PRl partnership Proposal

To Partner w/ the Coalition of Appropriate Transportation (CAT)

Brooks Walsh

BUS-003: NIP assignment 5/6

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NIP Assignment 5: Proposal to Supervisor DRAFT

**Executive Summary**

This two-stage, five-year plan to partner with the non-profit organization CAT will improve PRL’s positive environmental and social impact on the Lehigh Valley. PRL will benefit from increased, positive-light exposure in the Lehigh Valley as well as help the rest of the world fight the uphill battle with climate change. During the integration stage, PRL and CAT will work together to promote biking and other forms of appropriate transportation. In tandem with this, after our trial period provides exceptional results and benefits for all stakeholders, PRL will initiate the expansion stage. During this stage, PRL will use its business expertise to help organize and expand the influence of CAT beyond the Lehigh Valley. In the long term, PRL will have a trusted partner that we can recommend to any of our consulting clients that are looking to make an environmental or social impact on their community.

**Current Situation & Introduction to CAT**

Here at PRL’s health division, we are new to the Lehigh Valley area, and we are looking for ways to integrate with the community as well as benefit all stakeholders. This benefit can take many forms, but given the world’s worry about fighting climate change, we believe that this should be at the top of our priority list as well. A partnership with a local non-profit organization would not only improve the local community but could help us with this fight and improve our ESG score all at the same time. The non-profit that best helps us achieve this goal is the Coalition of Appropriate Transportation (CAT). CAT is a well-established charity organization that focuses on “biking, walking/ADA accessibility, and public transit [to] develop a stronger, smarter economy and a higher quality of life” (Vision/Mission Statements: Cat). Currently, CAT hosts a whole assortment of events for the community to attend that vary from advanced bike mechanics classes to simple, organized bike-ride meetups. The partnership here is natural, as transportation is going clean whether the world likes it or not, and this would be a great step towards a positive change for PRL, the Lehigh Valley community, as well as the wider world.

**Specific Objectives & Timeline**

This proposal consists of a two-stage partnership/integration plan that will cover the next five years of partnership with CAT: the integration stage and the expansion stage. For the integration stage of this partnership, we will start by allocating a small team (1-3 employees) to work side-by-side with CAT. These employees will work with CAT to develop a PRL engagement incentive program that will encourage current PRL employees to volunteer, donate, or help CAT however they can. These programs can take on many shapes and sizes, but it would be best that we don’t force employees to engage with this right away. Instead, PRL should implement an incentive structure that benefits both those who can engage with CAT as well as those who can’t. For example, we could offer small bonuses that consider the number of days you use appropriate transportation during the year as well as how much you donate/engage otherwise. Programs like this could become a permanent measure that will vastly improve our environmental impact with the bonus of encouraging employees to engage with community stakeholders on the ground. The second stage of this partnership, the expansion stage, would encompass all our following recommendations and future projects with CAT. This would not stop the engagement that PRL participates in, in fact we hope that the integration stage gets PRL employees comfortable with appropriate transportation and has them see the benefits it provides for the Lehigh community on a personal level. The expansion stage will include projects such as reducing the impact of roads, parking-lots, and commuter traffic through usage of more appropriate transportation. After a trial period, we could help CAT expand their offices and their influence on the surrounding area to increase their positive, health-promoting impact. PRL can help achieve this is by recommending CAT to its clients as an environmentally motivated organization that we have personal experience with that will help transform any business into one that has more appropriate (and climate friendly) transportation.

**Proposed Deliverables & Budget**

Stage one (integration) will involve a small budget that covers several employees working directly with CAT. For this stage we recommend a budget of $100,000.

Stage two (expansion) will be vastly more involved but will also reap far larger benefits. As this stage will include several more employees being assigned to this partnership project and potentially, we would financially assist with some of the starting projects that CAT is pursuing. For this stage we recommend a budget of $800,000 over 4 years.

Total proposed budget: $900,000

**Benefits to stakeholders**

PRL’s stakeholders will see substantive benefits for both stages of this partnership with CAT, starting with financial and continuing with environmental and social benefits. As this partnership will increase PRL’s ESG score significantly, with some proper positioning, we can leverage this higher score into an influx of new investors who are ESG conscious. This influx will lead to an increase in share price, which shareholders will appreciate in the short term. As time goes on (assuming project goals are met), our ESG score will manifest as a real and measurable decrease in PRL’s carbon footprint. In addition, PRL will be helping shape the Lehigh Valley, and the world, for a more sustainable future.

**References**

*McGraw Hill*. Reader. (n.d.). https://prod.reader-ui.prod.mheducation.com/epub/sn\_87d4/data-uuid-5dad41330476477ea0ad61aec00cf9d6#data-uuid-2fdce17d2fa24d318c90585f32a3808a

*Vision/Mission Statements: Cat-Coalition for Appropriate Transportation*. CAT. (n.d.). https://www.lvcat.org/lvcat/our-mission/