



Air Quality Awareness & RIDESHARE Update

January/February 2018

Air Quality Awareness Program

- Goal is to make public aware that their actions impact the Region's air quality.
- Coordinate with the Regional Air Pollution Control Agency (RAPCA).
- RAPCA monitors air pollution levels year-round (ground-level ozone & PM2.5). If levels are forecasted to rise, an Air Pollution Advisory is issued for that day.
- It's an overarching program; other MVRPC programs help us reach the goal.



Suggested Actions to Reduce Air Pollution

- **Around the home:** Offer to give a ride to a neighbor; Use battery-powered yard equipment; Run your errands all at once; Mow your lawn after 6:00 p.m.



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Suggested Actions to Reduce Air Pollution

- **Vehicle maintenance:** Check your tire pressure; Get regular oil changes; Make sure your gas cap fits tightly; Avoid idling your vehicle; Refuel after 6:00 p.m.



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Suggested Actions to Reduce Air Pollution

- **During the fall / winter months:** Don't burn yard waste; Reduce the use of fire pits and fireplaces - use gas or electric fireplaces instead.



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Suggested Action to Reduce Air Pollution

- **Alternative transportation options:** Try walking or biking for short trips; Try taking the bus; Form or join a carpool or vanpool.



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Incorporating Alternative Transportation Options

- MVRPC's **RIDESHARE Program** is available for FREE to anyone who lives, works or attends college in Montgomery, Greene, Miami, Darke, Preble, or Clinton Counties.
- A new matching software - **Gohio Commute** - helps link applicants who want to commute together.

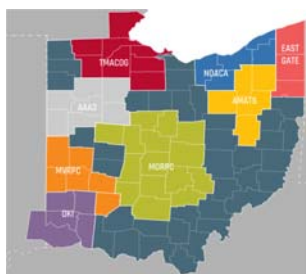


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Incorporating Alternative Transportation Options

- The **Gohio Commute** software has been implemented statewide.
- Selected by the **Ohio Association of Regional Council's Rideshare / Air Quality Subcommittee** after an RFP process and evaluation of various systems.



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Incorporating Alternative Transportation Options

- Website is mobile-friendly; user can see their matches immediately and message them via the software to form a **carpool**, **vanpool**, or **bikepool**.
- Links to local **transit** providers are also included on the website.



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Incorporating Alternative Transportation Options

- For those who want to **vanpool**, vans are available for rent on a month-to-month basis for groups of 5-15 passengers traveling to a worksite destination.
- Vanpool provider (Enterprise) markets the vanpool service, finalizes the contract with the driver / volunteer driver, and MVRPC provides a \$500 a month subsidy for up to 36 months.



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Incorporating Alternative Transportation Options

- MVRPC received **Congestion Mitigation / Air Quality** funds to provide a subsidy to a vanpool traveling at least 25-miles, one-way into one of our counties that we cover.
- Funding has to be used by January, 2021.
- Currently, 27 vanpools are coming to our Region. All but one have exhausted their subsidy, but continue to vanpool since it's more cost-effective.

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Incorporating Alternative Transportation Options

- **Vanpools originating from:**

Cincinnati (4)	Lewis Center
Columbus (5)	Liberty Township
Gahanna	London
Galloway	Miamisburg
Grove City (3)	West Chester
Hilliard (4)	Worthington
Laura	Westerville
Lebanon	

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Incorporating Alternative Transportation Options

- For those who want to commute by **bike together**, for safety or comradery, there's a place on the application that matches commuters who want to do that.
- Access information for all these modes via www.MiamiValleyRideshare.org

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Outreach and Advertising

- **Drive Less Live More** encourages residents to use transportation alternatives, by offering incentives to show how easy it is to integrate these transportation alternatives into activities, especially those with parking issues.
- Five Rivers MetroParks and Greater Dayton Regional Transit Authority are partners.

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Outreach and Advertising

- Bike or Carpool to the **Dayton Dragons Baseball** - 4 games are selected for pre-registration to participate.
 - Preferential bike or carpool parking space (carpool of 4 people), Dragons souvenir, goodie bag, and free tickets to the game.
- Bike or Carpool to the **Fraze Pavilion or Stubbs Park Concerts** are selected for pre-registration to participate.
 - Preferential bike or carpool parking space, goodie bag and free tickets or reserved seating at the concert.

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Outreach and Advertising

- Research has indicated most people learned about our programs via:
 - Road signs (RIDESHARE Program)
 - Television ads
 - Billboards
 - Radio ads
 - Movie theatre ads
 - Bus ads
 - Newspaper ads / Direct mail

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Outreach and Advertising

	Sept 25 - Nov 12, 2017	March 26 - June 2018
<u>NETWORK TV</u>		
WDTN (Channel 2)	\$8,330.00	\$12,167.75
WHIO (Channel 7)	\$15,172.50	\$19,890.00
WKEF (Channel 22)	\$5,656.75	\$5,287.00
WBDT (Channel 26)	\$2,915.50	\$4,313.75
<u>DIRECT MAIL</u>		
Reach Magazine (2 editions)		\$7,590.00
<u>CABLE TV</u>		
Spectrum		\$6,630.00
<u>TV AD PRODUCTION</u>		
ORIGO		\$2,400

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Outreach and Advertising

	Sept 25 - Nov 12, 2017	March 26 - June 2018
<u>RADIO</u>		
WHKO	\$5,840.00	\$4,880.00
WZLR	\$1,986.00	\$2,560.00
WYDB (B 94.5)	\$2,439.50	\$2,250.00
WMMX (Mix 107.7)	\$4,526.25	\$2,890.00
WTUE (Classic Rock)	\$3,327.75	\$2,470.00
WCHD (Channel 999)	\$3,145.00	\$2,120.00
WRZX (Big 106.5)	\$2,552.55	\$1,960.00
WZDA (103.9)	\$2,380.00	\$1,750.00
WDHT	\$3,635.00	\$2,350.00
WROU	\$2,090.00	\$2,550.00
WCLI	\$1,950.00	\$2,240.00
WGTZ	\$0.00	\$1,950.00

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Outreach and Advertising

	Sept 25 - Nov 12, 2017	March 26 - June 2018
<u>ON-LINE ADVERTISING</u>		
FACEBOOK- re: Gohio Commute		\$200.00
<u>NEWSPAPER</u>		
DDN and Skywrighter (\$256.35 x 12)	\$3,076	
Skywrighter - full pg / vanpools	\$2,415	\$4,830
Dayton City Paper	\$972	
<u>OUTDOOR</u>		
Lamar Outdoor		\$6,250
Key Ads	\$20,080	\$11,880.00

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Outreach and Advertising

	Sept 25 - Nov 12, 2017	March 26 - June 2018
<u>OTHER</u>		
Hold back for other initiatives		\$5,000
Partnership - Bike to Work Day		\$3,000
DLLM (CENTERVILLE - Stubbs)		\$7,485
DLLM (KETTERING - Frazee)		\$9,750

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MiamiValleyRideshare.org

- Nationwide, roughly **10%** of commuters rideshare to work or college making it the second most popular form of commuting.
- We promote the concept of ridesharing, so people can form one on their own or join the **RIDESHARE Program**.
- Currently 3,011 people registered from our area. Statewide, there are 23,160 people registered.

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MIAMI VALLEY
Regional Planning Commission

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