Dangling the Carrot: Driving Mode Shift for Clean Air

Dan Sheehan
Brooke White
Mid-Ohio Regional Planning Commission
Voluntary association
60+ local governments
15 county region
Regional and Local Air Quality

PM2.5 (µg/m³)

Ozone (ppm)

- Central Region
- Columbus, OH
- NAAQS

Regional and Local Air Quality
High Ozone Days (>70 ppb)
Ozone Season Educational Campaign

Total Audience: 2,000,000+

Spanish translated ads and videos
Central Ohio Emissions Sources

Graph showing emissions sources:
- Point Source
- Air/Rail
- Non-point
- Off Road Transportation
- On Road Transportation
- Fires

Y-axis: Emissions in units of 10,000
- Nitrogen Oxides
- Volatile Organic Compounds

High emissions are seen in On Road Transportation.
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](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

New Modes Tried

- 43% Transit
- 17% Bike
- 19% Walk
- 12% Rideshare
- 5% Car2go
- 5% CoGo

n=99
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

Visit: MakeYourMilesMatter.com
### Outreach: Advertising Partners and Impressions

<table>
<thead>
<tr>
<th>Type of Outreach</th>
<th># Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoGo Dock Ads</td>
<td>801,224</td>
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<tr>
<td>COTA Commuter Ads</td>
<td>558,000</td>
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<tr>
<td>Digital Ads</td>
<td>426,957</td>
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<td>CD 102.5</td>
<td>213,712</td>
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<td>Email Marketing</td>
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<td>Gateway Pre-roll</td>
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<td>Print Media</td>
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<tr>
<td>Social Media</td>
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<td>Columbus Underground</td>
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<td>Newsletters</td>
<td>15,471</td>
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<tr>
<td>Network Television</td>
<td>Unknown</td>
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<td><strong>TOTAL</strong></td>
<td><strong>2,219,336</strong></td>
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</table>
Advertising Activity
Outreach: Sample Ads
Outreach: Driving Traffic to the Website

Website Sessions

# Website Sessions (Daily)
- 2016 Daily Website Sessions
- 2017 Daily Website Sessions

# Website Sessions (Cumulative)
- 2016 Cumulative Website Sessions
- 2017 Cumulative Website Sessions

- May: 6,150
- June: 16,918