

2007 GoGreen Business Awards



CATEGORY: Transportation/Small Organization

CAMBRIDGE GREEN STREETS INITIATIVE

ACCOMPLISHMENTS

- Started with a few schools in March 2006, and has spread to public and private schools throughout Cambridge, as well as several businesses.
- There are now over 60 Green Streets Coordinators.
- Approximately 30 sponsors support the events with discounts and prizes for Walk/Ride Days participants.

ABOUT CAMBRIDGE GREEN STREETS INITIATIVE

Cambridge Green Streets Initiative is a grassroots effort to encourage students, residents, and commuters to leave their cars at home the last Friday of each month - Walk/Ride Days - and travel by a different mode. On Walk/Ride Days, participants are encouraged to "Go green and wear green!"



For more information, contact Janie Katz-Christy, walk-ride-days@comcast.net

ABOUT THE GO GREEN AWARD

The City of Cambridge annually recognizes local businesses and organizations for outstanding practices in transportation, waste reduction and recycling and energy. The awardees make significant contributions to reducing the greenhouse gas emissions that cause global warming and to meeting the Cambridge Climate Protection Plan goal of reducing those emissions by 20 percent below 1990 levels by 2010.