

COTA

MORPC

Community Advisory Committee

*Joshua M. Roth,
Economic Development Manager*



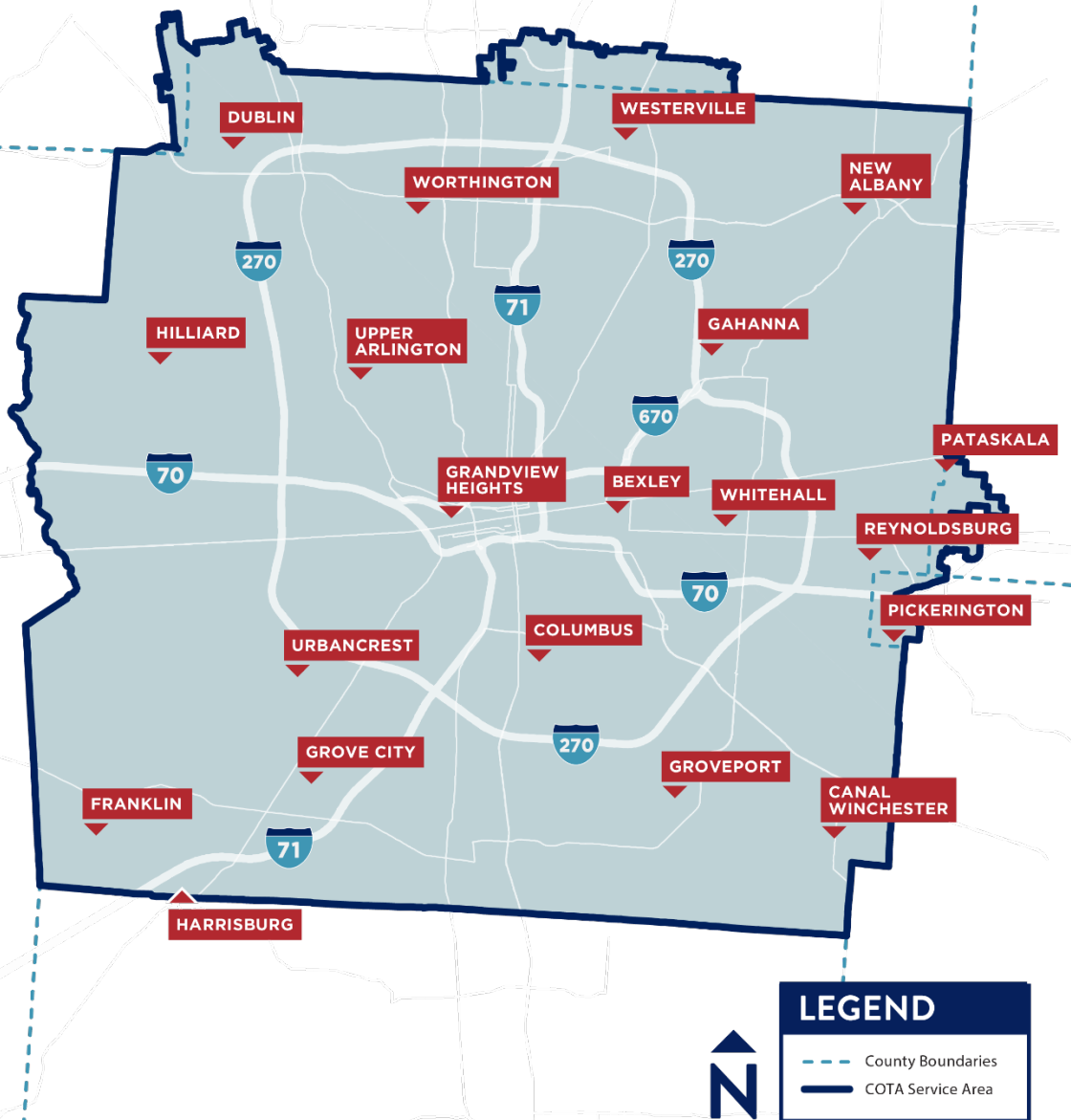
August 1, 2022

COTA'S VISION

TO MOVE EVERY LIFE *forward.*



COTA SERVICE AREA



about COTA

SERVICE AREA

- 562 square miles
- 1.4 million residents
- All of Franklin County
- Portions of Delaware, Fairfield, Licking and Union Counties

GOVERNED BY

12-member board of trustees

NEW FOCUS

on connecting technology systems to five adjacent county transit systems.

