

GOHIO COMMUTE OUTREACH AND PERFORMANCE MEASURES

Air Quality Subcommittee

March 20, 2026

ACTION REQUESTED

No action is requested. This presentation is for information.

PREVIOUS ACTION

NOACA staff provides quarterly updates to the Subcommittee.

BACKGROUND

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



USER AND SYSTEMWIDE METRICS

Users



8,275/34%

Non-SOV Trips



184,783/52%

VMT Avoided



1,881,454/49%

CO₂ Avoided (t)



746/63%

\$ Saved

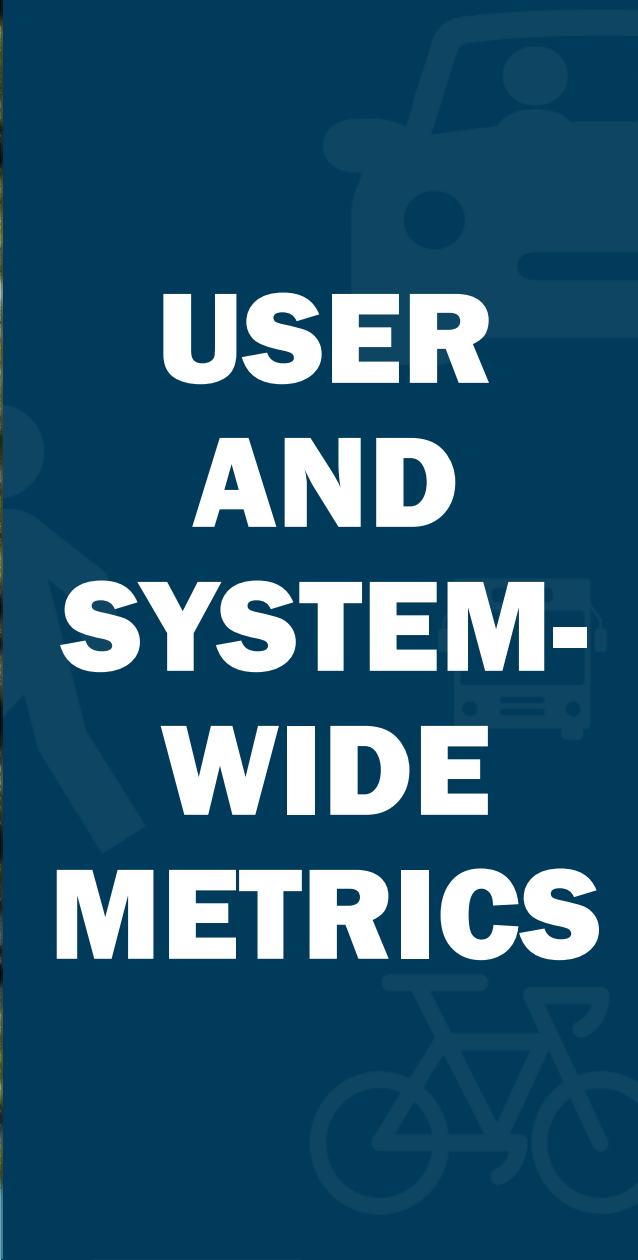


\$1,220,668/64%





679 Acres



**USER
AND
SYSTEM-
WIDE
METRICS**



1,681 Times

PLATFORM ADMINISTRATION AND ENHANCEMENT METRICS

- Northeast Ohio Loves Transit Challenge
February 1-28, 2026
- Promoted through social media, NOACA
website, and TV and radio ads
- Weekly and grand prize winners
- Sponsors
 - Bike Cleveland
 - GCRTA
 - Laketrans

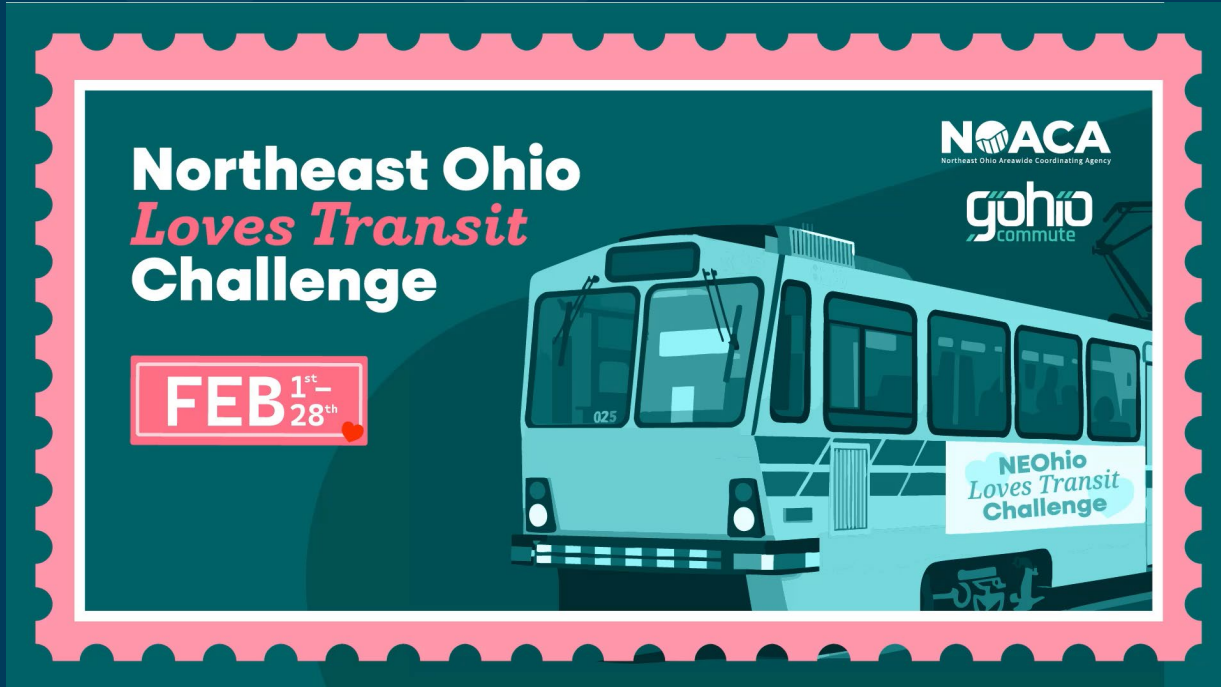
gohio
commute

Northeast Ohio *Loves Transit* Challenge

FEB 1st - 28th



PLATFORM ADMINISTRATION AND ENHANCEMENT METRICS



- 60 Participants (27%)
- 1,347 trips (46%)
- 10,679.2 miles (47%)
- \$6,000 commuter savings (62%)
- 3.7 tons CO₂ (32%)
- 84,000 calories (29%)

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
- Q1 Topic: Employer Incentive Programs
- Next Topic: TBD

A promotional graphic for Gohio Commute Office Hours. It features a white background with a group of four people (two men and two women) in professional attire standing in a line. The text is in a dark teal color. The Gohio Commute logo is in the top right corner.

Office Hours

WHEN: March 25th
12:00pm-1:00pm

TOPIC: Employer Incentives

WHERE: [Click here to register for the online webinar](#)

gohio
commute

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.