COTA Service – *through COVID and now*

<table>
<thead>
<tr>
<th>Date Implemented</th>
<th>Percentage of pre-COVID service hours (avg. 3,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/17/2020</td>
<td>99.26%</td>
</tr>
<tr>
<td>3/19/2020</td>
<td>94.03%</td>
</tr>
<tr>
<td>3/20/2020</td>
<td>93.74%</td>
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<tr>
<td>3/23/2020</td>
<td>88.97%</td>
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<tr>
<td>3/24/2020</td>
<td>86.31%</td>
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<tr>
<td>3/25/2020</td>
<td>84.60%</td>
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<tr>
<td>3/30/2020</td>
<td>80.99%</td>
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<tr>
<td>4/27/2020</td>
<td>46.57%</td>
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<tr>
<td>5/4/2020</td>
<td>48.62%</td>
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<tr>
<td>6/1/2020</td>
<td>50.86%</td>
</tr>
<tr>
<td>9/21/2020</td>
<td>78.03%</td>
</tr>
<tr>
<td>1/4/2021</td>
<td>82%</td>
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</tbody>
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Work from home order, essential travel only; masks required.
Service focused on priority Lines 1, 2, 8, 10, 22 and CMAX.
Priority – operator & customer safety

- Focused service to heavily used lines; add 5a
- Most lines return, bus-on-demand NE; frequency added
- Express lines reinstated
COTA Ridership

Weekday

Passengers

FBX 2019  FBX 2020  Mobility  On Demand
COTA – COVID Lessons Learned

Sufficient service to reduce pass-ups requires additional resources (dynamic routing).

Early morning service requires more resources now than pre-COVID to prevent overcrowding.

Restoring late-evening and early-morning service is critical to our riders.

Operator availability is a driving factor in amount of service provided under emergency conditions.

COTA needs to understand how to value pass-ups vs other service enhancements (reinstituting lines, earlier/later service).
COTA Plus
COTA//Plus

Zone 1 – Grove City (expansion) – Oct 1
Zone 2 – Westerville – Aug 24
Zone 3 – South of Broad, Children’s Hospital – November 23
Zone 4 – Goal: 2021

- **Funding – Operations & Capital:** OTP2 grant application and MORPC Attributable Funds application for 2021/2022; shared operational costs with municipalities/corporate sponsors
- **Coordinated efforts with Mainstream On-Demand and Bus-on-Demand efforts**
COTA Plus: Southside

- Population: 47,656
- Jobs: 25,218
- Age 65+: 6,755 (14%)  
  Age Under 18: 10,250 (22%)
- Zero car HH: 2,372 (12.5%)
- Demographics: 46% Black 44% White
  - Franklin County’s total population 22% Black and 67% White
- Prior to the pandemic, 41% South Side residents with full-time, full-year employment (Franklin County: 66%)
- The majority of South Side residents with jobs tend to be hourly in nature and have unpredictable work schedules
- 1 in 5 individuals have little to no confidence that they would be able to pay for next month’s rent or mortgage

Healthy Neighborhoods Healthy Families Realty Collaborative renovated these South Side of Columbus homes. The group intends to place enough housing in the neighborhood into nonprofit ownership to resist displacement. Photo courtesy of Sue Wolfe.
COTA Plus: Why launch?

- Southside - disproportionally low-income, community of color
- Significant side walk gaps
- Workforce access to Rickenbacker & nearby employers
- Access to Nationwide Children’s Hospital & childcare
- Greater potential for high usage with established COTA riders or familiar with COTA

Community Meetings:

- Aug. 18th Southside Thrive meeting, 40 + attendees
- Aug. 20th REEB Ave Partners meeting, 12 attendees
- Sept. 15th Lutheran Social Services, 25 attendees
- Sept. 23th CD4P & Reeb Ave, 30 attendees
- Sept. 25th Men 4 Movement, 6 attendees
- Oct. 7th Parson Ave Merchants Associations, 8 attendees
COTA Plus: *Service Attributes*

- Trained customer service representatives available to assist residents establish an account and request a ride
- On demand access, no need to pre-schedule
- Guaranteed response/service within 15 minutes
- Focus on safety and rider satisfaction
- Affordable

**Improved Access to:**

- Jobs
- Healthcare
- School/Internships
- Quality of life activities
COTA Plus: Service Attributes

Affordable Fare Structure:

- Base Fare (one way trip) $3.00/ride
- 1 Day Pass $6.00/day
- 5 Day Pass $20.00/week
- Connections to/from bus stop No Fare
- C-pass No Fare
- Students No Fare

Discounts available for seniors (65+), riders with disabilities, Medicare card holders, and other qualified riders to just $2.00/ride and similar reductions for the period passes.
Southside Zone

- Hours of operations: Monday-Sunday 5am-8pm
  - First zone to offer weekend service
  - First urban launch

- Fares are free due to the COVID-19
  - We will return to fares by 2021

- Zone outline
  - The zone was adjusted based on community input
  - Most notable: community members wanted access to food, recreation, and entertainment
LinkUS
Mobility Corridors Initiative
Foundational Planning

Insight2050 (2014)

NextGen (2017)

Insight2050 Corridor Concepts (2019)
LinkUS is a comprehensive mobility corridors initiative for Central Ohio

LinkUS seeks to provide a complete mobility system along key regional corridors, including high capacity and advanced rapid transit, new transportation technology solutions, bicycle and pedestrian improvements, and new housing and job opportunities.

Principal sponsors:
Mobility corridors – Collaboration:

- TEAM WORK
- City of Columbus
- MORPC

- ODOT
- Columbus Partnership
- Franklin County

- State Representatives
- All jurisdictions
- FTA

Aligned Efforts:

- Zoning Code Update
- Affordable Housing Strategy
- Sustainable Columbus
- Economic Development Policies
- Annexation and Utility Policies
LinkUS will focus on advanced rapid transit... And multimodal infrastructure

Key Features of Premium Transit

Dedicated Right-of-Way
Level & Multi-Door Boarding
Off-Board Fare Collection
Signal Priority & Intersection Control
Modern Vehicle Designs
Frequency & Capacity
Enhanced Stations
Adaptability
The Bigger Picture

LinkUS is about:

✓ Creating Great Places
✓ Increasing equitable access to opportunity
✓ Accommodating future growth in productive ways
✓ Improving Economic Vibrancy
✓ Shaping the future and reimagining the region for shared prosperity