RIDERSHIP	2019	2020	2021
Fixed Route	19,141,454	10,322,476	8,875,103
COTA//Plus	Service Launched	17,719	67,287
Mainstream	305,559	238,713	191,698

Fixed-Routes

COTA operates 38 fixed-route lines that service 3,049 active transit stops.

WEEKDAYS

Frequent	5 a.m. – 10 p.m.
Standard	5 a.m. – 10 p.m.
Rush hour	AM/PM peak travel time periods only
Zoo Bus*	8 a.m. – 8 p.m.

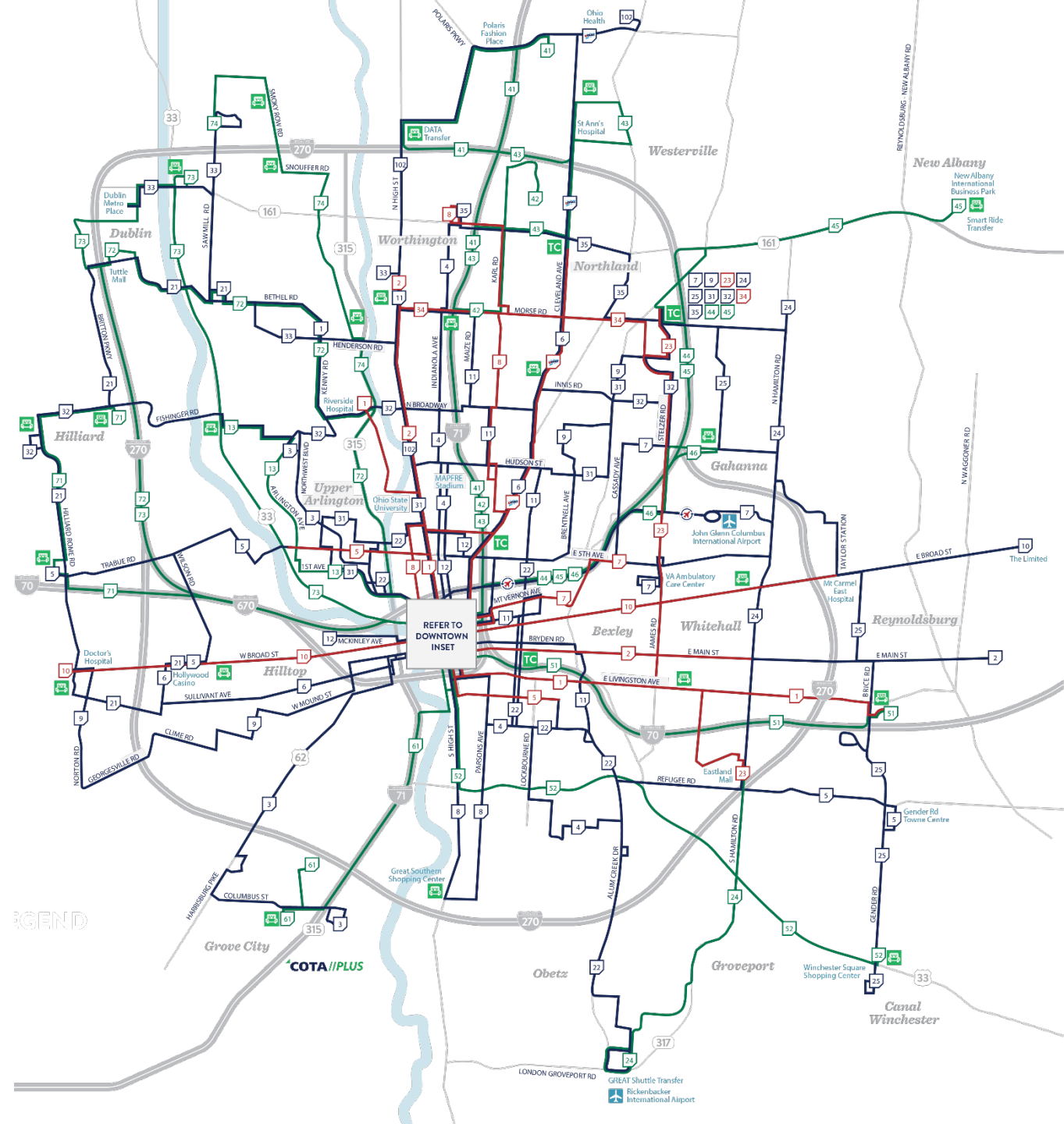
SATURDAYS

Frequent	5 a.m. – 10 p.m.
Standard	5 a.m. – 10 p.m.
Zoo Bus*	8 a.m. – 8 p.m.

SUNDAYS

Frequent	5 a.m. – 10 p.m.
Standard	5 a.m. – 10 p.m.
Zoo Bus*	8 a.m. – 8 p.m.

*Available from Memorial Day through Labor Day.





SERVICE AREAS

COTA//PLUS

Our region's first public micro-transit service, COTA//Plus offers an equitable first-last mile solution to neighborhoods with mobility needs.

- **App-based** micro-transit service within defined zones
- Connects customers to food, health care, education, social services, religious institutions, shopping and recreation centers
- Zones created through engagement with residents, customers, community leaders, non-profits and businesses
- **2021 Columbus Inno BizTech Awards**
Outstanding Innovation
- **2021 Intelligent Transportation Society of America**
Best of Mobility on Demand Award
- Currently 14 requests for COTA//Plus zones





Workforce Challenges

Like most organizations, COTA is impacted by the nationwide worker shortage. COTA continues to recruit and hire new transit operators, but those new hires are not enough to offset retirements and other departures.

COTA will continue to adjust transit schedules due to unprecedented workforce challenges.

