next SB1 Planning Grant review

Marketing
• Facebook ad campaign
Align Education to Business Growth

- Presentation at University of New Haven Hospitality class

Workforce

- Reminder: DOL Overtime Ruling goes into effect on December 1, 2016
- Development of strategy to recruit talent from Boston and NYC with EMI Strategy

Tourism

- 10/23 - MEGA Fam - Brand USA, China, 14 guests - in partnership with Discover New England and CTCSB
- Attending ISHAE Conference 11/30-12/2
- DMAI Webinar—Tourism Master Planning: A Living Case Study
- New Haven Grand Prix debrief
- NEDA Conference debrief
- Promoted Connecticut Office of Tourism Listening Tours

CEDS 2017 Annual Update

- We will be scheduling meetings with each of the municipalities for an update on the 2016 CEDS and information gathering for the 2017 CEDS
Quarterly Report
July—September 2016

CTrides.com
1-877- CTrides (287-4337)
info@CTrides.com

A Service of the Connecticut Department of Transportation
CTrides: Quarter 3 Activity Summary
July—September 2016

The third quarter of 2016 focused primarily on developing a holistic marketing plan for the upcoming year and finished with the first outreach-focused event of the year, CTrides College Month.

2016-2017 Planning

During July and August, CTrides took a number of measures to carefully plan out its upcoming year, generating a broad marketing calendar of major campaigns. Planned CTrides marketing and outreach campaigns include:

- College Month, Kick Off Your Commute, Telework Week, a Winter Campaign, Business Forum, Earth Week, & CTrides Week

Using this holistic view of the planned marketing efforts, CTrides then generated a calendar for each individual campaign with specific deliverables and touchpoints that centered around “due dates” for listed tasks. This included everything from concept development, to production and final delivery.

This breakdown allowed CTrides to flush out every campaign and be able to transition fluidly from one to the next without missing any crucial dates or deadlines.

As the quarter progressed, the focus shifted toward planning a media buy from Fall 2016 through Spring/Summer 2017.

Included in this year’s media plan for CTrides is similar elements to what’s been featured in the past, but also some new mediums to continue to diversify the media in order to reach the target viewer in the most effective way possible. Traditional elements include broadcast/cable TV, commercial/streaming radio, online digital, print, Facebook, and outdoor. Added elements this year include:

- **Social Media**—Twitter, LinkedIn, Instagram
- **Over-the-Top Video**—Airs prior to someone streaming video online, i.e. WatchESPN, Fox, etc.
- **Pre-roll Video**—Prior to a news clip running i.e. CNN.com

With the focus on a number of different outlets, we’re able to reach a wide swath of the audience, and with a media buy buoyed by digital resources, we can continually track the buy, evaluate performance and, if necessary, make adjustments on an ongoing basis.
College Month

Quarter three finished with the first campaign of the marketing year for CTrides, College Month. This event was launched in 2015 as a way to appeal to students at colleges across Connecticut returning to school, many of them commuting to a number of commuter schools throughout the state.

In 2015, the event was in October and only spanned a week, but it was adjusted to a month and September in 2016 to accommodate a number of the orientation events that occur as students return to campus. The intended push for the month is to act as a “Try-It” month for college students. During CTrides’ annual Try-It week, CTrides Week, in May, many of the colleges have already dismissed and it is crucial not to miss this audience.

The month was incredibly successful with almost triple the results year-over-year. The final measurables broke down as follows:

- 29 Schools
- 48 Events
- 862 Signups
- 1,075 Trips Tracked

Awards were also given out to schools in the following categories:

- Norwalk Community College: Most activities/events
- Mitchell College: Social media engagement
- University of New Haven: Most participation
- Yale University: Most Green Trips tracked

One of the most unique events we did was a social media scavenger hunt with Mitchell College, which is detailed in the Outreach section on page 7.

Public Relations

Various public relations efforts during the third quarter included:

- Being a part of a media kick-off event for the launch of New Haven’s car-free challenge in September (bottom left).
- A CTrides Outreach Coordinator pictured in an article about new bike racks on trains (bottom right).
- An article in The Day of New London covering the Mitchell College scavenger hunt (top left).
- Attended event with Congresswoman Rosa DeLauro discussing the benefits of commuting and the commuter tax benefit (top right).
Partner Activity

CTrides added two new partners this quarter:
- Home of the Brave
- Northwestern Connecticut Community College

This brings the total number of CTrides Partners to 209 and the number of Stakeholders to 178. Critical to the success of the program is the most fresh and relevant data, so CTrides updated its partners at the end of Q3 in order to reflect the most applicable data.

