

# 2017 CENTRAL OHIO COMMUTER CHALLENGE

November 2017 RideAmigos Coffee Talk



Mid-Ohio Regional  
Planning Commission

## 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>



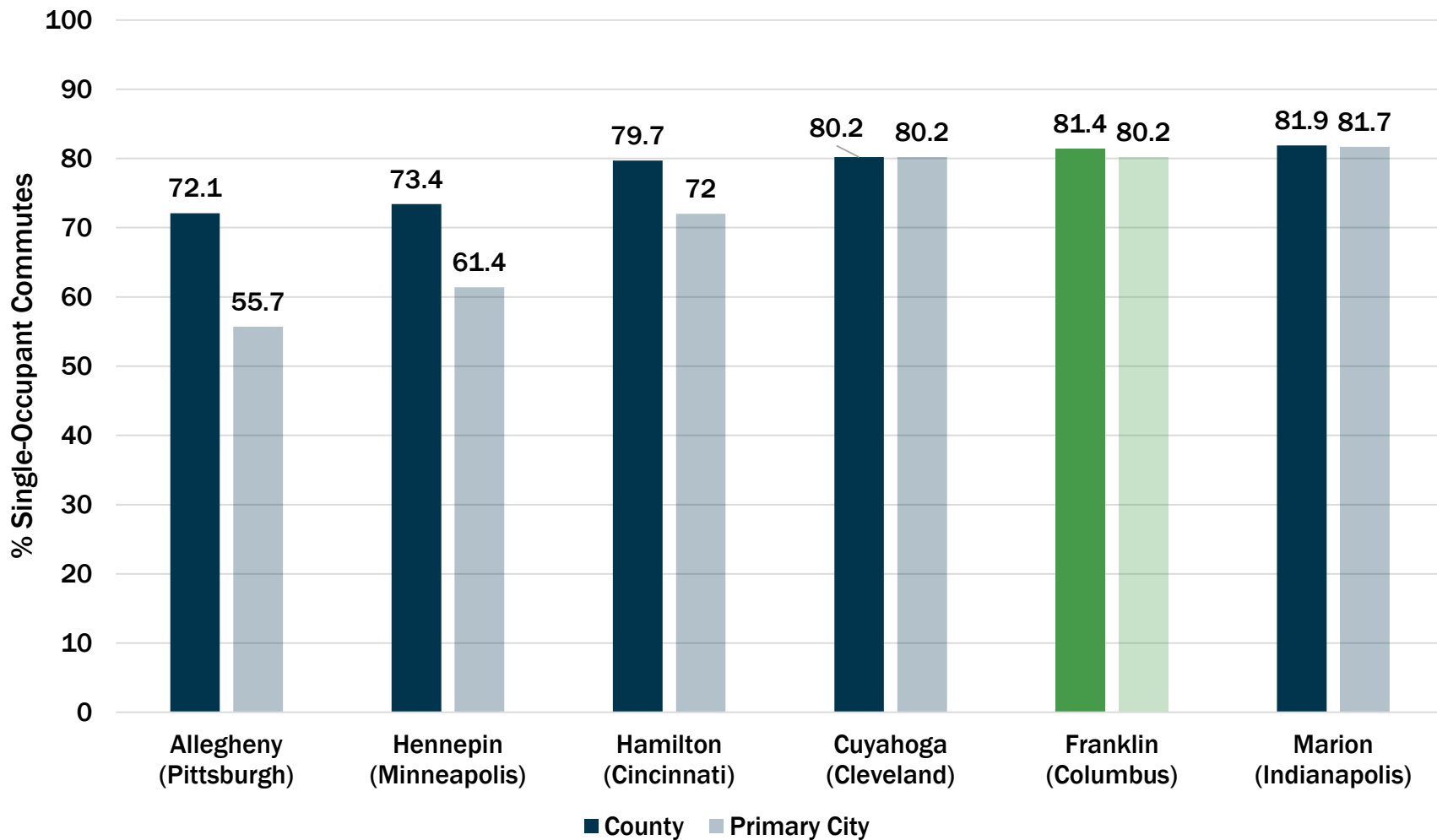
## The Big Picture: MORPC's Long Range Goals

