

GOHIO COMMUTE UPDATE AND PERFORMANCE MEASURES

**Air Quality Subcommittee
September 19, 2025**

ACTION REQUESTED

No action is requested. This presentation is for information.

PREVIOUS ACTION

Staff presents quarterly updates to the Air Quality Subcommittee.

BACKGROUND

- **Gohio Commute launched in April 2017.**
- **Staff engage businesses, universities, local government agencies, and other organizations to create subsites.**
- **Subsites enable organizations to create targeted incentives for employees and to track involvement of employees.**



BACKGROUND

- Staff created performance measures to track progress of Gohio Commute
- Four (4) Categories
 - User Metrics
 - Systemwide Performance Metrics
 - Outreach and Promotion Metrics
 - Platform Administration and Enhancement Metrics



USER AND SYSTEMWIDE METRICS

Users



8,160/35%

Non-SOV Trips



176,904/58%

VMT Avoided



1,823,285/59%

CO₂ Avoided (t)



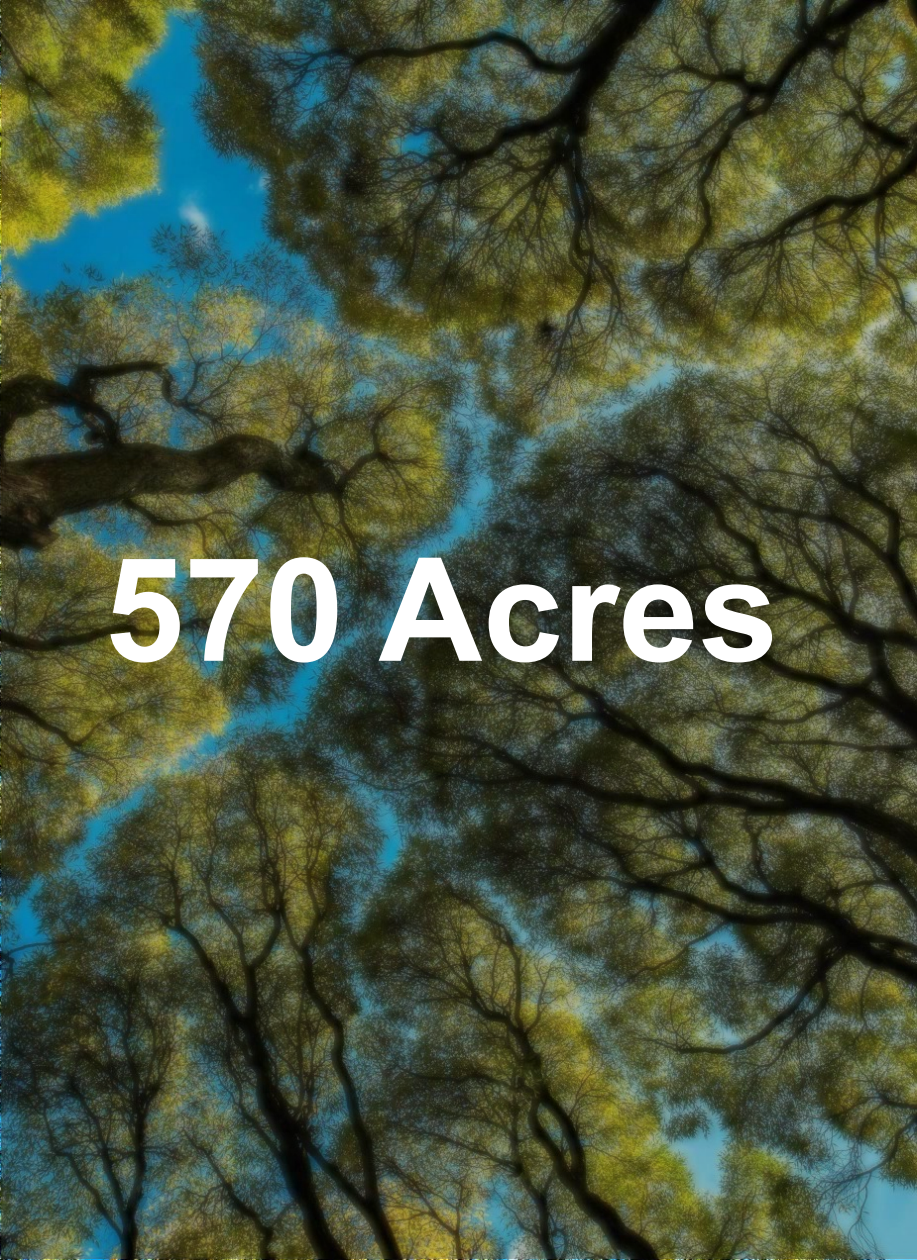
626/62%

\$ Saved



\$804,147/63%





570 Acres

**USER
AND
SYSTEM-
WIDE
METRICS**



1,630 Times

USER AND SYSTEMWIDE METRICS

2025 Vanpool Metrics Per Month Per Person

- Miles avoided 414 – 2,553 miles
- CO₂ avoided 0.14 – 0.88 tons
- Commuter savings \$228 – \$1,404

2025 Vanpool Metrics through August 31

- 42 active vanpools, 10 new vanpools since January 1
- 13 sunset
- Four routes
 - 3 Cuyahoga
 - 1 Geauga



USER AND SYSTEMWIDE METRICS



- 44 participants
- 924 trips
- 7,278 miles
- \$2.3k
- 4,725 lbs CO₂
- 65k calories



- 58 participants
- 1,287 trips
- 8,809 miles
- \$3.9k
- 6,384 lbs CO₂
- 200k calories



- September 8-21
- Opportunity to win up to \$200
- Carpool, Transit, Biking, Walking, Vanpool

2025 COMMUTER CHOICE AWARDS

Air Quality Subcommittee Updates

Discuss ideas with the Air Quality Subcommittee and obtain feedback

● Aug. ● Sept. ● Oct. ● Dec.

2025 Clean Air Challenge

Redesign the Commuter Choice Awards

NOACA will take this opportunity to rethink its approach and return with an even stronger program that better meets the needs and interests of employers, organizations, and communities.

PLATFORM ADMINISTRATION AND ENHANCEMENT METRICS

March 2017 – August 2025

- 47 Total Challenges
- 57 Employer/Organization Incentives
- 187 Events

OHIO COMMUTER CHALLENGE



**SAVE MONEY &
WIN PRIZES**

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SEPTEMBER 8-21, 2025

Prizes donated by:



OUTREACH AND PROMOTION METRICS

Gohio Commute Office Hours

- Quarterly updates on new topics related to Gohio Commute
- Notifications through email and the Gohio Commute platform
- Q3 Topic: Gohio Mobility
 - 40 Registrants
- Next Topic: Guaranteed Ride Home Program



Office Hours
WHEN: Sept. 17th
12:00pm-1:00pm

TOPIC: Gohio
Mobility

WHERE: Click
here to register
for the online
webinar



FINANCIAL IMPACTS

NOACA's current annual budget for the Gohio Commute platform is \$10,000.

NEXT STEPS

Staff will provide quarterly updates on platform performance metrics to the Subcommittee



NOACA

Northeast Ohio Areawide Coordinating Agency

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.