

# Gohio Commute – NOACA's New Trip Planning and Rideshare Platform



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- Formerly, two separate rideshare/carpool platforms in the state: OhioRideshare & RideshareOhio
- Both outdated, limited to carpool matching
- Seven MPOs collaborated to **replace** these separate systems with a new, unified, multi-modal, and mobile friendly platform based on the Transportation Demand Management (TDM) concept



# The new platform, name, and logo

- Recently, NOACA and its partner MPOs unveiled the updated, unified platform:



A Smarter Way



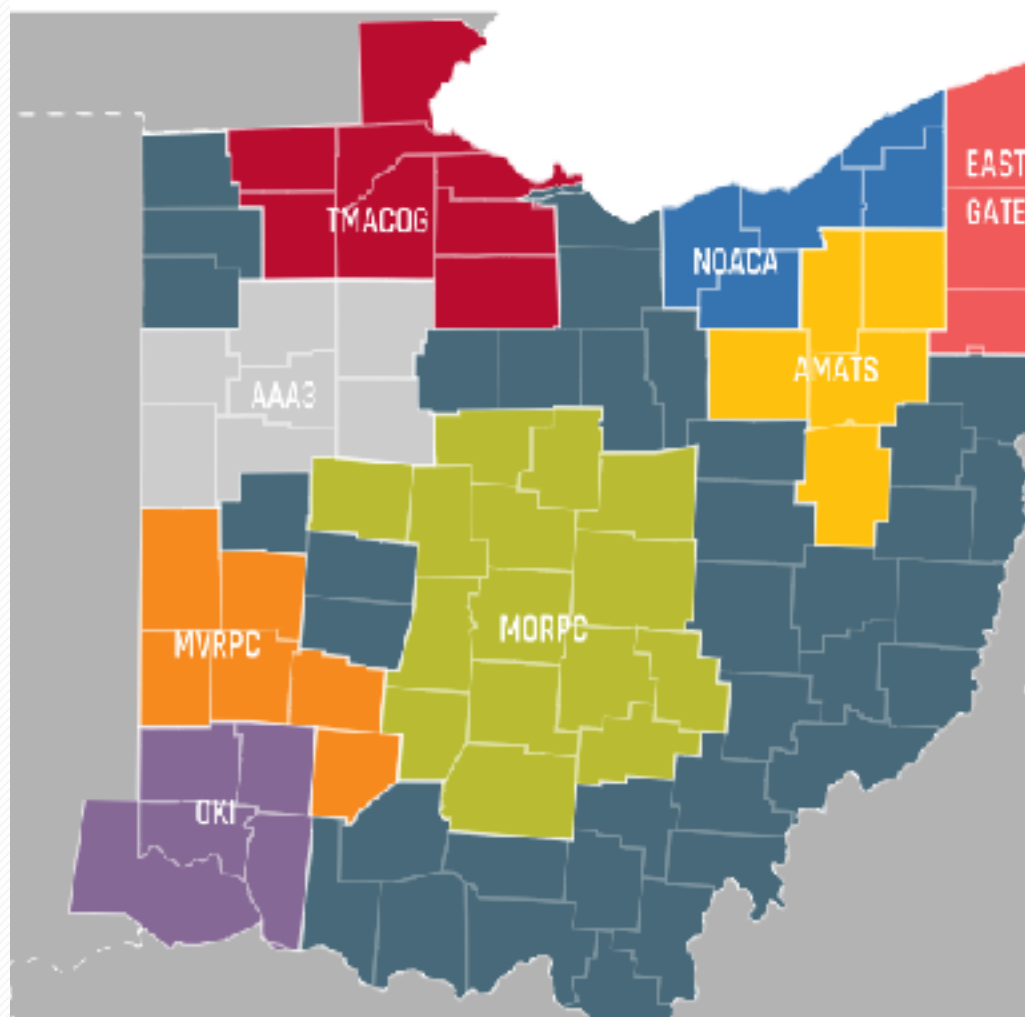


# May 11 Ribbon Cutting





# Connectivity throughout Ohio





# What is Gohio Commute?

- Gohio Commute combines trip planning and ride matching features into one convenient tool that **incentivizes smart commutes**
- One-stop-shop trip planner, Point A to Point B, with multi-modal options
- Interactive maps show the routes and allow users to find carpool, vanpool, and bike pool matches