- Built into the Metropolitan Transportation Plan & Regional Sustainability Agenda
  - Reduce per capita **energy** consumption
    - Objective: Reduce the percentage of commuters driving alone and increase the percentage of commuters riding transit, bicycle, or walking

Benchmark: Single Occupancy Vehicle Rates		
2016 MTP*	2020 Target	2040 Target
82%	80%	75%

- Protect **natural resources**
  - Objective: Reduce emissions from mobile sources to continuously meet EPA air quality standards for each criteria pollutant
  - Benchmark: Ozone & PM2.5 Attainment by 2020

# The Big Picture: Commute Preferences in Great Lakes Cities



## Conceptualizing the Commuter Challenge

### Campaign Planning

- 5-month lead time
- Ensure partner buy-in
- Develop gameplay
- Secure local funds
- Strategic marketing partnerships

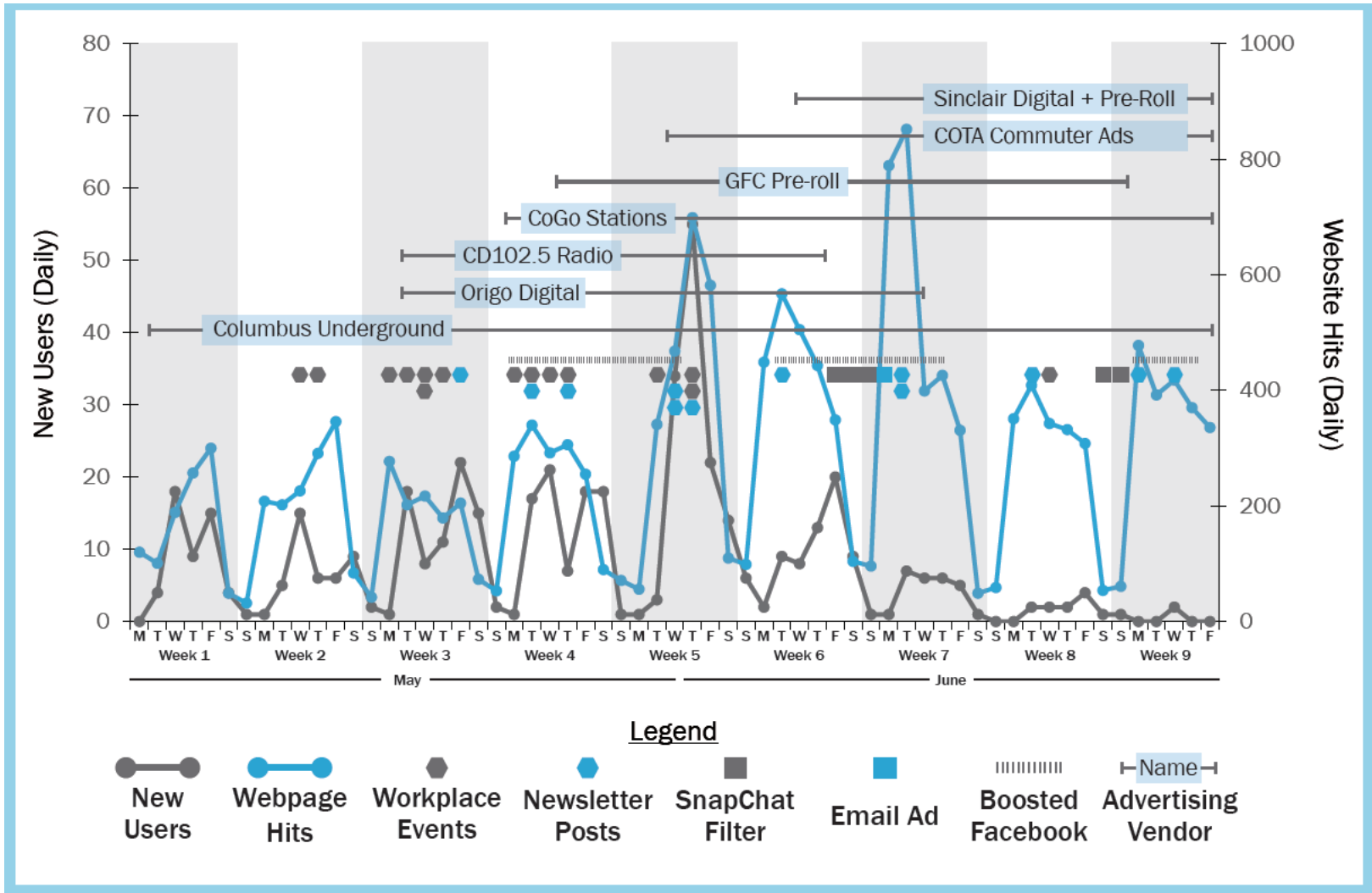


## Outreach: Advertising Partners and Impressions

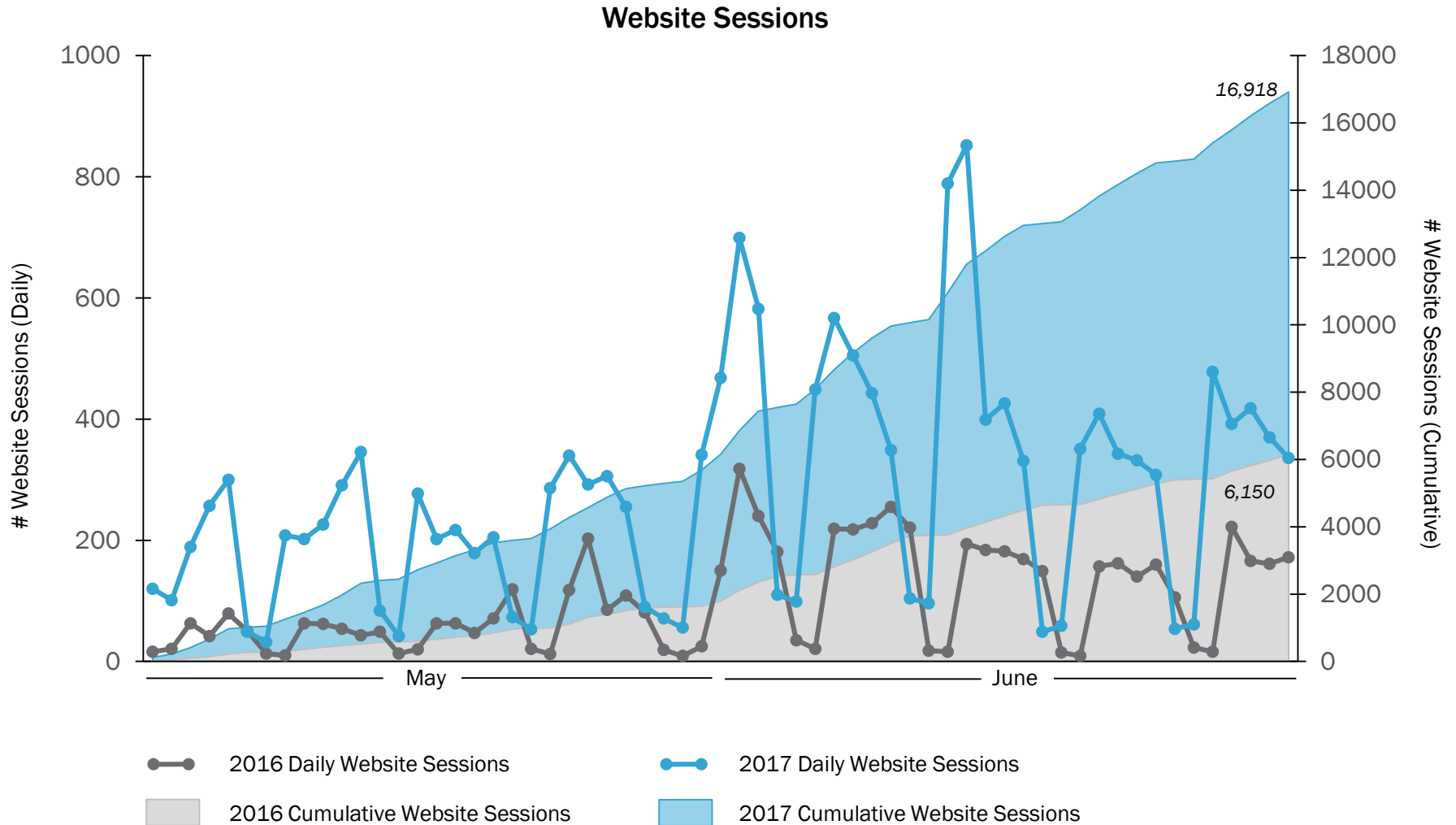
Type of Outreach	# Impressions
CoGo Dock Ads	801,224
COTA Commuter Ads	558,000
Digital Ads	426,957
CD 102.5	213,712
Email Marketing	72,725
Gateway Pre-roll	63,000
Print Media	45,000
Social Media	34,417
Columbus Underground	29,330
Newsletters	15,471
Network Television	Unknown
<b>TOTAL</b>	<b>2,219,336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



