

# 2026 and *Beyond*

*Helping people shift trips to healthier, more fun, more affordable alternatives. Measuring the impact, trip by trip, community by community.*

THE PARADOX

# It has never been easier to choose active transportation.

*The question is why more people don't — and what would help them start.*

Active transportation in Greater Boston is at a turning point. Infrastructure is improving, demand for alternatives is growing, and public interest is high. Yet for most trips, most people still choose to drive, even when the alternatives are faster, cheaper, and healthier.

57% of Massachusetts trips are under three miles	80% of those short trips are still made by car
4.7M Bluebikes trips in 2024 — double the 2019 level	4x MassCEC e-bike rebate applications vs. vouchers available
#5 Boston's national rank for traffic congestion	\$850M MBTA capital investment in bus and ferry upgrades

## WHAT WE HEARD

# Three months of listening.

A structured research process to assess the Greater Boston active transportation landscape: key challenges, where the gaps are, and where we can best help.

30+	42	74	35+
Stakeholder interviews	Practitioner surveys	Public surveys	Organizations mapped

## THREE THEMES EMERGED CONSISTENTLY

## 01 Behavior change is an underserved layer.

The advocacy ecosystem has matured around infrastructure and policy. Organizations like LivableStreets, MassBike, and WalkMass do that work well. What's missing is the behavioral layer: helping people actually try alternatives, making it fun and rewarding, and building lasting habits.

## 02 Schools are high-potential, underserved.

Both surveys ranked school-based active transportation programming as the area of greatest untapped potential. Multiple stakeholders pointed to K-12 as an impactful and highly fundable lane that lacks a dedicated organization.

## 03 Measurement is a priority.

Municipalities, MPOs, and foundations emphasized that measurable outcomes matter more than awareness. Data on actual trips shifted is what unlocks sustained support and investment.

*Our approach reflects what we heard:*

*Make active transportation fun, rewarding, and visible.  
Meet people where they are.*

WHERE WE FIT

# A complementary layer.

Greater Boston has a strong active transportation ecosystem. Advocacy organizations advance policy and infrastructure. TMAs serve employers. Safe Routes to School builds safe corridors. Each layer is important, and each is well-covered. GSI's work sits alongside – we inspire people to try, meet them during receptive moments, help them overcome barriers, and sustain mode shift over time.

LAYER	WHO'S ACTIVE	GSI'S RELATIONSHIP
<b>Advocacy &amp; Policy</b>	LivableStreets, MassBike, WalkMass, T4MA, TransitMatters, BCU, Cambridge Bike Safety	We amplify their work. Our data strengthens their case.
<b>Employer Commutes</b>	MassCommute, 17 TMAs, Agile Mile	We complement TMAs – serving all trip types and all segments.
<b>School Infrastructure</b>	MassDOT SRTS (1,300+ schools)	We provide the sustained engagement infrastructure investments need.
<b>Community &amp; Culture</b>	Hubluv, Bikes Not Bombs, Memorial Drive Alliance	Partners for events, cross-promotion, and shared audiences.
<b>Behavior Change &amp; Measurement</b>	<b>Green Streets Initiative</b>	<b>This is our focus.</b> Rewards, guides, challenges, storytelling, impact data.

## OUR THEORY OF CHANGE

# The journey to first shift.

Behavior change starts with a receptive moment: a new job, a move, a child starting school, or discovering a better route. GSI meets people at that moment with a first experience — and keeps them engaged after the first shift.

Receptive Moment >	First Try >	First Shift >	Change Cycle >	Sustained Shift
Life transitions, Commute Advisor	School programs, Roams, group rides	An active trip appears on your dashboard	Barrier → nudge → resource → reinforce	Habit formation, ongoing engagement

## The Behavior Change Engine

Once a user is on the platform, a repeating cycle drives sustained mode shift: identify a barrier, deliver a contextual nudge, provide a resource, and reinforce the behavior through rewards, reflection, and community. Tiers, leaderboards, local Rewards Partners, and curated Roams sustain engagement over time.

*Our north star is trips shifted. Every trip generates outcomes we can report: money saved, fitness gained, emissions avoided, congestion reduced.*

NORTH STAR METRIC

OUR PROGRAMS

# Four programs, working together.

Each program meets people at a different moment — daily commutes, new routines, school communities, workplaces. Together they form a measurable behavior-change engine, grounded in four principles.