The adjustments will be made to improve service reliability and help minimize adverse service impacts to our customers and staff.



COTA is **HIRING!**

COTA is actively recruiting, hiring and training new operators. Anyone interested in a rewarding career at COTA can learn more and apply at **COTA.com/careers**.

- COTA's starting wage for operators in training has been increased to \$17.50/hour.
- Upon completion of training, operators' wage increases to \$21.10/hour.
- Operators can make more than \$33/hour in 5 years
- COTA is in the top 5% among peer agencies for wage & benefits

SERVICE REQUESTS

COTA will continue to document requests for service and work to restore service hours.



service CHANGES

The following service adjustments will begin on Monday, September 5, 2022.

Summary of Changes

LINES	LINE NAME	CHANGES
1	Kenny / Livingston	Frequency reduction
2	N High / E Main	Frequency reduction
3	Northwest / Harrisburg	Frequency reduction
4	Indianola / Lockbourne	Frequency reduction
6	Cleveland / Sullivant	Discontinue service on Cleveland Ave & name change
8	Karl / S High / Parsons	Frequency reduction
10	E Broad / W Broad	Frequency reduction
22	OSU-Rickenbacker	Frequency reduction

LINES	LINE NAME	CHANGES
24	Hamilton	Frequency adjustment & modifications to service in Rickenbacker
31	Hudson	Frequency reduction
102	Polaris Pkwy / N High	Frequency reduction
C M A X		Frequency reduction
Zoo Bus		Seasonal service will end on October 31
AirConnect		Partial service will end on August 30

Zoo Bus Service

Zoo Bus service will end on Halloween!