The team also recognized its Partners of the Month for their commitment in offering employees various commuter benefits.

- **Connecticut Department of Energy & Environmental Protection**—Is extremely committed to the CTrides mission and working with CTrides; wants to reduce their carbon footprint and provides employee transportation benefits.

- **Gateway Community College**—Piloted a successful social media transportation scavenger hunt; sell discount bus passes on site; offer preferred carpool parking to students and staff; offer a commuter tax benefit to staff and faculty; host frequent CTrides events.

The CTrides Outreach Team held **207 Worksite Meetings** and **105 Commuter Events** with their worksite partners during Q3. The partner total is now **209** and the stakeholder total is now **178**.

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

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

**Highlights**

**BLT Management LLC.** – Provided commuter alternatives to tenants and employees of BLT’s two corporate buildings including a new company.

**Macy’s Logistics**—Will begin using shuttles for their seasonal employees to get them from a CTfastrak stop to their two Cheshire locations. Will use the opportunity to get NuRide applications.

**Southwest Community Health Center**—Advertising CTRides information on their company intranet site.

**Jewish Senior Services** – First event held with company; looking to promote vanpooling for future event due to company relocation.

**College Months**—Number of events as part of September’s “College Month” push including Norwalk Community College, UConn-Stamford, & Western Connecticut State University.

**Events**
- BLT Management, LLC
- Bridgeport Public Schools
- CTtransit
- Greater Bridgeport Transit
- Home For the Brave
- Housatonic Community College
- Jewish Senior Services
- Naugatuck Valley Community College
- Northwestern CT Community College
- Norwalk Community Technical College
- People’s United Bank
- Southwest Community Health Center
- St. Mary’s Hospital
- Stamford High School
- Stone Academy (Waterbury)
- UCONN Waterbury
- University of Bridgeport
- University of Connecticut-Stamford
- Waterbury Hospital

**Meetings**
- ASML, Inc.
- BLT Management, LLC
- Bridgeport Public Schools
- Cambridge Health and Rehabilitation Center
- Cartus
- City of Danbury
- City of Stamford
- City of Waterbury
- CT Transit
- Deloitte & Touche
- F.A.S.T.
- Factset

- Fairfield University
- Greater Bridgeport Transit
- Hispanic Advisory Council of Greater Stamford (HACGS)
- Home For the Brave
- Housatonic Community College
- Jewish Senior Services
- Macy’s Logistics & Operations
- Memry Corporation
- Mercury Cabling Systems
- Naugatuck Valley Community College
- Naugatuck Valley Council of Governments
- North East Transportation Co
- Northwestern CT Community College
- Norwalk Community Technical College
- Octagon
- People’s United Bank
- Scholastic Corporation
- Southwest Community Health Center
- St. Joseph Manor
- St. Mary’s Hospital
- Stamford Family YMCA
- Stamford High School
- Stamford Museum & Nature Center
- Stonybrook Museum
- Stone Academy (Waterbury)
- Synchrony Financial
- The Business Council of Fairfield County
- Town of Wolcott
- UCONN Waterbury
- University of Bridgeport
- University of Connecticut-Stamford
- Waterbury Hospital
- Western Connecticut State University
Regional Worksite Highlights

Southern CT includes Middlesex, New Haven & coastal regions

Highlights
Mitchell College — Ran a scavenger around town that included bus tickets for all involved students, an extra bus to show them the routes within the city and 12 community business and partners. Covered by local newspaper.

Frontier Communications — Held first ever event with fall events planned to promote various transit options nearby.

Chabaso Bakery, Inc. — Met to discuss implementing an employee TDM program.

GoNewHavenGo — Help execute a Try-It month event during September for the second straight year. Used CTrides as the main driver of the event.

College Month — Number of events as part of September’s “College Month” push including at Yale University, Wesleyan University, University of New Haven, & Eastern Connecticut State University.