# 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





# How does Gohio Commute encourage alternative commutes?

- Provides clear data on the costs and benefits of various modes of travel for each trip – for smarter decisions
- Uses friendly competitions, challenges, and incentives to motivate users
- Employers can provide targeted, direct incentives to employees









The screenshot displays the gohio.com website's transit planning tool. The top navigation bar includes links for Home, Dashboard, Admin, Network Admin, Licenses, Invoicing, and Tools. The main interface is divided into three sections:

- Left Sidebar:** Contains mode selection buttons for Carpool, Vanpool, Transit, Walk, Bike, and Drive. The 'Transit' mode is currently selected, showing a 'Leaving at' time of 09:00 AM.
- Central Map:** A map of Cleveland, Ohio, with a highlighted green transit route. The route starts at a location marked with a person icon and ends at a location marked with a bus icon. The route passes through several streets and landmarks, including the Cleveland Clinic and the University of Cleveland.
- Right Panel:** Displays route details for 'RESULT 1 via South Avenue'. It includes a 'Leave for' button, a 'Depart at' time of 09:00 AM, and a list of stops: '09:00 AM' at '09:00 AM', '09:00 AM' at '09:00 AM', and '09:00 AM' at '09:00 AM'. Below this, it shows 'RESULT 2 via South Avenue' with a 'Depart at' time of 09:00 AM and a list of stops: '09:00 AM' at '09:00 AM', '09:00 AM' at '09:00 AM', and '09:00 AM' at '09:00 AM'. A legend in the top right corner identifies the route as 'Cleveland Urban' and 'Cleveland Suburban'.



# Carpool matching

The screenshot displays the gohio.com website interface, which is designed for carpool matching. The top navigation bar includes links for Home, Fundraising, Events, Network Admin, Fundraiser, Social Media, and Tools. Below this, a secondary navigation bar offers links for About Gohio, Contact Us, For Committees, For Employers, Resources, and Contact Us.

The main content area is divided into several sections:

- Left Sidebar:** Contains a search bar for "A Lakewood Digital" and "NOACA". Below this is a "Carpool" section with a "Schedule" button and a "Show Networks" dropdown menu. Further down are sections for "Vespool", "Transit", "Walk", "Bike", and "Drive", each with a "Results" button.
- Center Panel:** Features a "START A CARPOOL" section with a "DRIVER'S TRIP" button and a "SCHEDULE" dropdown menu. Below this is a profile for "Michelle" from "Lakewood, OH 44107", showing a "DRIVER'S TRIP" button and a "SCHEDULE" dropdown menu. At the bottom of this panel is a profile for "mellison" from "Lakewood, OH 44107", also showing a "DRIVER'S TRIP" button and a "SCHEDULE" dropdown menu.
- Right Panel:** Displays a map of Cleveland, Ohio, with various locations marked by colored pins. A legend in the top right corner identifies the pins: "Cleveland Metropolitan" (red), "NOACA Park and Ride Lots" (blue), and "EV Charge Stations" (green). The map shows the city's layout, including major roads and parks.



# Carpool/bikepool interface:

Lakewood City Hall to NOACA

Locations & Schedule

A Lakewood City Hall

✓

B NOACA

✓

☐ Flexible Hours?

I start work at 08:00 AM and end at 04:30 PM

Sun Mon Tue Wed Thu Fri Sat

Commute Interest

☒ Carpool

Driver or Passenger

Carpool Notes shown when your trip is shared

Optional details specific to this trip (e.g., preferences on driving or riding, schedule, flexibility etc)

☐ Bikepool

Bikepool Notes shown when your trip is shared

Optional details specific to this trip (e.g., preferences on leading or following, schedule, flexibility, etc)

Additional Options

I prefer to commute with

Share this trip with Everyone (Public/Shared with all users)

Your public profile will be visible

Remove Save

A photograph showing four people inside a car. A man with a beard is in the driver's seat, looking forward. A woman with blonde hair is in the front passenger seat, looking towards the camera. A woman with dark curly hair is in the back seat, smiling and looking out the window. Another person is partially visible in the back seat. The car is moving, and the background is blurred.

