

Central Ohio Transit Authority Mobility Services

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2011 Bus & Paratransit Conference

History of COTA's Mobility Services & Coordinated Travel in Central Ohio



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Department created in 2000

Housed in Planning Division

**First initiative was to expand fixed
route bus service for 2nd & 3rd shift
operations**

**Utilized Job Access and Reverse
Commute (JARC) funds**



Department moved to Operations in 2003

Created transportation alternatives

Provided choices for riders

Served an unmet need in the community



Coordinated Travel included:

**Partnership with MidOhio Regional Planning
Commission (MORPC)**

**1st environmentally friendly vehicles (green
fuel)**

**Partnership with the Ohio State University
Extension Center & Godman Guild**



Created COTA's Mobility Advisory Board Comprised of 28 organizations that represented:

- **Persons with disabilities**
- **Seniors**
- **Low income individuals who need rides to work**



In 2008, COTA was designated as recipient of JARC & New Freedom Funds by former Governor Ted Strickland

Developed Franklin County Coordinated Plan

- **Identified Transportation Gaps**
- **Need for More Bus and Paratransit Services**



Developed Program Management Plan

- **How programs would be funded**
- **Request for proposal process**



Program Measurement Included:

Project Needs/goals

Program Effectiveness

Service Area & Target Population

Organizational Profile

Collaboration & Partnership/s

Budget

Project Sustainability

Innovation



Programs Selected:

- **Franklin County Department of Developmental Disabilities- Provides Transportation for 2nd Shift Janitorial Service**
- **City of Columbus-Constructed sidewalks near senior centers to get riders to bus stop locations**
- **Lifecare Alliance-Provides rides for seniors to obtain meals at centers**
 - **Provides transportation for HIV patients for medical trips**



Future Initiatives

- **Include coordination with rural transits**
- **Collaborate with other transits on eligibility process for paratransit users**



Conclusion

- **Transit survival depends on Mobility Management services**
- **Transits must continue to monitor performance of programs implemented**
- **Must work smarter, not harder!**





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Q & A



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