Events
- Aetna
- Albertus Magnus
- Central CT State University
- Chabaso Bakery, Inc.
- City of New Haven
- Community Health Center of New London
- Eastern Connecticut State University
- Gateway Community College
- GoNHGO
- Job Corps New Haven
- MassMutual
- Mitchell College
- New London Main Street
- Paier College of Art
- Quinnipiac University - North Haven Campus
- Southern Connecticut State University
- Three Rivers Community College
- United Healthcare
- University of New Haven
- Wesleyan University
- Yale New Haven Hospital
- Yale University

Meetings
- 3M Purification
- Aetna
- Albertus Magnus
- Alexion Pharmaceuticals
- Amphenol Corporation
- Bradley Street Bicycle Co-op
- Branford Hall (Branford campus)
- Chabaso Bakery, Inc.
- Cheshire Cycle
- City of New Haven
- Community Health Center of New London
- Connecticut College
- Connecticut Department of Transportation
- Eastern Connecticut State University
- Estuary Transit District
- Frontier Communications
- Garde Arts Center
- Gateway Community College
- Gaylord Specialty Health Care
- Girl Scouts of Connecticut
- GoNHGO
- Greater Hartford Transit District
- Job Corps New Haven
- Middlesex Hospital Shoreline Medical Center
- MidState Medical Center
- Mitchell College
- Nelson\Nygaard Consulting Associates
- New London Main Street
- Paier College of Art
- Public Library of New London
- Quinnipiac University
- Quinnipiac University - North Haven Campus
- South Central Regional Council of Governments
- Southeast Area Transit
- Southern Connecticut State University
- The Kennedy Center, Inc., Woodbridge
- Three Rivers Community College
- UCONN Avery Point Campus
- United Healthcare
- University of New Haven
- Veterans Affairs Connecticut Healthcare System (West Haven)
- Wesleyan University
- Yale New Haven Hospital
- Yale University
Regional Worksite Highlights

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

Highlights

Henkel Corp.— Interested in organizing a vanpool for employees. Will follow up with a plot map.

Connecticut Children’s Medical Center— Interested in holding a commuter fair in conjunction with Hartford Hospital to maximize parking efficiency through Carpools/Vanpools/Preferred Parking. Also shown interest in a formalized telework program.

Shipman & Goodwin— Held quarterly event with a lot of interest in CTtransit Express Bus service.

College Month— Number of events as part of September’s “College Month” push including at Trinity College, Asnuntuck Community College, Tunxis Community College, Goodwin College, Capital Community College & UConn—Hartford.

Prudential— Try-It Week planned for Q4.

IRS— Ride-matching event planned for Q4.

Events

- Aetna
- Albertus Magnus, East Hartford
- Asnuntuck Community College
- Capital Community College
- Center for Latino Progress
- Charter Oak
- Connecticut Children’s Medical Center
- CTtransit
- CTFastrak
- Department of Energy and Environmental Protection (Hartford)
- Department of Energy and Environmental Protection (New Britain)
- Goodwin College
- Job Corps (Hartford)
- Lincoln Life Insurance/Freemont Group Management
- Manchester Community College
- MassMutual
- Shipman & Goodwin
- State of Connecticut
- The Hartford
- Trinity College
  - Tunxis Community College
  - UConn Greater Hartford
  - United Healthcare
  - University of Saint Joseph
  - University of St. Joseph School of Pharmacy

Meetings

- Aetna
- Albertus Magnus, East Hartford
- Asnuntuck Community College
- Capital Community College

- Center for Latino Progress
- Central CT State University
- City of New Britain
- Connecticut Children’s Medical Center
- Connecticut Department of Transportation
- CTtransit
- CTFastrak
- Department of Energy and Environmental Protection (Hartford)
- Department of Energy and Environmental Protection (New Britain)
- Deringer-Ney
- Enterprise Holdings
- Goodwin College
- Homegoods Distribution
- Job Corps (Hartford)
- Manchester Community College
- Polamer Precision, Inc.
- Prudential
- Shipman & Goodwin
- State of Connecticut
- Stone Academy (East Hartford)
- The Hartford
- Travelers
- Trinity College
- Triumph
- Tunxis Community College
- UConn Greater Hartford
- University of Connecticut (Storrs)
- University of Saint Joseph
- University of St. Joseph School of Pharmacy
Advancements & Improvements

Third quarter highlights for the Customer Service team:

* A major technical improvement included adding a “Live Text” messaging feature to augment the “Live Chat” feature. This allows people using a mobile device to have their Customer Service experience wholly on an SMS basis. This coding was fully coded into pre-existing features so there was no added cost.