NORTHEAST  
OHIO  
Areawide  
COORDINATING  
AUGUST  
NOACA Planning For Success Connected



# User dashboard

The dashboard features a map background and several key sections:

- User Profile:** Displays the user's name (Ben Burtzloff), status (Set My Status), and profile link (Edit Profile). It also shows trip statistics: 24 Non-SOV Trips and 140.6 mi Non-SOV Distance.
- Start/End Points:** Fields for 'A Start' and 'B Destination' with a 'Let's Go!' button.
- Log Your Trips:** A section for logging trips with a calendar for May 2017 and a form for trip details.
- My Commutes:** A list of commutes, including one from Lakewood, OH to NCMA.
- View My Challenges:** A table showing top commuters and their trip counts.

**Log Your Trips Calendar (May 2017):**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

**Log Your Trips Form:**

Select dates on the calendar to log trips

▼ Favorite Trip

Departure Time: 7:00 AM

Return Time: 5:00 PM

One-Way Distance: 7 mi

Mode of Travel: Carpool

Log Trips

**View My Challenges Table:**

Users	TRIPS
Tim	80
Joe	98
Michael	86
Zachary	68
Mary	66
Amie	65
Sarah	64
Bill	60
Mint	60
Heena	54



# User statistics

My State and Trip Logs

MY STATS

MY TRIPLOGS

Show my statistics for All Time

<div>32</div> <div>Trips Logged</div>	<div>157.6 mi</div> <div>Distance Logged</div>	
<div>32</div> <div>Non-SOV Trips Logged</div>	<div>157.6 mi</div> <div>Non-SOV Distance Logged</div>	
<div>380</div> <div>Calories Burned*</div>	<div>68 lbs</div> <div>CO<sub>2</sub> Reduction*</div>	<div>\$41.10</div> <div>Money Saved*</div>

Close

\*estimated results

Non-SOV Non Single Occupant Vehicle



# Employer and university subsites:

- Businesses, colleges, and non-profits can create personalized subsites; promote alternative commutes through targeted incentives
- Win-win: organization saves money and eases employee commutes; employees earn rewards for smart choices





# Employer and university subsites:

Organization Names
Bike Cleveland
Case Western Reserve University
City of Cleveland
Cleveland Museum of Natural History
Cuyahoga County
Downtown Cleveland Alliance
Medical Mutual of Ohio
Northeast Ohio Regional Sewer District
Ohio City, Inc.
University Circle, Inc.
University Hospitals



# Gohio Commute vs. Google Maps

Feature	Gohio Commute	Google Maps
Personal Trip/route planner	Yes	Yes
Number of travel modes shown	6	4
Provides useful data about each travel option, including calories burned and emissions saved	Yes	No
Tracks and stores cumulative trip data for each user	Yes	No
Ability to incentivize alternative commutes	Yes	No
Employers can create personalized subsites	Yes	No
Users can find carpool and bike pool matches	Yes	No
Maps show local transportation infrastructure [bike lanes, bike rentals, electric vehicle (EV) charge sites]	Yes	No



# Next steps:

- Employers, universities, and neighborhood organizations can start creating their own subsites to encourage alternative commutes and save money (both employer and employees)
- Individuals can create accounts, log commutes, and watch their savings grow!



# NOACA's 2017 Commuter Choice Awards, in partnership with Sustainable Cleveland and Cleveland 2030 District

- **Deadline to apply: June 23**
- **Earn prizes and bragging rights for promoting alternative commutes and sustainability**
- **July challenge month: Gohio Commute will track the competition on a live leaderboard!**





