



Dangling the Carrot: Driving Mode Shift for Clean Air

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Mid-Ohio Regional Planning Commission



Mid-Ohio Regional
Planning Commission

Voluntary association
60+ local governments
15 county region



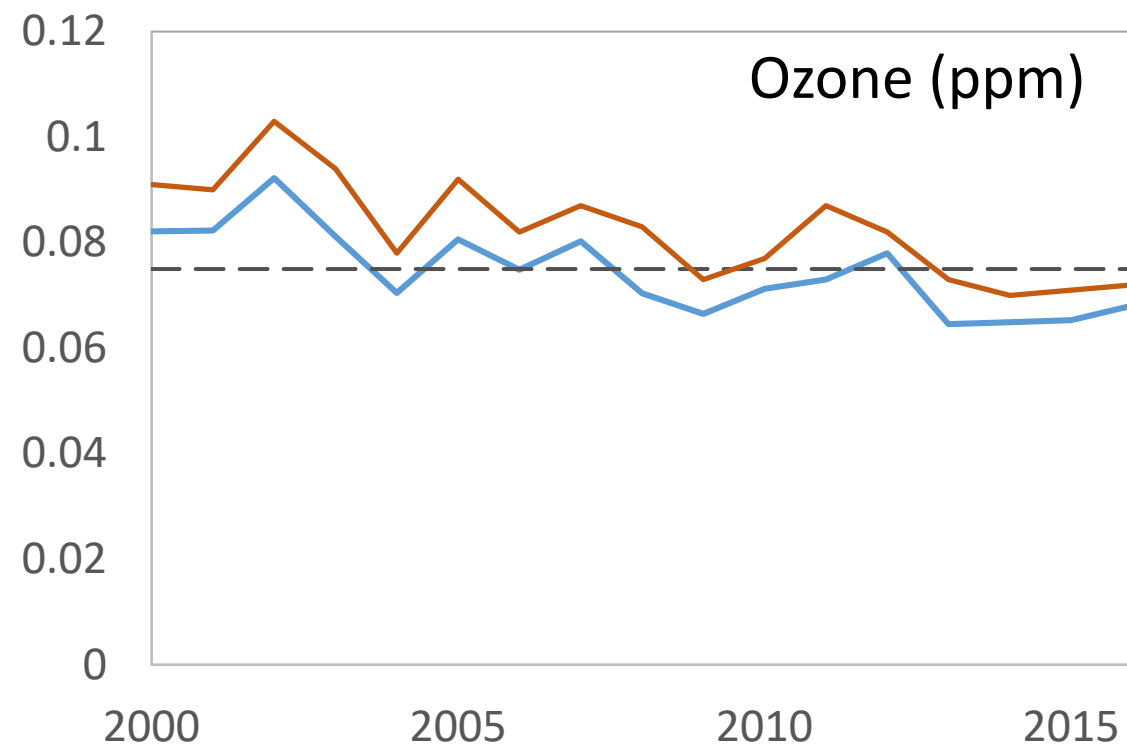
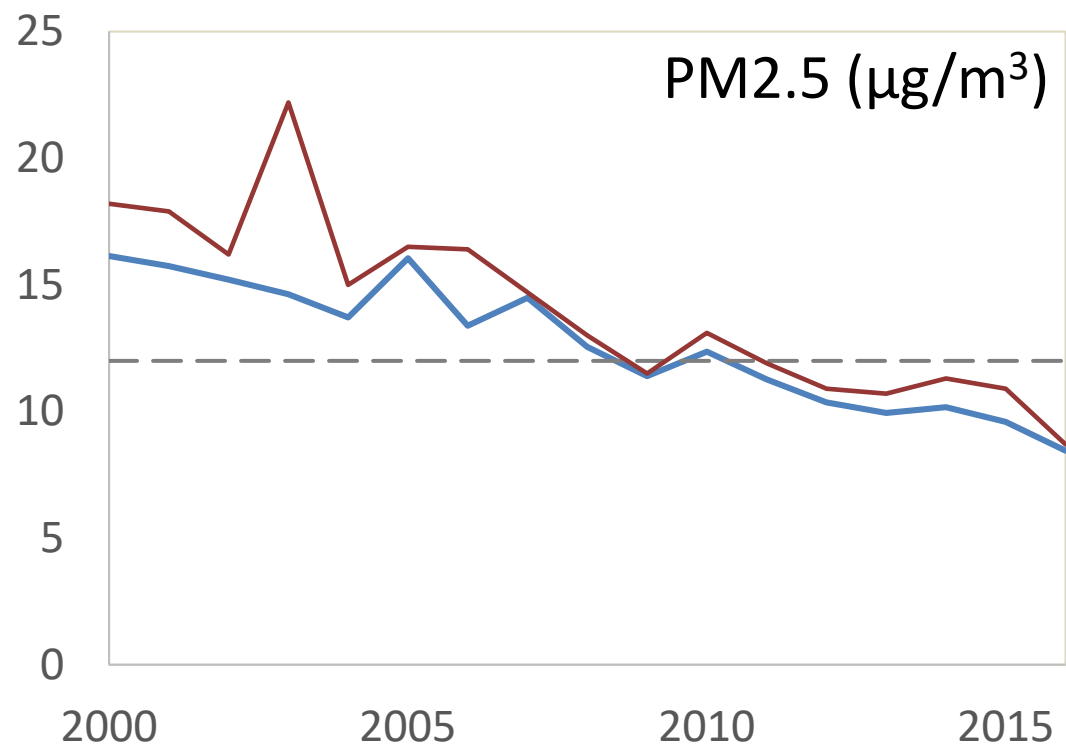
Transportation
Systems & Funding

