

state PUBLIC POLICY AGENDA

2021-2022

ADVOCACY TO PROPEL THE COLUMBUS
REGION INTO THE NEXT ERA OF MOBILITY

The logo for COTA (Central Ohio Transit Authority) features a stylized white arrow pointing up and to the right, followed by the letters "COTA" in a bold, white, sans-serif font. The background of the entire page is a photograph of the Columbus skyline, including the Schuster Tower, with a bridge over the Scioto River and a park area in the foreground. The image is partially obscured by dark blue geometric shapes in the corners.

COTA

2050 IS COMING—

let's go

At the heart of COTA's 2021/2022 Public Policy Agenda is the recognition that Central Ohio and the Columbus Region are in a period of great change—demographics are shifting, new technologies are on the horizon and the physical landscape is being remade as communities evolve.

Public transportation is at the intersection of these dynamics. With the right policies in place, here's how we can move Central Ohio into the future.



FUNDING

Pursue robust state programs and policies that foster improved mobility and transit-supportive development.



INNOVATION

Advance technology policies that enable COTA to more equitably support the mobility needs of the region's diverse and growing communities.



REGIONALISM

Advocate for state programs, policies, and funding that support projected growth in the region by fostering economic progress, efficient use of resources, and a shared prosperity for all.

The Central Ohio Transit Authority State Public Policy Agenda was crafted in partnership with the region's transportation stakeholders and COTA's Board of Trustees, who are appointed by constituent municipalities in the Columbus region.

FUNDING

PURSUE ROBUST STATE PROGRAMS AND POLICIES THAT FOSTER IMPROVED MOBILITY AND TRANSIT-SUPPORTIVE DEVELOPMENT.

- Maintain the sales and use tax base and structure and ensure any legislation exempting a good or service currently taxable, also provide a mechanism to ensure revenue neutrality for the transit authority.
- Support state tax and budget policies that balance the promotion of inclusive economic growth and equity, while also ensuring the ability to provide vital local government services.
- Pursue increased federal pass-through “flex” funds for transit and institution of a dedicated state source for transit funding.
- Advocate for funding and policies that support the study and deployment of rapid speed transportation, and hyperloop technology in Ohio.
- Seek funding for an advanced and more equitable, multi-modal transportation system that improves interregional access to more effective and efficient public and private transportation choices to connect to regional markets.
- Advocate increasing transportation dollars returned to localities and Metropolitan Planning Organizations.

INNOVATION

ADVANCE TECHNOLOGY POLICIES THAT ENABLE COTA TO MORE EQUITABLY SUPPORT THE MOBILITY NEEDS OF THE REGION'S DIVERSE AND GROWING COMMUNITIES.

- Support efforts that leverage ODOT, DriveOhio, Smart Columbus, Smart Region Task Force, Transportation Research Center and the 33 Smart Mobility Corridor and advocate for regional policies that prepare Central Ohio communities for additional smart-infrastructure and innovative technology investment.
- Advocate for programs that enable local governments to integrate smart infrastructure upgrades into road and bridge repairs and improvements.
- Advocate for policies and funding for first mile/last mile and on-demand service, including microtransit and paratransit services.
- Encourage the adoption of data governance policies at the state level that promote open data and standardization, while protecting the security of private, personal, and otherwise sensitive information.
- Pursue policies and funding that measurably improve transportation safety and equity and advance Vision Zero, Artificial Intelligence and predictive analytics efforts at the state level.
- Advocate for funding and grant programs to support alternative fuel buses and low-to-no emissions buses, such as compressed natural gas (CNG) and electric buses.

REGIONALISM

ADVOCATE FOR STATE PROGRAMS, POLICIES, AND FUNDING THAT SUPPORT PROJECTED GROWTH IN THE REGION BY FOSTERING ECONOMIC GROWTH, EFFICIENT USE OF RESOURCES, AND A SHARED PROSPERITY FOR ALL.

- Support economic development policies and incentives that encourage transit supportive infrastructure and building standards.
- Support the use of TID's, JEDD, TIF, CDA, CRA and other community mechanisms to support the funding and operation of public infrastructure.
- Tie mobility solutions policies to the Administration and the Ohio General Assembly priorities, including workforce development, aging in place, education and health care access.
- Advocate for tax benefits for employer mobility benefits and other workforce development programs that incentivize transit use.
- Collaborate with regional partners to enhance the national competitiveness of Central Ohio through multimodal transportation.
- Pursue policies and funding to improve quality of life through expanded transportation options connecting marginalized communities in rural, suburban, and urban areas.
- Advocate for policies and funding that support a broad spectrum of housing options within key transit corridors to meet the region's growing residential and workforce needs.

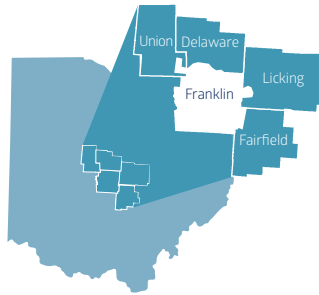
we are moving

OUR TEAM



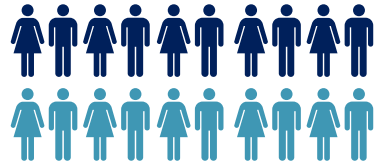
President/CEO
JOANNA M. PINKERTON

COTA SERVES MUNICIPALITIES IN THE COLUMBUS METRO AREA



- | | | |
|-------------------|-----------------|-------------|
| Bexley | Grove City | Westerville |
| Columbus | Hilliard | Whitehall |
| Dublin | New Albany | Worthington |
| Gahanna | Reynoldsburg | |
| Grandview Heights | Upper Arlington | |

OUR RIDERSHIP



19,141,454
2019 total rides

+1.2%
FROM 2018

OUR FUNDING

.25% Permanent local sales tax

.25% Renewable local sales tax (Through 2026)



LinkUS
Moving our region. Together.

LinkUS seeks to provide a complete mobility system along key regional corridors

we are smart



MOBILE TICKETING



MULTI-MODAL TRIP PLANNING



CONNECTED VEHICLES



WI-FI



INTELLIGENT TRANSPORTATION SYSTEMS



MICROTRANSIT

we are sustainable



COTA's transit fleet will be low or no emission vehicles by 2025



We are committed to building LEED facilities

we are collaborative



60+ NON-PROFIT ORGANIZATIONS