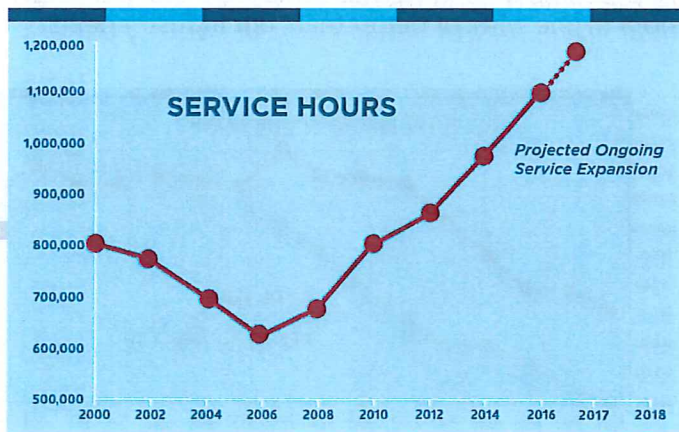


# Community Support for the Central Ohio Transit Authority

In 2006, Franklin County voters agreed to provide additional funding to support and enhance COTA's operations. On November 8, Issue 60, a renewal of COTA's levy, will be on the ballot. This would maintain the revenue from the 2006 levy through 2026 without raising taxes, allowing COTA to continue delivering expanded and improved service and implement planned enhancements.

- ▶ COTA connects our residents to work, education, medical care, employment training and each other.
- ▶ COTA provides transportation independence to the elderly and riders with disabilities.
- ▶ COTA supports one of the strongest local economies in the nation by connecting people to jobs and opportunity.

## Service Expansion



Since 2006, COTA has added service to new destinations and extended hours and frequency of service on existing routes. This expanded service has attracted new riders. In 2014 and 2015, COTA experienced its highest annual ridership since 1986.

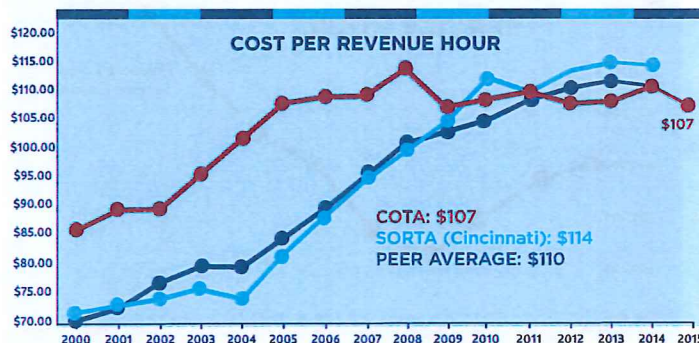
- **14.8 million passenger trips in 2005**
- **19.2 million passenger trips in 2015**
- **Up 30 Percent**

## Service Improvement

- ▶ On May 1, COTA launched COTA AirConnect, offering direct service between Downtown Columbus and John Glenn Columbus International Airport seven days a week.
- ▶ Since its inception in May 2014, COTA's CBUS circulator has provided more than 1 million trips for Downtown area residents, visitors and employees. CBUS makes visiting, living and doing business in the heart of our community more affordable and more attractive.
- ▶ COTA's partnership with the City of New Albany and SmartRide New Albany supports workforce development by providing access to over 15,000 jobs in the New Albany International Business Park.
- ▶ In 2015, COTA increased service to the Rickenbacker area in a partnership with the City of Groveport and the Village of Obetz to enhance access to nearly 21,000 jobs. A shuttle service provides direct connections from COTA to businesses at Rickenbacker.
- ▶ COTA is creating more direct and more frequent connections to get people where they need to go.
- ▶ COTA has saved millions in fuel costs by modernizing its fleet with cleaner natural gas vehicles. Nearly half the fleet is powered by compressed natural gas, which is more cost effective, energy efficient and environmentally friendly.

## Operational Efficiency

At the same time, COTA has achieved a cost per revenue hour in line with, or better than, our industry peers.



## Community Alignment

Greater Columbus has become a national model for community collaboration. COTA is proud to play its part in the economic vibrancy and social fabric of Columbus by providing connectivity. COTA's success has been the result of steadfast support from its riders, the business community and the citizens of Franklin County.





# THE CASE FOR MAINTAINING COMMUNITY SUPPORT FOR THE CENTRAL OHIO TRANSIT AUTHORITY

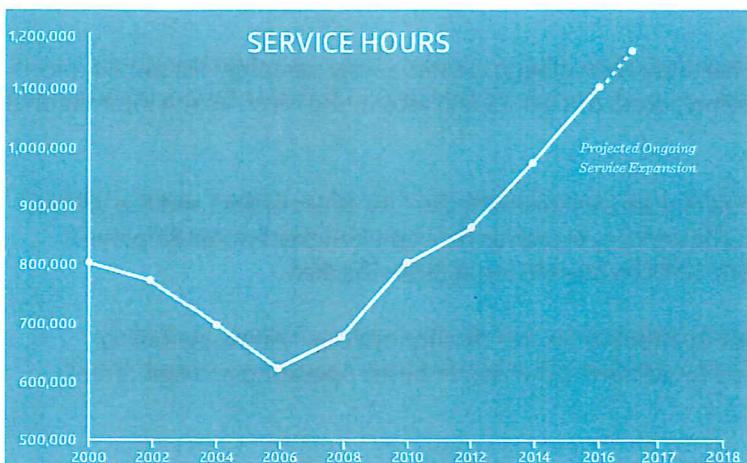
June 2016

## COMMUNITY SUPPORT

COTA is funded by two sales and use taxes, of which 1/4 percent is permanent and 1/4 percent is renewable (10-year). In November 2006, voters agreed to provide the renewable 1/4 percent to implement COTA's Long-Range Transit Plan.

