

COMMUTER CHALLENGE & AIR QUALITY UPDATES



Mid-Ohio Regional
Planning Commission

Commission
June 8, 2017



June 1 – June 30, 2017

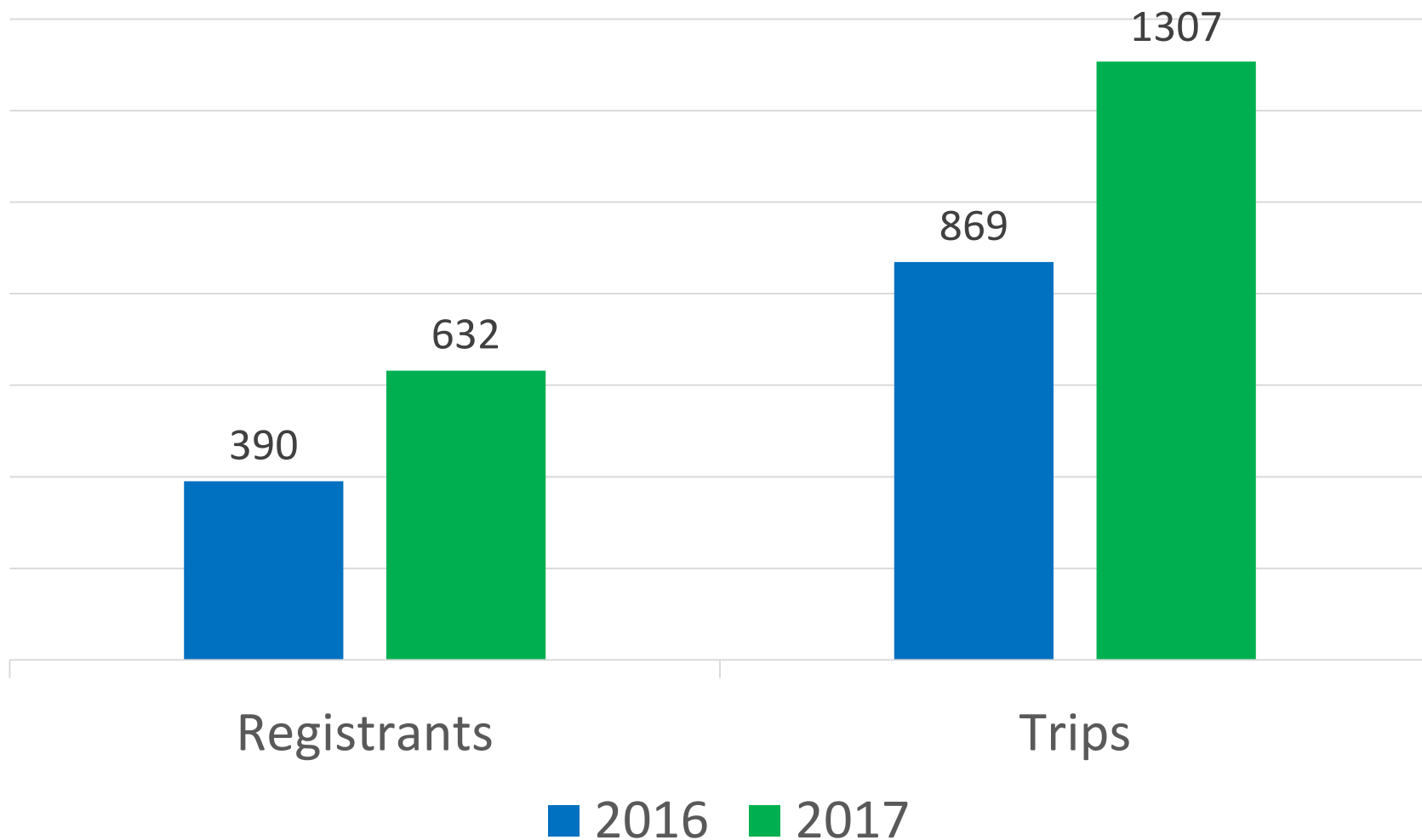
A dark blue rectangular graphic with white text and icons. At the top, the words "COMMUTER CHALLENGE" are written in large, bold, white, sans-serif capital letters. Below this, the phrase "→ make your miles matter →" is written in a smaller, white, italicized sans-serif font, with white arrows pointing left and right. At the bottom, there are five circular icons in a row, each containing a white silhouette of a different mode of transportation: a van (green circle), a bicycle (red circle), a car with passengers (blue circle), a person walking (orange circle), and a bus (teal circle).



#makeyourmilesmatter

Week One Results

Total Registrants = 1,200





Commute. Log. Win. ...and Celebrate!



Commuter Challenge Awards Celebration

July 5, 2017 11:30am-12:30pm.
Columbus Commons (by Jeni's)

Have free ice cream,
find out who wins the grand prizes,
and learn more
about sustainable commuting!



#makeyourmilesmatter

Air Quality Update

- Two Air Quality Alerts issued June 3 & 4 for ozone
- Marketing Campaign Launched
 - May – August 2017
 - Targeting: 2.03 million impressions



Air Quality Public Service Announcements (PSAs)

TV



Digital



Air Quality Public Service Announcements (PSAs)





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