# Advertising Activity



# Driving Traffic to the Website





## Conceptualizing the Commuter Challenge

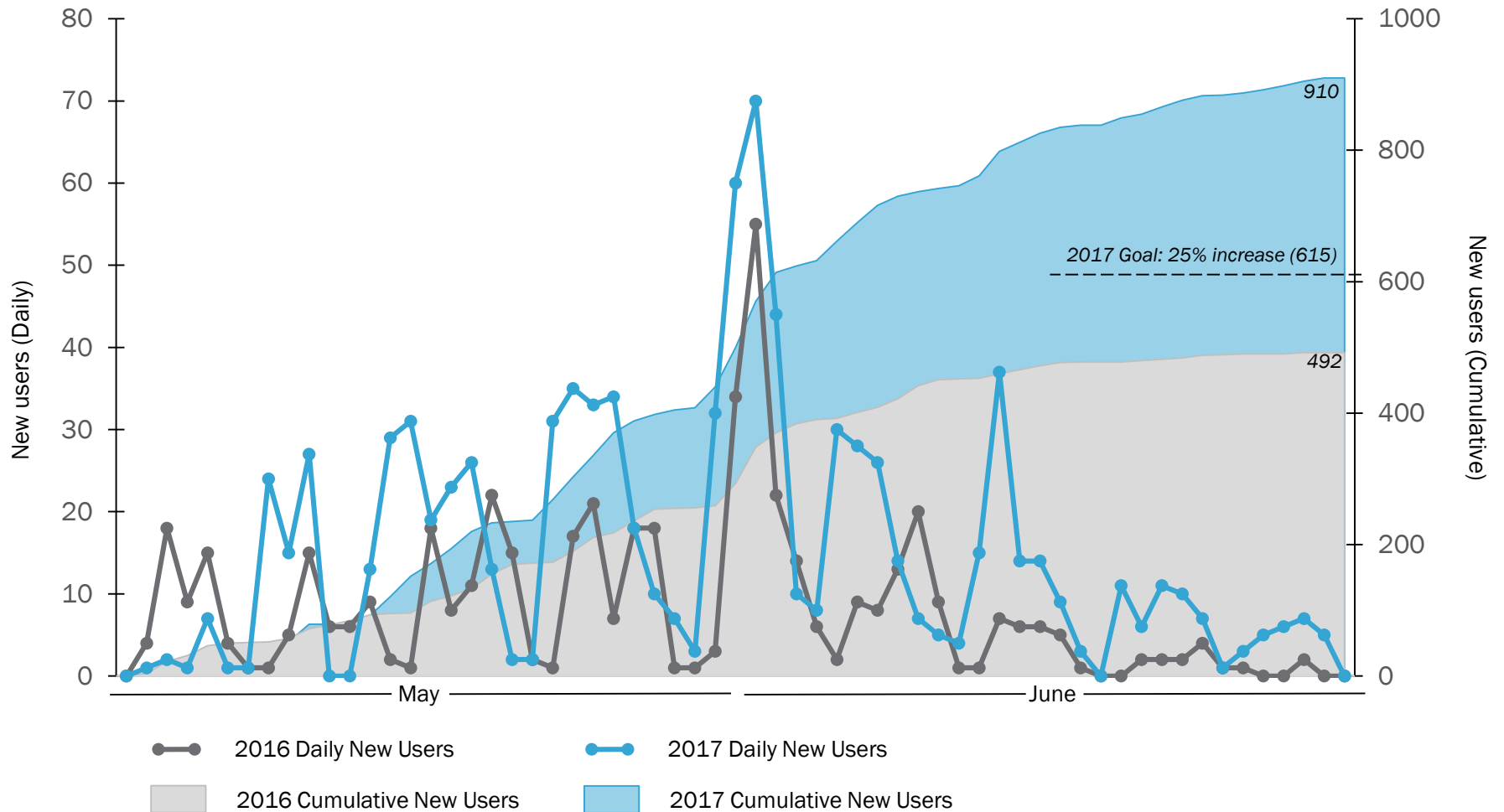
### General Gameplay + Campaign Management

