

Team Pandora



Imagine the
future of
transportation
in Columbus

GOOD IDEA Prompt

What can be done to get the district's 3 core users out of their cars and accessing transit options?



What resources are needed to convince them to hang up their car keys?

The Short North's 3 Core Users



Visitors



Residents



Business Owners

Current Available Resources



Where are the bus stops?

When is the bus coming?

Where do I get a pass?

What's the process?

What will the people on the bus be like?

Will I get back okay?



GOOD IDEA Bus Tracking App



GOOD IDEA

City Pass with Hotel Stay



Good for use with COTA, Car2Go, and CoGo

GOOD IDEA

Bus Stop Environmental Signage



Thank you!