Zoo service began Saturday, May 7 and will continue to operate on weekends until Memorial Day. Beginning Memorial Day, Monday, May 30 and running through Labor Day, Monday, Sept. 5, the Zoo Bus will operate 7 days a week. Beginning Friday, Sept 9 Zoo Bus will return to Friday, Saturday, and Sunday only service until Halloween, Oct 31

The Zoo Bus operates according to the holiday/ Sunday schedule on Memorial Day, Independence Day and Labor Day. [For more information about COTA Zoo Bus service, visit \[COTA.com/ZooBus\]\(https://www.cota.com/ZooBus\) or call \(614\) 228-1776. For Zoo and Zoombezi Bay hours, visit \[columbuszoo.org\]\(https://www.columbuszoo.org\).](#)





LEGEND

○ Stops

■ Route

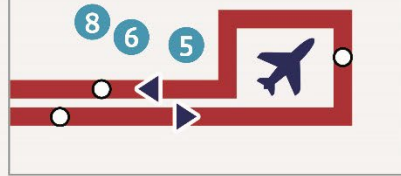
DESTINATIONS

★ Convention Center

● COTA Transit Terminal

● Hotels

- 1 Courtyard
- 2 Sonesta
- 3 Doubletree Suites
- 4 Drury Inn & Suites
- 5 Fairfield Inn Airport
- 6 Hampton Inn Airport
- 7 Hampton Inn & Suites
- 8 Hilton Garden Inn Airport
- 9 Hilton Downtown
- 10 Holiday Inn
- 11 Hyatt Regency
- 12 Le Meridien, The Joseph
- 13 The Lofts
- 14 Hotel LeVeque
- 15 Red Roof PLUS+
- 16 Renaissance Hotel
- 17 Residence Inn
- 18 Sheraton Capitol Square
- 19 The Westin
- 20 Canopy by Hilton



AirConnect Service for Events

Select AirConnect event service will end on August 30!

AirConnect began operating on April 30 during select events to address anticipated ridership demand. Operating between John Glenn International Airport and downtown Columbus, this service will end in August.

Service operates from 6 a.m. to 9:30 p.m., with trips every 30 minutes during select events only. Visit cota.com/airconnect to learn more.



AirConnect Service for Events

EVENTS	DATES OF SERVICE
APTA Mobility Conference	April 30 – May 5
US Chess Elementary Championship	May 12 – May 16
Plexus Worldwide – 2022 Ignite Convention	June 21 – June 25
Church of God in Christ, Inc. – 2022 Auxiliaries Ministry Convention	July 3 – July 10
AmericanHort Cultivate '22	July 15 –July 20
Thirty-one Gifts	July 20 –July 25
Fraternal Order of Eagles – 2022 International Convention	July 29– August 5
Americas Print Show 2022	August 16 –August 20
National Guard Association General Conference & Exhibition	August 25 –August 30



new & upcoming
PROGRAMS
AND EVENTS

COTA's *new* Way to Pay

In November 2021, COTA launched our partnership with the Transit app. This mobile app offers a revolutionary new way to plan, track and pay for COTA rides, making our mobility solutions more affordable, accessible and safe.



COTA Smartcards available for those without smartphones

BENEFITS

- **Fare capping**
\$4.50/day and \$62/month
- Simplified two-hour fares
- Network of up to 350 retailers where customers can load funds to their COTA accounts



Summer Student Pass Program

Introducing our new *Summer Student Pass Program!* This is an easy and affordable summer pass program for Central Ohio K-12 schools and local universities that gives eligible students ages 5 and older **unlimited access** to COTA.

- \$62/student per term
- Unlimited Rides through September 15
- Includes COTA/Plus & Mainstream (if eligible)

Learn more at COTA.com/ssp



Income Assistance Program

COTA's Board of Trustees approved a six-month pilot that extends eligibility for 50% transit discounts to individuals who receive public income assistance.