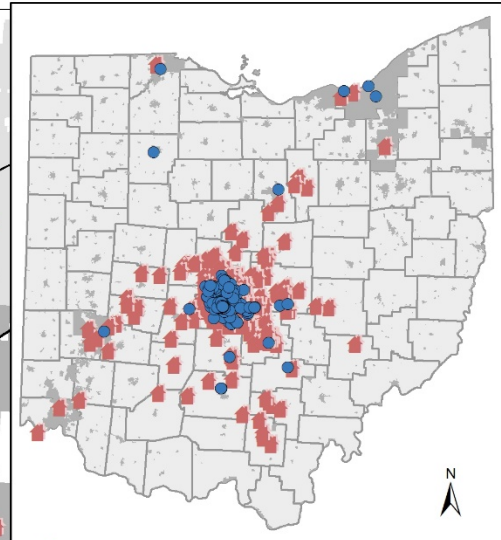
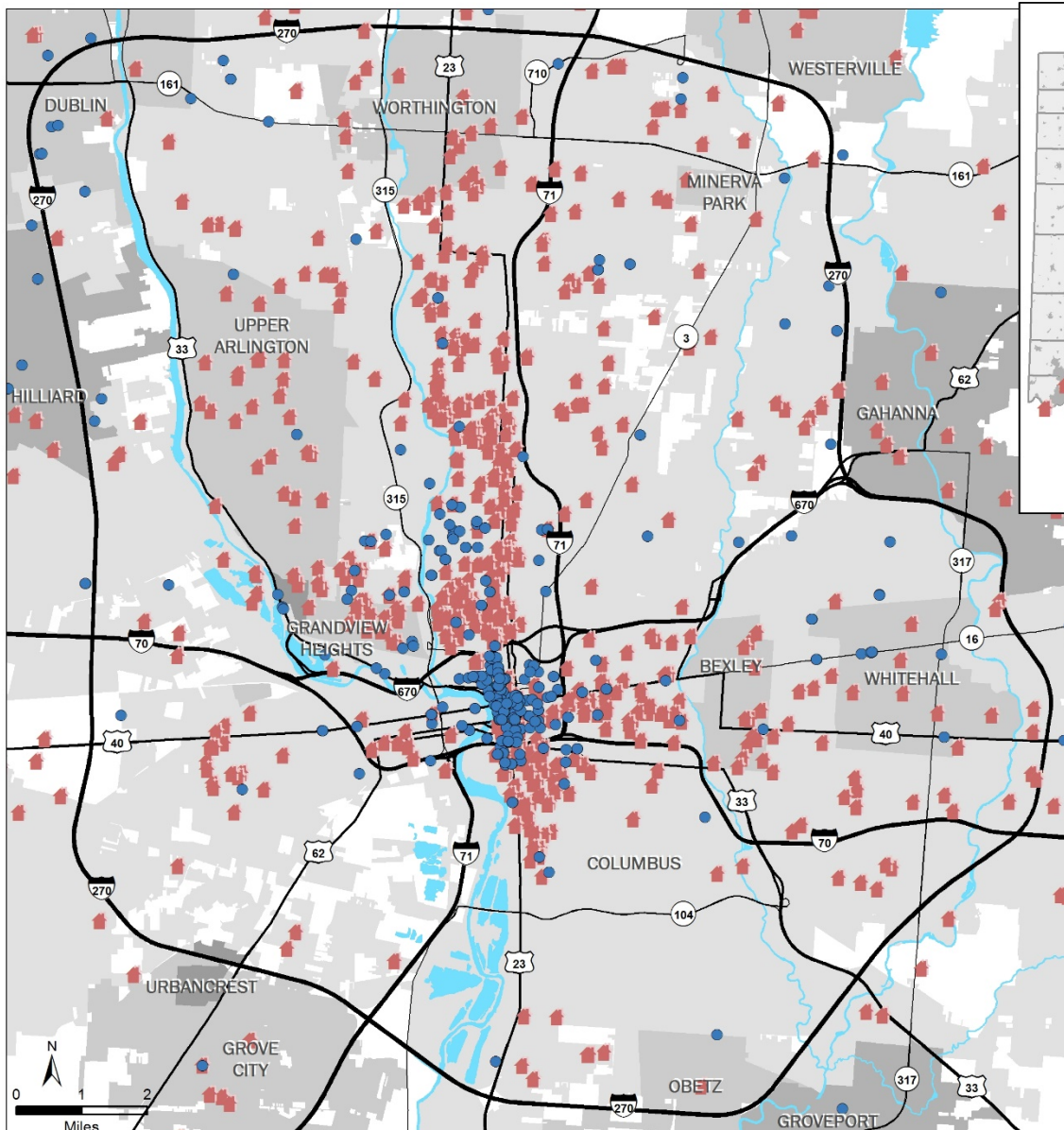
- Core purpose: Behavior-change mechanism
- Classified end-users into four categories
- Two types of gameplay: Individual & Team
  - Individual: Lottery-based
  - Team: Competition-based
- All gameplay nested within RideAmigos Commute Calendar
  - Trip logs correlate to (1) lottery entries and (2) team points
  - Export data for daily prize drawing/stats
- Flexible; enticing incentives



