

PURPOSE

Provide premier and affordable transit service to meet the existing and long-term regional mobility and local access needs for residents, businesses and institutions within the project area.



NEEDS



Provide equitable access to jobs and opportunities

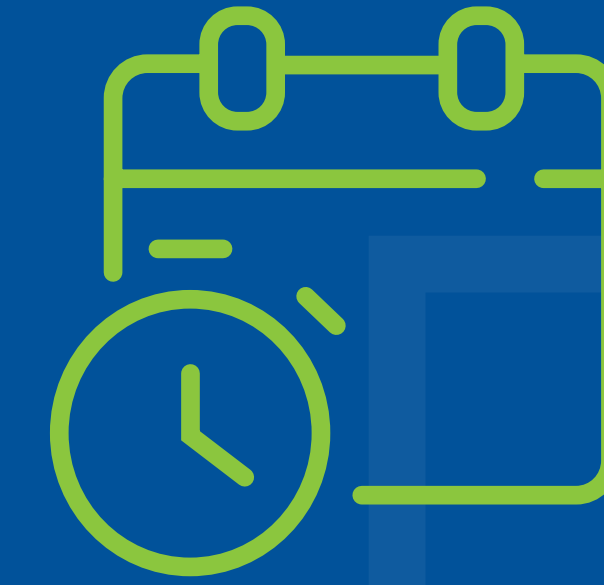
30% of all Franklin County jobs are served by the Northwest corridor

About **35%** of trips from no-car households in Franklin County are within, into or out of the corridor



Prioritize transit movement to ensure reliable and efficient travel time

Approximately **27%** of all transit trips in Franklin County are within, into, or out of, the corridor



Provide all-day transit options for regional and local trips

3 of the top 5 largest employers in Central Ohio are located within or very near the Northwest Corridor.

60,000 students are enrolled at OSU

60% of all trips to OSU originate in the corridor



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NEEDS



Provide a high-quality transit supportive environment to create an attractive alternative to driving

30% of Olentangy River Road has no sidewalk or trail on either side

Of the existing bus stops, only **5%** have benches, **8%** have shelters and **39%** have lighting



Align with Vision Zero goals and use multimodal design to prioritize the safety of all corridor users

Project will be designed to **promote safety** for all users

Active transportation connections will be **improved** throughout the corridor



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VISUALIZING RAPID TRANSIT



Dedicated transitway, high-quality station experience



Modern adaptive vehicles



Level boarding and multimodal integration



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CONCEPT DEVELOPMENT PROCESS