* Another point of focus was to continue to score well on both chat and email ratings, which was executed as is broken out below.

Customer Service Details:

- **5,180 Total Inquiries into CTrides**
  - 2,132 inbound calls
    - 6 inquiries about available disabled services
    - 8 bilingual inquiries
  - Responded to 2,388 email inquiries
    - Great or OK rating on 86% of emails
  - 266 marketing/informational outbound calls
  - Facilitated 394 live chats
    - 4.55 out of 5 (best) avg. rating on all chats

- **Provided 65 Guaranteed Rides** to 49 monthly vanpool riders, 12 express bus commuters and 4 Shore Line East/Metro-North train riders.

- **Distributed 22 trial bus passes to commuters** meeting the program’s Trial Ride criteria.

- **A follow-up survey** for the quarter netted the following results with 14 follow-up survey respondents, 12 used the pass, 12 will continue to use transit and 10 rated service 4-5 out of 5.

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**Customer feedback:**

“CTrides is an awesome service. I appreciate the timely, high-quality replies I have received.”

“Lisa, was informative, detailed and helpful.”

“As someone who does not do a lot of traveling and finds themselves needing to go into the city for a day...I am grateful for the guidance. Thank you!”
Telework Marketing & Activities
During the third quarter of 2016, much of the telework marketing activities surrounded the planning and ramp up of CTrides’ telework marketing and media strategy for the upcoming fiscal year (July 2016—June 2017).

In the previous media campaign, weather messaging was used to promote teleworking as a business continuity and productivity driver. The strategy for the upcoming campaign is to not lean as heavily on the weather messaging and instead focus on how CTrides can improve and further formalize your existing telework program.

In regards to the actual media strategy, a heavier focus was placed this year on digital media as we saw stronger results from digital media placed last year compared to the print media that was bought. This has led to the inclusion of LinkedIn as a new medium to present teleworking to the targeted human resources and executive-level employee that is needed to grow a telework program. Additionally, more focus was placed on the Society of Human Resource Management organization’s website, SHRM.org, with a specific on CTSHRM.org, including banner Ads and a sponsored e-blast partnership.

The media plan is set to launch in early Q4.

Telework Client Activities
Telework business consulting consisted of work with the following companies:

- **SERC**, Middletown—Held training session for 12 new teleworkers and their senior management team in preparation leading up to the launch of their pilot program in August. The program is designed to be voluntary with a goal of reducing real estate and overhead expenses. Surveys were also scheduled to be conducted during Q4 to determine how the pilot is performing and what adjustments, changes should be made.

- **Frontier Communications**, New Haven—Connected to Telework Specialist via an outreach request. Facing parking issues in Downtown New Haven and looking to alleviate problems. Ongoing contact made with a relationship and program being established.

- **ASML**, Wilton—Interest expressed by human resource department via CTrides Customer Services led to follow-up from Telework Specialist to outline of services offering.

- **Pez**, Orange—Initial consultation held with HR Director to discuss potential for telework, services offering, best practices used in employee selection to minimize liability and technology overview. Following this initial meeting, human resource documents were submitted to the company for review with an on-site meeting to be held in November with Senior Leadership to discuss business plan, best practices and implementation of pilot program.
CTrides Ridematching & Rewards Program

In the third quarter of 2016, **2,207 new members** were added to the CTrides Ridematch & Reward program.

These additional members reflect on the marketing and outreach efforts as well as a number of raffles, sponsored and administered through the program vendor NuRide. The major third quarter raffles included FitBit Blazes, Major League Baseball tickets and Amazon Echos and can be seen below. These raffles were featured prominently on the Website and were the most redeemed rewards of the quarter.