**01 Measurably shifts trips**  
Does this change actual behavior in a way we can document and report?

**02 Scalable with a lean team**  
Can it grow without proportional staff? Self-serve tools and automation.

**03 Aligns with our strengths**  
GSI's track record is behavioral change and narrative data. We stay in lane.

**04 Economically sustainable**  
A credible path to earned revenue or grant support.

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PROGRAM NO. 01

## Shift Platform

A free mobile app that detects and classifies trips automatically, rewards active choices with XP and local discounts, and shows your personal impact in real time. Includes the Commute Advisor and curated Roam adventures.

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PROGRAM NO. 02

## Shift for Schools

K–12 classroom challenges, volunteer-led walk and bike buses, route planning assistance, and safe route maps. Includes SRTS pipeline integration. Free to every participating school.

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PROGRAM NO. 03

## Employer & Community

Employer Platform: private groups, customized Commute Advisor, funded reward pools, ESG reporting. Community: Shift Your Summer and Shift Your September flagship campaigns, and neighborhood challenges.

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PROGRAM NO. 04

## What Moves Us

Narrative layer on the platform — first-person video paired with Shift trip data to illuminate *why* habits change. Commissioned by cities, planning agencies, TMAs, and developers.

PROGRAM NO. 01 · IN FOCUS

# The Shift Platform

Frictionless	Rewarding	Community	Measurable
Auto-detection — no manual logging	XP, tiers, badges, local partners	See your neighborhood benefit	Every trip generates impact data

Shift turns every walk, bike ride, and transit trip into visible progress. The app works in the background, detecting trips automatically, so there's nothing to log. You see dollars saved, calories burned, and CO<sub>2</sub> avoided adding up in real time.

Five status tiers from Starter to Trailblazer unlock real discounts at local Rewards Partners.

*Two ways in, timed to life's inflection points — a new job, a move, kids starting school.*

## Commute Advisor

The functional route in. Compare real options for any trip — time, cost, calories, CO<sub>2</sub> — so the active choice becomes obvious.

## Roams

The serendipity route in. Curated neighborhood adventures — bakeries, trails, hidden gems — turn a trip into something to look forward to.

## INSPIRED BY WHAT'S WORKED

### HYTCH REWARDS

NASHVILLE, TN · 2018

Employer-funded cash rewards for carpooling and transit, GPS-verified by app.

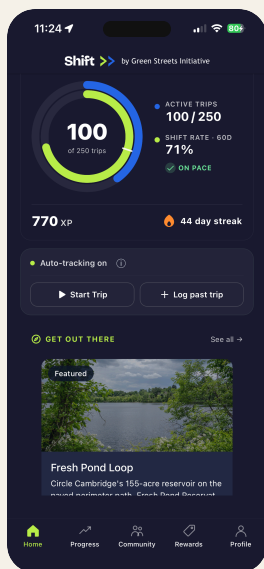
3M+ shared miles · 7,500+ users · 25K carpoled miles/day at peak

### BELLA MOSSA

BOLOGNA, ITALY · 2017-18

City-funded points per trip, redeemable at 85-100 local retailers. Leaderboards and school programs.

895K trips · 73% reduced car use · 728 tonnes CO<sub>2</sub> avoided



HOME SCREEN — XP, STREAKS, ROAMS

PROGRAMS NO. 02-04

# Where habits form.

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NO. 02 · IN FOCUS

## Shift for Schools

Children who actively commute are significantly more likely to continue as adults — but the share of kids walking or biking to school within a mile has fallen from **89%** in 1969 to **35%** by 2009. Schools are where lifelong habits form, and each school puts the platform in front of 150+ families. The Shift School Kit includes classroom challenges, volunteer-led walk and bike buses, route planning, and safe route maps. GSI is an official SRTS Alliance Partner. Free, grant-supported.

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NO. 03 · IN FOCUS

## Employer & Community Programs

Employers set up private Shift groups for their teams — customized Commute Advisor, funded reward pools. Flagship seasonal campaigns, *Shift Your Summer* and *Shift Your September*, bring schools, employers, and communities together. Community leaders create neighborhood pages. The platform launches multilingual: English, Spanish, Portuguese.

