

# **2017 COMMUTER CHOICE AWARDS UPDATE**

**Air Quality Subcommittee  
September 15, 2017**

# **ACTION REQUESTED**

**No action is requested at this time.  
This item is for presentation and discussion.**

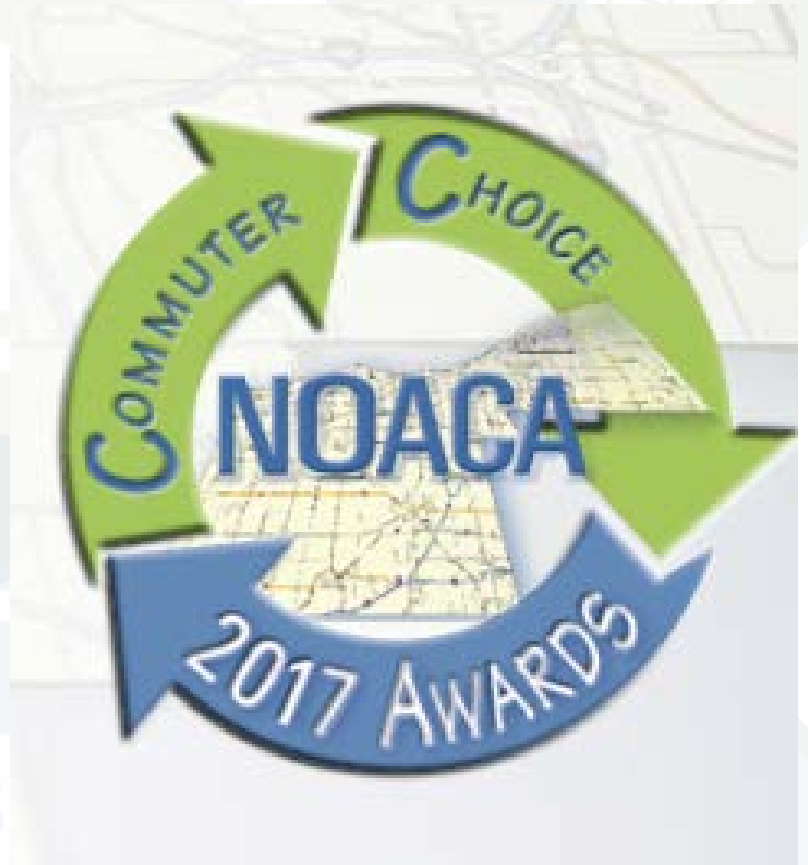
# **PREVIOUS ACTION**

**Staff has presented information on this topic to the  
Subcommittee at previous meetings.**

# BACKGROUND

Since 2014, NOACA has held its Commuter Choice Awards, a friendly annual competition to recognize Northeast Ohio organizations that promote alternative commutes among their employees

On May 11, NOACA announced the 2017 Commuter Choice Awards



# BACKGROUND

NOACA's 2017 Commuter Choice partners: Sustainable Cleveland and Cleveland 2030 District



# BACKGROUND

## COMMUTER CHOICE AWARDS GOALS:

- Educate employers and commuters about the various ways organizations can actively promote alternative commutes
- Encourage commuters to travel by non-SOV (single-occupant vehicle) modes
- Reward employers who encourage and incentivize more sustainable and healthier commute options



# BACKGROUND

As in past years, NOACA scored organizations based on:

- **Employer support – policies, education, incentives, and investment designed to support commuter choice (assessed via a survey employers completed)**
- **Employer location – a measure of whether an employer's location is conducive to alternative commute modes**





# BACKGROUND

But this year, we added a new dimension:

- **Commuter behavior – measured via the Commuter Choice July Challenge, a month-long competition using a live leaderboard on Gohio Commute**



**gohio**  
commute

A Smarter Way



# BACKGROUND

## Commuter Choice July Challenge Statistics

Total Trips

*Modes:*

**3,681**

Total Distance  
34,017.7 mi

CO2 Saved  
9.2 tons

Money Saved  
\$10,017.46

Calories Burned  
263,253

Participants  
212



# BACKGROUND

## Prize categories:

### Business

Small Business  
Large Business

### Non-profit and Government

Small non-profit  
Large non-profit

# BACKGROUND

Grand prizes to overall top scorers:



# NEXT STEPS

**NOACA and partners will announce winners and distribute awards at the City of Cleveland's Sustainability Summit on September 28.**

**NOACA will notify non-winners on September 29, and staff will offer to meet with them to discuss how to improve their score next year.**

**NOACA staff will begin to prepare for the 2018 Commuter Choice Awards.**



# NORTHEAST OHIO



AREAWIDE  
COORDINATING  
AGENCY

NOACA: Planning For Greater Cleveland

NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