Notably, from a technological angle, steady development continued on an App for iOS and it’s been given a planned launch for Q4. The app will include a number of features including automatic trip logging and synching with third-party apps. Additional technical updates launched were:

Version 8.4.0 through v 8.6.0:
- Automatically create and send dashboard reports, as well as speed improvements
- Improved organization entry to minimize duplicates
- New metrics added with start date of Sept. 1 include:
  - Visits to NuRide, Rideshare inquiries, Rideshare matches, New rideshare participants, Total rideshare participants
- Added carpool savings calculator
- Google Transit integrated into recording transit trips
- Enhanced search options include: show bike paths, traffic conditions, transit routes
- Park-n-Ride button enhanced
- Admins who register members can now view accounts with bounced emails and delete them
- Address entries now shows businesses, towns, jurisdictions, cities, etc.
Appendix A: Partner List

As of the 3Q 2016, there are more than 200 businesses, agencies and municipalities partnered with CTrides — New Partners highlighted in bold

1. 1-169th Aviation Regiment
2. 3M Purification
3. Acme Monaco Group
4. Albertus Magnus
5. American Heart Association
6. Anthem Blue Cross Blue Shield
7. ASML, Inc.
8. Avon Health Center
9. BELIMO Aircontrols
10. Bigelow Tea
11. BikeWalkCT
12. Bishop Woods Executive Academy
13. BLT Management, LLC
14. Branford Hall (Branford campus)
15. Branford Hall (Windsor campus)
16. Bridgeport Fittings
17. Bridgeport Public Schools
18. Building & Land Technology
19. Capital Community College
20. Carrow Real Estate
21. Cartus
22. Cheshire Public Schools
23. CHUBB Specialty Ins.
24. Cigna
25. City of Bridgeport
26. City of Danbury
27. City of New Britain
28. City of New Haven
29. City of New London
30. City of Stamford Land Use Bureau
31. City of Waterbury
32. City of Waterbury - Dept. of Public Works
33. City of Waterbury - Public Health
34. Collins and Jewell Co.
35. Comet Technologies
36. Community Health Group
37. Connecticare
38. Connecticut Children's Medical Center
39. Connecticut Department of Transportation
40. Connecticut Valley Hospital
41. Connecticut Water
42. Coventry Public Schools
43. Covidien
44. Danbury Public Schools
45. Department of Administrative Services
46. Department of Children & Families
47. Department of Economic and Community Development
48. Department of Emergency Services & Public Protection
49. Department of Energy and Environmental Protection (DEEP) - Hartford
50. DEEP— (New Britain)
51. Department of Public Health (Rocky Hill)
52. Department of Revenue Services
53. Diageo, Inc.
54. Duncaster Retirement Community
55. Eastern Account Systems
56. Eastern Account System (Danbury)
57. Eastern Connecticut State University
58. Eastern Connecticut Transportation Consortium
59. Eastern CT Workforce Investment Board
60. Eastern Workforce Investment Board
61. Electric Boat
62. Eversource Energy
63. Fairfield Public Schools
64. Ferguson Electric CO
65. First Niagara Bank
66. Foxwoods Resort Casino
67. Fusco Corporation
68. Gateway Community College
69. Gaylord Rehabilitation Hospital
70. General Cable
71. Glastonbury Chamber of Commerce
72. Globe Pequot Press
73. Goodwin College
74. Greater Bridgeport Regional Council
75. Greater Bridgeport Transit
76. Greater Waterbury YMCA
77. The Hartford
78. Hartford Steam Boiler
79. HARTranist
80. Homegoods Distribution Center
81. Home of the Brave
82. Housatonic Community College
83. Housatonic Valley Council of Elected Officials
84. Hughes Health and Rehabilitation
<table>
<thead>
<tr>
<th>Appendix A: Partner List</th>
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<tbody>
<tr>
<td>85. IKEA (New Haven)</td>
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<td>86. IRS Federal Building</td>
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<td>87. JLL Americas</td>
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<td>88. Job Corps New Haven</td>
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<td>89. Kimberly Hall Healthcare</td>
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<td>90. Lawrence + Memorial Hospital</td>
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<td>91. Legrand Ortronics</td>
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<td>92. Lincoln Culinary Institute (Hartford)</td>
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<td>93. Lincoln Life Insurance/Freemont Group Management</td>
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<td>94. Lincoln Technical Institute (New Britain)</td>
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<td>95. Litchfield Public Schools</td>
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<td>96. Lord Chamberlain Nursing Center</td>
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<td>97. Lower Connecticut River Valley Council of Governments</td>
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<td>98. Lowe's Distribution Center</td>
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<td>99. Macy's Logistics</td>
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<td>100. Malkin Properties</td>
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<td>101. Manchester Community College</td>
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<td>102. Marrakech, Inc.</td>
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<td>103. MassMutual</td>
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<td>104. Memry Corporation</td>
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<td>105. Middlesex Community College</td>
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<td>106. Middlesex Community College - Meriden Campus</td>
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<td>107. Middlesex Hospital</td>
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<td>108. Middletown Downtown Business District</td>
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<td>109. Mitchell College</td>
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<td>110. Mohegan Sun</td>
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<td>111. Morgan Stanley</td>
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<td>112. Naugatuck Valley Community College</td>
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<td>113. New Britain CT Works Center</td>
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<td>114. New Britain Downtown District</td>
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<td>115. Newtown High School</td>
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<td>116. Northeast Utilities</td>
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<td>117. North East Transportation Co.</td>
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<td>119. Northwest Connecticut Chamber of Commerce</td>
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<td>120. Northwestern Connecticut Community College</td>
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<td>121. Norwalk Community College</td>
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<td>122. Norwalk Transit</td>
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<td>123. Oracle Corporation</td>
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<td>124. Paier College of Art</td>
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<td>125. People’s United Bank (Bridgeport)</td>
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<td>126. Pratt &amp; Whitney (Middletown)</td>
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<td>127. Pratt and Whitney (East Hartford)</td>
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<td>128. Projects Inc.</td>
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<td>129. Prudential</td>
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<td>130. Quinebaug Valley Community College</td>
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<td>131. Quinebaug Valley Community College (Willimantic Center)</td>
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<td>132. Quinnipiac University</td>
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<td>133. Reckson/SL Green</td>
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<td>134. Saint Francis Hospital</td>
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<td>135. Seabury Retirement Community</td>
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<td>136. SeeClickFix</td>
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<td>137. Shipman &amp; Goodwin</td>
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<td>138. Siemens Healthcare Diagnostics</td>
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<td>139. South Central Regional Council of Governments</td>
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<td>140. Southeastern Connecticut Council of Governments</td>
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<td>141. Southern Connecticut State University</td>
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<td>142. Southwest Community Health Center</td>
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<td>143. St. Mary's Hospital</td>
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<td>144. Stamford Chamber of Commerce</td>
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<td>145. Stamford Downtown Special Services District (SDSSD)</td>
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<td>146. Starwood Hotel</td>
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<td>147. Stone Academy (East Hartford)</td>
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<td>148. Stone Academy (Waterbury)</td>
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<td>149. Tauck Tours</td>
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<td>150. Thames Valley Council for Community Action</td>
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<td>151. The Davis Companies</td>
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<td>152. The Kennedy Center, Inc.</td>
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<td>153. Thomaston Public Schools</td>
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</tbody>
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Appendix A: Partner List