- **Pilot Period: March 1- August 31**
- **COTA Board to make program permanent beginning September 1**
- **Proof of Participation Accepted**
 - SNAP
 - Publicly funded childcare
 - Ohio Works First cash assistance
 - Prevention, Retention and Contingency emergency assistance
 - Medicaid
 - Temporary Assistance to Needy Families
 - WIC

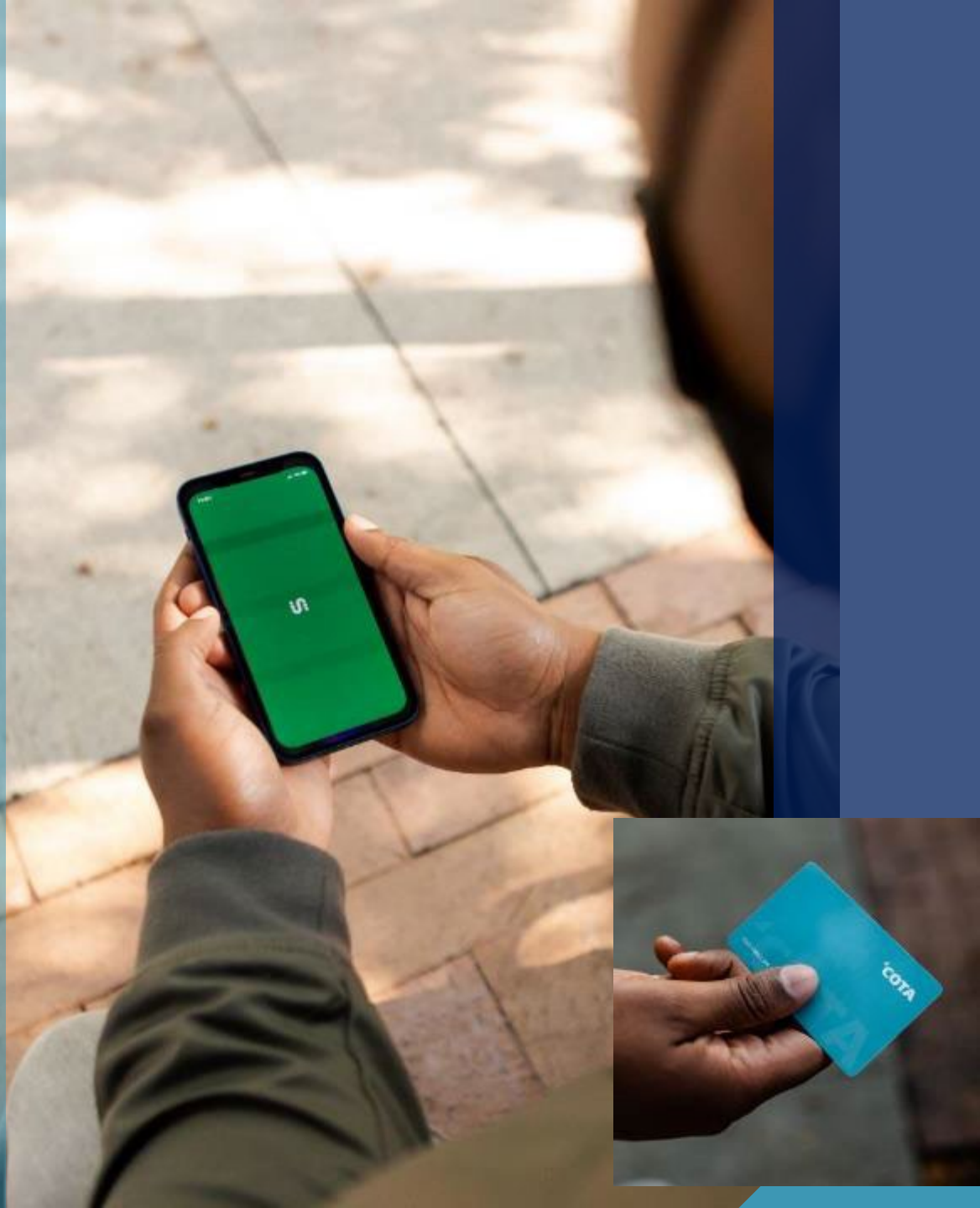


How to Apply

Customers can apply for the discount program at the COTA Customer Experience Center (33 N. High St.). Hours of operation are 8 a.m. to 5 p.m. Monday-Friday.