Regional Data &
Mapping

Energy & Air Quality

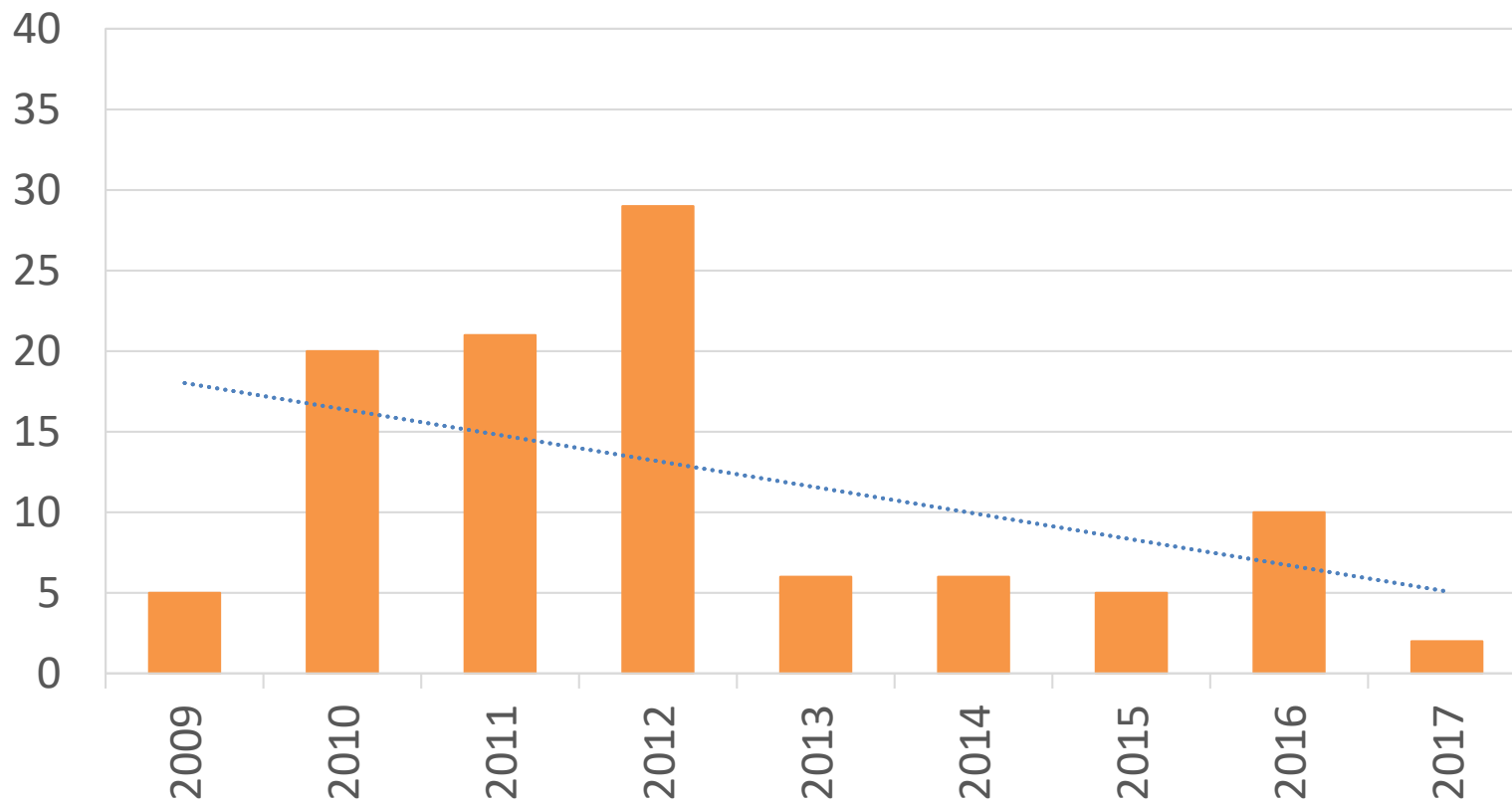
Planning &
Environment

Public & Government
Affairs



- Central Region
- Columbus, OH
- — NAAQS