# Program Engagement

## 2017 New Users





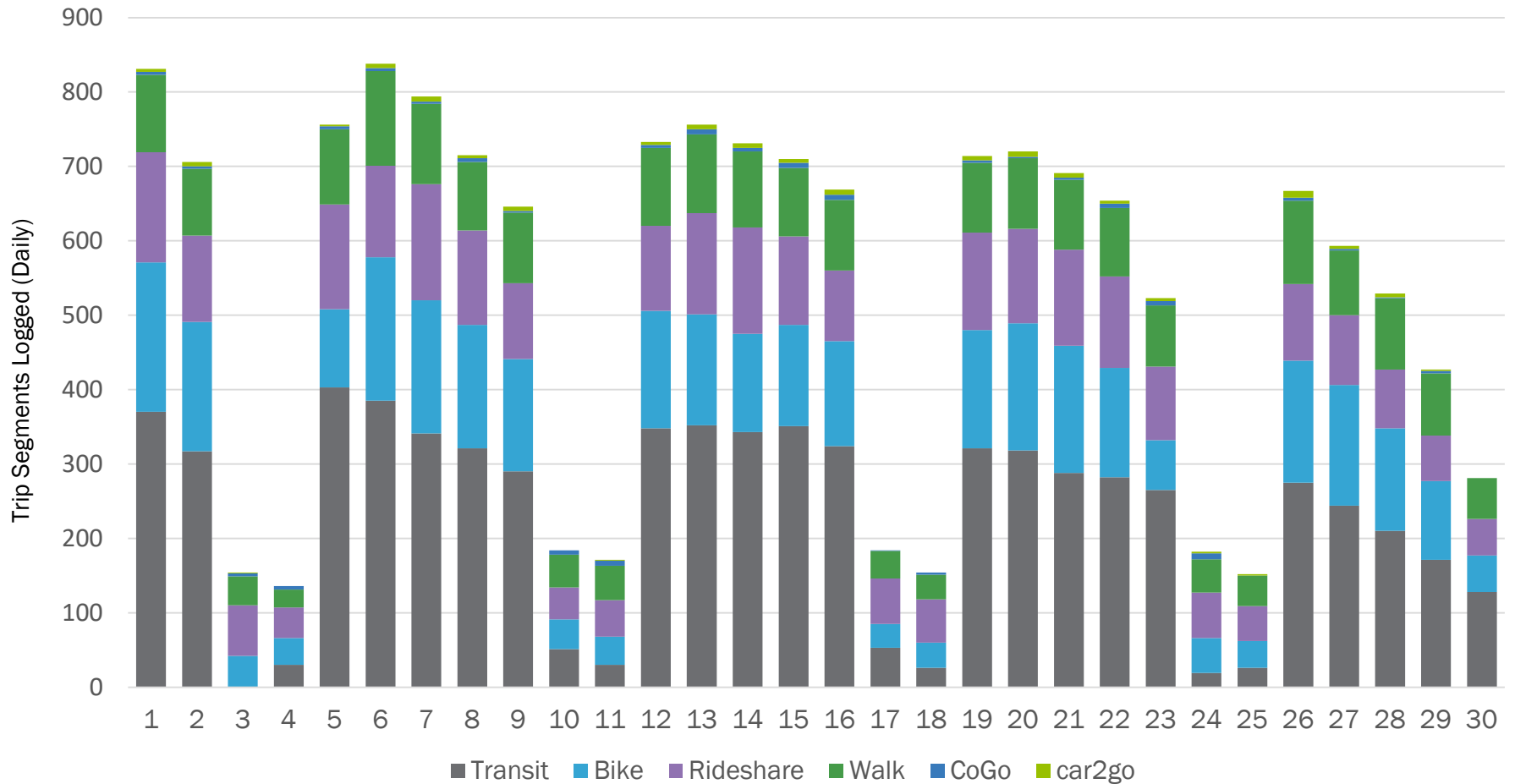
### Commuter Challenge

- Work
