

DOWNTOWN C-PASS 2019 IMPACT

Downtown C-pass is an innovative program launched by downtown property owners in partnership with the Mid-Ohio Regional Planning Commission and the Central Ohio Transit Authority (COTA). It offers free, unlimited transit access to eligible employees in downtown Columbus.

440+

Companies enrolled

15,100+

Employees and residents enrolled

1.7M

Rides since inception

25K+

Rides per week

52%

of surveyed companies report knowing that **employees had relinquished parking** because they now take the bus.

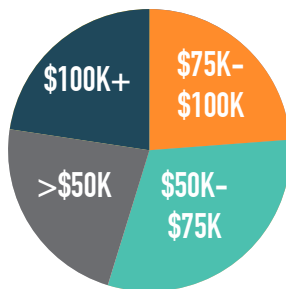
RIDERSHIP DOUBLED

Among eligible workforce, growing from 5% to between 10% and 14%.

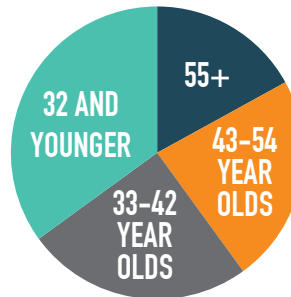
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Companies reported **C-pass impacting their decision to renew or sign a lease** in C-pass eligible buildings within the first year.

NEW RIDER INCOME LEVELS ARE DIVERSE:



NEW RIDERS SKEW YOUNGER:



93% OF NEW RIDERS HAVE ACCESS TO A PERSONAL VEHICLE and choose to ride COTA to work.

NEW RIDERS are most **motivated by saving money** (83% agree strongly), followed by **convenience** (50% agree strongly).

C-PASS IS HELPING EMPLOYERS:

34%

of surveyed companies report C-pass is helping retention.

34%

of surveyed companies report C-pass is helping recruitment.

52%

of surveyed companies report that C-pass has boosted employee morale.

Each year, C-pass users switching from driving to COTA will collectively save more than

350,000

GALLONS IN FUEL

and prevent emissions of approximately

6.8 MILLION POUNDS OF CO₂