Customers who qualify for COTA's Income Assistance Program will need to use one of our payment methods included in COTA's new digital fare payment system to receive the discount.

You can set up an account through the Transit app or obtain a COTA Smartcard at the Customer Experience Center.





Central Ohio's
transformational
and
comprehensive
prosperity and
mobility initiative.

Why LinkUS?



3 million
people total
by 2050*

*Forecast before
Intel announcement

Our peers are *reacting* to a wave of growth pressures that Central Ohio is also now experiencing.

Our region is being *proactive* by planning and potentially leveraging historical federal funds available *now* to serve future growth.

This will take all of us.

From Planning to Implementation



Insight2050
(2014)



NextGen
(2017)

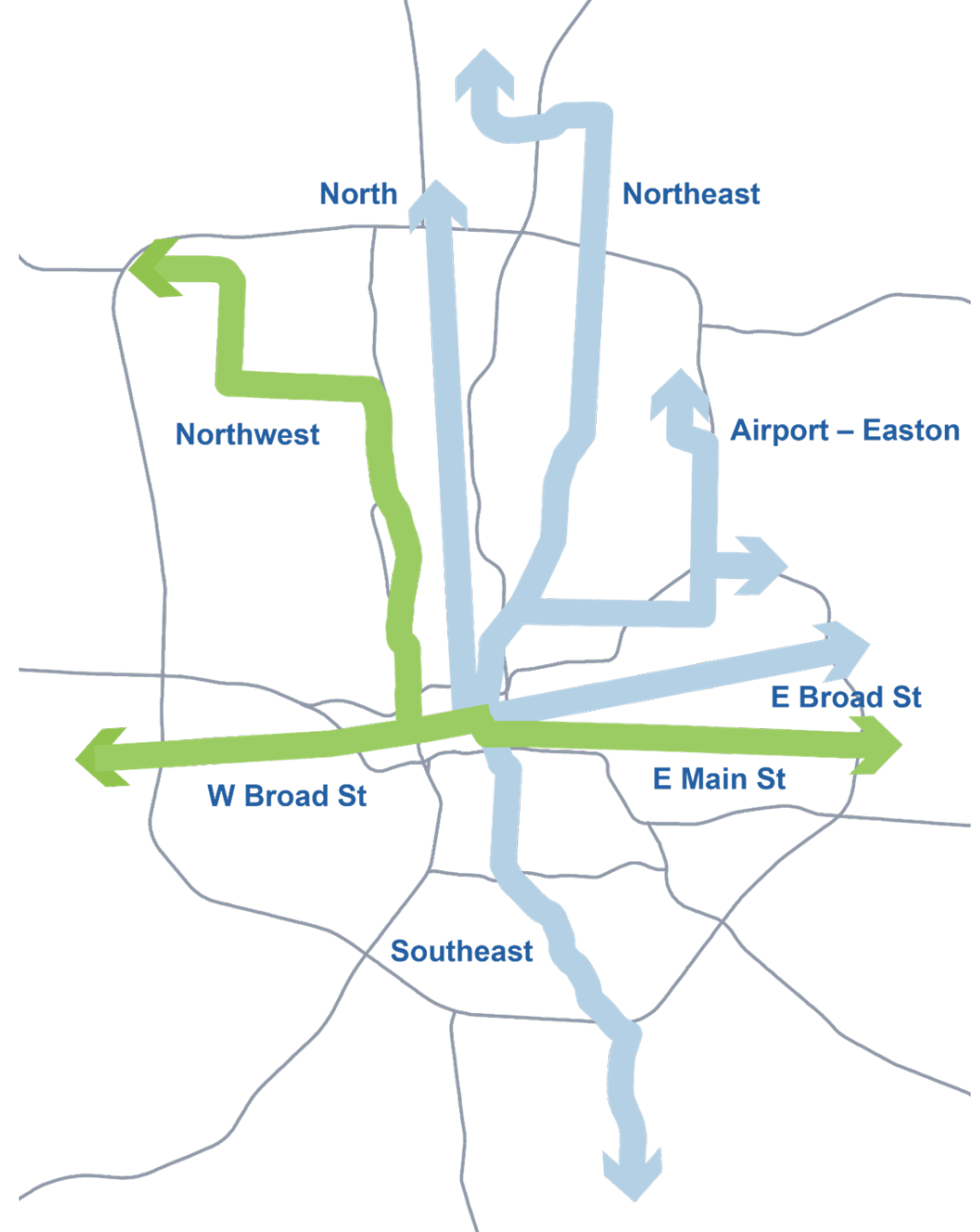
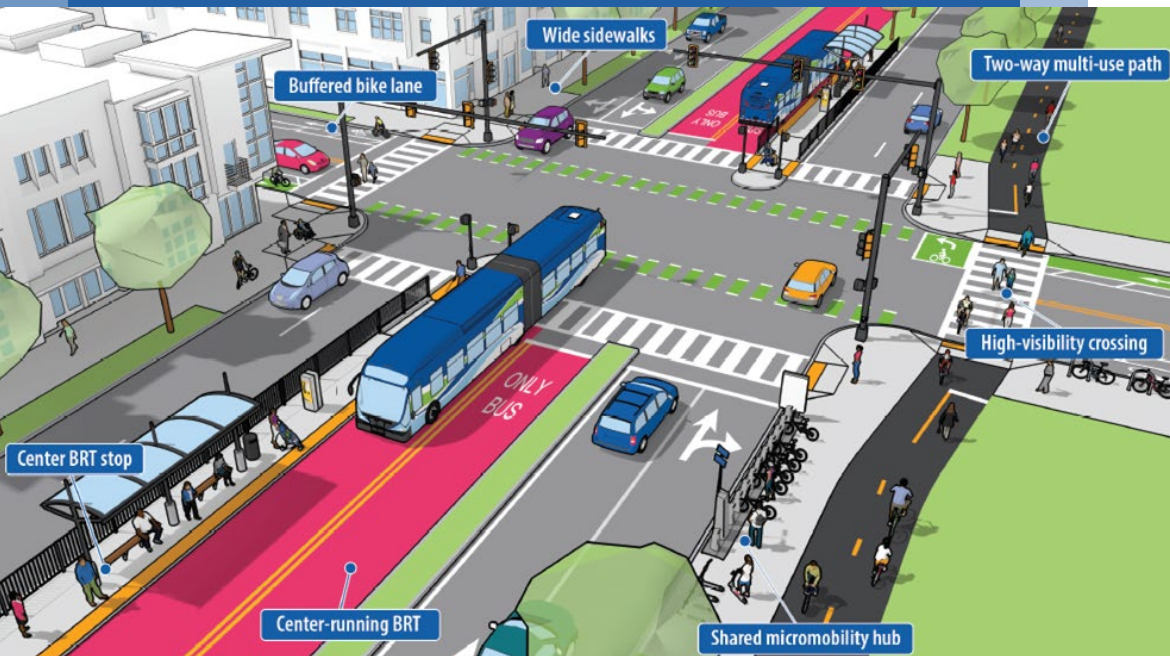


**Insight2050
Corridor Concepts**
(2019)



LinkUS
(2020)

LinkUS High Capacity Transit Corridors



LinkUS Thinks Big

It combines high-capacity corridors with regionwide improvements in transit, sidewalks and bike trails, and other transit-supportive infrastructure and development



