Moving Smart Mobility Initiatives into Practice

Ohio Transportation Engineering Conference
Oct. 2-3, 2018
• Nearly 19 million trips annually (60,000 daily trips)
• 562 square-mile service area with 1.2 million residents
• 2017 operating budget - $134 million
• Total of 0.5% sales tax
• 1,100+ employees, more than 700 coach operators
• 327 buses, among the youngest in the industry
• Named Outstanding Public Transportation System in North America for 2018 by the American Public Transportation Association
MOBILITY MATTERS
MOBILITY MATTERS

• Reliable transportation is crucial to employers and the economy

• By 2050…

• 1 million new residents

• 600,000 new jobs

• COTA will be the region’s mobility leader.
COTA’S EVOLVING ROLE

• To be the region’s **Mobility Services Integrator**

• Economic development partner, advisor, solutions provider

• Using data, technology and collaboration
  
  o Able to be nimble, making decisions and predicting outcomes using real-time data
  o Technology revolutionizing transportation
  o Collaborations with public and private organizations

Example of the integration that’s coming: Uber is creating a transit division
TRANSIT INITIATIVES
TRANSIT SYSTEM REDESIGN – MORE & BETTER WITH THE SAME BUDGET

- Launched May 2017
- Simplified bus routes
- More direct service
- More frequent service
- New & improved connections to destinations

89% ▲
High-frequency routes accessible to 103,000 more residents

71% ▲
High-frequency routes within walking distance of 100,000 more jobs
NEW SERVICE – CMAX BUS RAPID TRANSIT

- Corridor ridership up 16% since Jan. 1, 2018
- Service is 20% faster
- $48.6M investment, $37.45M in federal funds
- Real-time displays at BRT stops
- Wi-Fi every bus and transit centers
- Traffic signal priority at intersections
- USB ports on every bus
REGIONAL CORRIDOR ANALYSIS

Corridor Name
- Northeast Rail
- E Main Street
- Southeast
- Northwest
- W Broad Street

Mid-Ohio Regional Planning Commission
FIRST MILE/LAST MILE STUDY

Goal: Expand mobility options where gaps exist in the current transportation network and to locations not easily served by fixed-route transit.

Equitable Access
FLM services reduce barriers to access through taking a customer-first approach, providing multiple ways to access service using mobile apps, call centers and affordable fares.

Real-time, point-to-point, on-demand service at the touch of a button.
SERVICE OPTIONS

- **Personal Mobility on Demand** – on-demand, individuals or small groups
- **Flexible Microtransit** – on-demand service, many riders
- **Scheduled Microtransit** – fixed-schedule service, many riders
- **Vehicle Sharing** – Bicycles, electric scooters, automobiles
- **Supplemental Mainstream** – Individuals or small groups
MOBILITY AS A SERVICE (MAAS)

Shifting away from personally owned modes of transportation and toward mobility solutions that are consumed as a service.
Technology is an essential component

- Mobile apps to request and pay for service
- Trip planners to show time, mode and cost options
- Inclusion of highly automated features in new models for future operators
TECHNOLOGICAL INNOVATION
NEW TECHNOLOGY – FREE WI-FI

THIS BUS IS WiFi ENABLED
NEW TECHNOLOGY – UPGRADED FAREBOXES
NEW TECHNOLOGY – REAL-TIME BUS INFORMATION
NEW WEBSITE – COTA.COM

- All-new redesign with a visual, customer-centric approach
- Intuitive site mapping
- Mobile-responsive
- ADA compliant
- Real-time bus tracking and route updates every 15 seconds
COTA-SMART COLUMBUS PROJECTS

• Smart Columbus Operating System: COTA sharing data

• Common payment system: COTA, city, Smart Columbus coordinating

• Multi-modal trip planning: Plan and pay for trips all in one app

• Smart Mobility Hubs: COTA facilities will host deployment

• Mobility assistance for travelers with cognitive disabilities: COTA pilot

• Connected electric automated vehicles: COTA implementing TSP, pedestrian warning systems

• Non-emergency medical trips: COTA-supported

• Connected vehicle environment: COTA-supported
QUESTIONS?