- Home

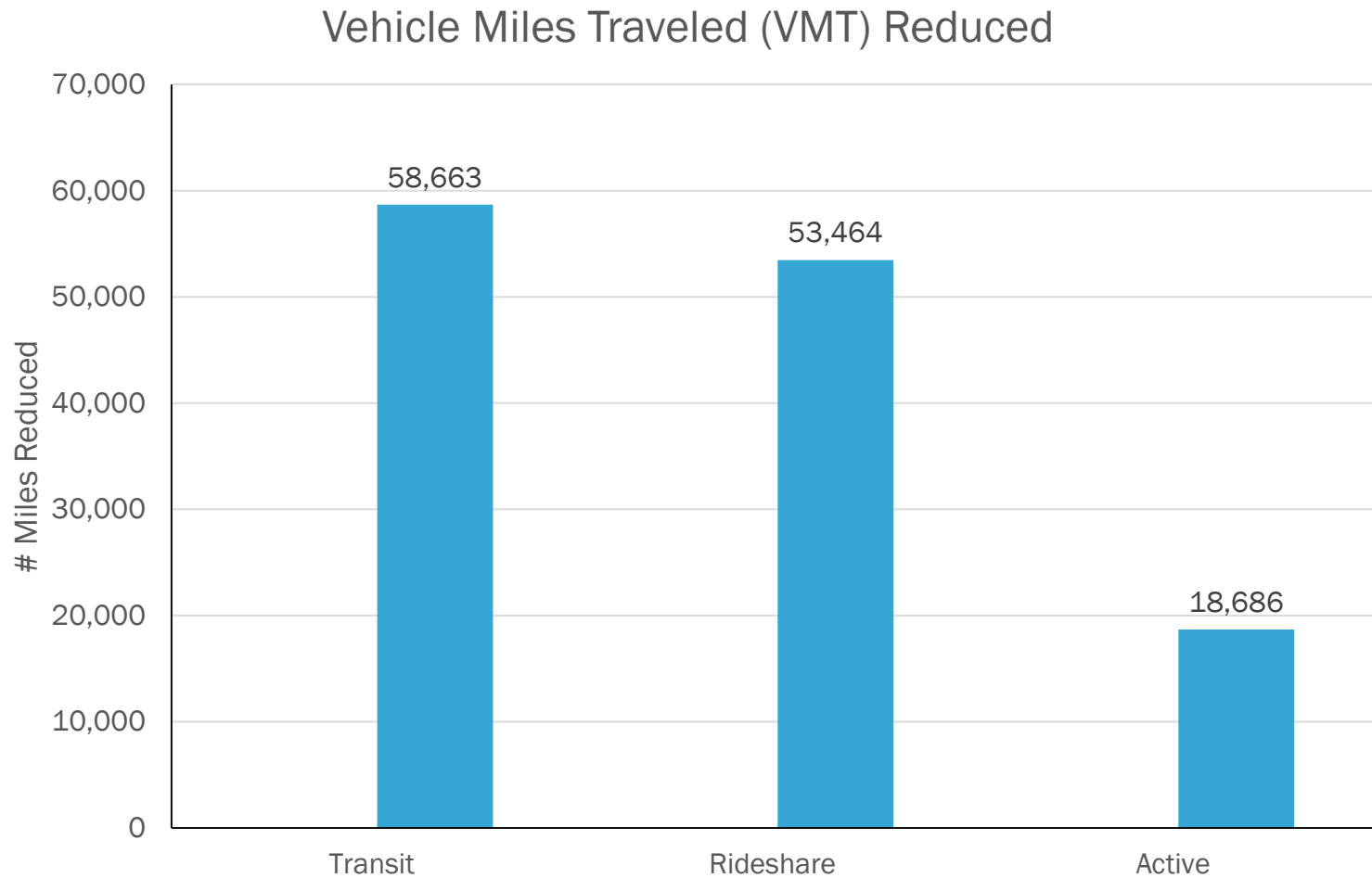
8% work outside I-270  
32% live outside I-270

