



Contact: **Bernice Cage**
Tel.: 614-233-4157
Cell Phone: 614-626-1117
Email: bcage@morpc.org

FOR IMMEDIATE RELEASE

MORPC, COTA, car2go and CoGo Kicking Off Commuter Challenge for Central Ohioans

(Columbus - May 31) The Mid-Ohio Regional Planning Commission, Central Ohio Transit Authority (COTA), car2go and CoGo are teaming up once again to challenge central Ohio commuters during the month of June. The Central Ohio Commuter Challenge encourages commuters to vanpool, carpool, take the bus, walk and bike to work, social events and errands from June 1-30.

When using an alternate mode of transportation, commuters simply register and log their trips at MakeYourMilesMatter.com, making them eligible to win daily and grand prizes. Each trip logged improves the chances of winning a prize. The first 100 people to log a trip will receive a pair of Gateway Film Center movie passes. This year, the Commuter Challenge is also offering the opportunity to participate as a team and win prizes including Columbus Zoo and Aquarium tickets.

The campaign encourages anyone living and traveling in Central Ohio to participate, with an emphasis on employees and residents, young professionals, and new transit users in an effort to reduce congestion and improve air quality. By having more people sharing a vehicle or using alternate forms of transportation, individuals can reduce the amount of fuel purchased, reduce congested roadways, and improve regional air quality.

“In Central Ohio, the single biggest contributor to harmful ozone pollution is emissions from cars and trucks. Ozone pollution can be especially harmful to sensitive groups of people such as children, the elderly, those with respiratory disease such as asthma, and outdoor workers. We are excited to work together with our partners to host the Commuter Challenge as we take strides to be a healthier and more sustainable region,” states Brandi Whetstone, MORPC Senior Program Manager.

To learn more about the challenge or to register visit MakeYourMilesMatter.com.

-30-

The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of local governments and regional organizations which envisions and embraces innovative directions in economic prosperity, energy, the environment, housing, land use, and transportation. Our transformative programming, services and innovative public policy are designed to promote and support the vitality and growth in the region.

Working to Build a Better Region

**111 Liberty Street, Suite 100
Columbus, Ohio 43215-5222
Phone (614) 228-2663 Fax (614) 621-2401
www.morpc.org**

The Central Ohio Transit Authority (COTA) is the regional public transit provider for greater Columbus and central Ohio. With a service area of 1.2 million residents, COTA employs more than 950 people, and provided more than 19 million passenger trips in 2015. COTA operates throughout Franklin County, and parts of Delaware, Fairfield, Licking and Union counties. For more information about COTA, visit COTA.com or call (614) 228-1776.

CoGo is Columbus' bike transit system operated by Motivate International. CoGo provides residents and visitors convenient access to bicycles on-demand at 41 stations locations in the downtown Columbus area. CoGo serves as both transportation and a recreational amenity offering its customers convenient, fun and affordable transit rentals. Since launching in late July 2013, riders have taken more than 116,000 trips riding over 322,000 miles, collectively burning over 13 million calories and offsetting 219,000 pounds of carbon.

car2go N.A., LLC, a wholly-owned subsidiary of Daimler North America Corporation, offers an innovative mobility solution in rapidly growing urban areas via a carsharing network of eco-friendly smart fortwo vehicles around the world. A flexible and "on demand" mode of transportation, car2go complements existing public transportation by bridging the gaps between the "first and last mile" of a member's commute. Further information on car2go is available at car2go.com and media.daimler.com/ms/car2go/e.