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# Collaborative TDM Technology for Ohio's Future Mobility



# COLLABORATIVE TDM TECHNOLOGY FOR OHIO'S FUTURE MOBILITY

CommuteCon 2018

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A Smarter Way



# BACKGROUND

- Primary goal: Ridematching
- Siloed operations
  - RideshareOhio
  - OhioRideshare
- 2015: Can we collaborate?
  - Bring 7 MPOs together
  - Unify our mission across the state



# CHANGING THE PARADIGM

- Development of new, unified program
- Three-step process
  - Goals & mission verified by third-party expert
  - Introducing: Transportation Demand Management (TDM)
    - Mobility Options
    - Incentive-based behavior change
  - Select a technology vendor
  - Develop a unified brand

# NEW PLATFORM, NAME, AND LOGO

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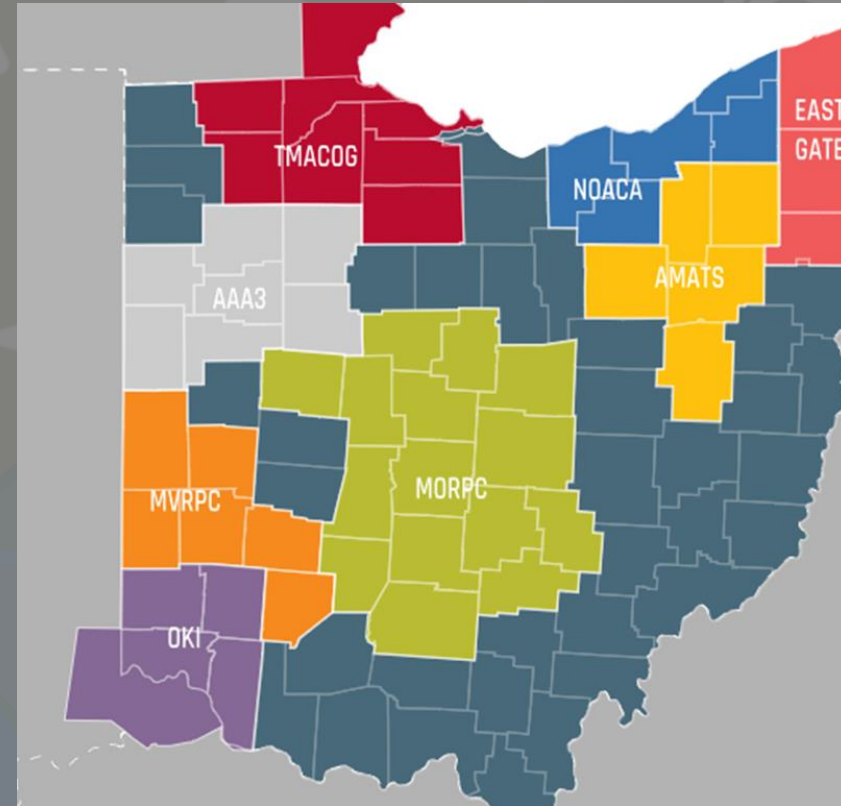
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**OARC**  
OHIO ASSOCIATION OF REGIONAL COUNCILS

# OVERCOMING BARRIERS

- Coordination across regions
  - Building consensus
  - Aligning goals
  - Acknowledging differences
  - Regional priorities
- Results
  - Platform available in 54 counties in 4 different states
  - Covers more than 9 million residents



# WHAT ARE GOHIO COMMUTE'S GOALS?

- Provide choices
- Fewer drive-alone trips, more alternative commutes
- Save money
- Reduce traffic congestion
- Lower commuter stress
- Less parking demand
- Cleaner air
- Improved public health



# EMPLOYER & UNIVERSITY OUTREACH

- Gohio Commute partners conduct outreach to businesses, universities in their respective regions
- Coordinate with ETCs to create subsites/networks, register employees, develop incentives
- Major employers, institutions using platform to manage TDM efforts

uGO  
CONNECTING UNIVERSITY CIRCLE

NEWS EVENTS ABOUT FAQ CONTACT

TRANSPORTATION OPTIONS BENEFITS PLAN YOUR TRIP ALERTS

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**uGO together**

Find a carpool partner with someone who lives and works near you.

FIND A CARPOOL

uGO is connecting you to University Circle by transit, biking, walking and ridesharing.

PLAN YOUR TRIP



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# GOHIO COMMUTE PERFORMANCE MEASURES

- OARC identified 4 categories of performance measures:
  - User Metrics
  - Outreach and Promotion Metrics
  - Systemwide Performance Metrics
  - Platform Administration & Enhancement Metrics
- Developed list of measures within each category, track progress via quarterly and annual updates

# GOHIO COMMUTE PERFORMANCE MEASURES

- More than 23,000 users registered statewide
- 307 employer/university subsites/networks
- Roughly 47,000 non-SOV triplogs (82% of all trips)
- Systemwide benefits:
  - >480,000 VMT avoided
  - > 135 tons of CO<sub>2</sub> mitigated
  - >3.5 million calories burned
  - >\$155,000 saved

# CONTINUED TDM COORDINATION

- OARC partners continue to reach out to organizations to expand the site, create new incentives & challenges
- OARC exploring the development of a statewide TDM strategy, centered on Gohio Commute

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