

## Strategic Plan 2016-2018

### *Vision*

A more livable, vital New Haven, where everyone, regardless of income ability and neighborhood, can safely live, play, learn, and work.

### *Mission*

Promote health and well-being across the region by advancing safe, cost effective, and convenient transportation for getting into and around New Haven.

### *Background*

goNewHaven (goNHgo) emerged from the Healthy City/Healthy Climate challenge in 2014. In 2015, the New Haven/Leon Sister City Project (NHLSCP) and the Yale Office of Sustainability approached the New Haven Department of Transportation, Traffic, and Parking to help expand goNHgo and to ensure the City of New Haven was involved.

goNHgo was formed in response to several factors:

- Air quality: New Haven suffers from some of the worst air quality in the country, primarily due to close proximity to the I-95 corridor and being downwind high pollution areas. Connecticut asthma rates in children are 1.9% higher than the national rate. By shifting from driving to using public transportation and walking and biking, we can improve air quality in the region.
- Congestion: Traffic congestion along the I-95 corridor in the Bridgeport/Stamford and New Haven Metro Areas produced costs of \$860 million in 2011. Limiting congestion will save us time and money that we can spend elsewhere.
- Environment: Transportation-related greenhouse gas emissions account for approximately 25% of global emissions. Shifting towards lower-carbon modes of transportation will help us cut greenhouse gas emissions locally and work towards mitigating causes of global climate change.
- Equity: For people living in poverty, longer, more difficult commutes are a primary barrier to securing and retaining employment. In the Milford-New Haven region, 73% of jobs are inaccessible by mass transit within a 90 minute commute. By decreasing the need to rely on personal vehicles and improving the reach and quality of public transportation service, we can create a transportation system that serves everyone equally.
- Obesity: Less than 10% of adults in the U.S. get the recommended daily requirement for physical activity. Active transportation (biking, walking, skateboarding, etc.) directly increases physical activity. Public transit is also linked to higher physical activity.
- Road safety: In 2013, 276 people died in 255 crashes across Connecticut. Intercity and commuter rail is 20 times safer, urban rail is 30 times safer, and buses are 60 times safer than personal vehicle travel.



## Who We Are

goNHgo is a coalition of partners: New Haven / Leon Sister City Project; City of New Haven Department of Transportation, Traffic, & Parking (TTP); Park New Haven; Yale Office of Sustainability; Park New Haven; CTTransit; and, CTrides. We also collaborate with many other local and state partners, and continually seek out new partners to further mutual goals.

Currently, most of our work is done through donated coalition partner staff time and interns. In 2015, we received financial contributions from Park New Haven (\$1,200 for a street banner), NHLSCP (\$800 for printing materials), a \$3,600 grant for a Yale University Dwight Hall Summer Fellow, and \$35,000 in-kind from our partners and volunteers.

## Who We Serve

We provide resources for commuters, employers, and schools and parents that travel around the greater New Haven region.

We accomplish our mission by collaborating with individuals, communities, government agencies, businesses, schools, and NGOs across New Haven and Connecticut to plan outreach and awareness events, design specialized strategies to reduce car dependency, encourage local leaders to champion sustainable mobility, and advocate for a multi-modal transportation system that services everyone.

## Advocacy Priorities

In addition to the internal goals listed below, goNHgo supports the following advocacy initiatives related to the vision of a more livable New Haven region:

- Supporting the City of New Haven's [Vision 2025 Transportation Goals](#),
- Working with the City on enhancing those transportation goals, such as by adding: "Encourage all trips under one mile be made on foot or bike."
- Collaborating with other similar organizations to adopt mode share goals for biking, walking, and public transit use.
- Encouraging other local, regional, and state institutions to develop transportation demand management (TDM) strategies.

## 2016-2018 Goals

1. **Capacity Building:** Create and implement a Strategic Plan supported by one full-time staff member and two interns per year by 2017.
  - a. Develop a Vision and Mission for the coalition, along with the goals and strategies to support them.
  - b. Solicit grants from community and corporate partners to build financial capacity for staff and programs.
  - c. Increase number of direct partners.
2. **Communications and Awareness:** Collect baseline data on communication outreach and event participation.
  - a. Increase social media presence and newsletter subscriptions by 100%.



- i. Facebook: 448 followers (January 2016 baseline)
    - ii. Listserv: 614 subscribed (January 2016 baseline)
  - b. Increase event participation.
    - i. Host 5 events throughout the year (not including September campaign events) with 500 people.
- 3. **Research and Information Dissemination:** Measure and evaluate participation in the September Campaign.
  - a. Send out an annual survey in October and analyze, evaluate, and disseminate the responses.
  - b. Collaborate other local research priorities with organizational partners.
- 4. **Institutional Change:** Work with different audience/stakeholder groups to encourage alternative transportation.
  - a. Schools
    - i. Continue to work with TTP, Safe Routes to School, and GoKid to encourage parents and schools to implement TDM practices.
  - b. Businesses
    - i. Support TTP's efforts to persuade the largest employers in New Haven to implement TDM for their organizations.
  - c. Other Organizations
    - i. Work with partners to change their website language to encourage employees and visitors to use alternative transportation instead of driving.

**2016 Action Plan**

goNewHavengo 2016 Action Plan					
Goals	Strategies	Timeline			
		Q1	Q2	Q3	Q4
Capacity Building	Strategic Planning				
	Grant Writing				
	Website Updates				
	Direct partners				
Communications and Awareness	Monthly Newsletter				
	Social Media				
	Transportation on Tap				
	New Years Pledge				
	Spring Into Safe and Healthy Streets TDM				
	Clean Air Run/Walk				
	Bike Month				
	Wayfinding / Day of Service				
	September Campaign				
Internal Research and Information Dissemination	Campaign Survey				
	Data Analysis				
	Best Practices Research				
Institutional Change	Schools				
	Businesses				
	Other Organizations				

KEY:      COMPLETE      IN PROGRESS