154. Three Rivers Community College
155. Torrington Public Schools
156. Town Green Special Services District
157. Town of Barkhamsted
158. Town of Brookfield
159. Town of Cheshire
160. Town of Coventry
161. Town of Fairfield
162. Town of Farmington
163. Town of Greenwich
164. Town of Hamden
165. Town of Hartland
166. Town of Lebanon
167. Town of Monroe
168. Town of New Milford
169. Town of North Branford
170. Town of Redding
171. Town of Rocky Hill
172. Town of Scotland
173. Town of Thomaston
174. Town of Wallingford
175. Town of Westport
176. Town of Wethersfield
177. Town of Windham
178. Town of Windsor
179. Travelers
180. Trinity College
181. Triumph
182. UConn Health Center
183. United Illuminating
184. United Steel
185. United Tech. Aerospace
186. University of Bridgeport
187. University of CT (Storrs)
188. University of CT (Stamford)
189. University of Hartford
190. University of New Haven
191. Valley Transit District
192. Veterans Affairs CT Healthcare System (Newington)
193. Veterans Affairs CT Healthcare System (West Haven)
194. Voya Financial
195. Walgreens Distribution Center
196. Waterbury Board of Education
197. Waterbury Hospital
198. Wesleyan University
199. West Hartford Health and Rehab
200. Western CT Council of Governments
201. Western CT State University
202. Westport Police Department
203. Whole Foods (Glastonbury)
204. Windham Region Transit District
205. XL Group
206. Yale New Haven Hospital
207. Yale University
208. Yarde Metals Inc.