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NO. 04 · IN FOCUS

## What Moves Us

The narrative layer on the platform. Shift data tells partners *how many* trips shift; What Moves Us illuminates *why* — and what it would take to change more. First-person video pairs with observed trip data to surface the real conditions behind a habit: the broken sidewalk, the safer route, the coworker who started biking first. Cities, planning agencies, TMAs, and developers commission topical campaigns tied to their priorities; GSI handles design, outreach, and deliverables.

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Each program feeds users to the platform. A growing user base makes every program more valuable to partners.

FLAGSHIP CAMPAIGNS

# Two seasonal windows.

Two windows drive community-wide momentum and represent our biggest opportunities for partnership.

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## Shift Your Summer

JUN — AUG 2026

The season when active transportation is most accessible: longer days, warmer weather, school's out. A community-wide challenge with neighborhood leaderboards, employer team challenges, and Rewards Partner offers. Presenting sponsors receive co-branding, social visibility, and a post-campaign impact report.

### CURATED ROAMS THIS SUMMER

*The Bakery Run · The Emerald Necklace Ride · The Charles Loop · Harbor Walk to Eastie Eats · The Freedom Trail · The MassTrails 10 · WalkingCity Trails · and more — nearly 30 Roams in all. Completing a Roam earns badges and bonus sweepstakes entries.*

### THOUSANDS IN PRIZES — EVERY ACTIVE TRIP IS AN ENTRY

*Quad Lock · Kryptonite · Showers Pass · Noxgear · Thousand · and more*

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## Shift Your September

SEPTEMBER 2026

September 1 is move-in day across the region. Back-to-school is when families establish new routines and school walk/bike programs launch. These are receptive moments when people are most open to trying new transportation patterns. Shift Your September brings schools, employers, and communities together under one banner as fall commuting patterns take shape.

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*Both campaigns are open for presenting sponsors and community partners. Each includes co-branded visibility, social content, and a post-campaign impact report with measurable outcomes.*

THE PATH FORWARD

# A foundation for the year ahead.

GSI is relaunching from a position of earned credibility. The new model is technology-enabled, designed to scale with a lean team, and built on a diversified set of partnerships — earned revenue, grants, and donations working together.

SEVEN WAYS WE'LL GROW

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What Moves Us municipal campaigns

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Flagship event sponsorships

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Employer platform access

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Municipal Shift partnerships

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School programs (*grant-supported*)

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Organizational grants

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Individual donations

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THE SHAPE OF GROWTH

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**YEAR ONE · 8 MO.**

Launch the platform. Land first municipal and employer partners. Secure foundational grants. Prove the model with measurable trips shifted.

**YEAR TWO**

Expand to more districts and employers. Deepen flagship campaigns. Broaden the grant base. Grow the Rewards Partner network across Greater Boston.

## HOW YOU CAN SUPPORT GSI

And how we  
can support you.

## HOW YOU CAN SUPPORT US

## HOW WE CAN SUPPORT YOU

**Municipalities***& transportation  
departments*

- Commission a What Moves Us campaign
- Sponsor or fund a community challenge
- Include Shift in welcome packets
- Mode-shift data for grant applications
- Polished campaign deliverables & impact reports

**Peer Orgs***advocacy groups*

- Use Shift for your challenges and campaigns
- Run a What Moves Us campaign
- Promote the Commute Advisor; co-design a Roam
- Connect you to Rewards Partners
- Cross-promote your events in the app
- Help running challenges on Shift

**TMA's***employer-serving orgs*

- Offer Shift as a complement to commute programs
- Promote the Commute Advisor
- Help us reach employers
- All-trip-type data for your reporting
- A platform that serves beyond commutes

**Employers***& corporate partners*

- Sponsor a flagship campaign
- Set up a private Shift group
- Fund prizes for a challenge
- ESG-ready impact reporting
- Co-branded visibility
- Year-end sustainability summaries

**Foundations***institutional supporters*

- Fund school programming
- Underwrite a What Moves Us campaign
- Support core operations
- Measurable outcomes
- A technology-enabled model

## FOR EVERYONE

Download Shift and start tracking your trips. Tell a school, an employer, or a local business. Become a Rewards Partner. Join the Board or serve as an advisor. Make a tax-deductible donation — we're a 501(c)(3).

# Help make shift happen.



#### DOWNLOAD SHIFT

Start tracking trips. Earn XP. See your impact add up, trip by trip.



#### SUPPORT GSI

A 501(c)(3) nonprofit. Contributions are tax-deductible.