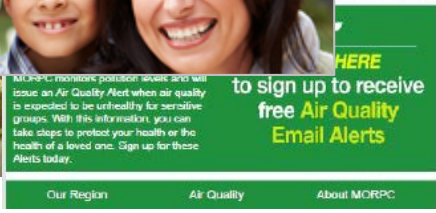
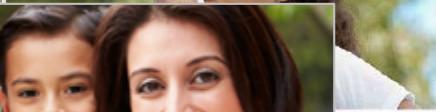
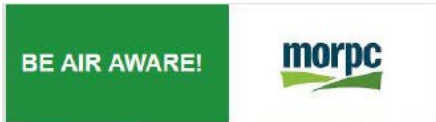
Regional and Local Air Quality



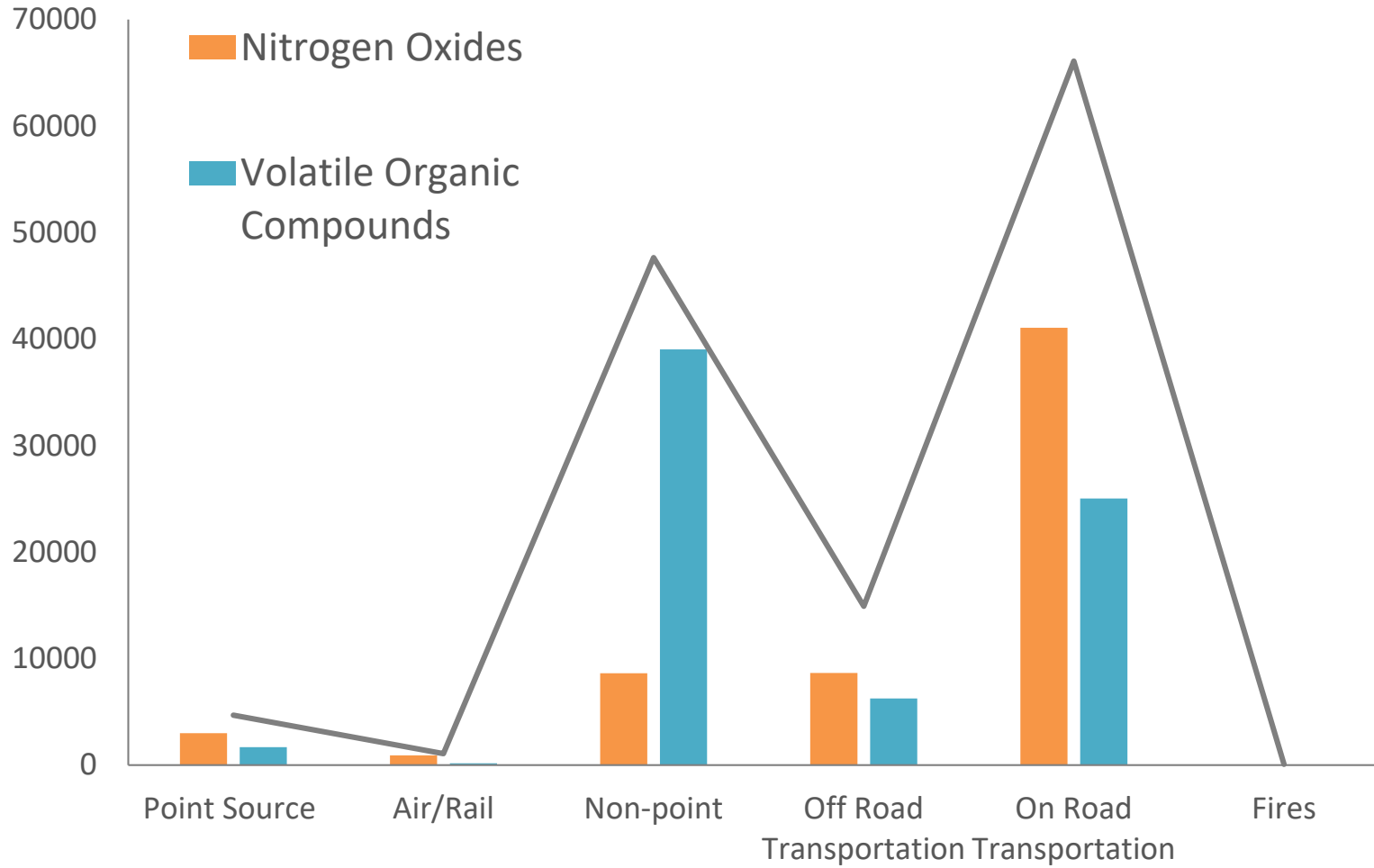
High Ozone Days (>70 ppb)

