



COTA Service

Community Update
November 2, 2020



MOVING EVERY LIFE FORWARD

COTA Service – *through COVID and now*



Date Implemented	Percentage of pre-COVID service hours (avg. 3,500)
3/17/2020	99.26%
3/19/2020	94.03%
3/20/2020	93.74%
3/23/2020	88.97%
3/24/2020	86.31%
3/25/2020	84.60%
3/30/2020	80.99%
4/27/2020	46.57%
5/4/2020	48.62%
6/1/2020	50.86%
9/21/2020	78.03%
1/4/2021	82%

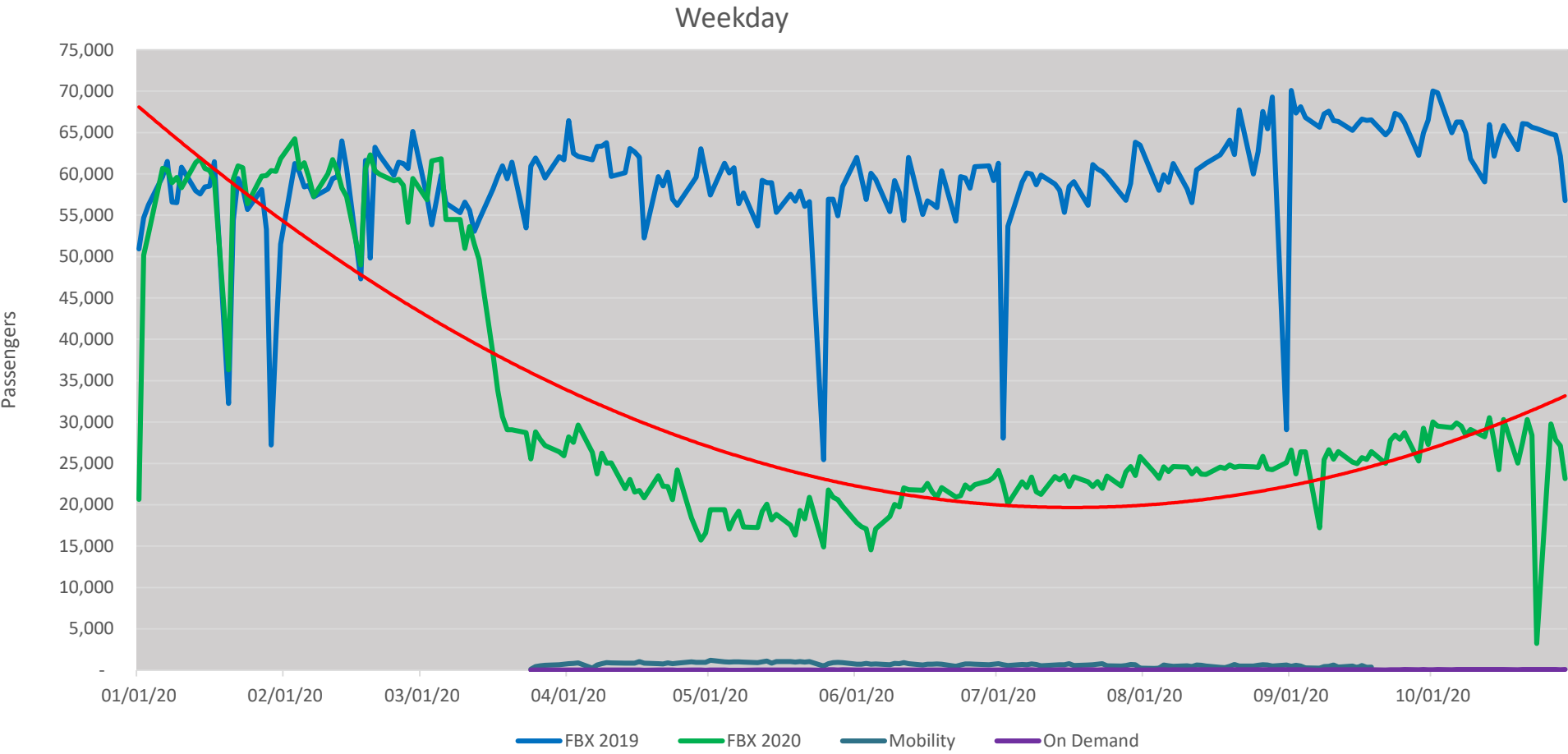
Work from home order, essential travel only; masks required.
Service focused on priority Lines 1, 2, 8, 10, 22 and CMAX.
Priority – operator & customer safety

