Instructions for Zoom Webinar Participation

• All participants are muted.
• The session is being recorded. All materials including the recording will be put on the NADTC website.
• Closed captioning is available. You can turn captioning/subtitles on or off by clicking on the cc button.
• Please put your questions in the Q & A button.
• Chat is open and can be used for general comments, or technical assistance.
MISSION: To promote the availability of accessible transportation options that serve the needs of Older Adults, People with Disabilities, Caregivers and Communities.

MAJOR OBJECTIVES:
• Person-centered technical assistance and information
• Training
• Communication and Outreach
• Coordination and partnership
• Investment in community solutions
NADTC Overview
• Melissa Gray, Assistant Director of Transportation, USAging, NADTC

Today’s Presenter
• Monica Jones, Chief Equity Officer, Central Ohio Transit Authority

Facilitated Discussion/Q&A
Goal: Equitable & Accessible Transportation Services

- Collect information from racially, ethnically and culturally diverse older adults, people with disabilities and caregivers re: their transportation experiences, including needs, barriers and preferences
  - **National Survey – Completed**
  - **Release of Survey Data – September 1 & November 1**
  - **Focus Groups**

- Identify workable solutions
  - Regional meetings with providers, community leaders and advocates

- Develop education and guidance
- Support communities
What an Equitable Transit Service Looks Like: Putting Equity into Action

National Aging and Disability Transportation Center
Defining Equity

Equity ensures all people:

• Fair treatment
• Equal opportunity
• Fair access to resources and information

We achieve equity in an environment built on respect and dignity.
Defining Diversity

A diverse space:

• Affirms similarities and finds value in differences
• Proactively engages and draws from a wide variety of perspectives
• Seeks to understand others

Diversity provides representation for all our varied identities, both collectively and as individuals.
Defining Inclusion

An inclusive community:

- Believes every voice adds value
- Creates balance in power differences
- Ensures no one person is the representation of an entire group

Inclusive communities create a culture of belonging where all people are actively invited to participate and contribute.
Since 2020, we introduced four new Employee Resource Groups (ERGs) to best support diverse identity groups within Team COTA:

- Veterans Employee Resource Group (VERG)
- Parents Actively Collaborating Together (PACT)
- Black Employees Leading Inclusion, Excellence, Vision and Education (BELIEVE)
- Women for Inspiration, Strength and Excellence (WISE)

**EDI in Action:** Employee Resource Groups at COTA

During the holidays, these three ERGs spearheaded a toy drive and donated over 500 toys to Nationwide Children's Hospital.
In 2020, we introduced three new Employee Resource Groups (ERGs) to best support diverse identity groups within Team COTA:

- Veterans Employee Resource Group (VERG)
- Parents Actively Collaborating Together (PACT)
- Black Employees Leading Inclusion, Excellence, Vision and Education (BELIEVE)
- Women for Inspiration, Strength and Excellence (WISE)

During the holidays, these three ERGs spearheaded a toy drive and donated over 500 toys to Nationwide Children’s Hospital.
Account-Based Ticketing

Protecting Customers - an account-based system is safer than carrying cash and ensures customers get the best value on every trip!

Customers add funds to their account in the app

Customer taps smart card or app on on-board validator

Fare is deducted from account

Other ways to add funds:
1. COTA.com
2. Retail Network Locations
3. Customer Experience Center
Fare Capping

Provides the rider the best fare for their journeys for the day and calendar month.

---

**NO FARE CAPPING**
- Pays $2.00 cash each trip
- Rides 4x/day on average
- Spends $8.00 total each day

**WITH FARE CAPPING**
- Digitizes cash and uses mobile or smart card to pay $2.00 fare
- Rides 4x/day on average
- Pays no more than $4.50 total each day

---

NO ADDITIONAL CHARGE

MAX

FARE CHARGED ($)
MOBILITYXX
10 % | 10 YEARS

#10in10
The MobilityXX Pledge Program
Why MobilityXX?

Women comprise only 15% of the transportation workforce.

U.S. Census data shows that from 2005 to 2019, the proportion of women in transportation occupations only increased by 3%.

As of 2019, women comprised only 15% of a 14.8 million transportation workforce, and even fewer are in decision-making roles.
Team COTA

Demographics Based on Gender and Race

GENDER

67% Male
33% Female

RACE

35% White
60% Black
1.7% Asian
2% Hispanic
0.8% Pacific Islander
0.3% Native American
0.2% Multi-racial
Columbus, Ohio

Demographics Based on Gender and Race

COTA

Male: 35%
Female: 60%
Total: 33%

COLUMBUS

Male: 49%
Female: 51%
Total: 33%

Gender and Race Breakdown:

- Male: 67%
- Female: 33%
- White: 56%
- Black: 28%
- Asian: 4%
- Hispanic: 6%
- Multi-racial: 6%
- Native American: 0.2%
- Pacific Islander: 0.1%
Managers and Above
Demographics Based on Gender and Race

GENDER

63% Male
36% Female

RACE

70% White
18% Asian
5% Black
5% Hispanic
2% Multi-racial

Pacific Islander
Native American
Managers and Above
Demographics Based on Gender and Race

GENDER

<table>
<thead>
<tr>
<th></th>
<th>Managers</th>
<th>Directors</th>
<th>Chiefs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>75%</td>
<td>66%</td>
<td>40%</td>
</tr>
<tr>
<td>Female</td>
<td>25%</td>
<td>34%</td>
<td>60%</td>
</tr>
</tbody>
</table>

RACE

<table>
<thead>
<tr>
<th></th>
<th>Managers</th>
<th>Directors</th>
<th>Chiefs</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>82%</td>
<td>66%</td>
<td>70%</td>
</tr>
<tr>
<td>Asian</td>
<td>10%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Black</td>
<td>4%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Multi-racial</td>
<td>4%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>10%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Native American</td>
<td>4%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

MOVING EVERY LIFE FORWARD
Promotions and Hiring
Demographics Based on Gender and Race

Promotions (Managers & Above)

Q1

Q2

Hires (Managers & Above)

Q1

Q2

Promotions (Managers & Above)

Q1

Q2

Hires (Managers & Above)

Q1

Q2
Follow Us

@cotabus  @COTAbus  @cotabus  @COTA
Questions?
Call toll-free: 866.983.3222
Email: contact@nadtc.org
Web: http://www.nadtc.org

Find us on Facebook, Twitter, YouTube & LinkedIn