

FUTURE OF COMMUTER CHOICE PROGRAM

Air Quality Subcommittee

December 19, 2025

ACTION REQUESTED

No action is requested. This item is for information and discussion.

PREVIOUS ACTION

No previous action.

BACKGROUND

2011

Commuter Recognition Program



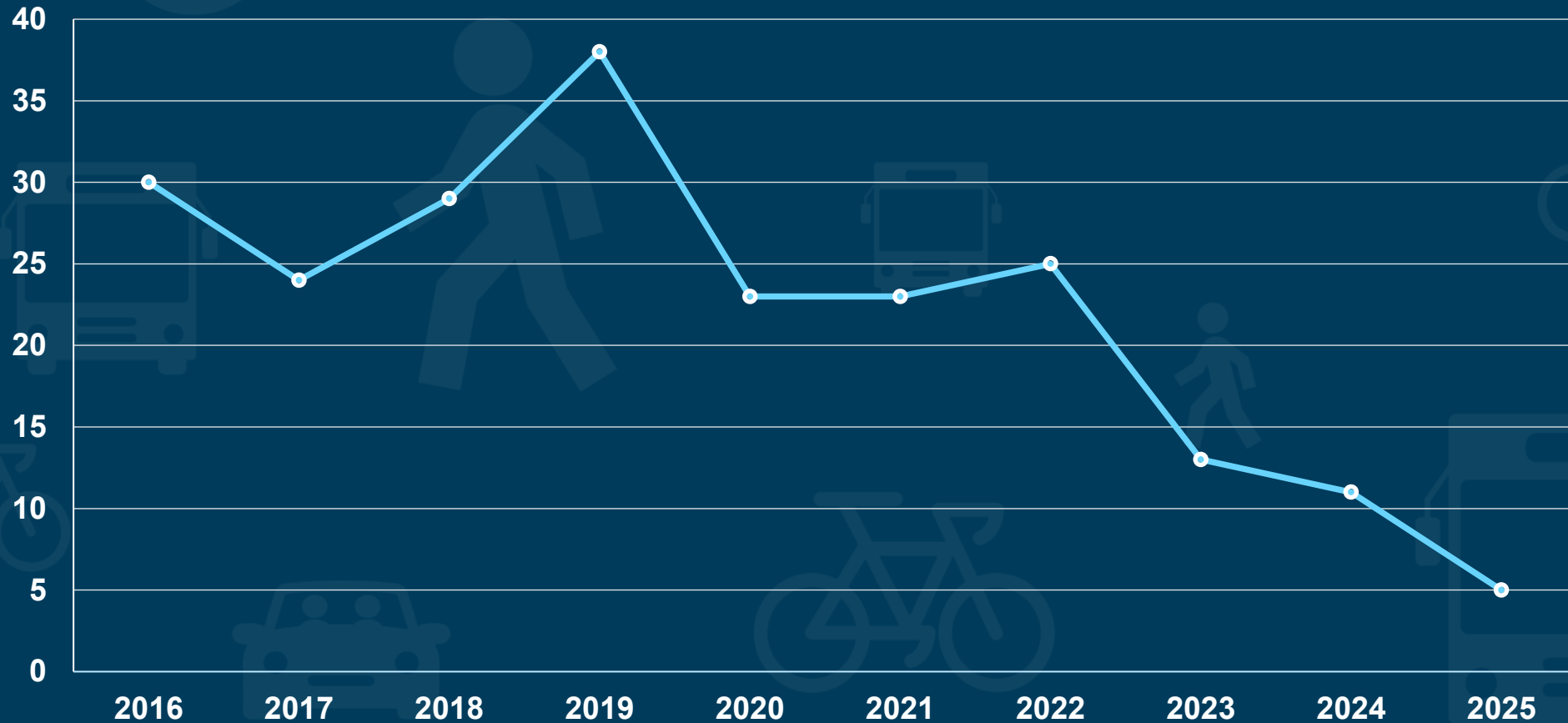
The program—renamed the Commuter Choice Awards (CCA) – added a new tiered recognition system. Organizations were asked to complete a survey about their commuting amenities, options, and programs (e.g., transit pass subsidies, secure bicycle parking, flexible scheduling, etc.).