Focused service to heavily used lines; add 5a

Most lines return, bus-on-demand NE; frequency added

Express lines reinstated

COTA Ridership



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 (reinstating lines, earlier/later service)



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COTA Plus



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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

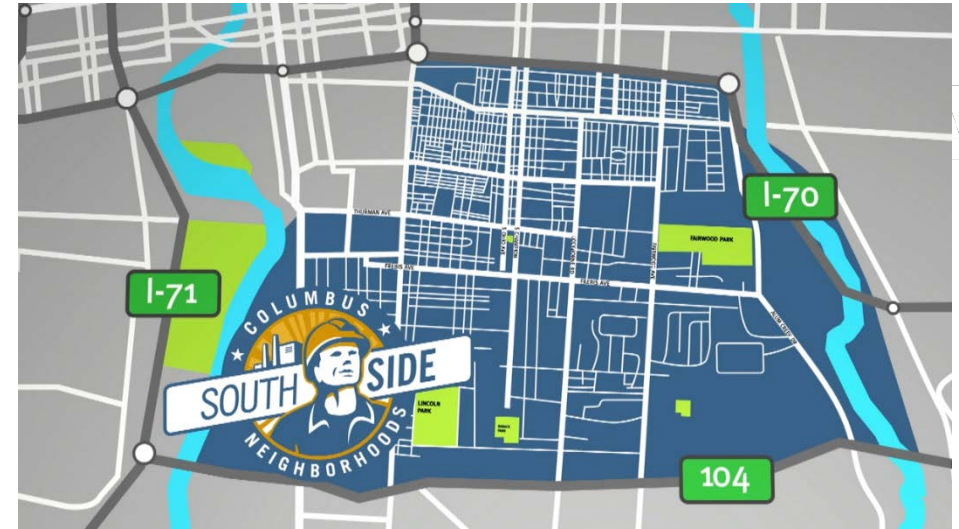
- **Funding – Operations & Capital:** OTP2 grant application and MORPC Attributable Funds application for 2021/2022; shared operational costs with municipalities/corporate sponsors

- **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 - disproportionately 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



