



## 2019 C-pass Survey Results

### Key Findings:

- **Ridership among the survey group doubled**, growing from approximately 5% prior to June 1, 2018, to a current percentage falling within a range of 10% to 14% in June 2019
- 68% report that **C-pass is the reason they started using COTA** while another 26% said it helped motivate them to use COTA.
- People switching are most **motivated by saving money** (83% agree strongly), followed by convenience (50% agree strongly).
- 52% of surveyed companies report knowing that **employees had relinquished parking** because they now take the bus.

### New Rider Characteristics *(based on survey responses)*

- Men and women switched in even numbers, even though women made up 58% of riders commuting to downtown prior to C-pass.
- New riders skew younger, 35% of people switching are 32 or younger, 83% are under 55.
- New rider income levels are diverse: 20% make less than \$49,999, 26% make \$50,000 to \$74,999, 19% make \$75,000 to \$99,999 and 19% make \$100,000 a year or more.
- C-pass saw the greatest adoption among people working downtown for less than a year (31%) and more than five years (28%).
- 93% of new riders have access to a private vehicle.

### The Wider Impact:

- C-pass is helping to recruit and retain employees: 34% of surveyed companies report C-pass is helping recruitment and 34% report C-pass is helping retention.
- 52% of surveyed companies report that C-pass has boosted employee morale.
- 17 companies reported C-pass impacting their decision to renew or sign a lease in C-pass eligible building.
- 27% of surveyed companies offer free parking, a policy that discourages mode change from driving to transit.

- Over the course of a year, the people switching from driving to COTA will collectively save more than 350,000 gallons in fuel and prevent the emissions of approximately 6.8 million pounds of CO<sub>2</sub>.

**About the Surveys:**

- CJI Research conducted a commuter survey and employer survey in May and June of 2019.
- 2,655 employees completed the commuter survey.
- 129 companies completed the employer survey.
- The commuter survey was sent to each company enrolled in C-pass. They were asked to send an online survey link to each employee in their company, not just those enrolled in C-pass.
- The employer survey was sent to every employer enrolled in C-pass.
- Paper surveys in English and Spanish were available on request.

**Current C-pass Stats:**

- Number of eligible downtown companies enrolled: 430 as of 8/12/19.
- The 50 largest eligible employers are enrolled.
- More than 14,800 employees are registered for Downtown C-pass as of 8/12/2019.
- Currently, C-pass users account for more than 25,000 weekly rides.
- Downtown C-pass users took more than 1 million rides in the first year of the program.
- Total ridership on Rush Hour routes is up 24 percent January to May 2019 over the same period in 2018.

*Sources: COTA ridership data and Downtown C-pass Registration Portal*

**About:** Downtown C-pass is an innovative partnership between the downtown property owners in the Capital Crossroads Special Improvement District (CCSID), Mid-Ohio Regional Planning Commission (MORPC) and Central Ohio Transit Authority (COTA). Downtown property owners, MORPC and generous corporate partners are underwriting the cost of unlimited transit access so eligible downtown workers can use COTA services for free.

