

2017 COMMUTER CHALLENGE

September 2017



Mid-Ohio Regional
Planning Commission

Recap: What is the Commuter Challenge?

- Collaborative regional effort to promote non-Single Occupant Vehicle (SOV) forms of transportation
 - Reduce demand for SOVs
- ‘Carrot’ approach to behavior change
 - Incentives
 - Gamification
 - Inclusive strategy
- June 1-30



Video: <https://vimeo.com/217705630>

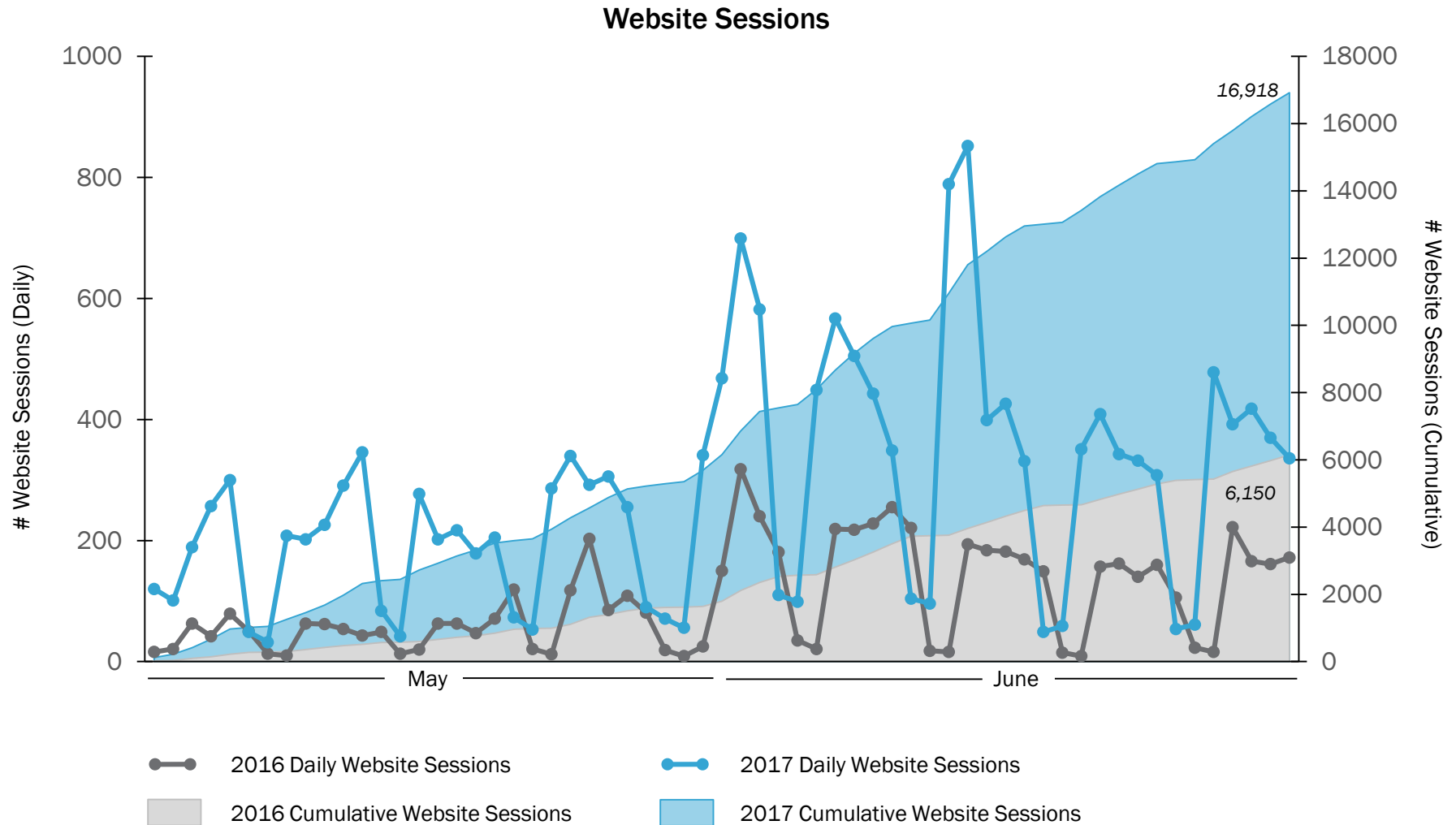


Outreach: Advertising Partners and Impressions

Type of Outreach	# Impressions
CoGo Dock Ads	801,224
COTA Commuter Ads	558,000
Digital Ads	426,957
CD 102.5	213,712
Email Marketing	72,725
Gateway Pre-roll	63,000
Print Media	45,000
Social Media	34,417
Columbus Underground	29,330
Newsletters	15,471
Network Television	Unknown
TOTAL	2,219,336