COTA is placing a request on the November 8, 2016 General Election ballot to maintain the revenue from the 2006 levy. The proposed levy will be a renewal of the current 1/4 percent 10-year sales tax. It will enable COTA to continue to deliver expanded and improved service, and implement planned enhancements without increasing taxes.

## SERVICE EXPANSION



## RIDERSHIP

Expanded service has attracted new riders. In 2014 and 2015, COTA experienced its highest annual ridership since 1986.

- 19.2 Million passenger trips in 2015
- 14.7 Million passenger trips in 2004
- Up 4.5 Million

COTA's service expansion added service to new destinations, extended hours of service, and increased frequency of service on existing routes. COTA has also replaced its aging fixed-route bus fleet and expanded the number of buses. Today, COTA owns 350 buses with an average age of five years. In order to provide this additional service to our community, COTA has hired and trained hundreds of new bus drivers. Today, COTA employs over 600 operators, compared to 357 in 2007.



COTA has significantly increased the level of service to the community, invested in capital assets; and positioned the Authority for the future. At the same time, COTA has achieved a cost ratio per revenue hour in line with, or better than, our industry peers.



## INVESTMENTS IN INFRASTRUCTURE

COTA has also invested in capital infrastructure, modernizing existing facilities and building new ones to meet demand and position the Authority for the future:

- Fields Avenue fixed-route operations facility (Renovation to “like new”)
- Construction of a new, state-of-the-art Mobility Services (Mainstream) operations, maintenance, storage and assessment facility
- Acquisition and renovation of a facility to house COTA’s street and remote operations
- Acquisition and renovation of Downtown administrative headquarters
- Construction of a Compressed Natural Gas (CNG) fueling facility at McKinley Operations
- McKinley Avenue fixed-route operations facility (Renovation to “like new”)

## ALIGNED WITH OUR COMMUNITY

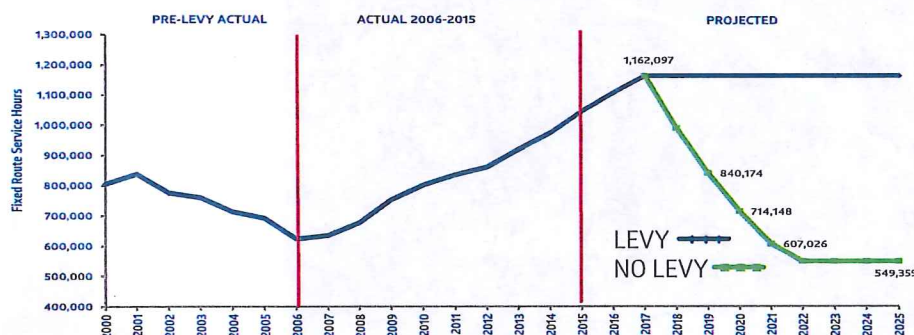
- On May 1, 2016, COTA launched COTA AirConnect offering direct service between Downtown Columbus and Port Columbus International Airport seven days a week.
- Since its inception in May 2014, COTA’s CBUS® circulator has provided over 1 million trips to Downtown area residents, visitors and employees. Funded with public and private dollars, CBUS supports retail, residential and economic development at the heart of our community. It makes visiting, living and doing business Downtown more affordable and more attractive.
- COTA’s partnership with the City of New Albany and SmartRide New Albany creates a new paradigm for public transit service and supports workforce development by providing access to over 15,000 jobs in the New Albany International Business Park.
- In 2015, COTA increased service to the Rickenbacker area in a partnership with the City of Groveport and the Village of Obetz to enhance access to nearly 21,000 jobs. A shuttle service, known as Groveport-Rickenbacker Employee Access Transit (GREAT), provides direct connections from COTA to businesses at Rickenbacker.
- COTA’s Transit System Redesign is a comprehensive plan to improve service throughout our system, including Downtown operations improvements that will result in a 67 percent reduction in buses operating on High Street, which will encourage retail development.
- COTA’s NextGen strategic planning will position COTA and our community to meet the challenges of economic and population growth forecasted for the next 10, 20, and 30 years.

## WHY IS IT IMPORTANT TO MAINTAIN COTA'S FUNDING?

COTA service connects our residents to jobs, education, medical care, employment training, and to each other. Service expansion over the last 10 years has improved the quality of life in our growing, vibrant region.

Renewal of COTA’s sales tax is vital to our region. COTA plans to add an additional 116,000 hours of service by 2017, for a total of 1,162,000 service hours per year (assuming the passage of the renewable sales tax in 2016). If the sales tax is not renewed, service would have to be cut by more than 50 percent to 550,000 hours.

What we face if COTA’s current funding is not maintained:



The entire community benefits from the renewal of COTA’s funding to maintain our growing public transportation system.