Total Audience:2,000,000+

Spanish translated ads and videos



Ozone Season Educational Campaign



Central Ohio Emissions Sources

What is the Commuter Challenge?

- Collaborative regional effort to promote non-Single Occupant Vehicle (SOV) forms of transportation
 - Reduce demand for SOVs
 - Improve air quality
- Inclusive: Anyone can participate
- June 1-30
- ‘Carrot’ approach to behavior change
 - Counter to cultural norms
 - 82% drive-alone rate

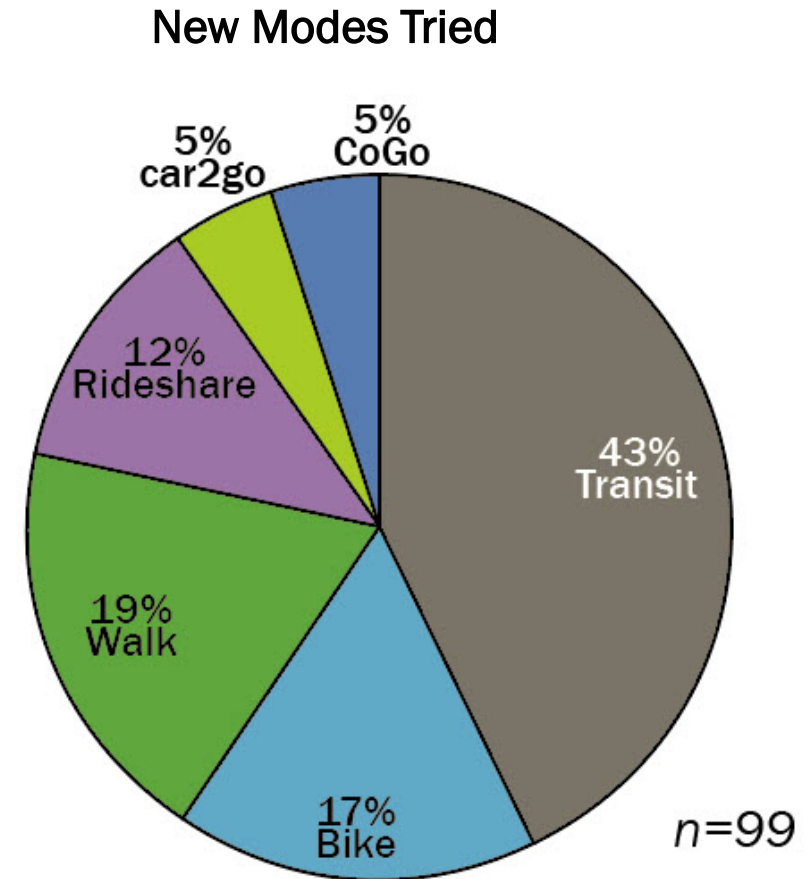


Video: <https://vimeo.com/217705630>



Conceptualizing the Commuter Challenge

- Core purpose: Behavior-change mechanism
- Gameplay nested within RideAmigos Commute Calendar
- Two types of gameplay: Individual & Team
 - Individual: Lottery-based
 - Team: Competition-based
- Eligible modes
 - Bike (and bikeshare)
 - Carpool
 - Car2go (carshare)
 - CoGo
 - Public Transit
 - Vanpool
 - Walk