Premium High
Capacity Rapid Transit



Transit Service
Enhancements



Bikeways



Greenways



Sidewalks

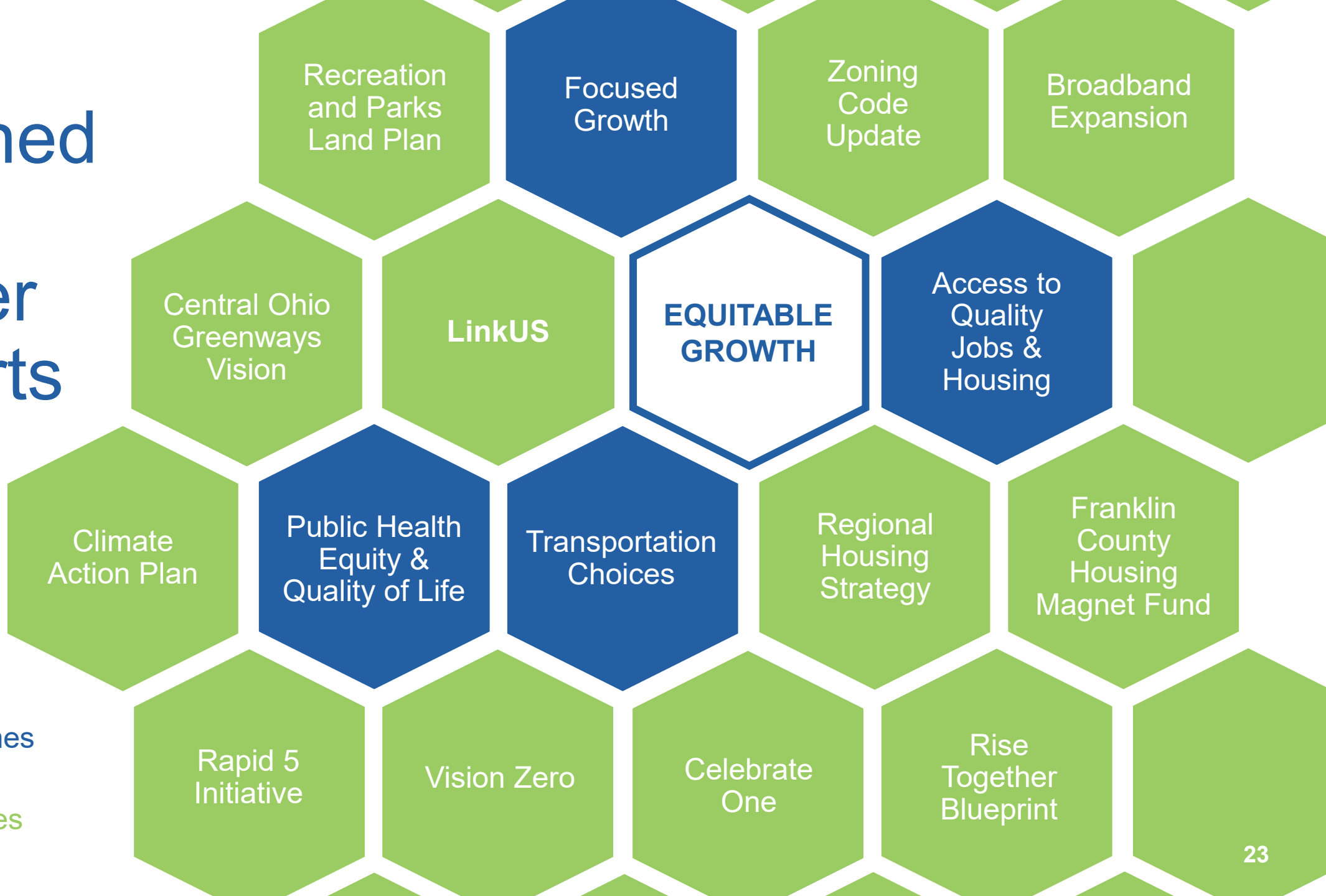


Roadways



Aligned with Other Efforts

- Desired Outcomes
- Aligned Initiatives



LinkUS Simplified

Mobility
Infrastructure
Investments

+

Walkable,
Connected
Communities

=

Increased
Opportunities



“WE PROVIDE SOLUTIONS
that connect people to prosperity

through innovation, dedication and teamwork.”

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