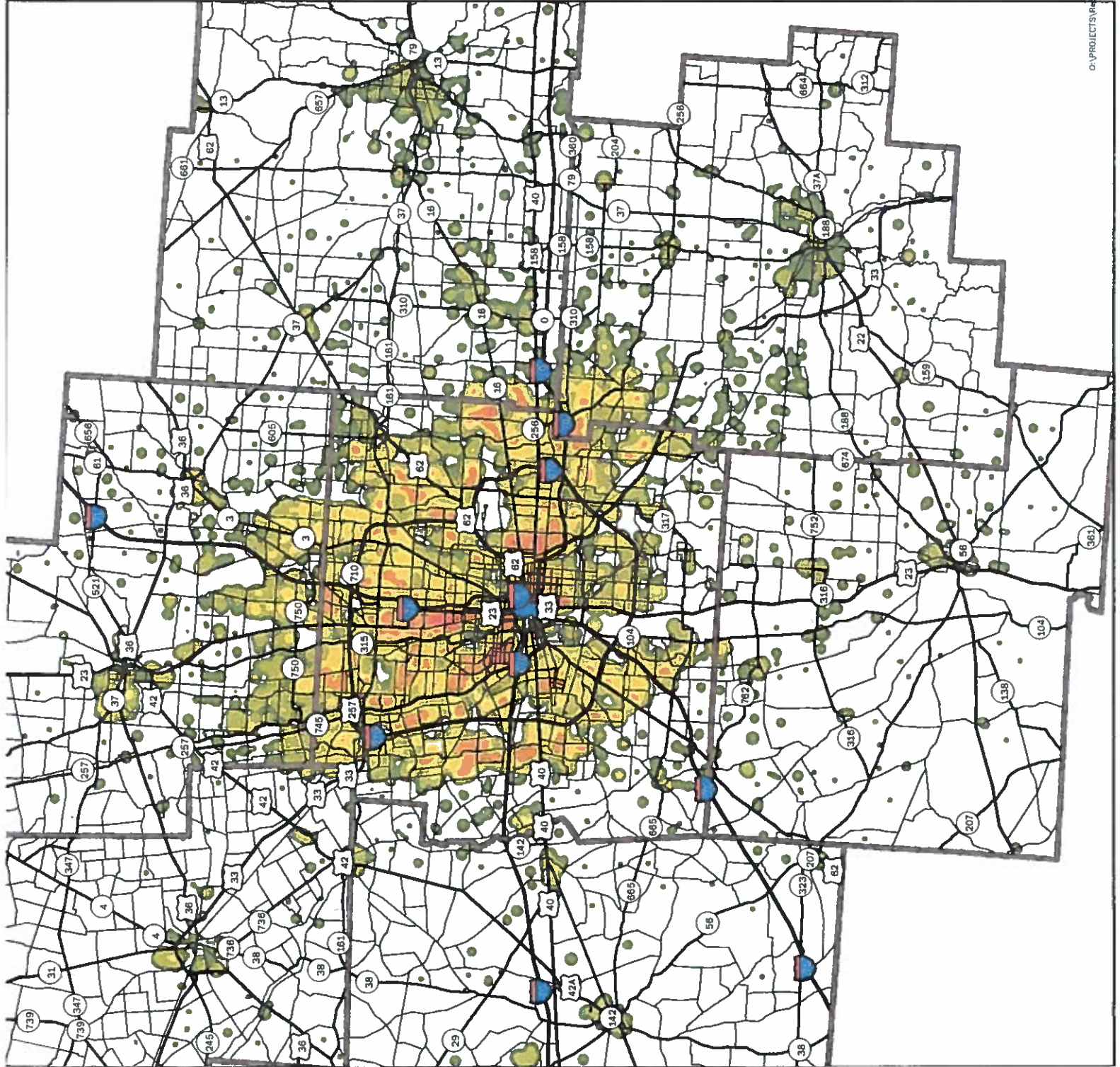
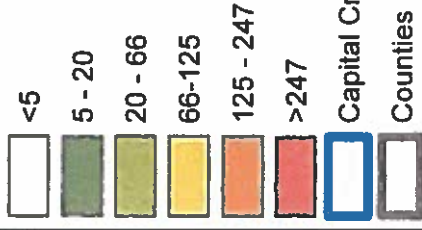
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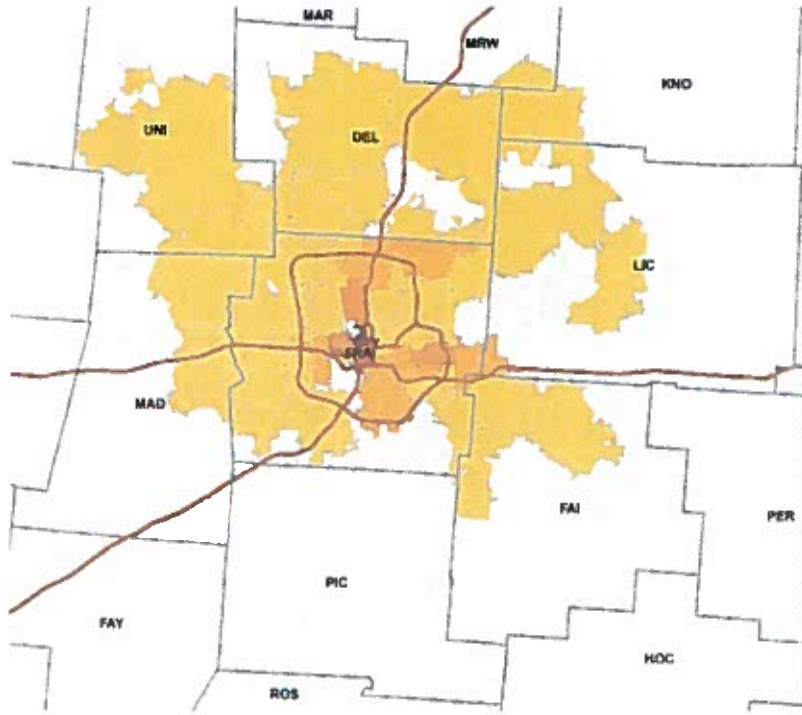
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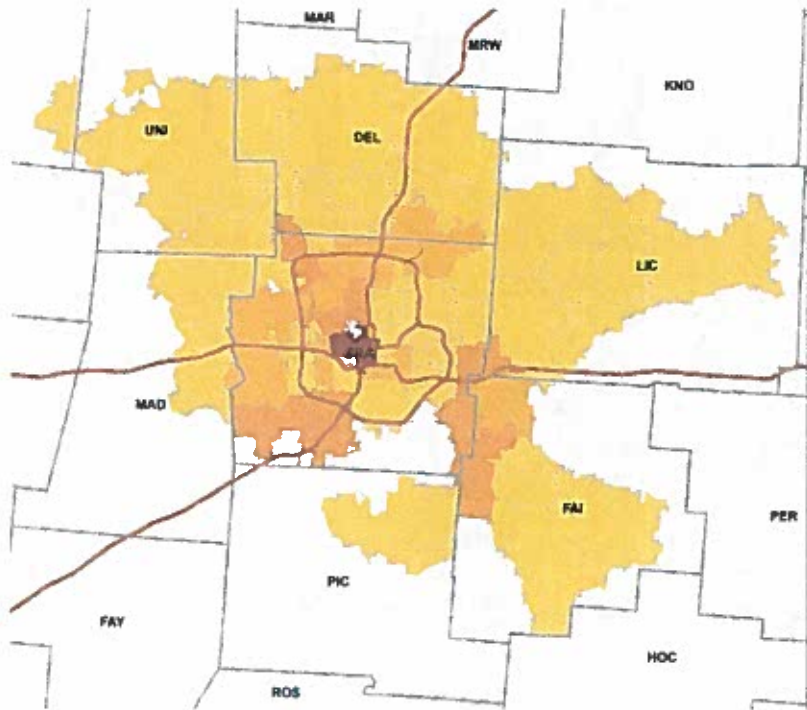
# Home Location of Workers within the Capital Crossroads SID

## Home Density (Workers/Sq. Mile)





Survey Respondents  
Already Commuting  
By COTA



Survey Respondents  
Who Switched to COTA