- # MOVING EVERY LIFE FORWARD

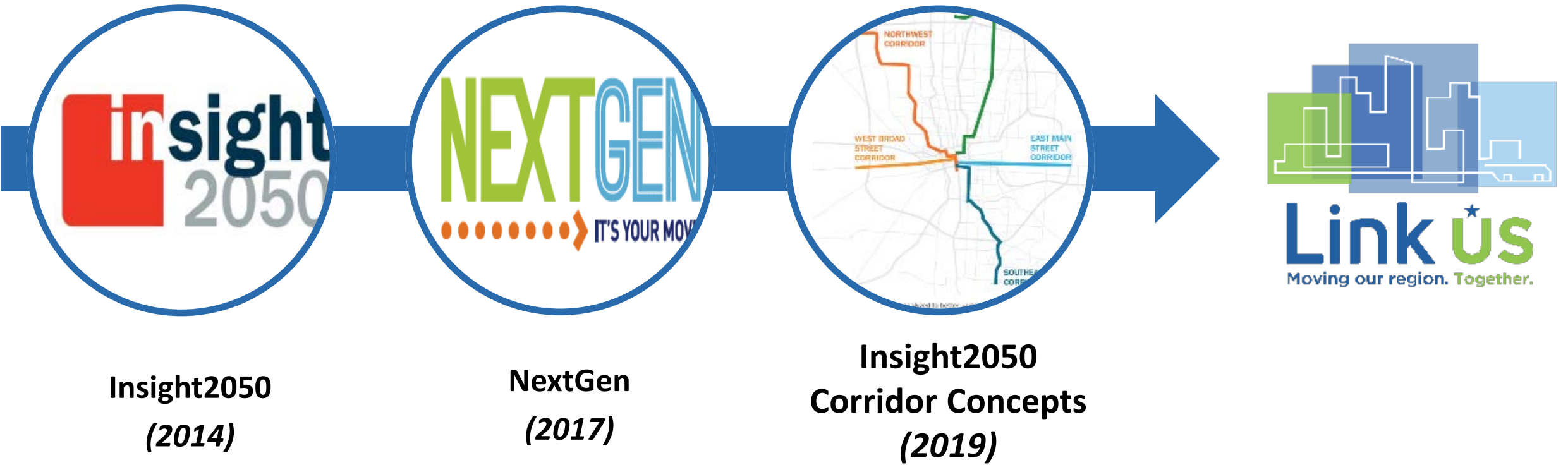


LinkUS

Mobility Corridors Initiative



Foundational Planning



LinkUS is a comprehensive mobility corridors initiative for Central Ohio

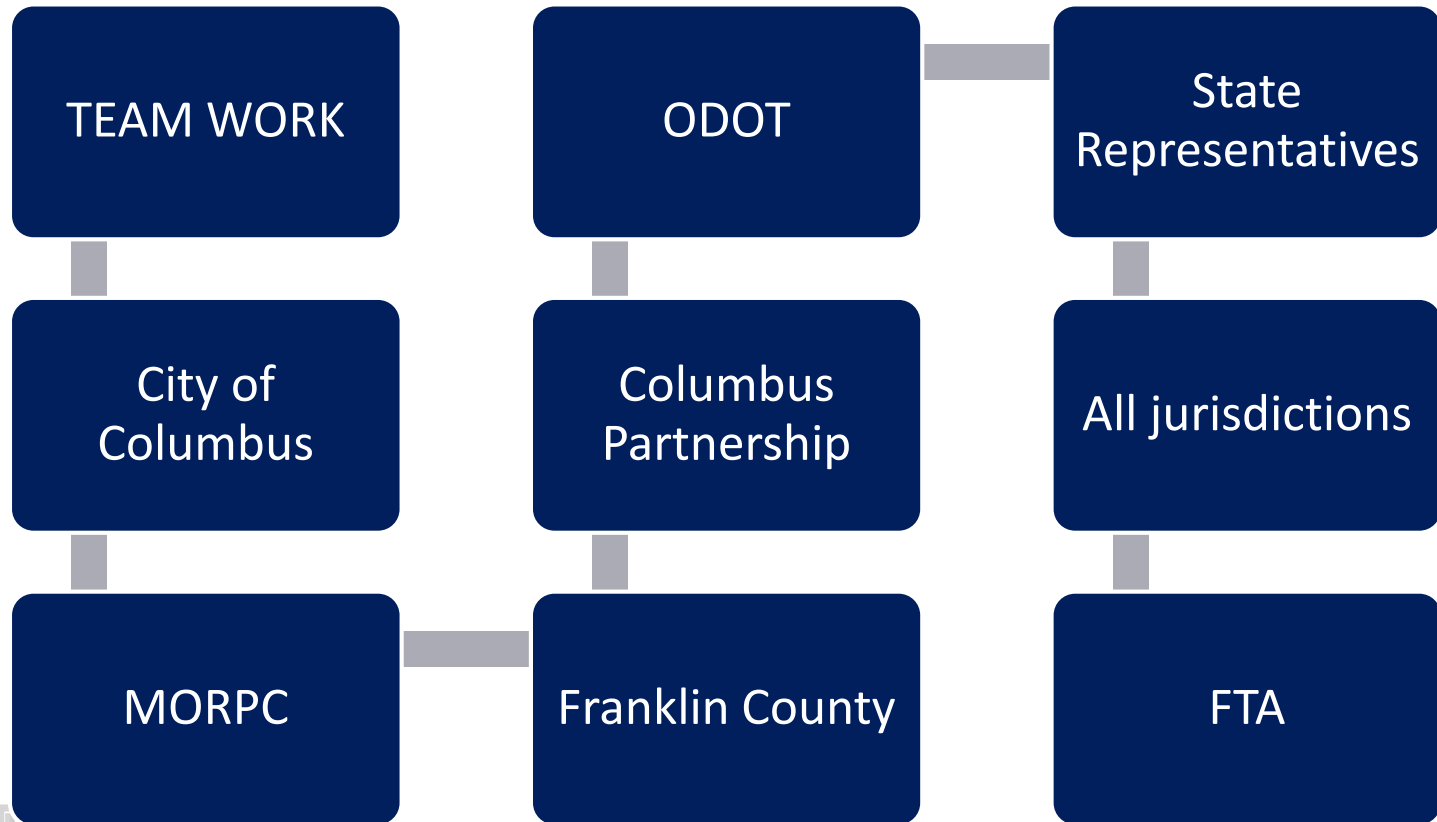


LinkUS seeks to provide a **complete mobility system along key regional corridors**, including high capacity and advanced rapid transit, new transportation technology solutions, bicycle and pedestrian improvements, and new housing and job opportunities.