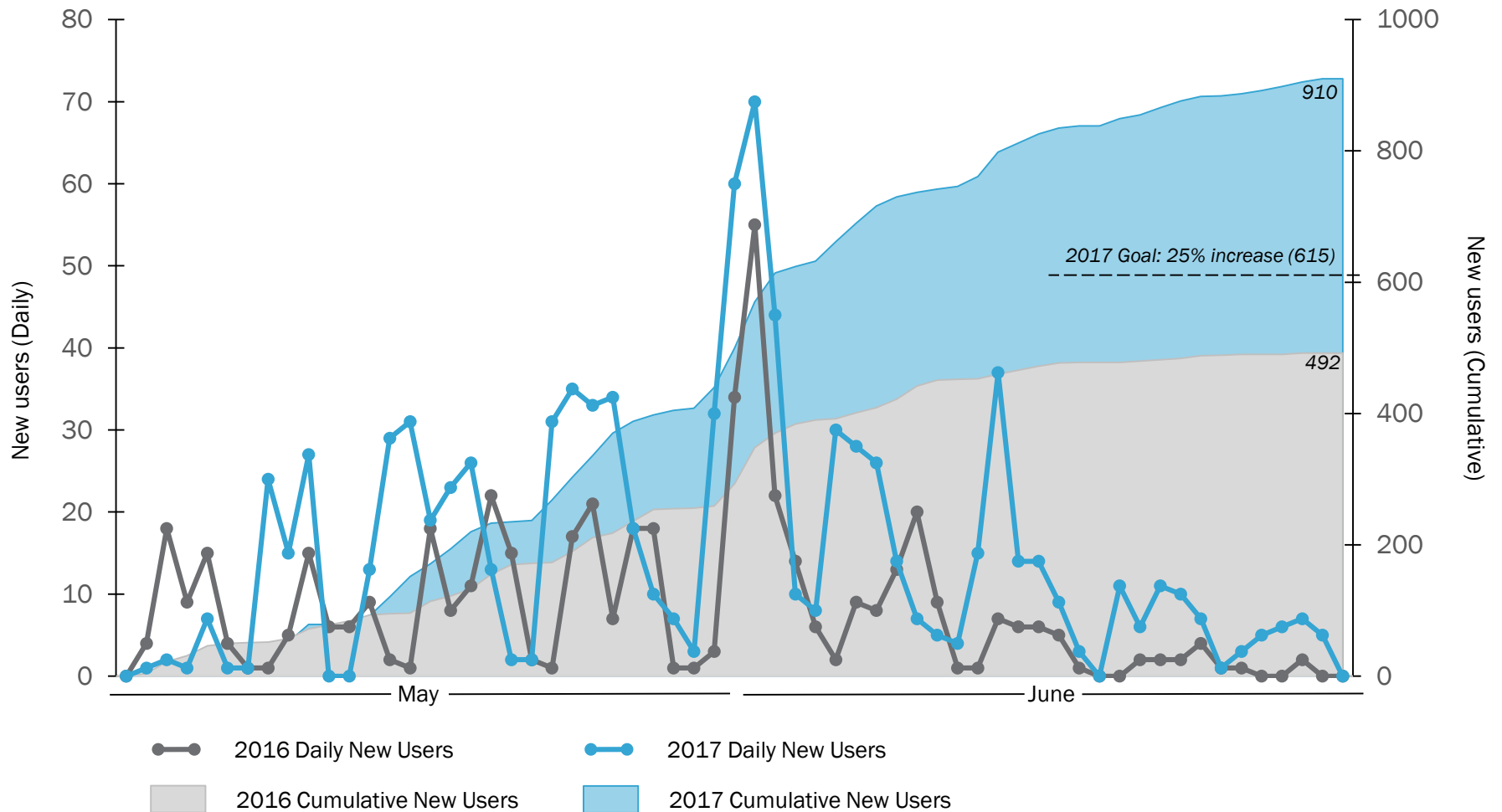


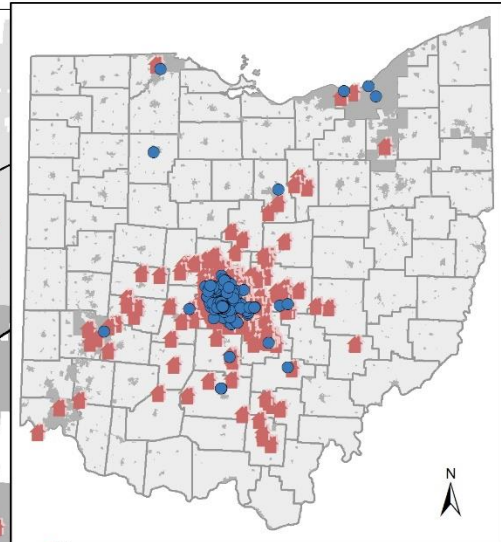