# Program Engagement

2017 Trip Segments Logged (By Mode)

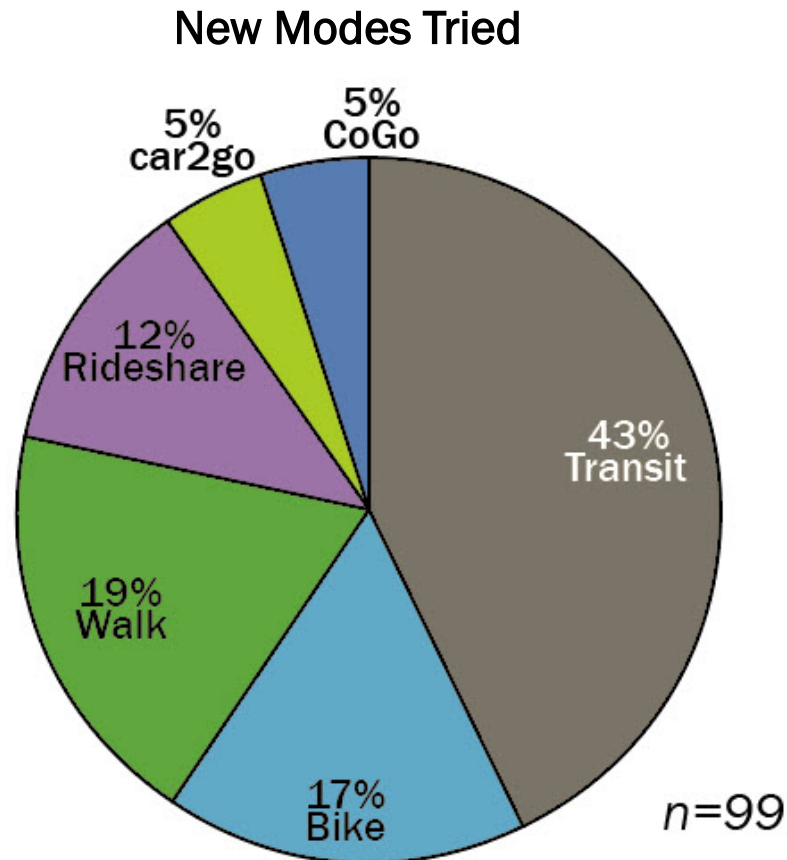


## Program Impact



## Program Impact

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





Mid-Ohio Regional  
Planning Commission

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