Principal sponsors:



Mobility corridors – Collaboration:



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



Level & Multi-Door Boarding



Off-Board Fare Collection



Dedicated Right-of-Way



Signal Priority & Intersection Control



Modern Vehicle Designs



Frequency & Capacity



Enhanced Stations



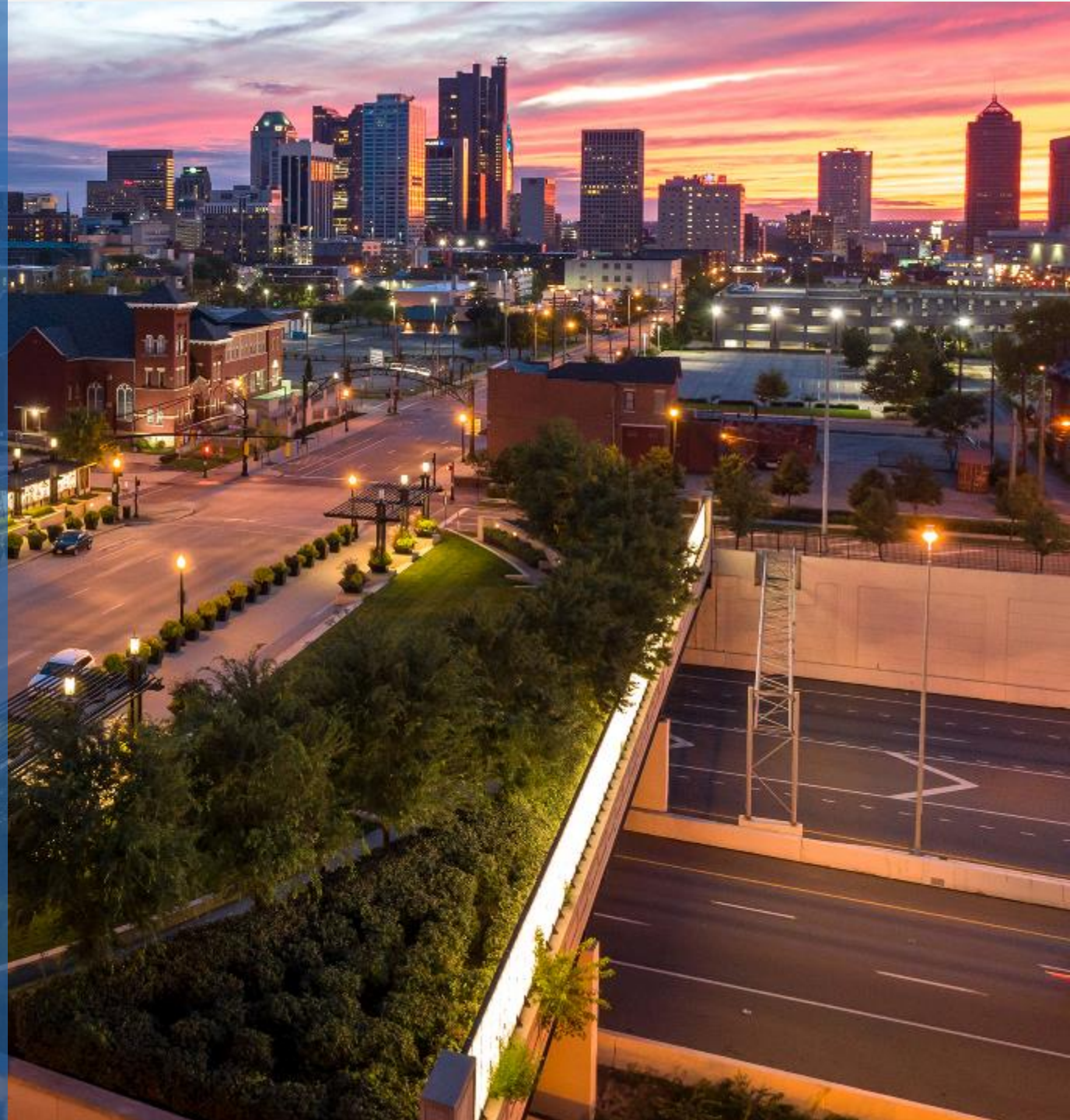
Adaptability



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**



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