Incentive Management

- Daily lottery
 - Single entry
 - Weekday drawing
 - \$25 gift card (winner's choice)
- Grand Prize lottery
 - Cumulative entries throughout month
 - \$200, \$300, or \$500 Visa Cash Card
- Team Competition
 - Top two (2) teams with most points
 - Mobility-based prize pack
 - ...and a few random goodies



Delivering the Commuter Challenge: RideAmigos

Log Your Trips

As you travel, record your commutes here to participate in programs, contests, and more! Triplog dates must be within the last 2 weeks.

January 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Log Trips | History

Selected Dates: 01/16/18

Where did you go?

Departure Time: 9:45 AM

Return Time: 8:00 PM
[No Return Trip](#)

One-Way Distance: 3 mi

Mode of Travel: Bike

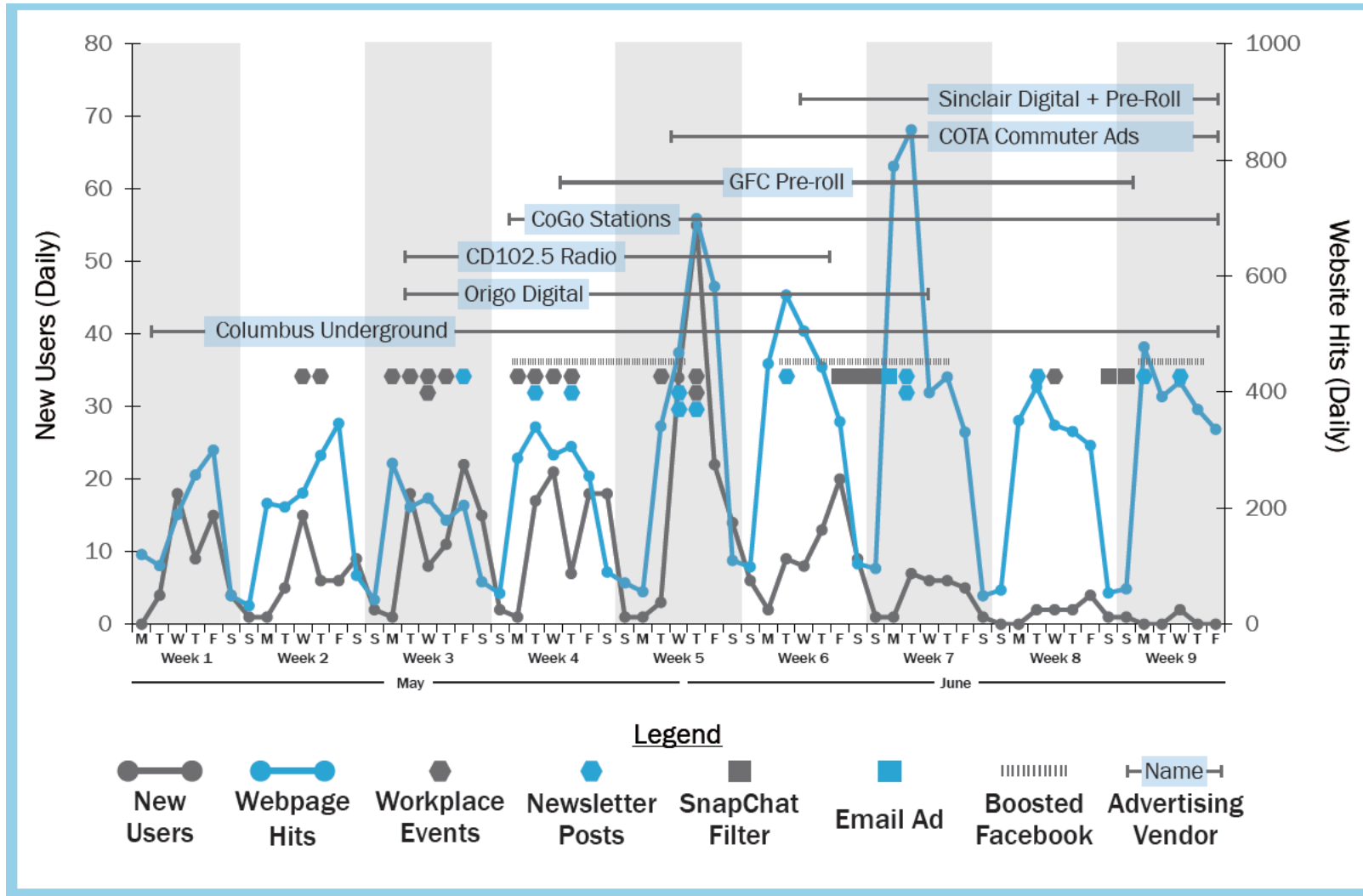
Log 2 Trips

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



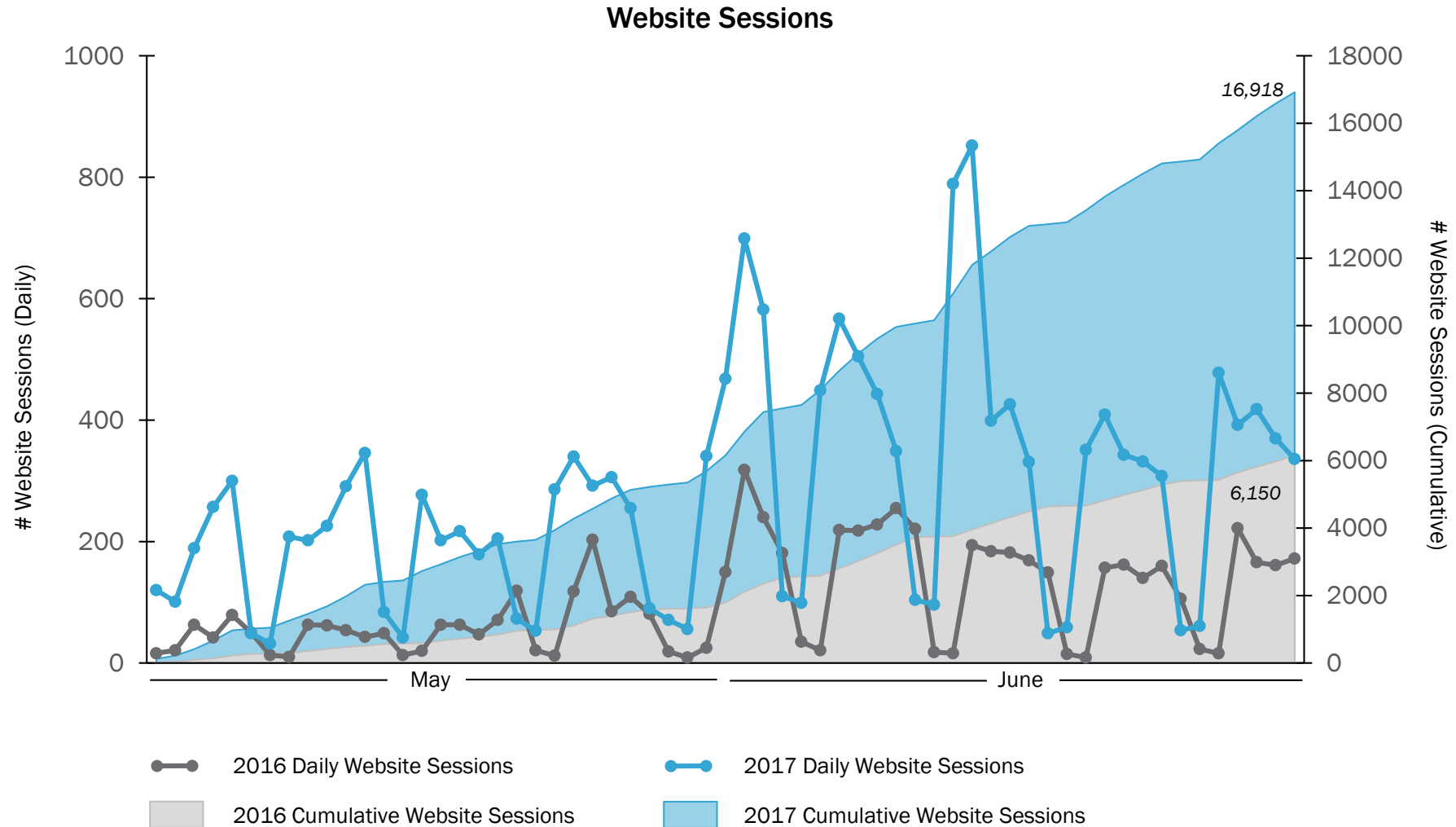
Advertising Activity



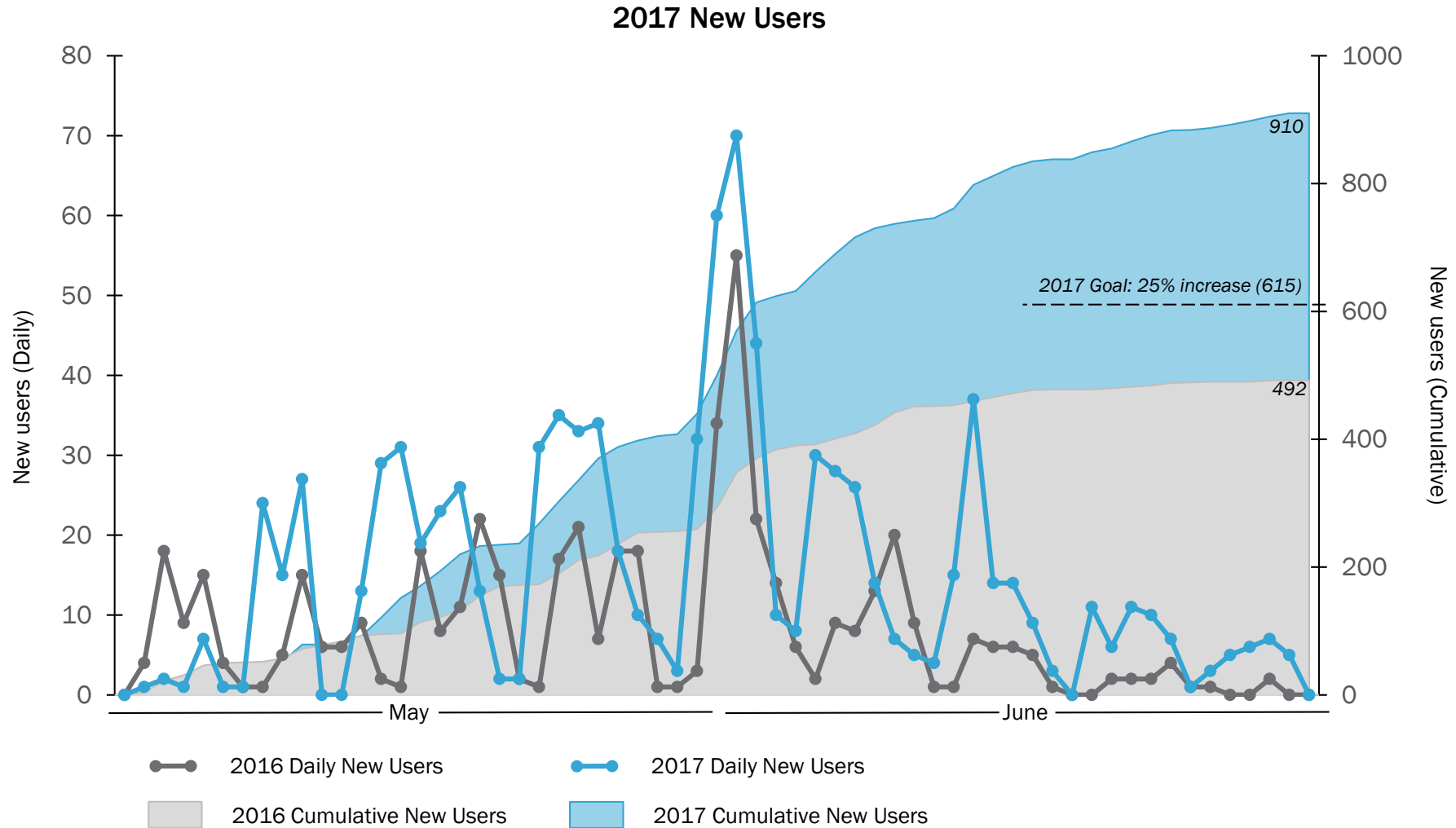
Outreach: Sample Ads



Outreach: Driving Traffic to the Website



Program Engagement



Future Enhancements and Improvements

The logo for "downtown cpass" features the word "downtown" in a lowercase, orange, sans-serif font. Below it, the word "cpass" is written in a larger, bold, dark teal, lowercase, sans-serif font. The letters "c" and "p" in "cpass" are connected, and there are three orange diagonal slashes above the "a" and "s".



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