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FOR IMMEDIATE RELEASE

Central Ohio Commuters Take Advantage of Transportation Alternatives Commuter Challenge Celebration Set to Take Place

(COLUMBUS – June 30) The Mid-Ohio Regional Planning Commission (MORPC), Central Ohio Transit Authority (COTA), car2go and CoGo have announced the impact that the 2017 Central Ohio Commuter Challenge has had since starting June 1, 2017. By choosing sustainable modes of transportation, participants are reducing vehicular congestion and improving air quality throughout the region.

Local commuters have been taking action to shift modes to more alternative and sustainable transportation options and save money. More than 600 people have participated in the 2017 Central Ohio Commuter Challenge, causing Vehicle Miles Traveled (VMT) to be reduced by 123,478 miles and saving a collective \$33,248. Participation in the challenge has also reduced the amount of tailpipe greenhouse gas emissions by 65,378 pounds.

The Central Ohio Commuter Challenge encourages commuters to vanpool, carpool, take the bus, walk and bike to work, social events and other locations in an effort to reduce congestion and improve air quality. The campaign is targeted toward all of Central Ohio, with an emphasis on downtown employees and residents, young professionals, and new transit users.

“We were thrilled to see participation increase for the second year of the Commuter Challenge,” said Patty Olmsted, vanpool program developer at MORPC. “Based on the trips that all of the participants logged at MakeYourMilesMatter.com, nearly every statistic is an improvement over the 2016 challenge, which was the first year we did it.”

Although the Commuter Challenge will conclude June 30, a celebration will be held at 11:30 a.m. on Wednesday, July 5, 2017 at the Columbus Commons. The first 100 attendees will receive complimentary Jeni’s ice cream. The individual and team grand prizes will also be awarded. The celebration is free and open to the public.

More information is available at MakeYourMilesMatter.com.

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Working to Build a Better Region

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