The Ohio Association of Regional Councils adopted an enhanced transportation demand management platform, Gohio Commute. NOACA integrated this platform into the CCA through a month-long Commuter Challenge, enabling organizations to track employee participation in real time. At the same time, the CCA also added a location score.

TRENDS

Number of Organizations Participating in Commuter Choice Awards by Year



OUTREACH

Gohio Commute Engagement Survey

- Since 2016, 55 different organizations have participated in the Commuter Choice Awards.
- NOACA developed a survey of past participants to address current low participation rate for the annual Commuter Choice Awards.
- The survey:
 - Gauged organizations' understanding of the Gohio Commute platform, Commuter Choice Awards, and Clean Air Challenge
 - Assessed what engagement tools they find useful as well as training procedures they want to see
 - 23 organizations completed the survey

PROPOSED FRAMEWORK

Future of the Commuter
Choice Program



PROPOSED FRAMEWORK

What are the barriers?

- Level of effort on behalf of the participating organizations
- Waning interest among employees
- Accessibility of the CCA survey

What incentives can we provide?

- NOACA SWAG
- Accessible training materials
 - One on one trainings
 - Regularly scheduled training sessions
 - Training videos

Revitalize the program by removing access to barriers and providing incentives



PROPOSED FRAMEWORK

Tiered Awards System

- Design Principles
 - Acknowledge incremental progress
 - Measure progress over time
 - Non-competitive
- Structure
 - Point-based award system
 - Scaled expectations

**Redesign
the program
as a tiered
structured
award
system**



PROPOSED FRAMEWORK

TDM Consulting

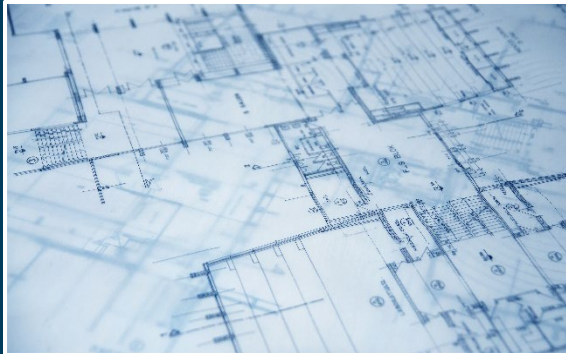
- Program Development
 - Offer planning and technical assistance for transportation initiatives
 - Educate employers about commuting benefits
 - Propose internal policy changes
- Outreach & Stakeholder Engagement
 - Educate employees about commute options
 - Collaborate with employers and community groups
 - Help organize events such as Bike-to-Work Day or Transportation Fairs

Sunset the program and shift focus to providing transportation demand management support for regional organizations

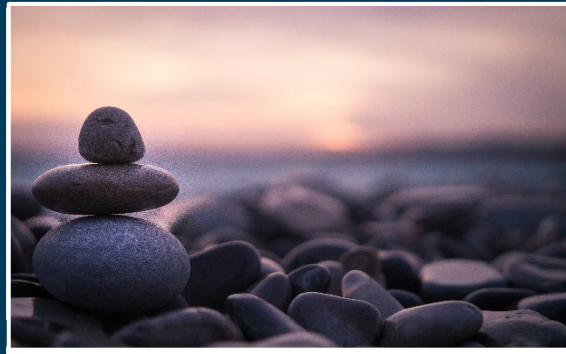
PROPOSED FRAMEWORK



Revitalize



Redesign



Sunset



New Ideas

FINANCIAL IMPACTS

Different outcomes for the Commuter Choice Program may yield different financial impacts for NOACA.

NEXT STEPS

NOACA staff will review the feedback from the Air Quality Subcommittee to determine the future of the Commuter Choice Program.



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.