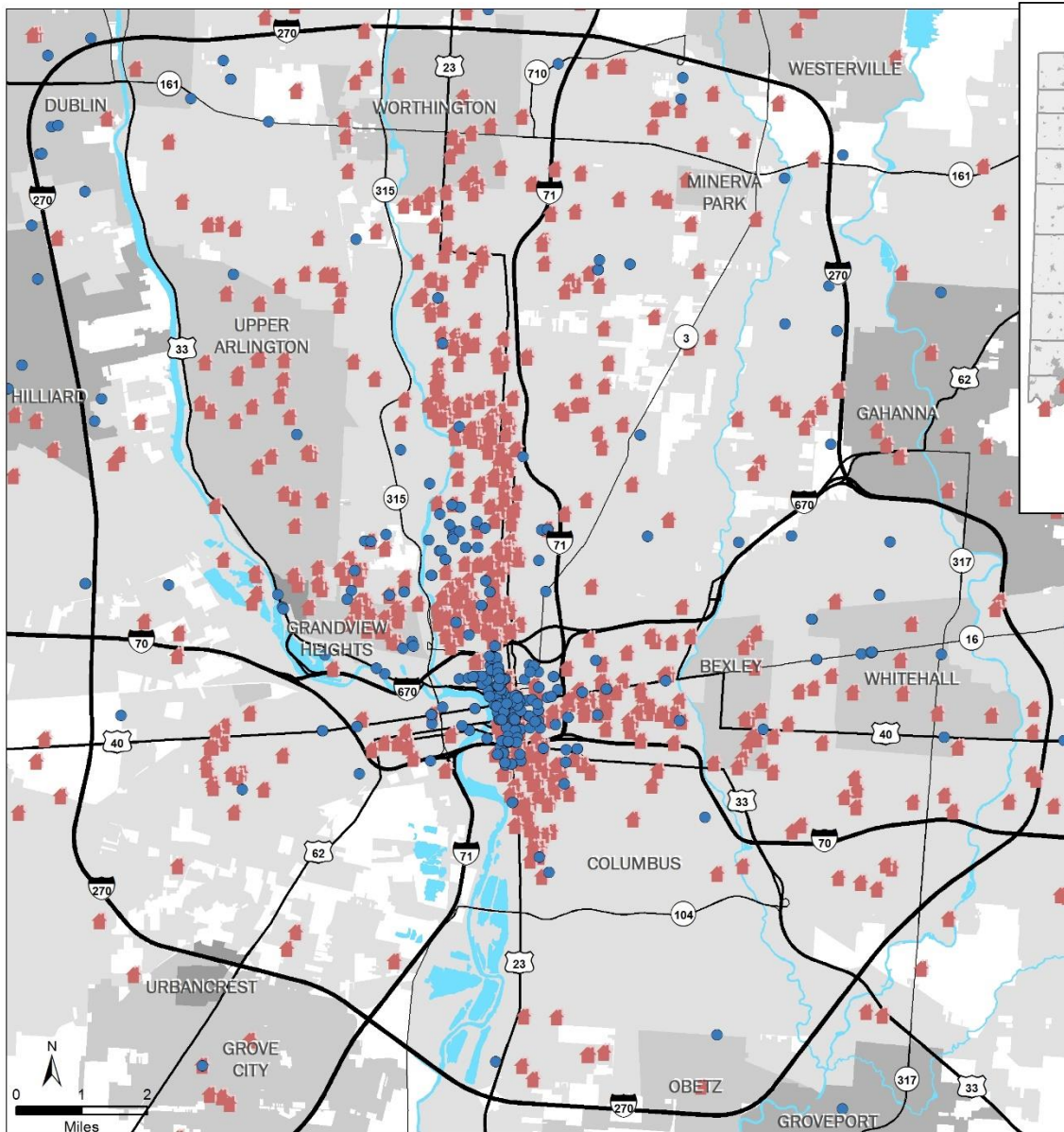
Outreach: Driving Traffic to the Website



