WHO IS MORPC?
OUR POPULATION IS GROWING
This view of the Current Trajectory scenario shows suburban growth extending beyond Franklin County and beyond. Limited compact growth occurs in Downtown Columbus, and in locations throughout the region that have been planned for mixed-use development.

This view of the Focused Corridor Concept scenario shows infill and redevelopment within the half-mile corridor areas. Mixed-use, compact growth also occurs along other corridors and in strategic locations throughout the region. Since growth is prioritized around the corridors, Franklin County sees a relatively higher proportion of growth than in the Current Trajectory scenario.
THE 6 E’S

ENGINEERING

EDUCATION

ENCOURAGEMENT

ENFORCEMENT

EVALUATION

EQUITY
Education
CONGESTION IN CENTRAL OHIO

Columbus, OH

135th Most Congested City in the World

25th in United States

71
Driving time spent in congestion in 2018

14
Inner city last mile speed (mph)

$990
Cost of congestion per driver
"Emissions have risen despite increases in fuel efficiency standards and the adoption of electric vehicles. Despite an admirable 35 percent increase in the overall fuel efficiency of our vehicle fleet from 1990-2016, emissions still rose by 21 percent. Why was that? Because the total amount of miles traveled increased by 50 percent in that same period.

Simply put, we’ll never achieve ambitious climate targets if we don’t reduce driving."
GOHIO COMMUTE

- Trip planning
- Personal gamification
- Incentives and point programs

- Employer Resource:
  - Assess needs and set goals
  - Develop unique incentives or challenges
  - Market your program
  - Evaluate and improve
  - All consultation and use of Gohio Commute is FREE
Encouragement
Whether you bike to work or school; ride to save money or time; pump those pedals to preserve your health or the environment; or simply to explore your community, National Bike Month is an opportunity to celebrate the unique power of the bicycle and the many reasons we ride.
WORTHINGTON TOUCH-A-TRUCK

• Friday, May 17

• 9:30 a.m. – 12:00 p.m.

• Existing Helmet giveaway

• New idea of a helmet decorating activity

• Bike maps, Commuter Challenge information, and hashtag activity for adults
CENTRAL OHIO COMMUTER CHALLENGE

Date
June 3rd, 2019 at 12:00 a.m. to June 9th, 2019 at 12:00 p.m.

Strategy
Encourage Central Ohio Commuters to consider mode change through gamification

Purpose
Improve air quality, decrease congestion, and support public health in Central Ohio.

Target Audience
Commuters within the 15 county region of MORPC with a focus on those who travel to the Downtown Columbus area for work.
## CENTRALOHIO COMMUTER CHALLENGE

### INDIVIDUAL PRIZES

<table>
<thead>
<tr>
<th>Prize</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150, $100, $50 Visa Gift Cards</td>
<td>Participants with highest point totals (3)</td>
</tr>
<tr>
<td>COSI Family Membership</td>
<td>Person with the highest point total (1)</td>
</tr>
<tr>
<td>$25 Visa Gift Cards</td>
<td>Hashtag contest winners (3)</td>
</tr>
<tr>
<td>$25 Gift Cards from Various Vendors</td>
<td>Daily lottery winners (7)</td>
</tr>
</tbody>
</table>

### TEAM PRIZES

<table>
<thead>
<tr>
<th>Prize</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two COSI After Dark Tickets per participant</td>
<td>Team with the most new registrants</td>
</tr>
<tr>
<td>Two tickets to a Columbus Clippers game per participant</td>
<td>Runner up team with most new registrants</td>
</tr>
<tr>
<td>Two COSI Day Passes per participant</td>
<td>Team with the highest point total</td>
</tr>
</tbody>
</table>
CENTRAL OHIO COMMUTER CHALLENGE

Advertising
- Radio advertising on CD 102.5
- 614 Magazine, May issue
- Digital IKE sign in the Short North
- Digital Advertising
- Bike Month events
- Other public events
## CENTRAL OHIO COMMUTER CHALLENGE

### The Results

<table>
<thead>
<tr>
<th>PARTICIPANTS</th>
<th>TRIPS</th>
<th>DISTANCE</th>
<th>MONEY SAVED</th>
<th>CO2 SAVINGS</th>
<th>CALORIES BURNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>236</td>
<td>759</td>
<td>7,174</td>
<td>$2.2K</td>
<td>3,794 lbs</td>
<td>82,000</td>
</tr>
</tbody>
</table>

COMMUTER CHALLENGE
GRAND PRIZE WINNERS
Bringing it together
WHAT IS TDM?

- Transportation Demand Management aims to reduce the demand side of congestion (i.e., reducing the number of single occupancy vehicles rather than expanding costly infrastructure.

Mission Statement:
- The TDM Strategic Plan offers a unified voice of various transportation stakeholders that embraces innovative strategies to help guide people toward sustainable travel options that support environmentally sound, economically thriving, and socially equitable communities.
CONNECTIONS WITH THE MTP & THE RSA

• The TDM Strategic Plan seeks to accomplish goals outlined in the Metropolitan Transportation Plan (MTP) and the Regional Sustainability Agenda (RSA).

• Both documents recognize that offering a variety of mobility options is pivotal in reducing energy consumption, protecting natural resources, creating sustainable neighborhoods, and promoting economic opportunity throughout our region.

• 2020-2021 TDM Plan January 2020
LEXI PETRELLA
Associate Planner
Mid-Ohio Regional Planning Commission

T: 614.233.4132 | M: 380.235.1275
apetrella@morpc.org
111 Liberty Street, Suite 100
Columbus, OH 43215