Program Engagement

2017 New Users





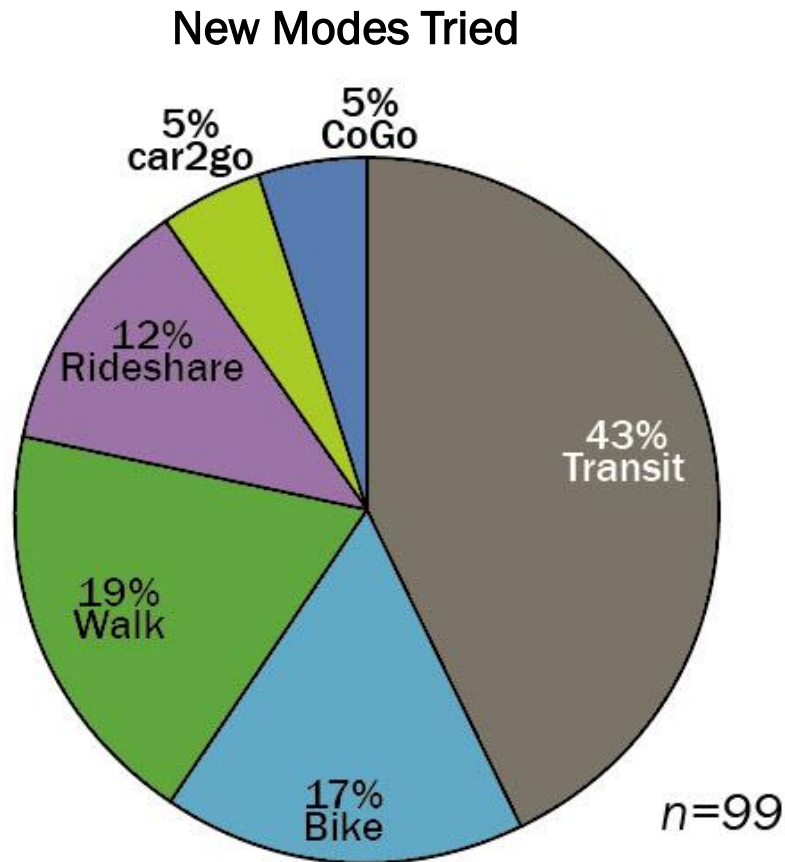
Commuter Challenge

- Work
- Home

8% work outside I-270
32% live outside I-270

Program Impact

- 30% of respondents indicate trying a new mode in immediate post-survey



CENTRAL OHIO COMMUTER CHALLENGE



The **Make Your Miles Matter Commuter Challenge** encouraged more than 600 Central Ohioans to carpool, vanpool, take transit, walk, or bike during the month of June 2017. Commuters who logged these trips were eligible to win daily and grand prizes. Learn more at MakeYourMilesMatter.com.

\$35,063 TOTAL COST SAVINGS



145,619

MILES TRAVELED BY
SUSTAINABLE MODES
OF TRANSPORTATION

130,873 SINGLE-OCCUPANT VEHICLE MILES
TRAVELED (VMT) REDUCED



69,420 LBS OF GREENHOUSE
GASES DIVERTED

16,004 TRIPS LOGGED



MakeYourMilesMatter.com

Partners





Mid-Ohio Regional
Planning Commission

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