

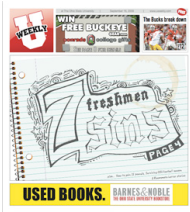
WHAT'S NOW

STORY

Share

UWEEKLY PROMOTIONS

CURRENT ISSUE



THE BLOG CREW

- UQuickies**
SINNERS: What's your guilty pleasure?
- Bang for your buck**
Don't Hate on the OC: We Can't Fire Bollman
- Dear Abby D**
Domestic Violence

TODAYS SPECIALS

Sloopy's Bar and Grill: Liquid X Red n Blue 48 oz pitchers for \$5

Skye Bar: Frozen Drinks \$3 Tequila Sunrise \$5

The O Patio and Pub: \$5 Liquid Dope

MORE DRINK SPECIALS

TODAY'S EVENTS

Slapsy Maxie's Neighborhood Pub: Later Bike Night- Music

Ohio Historical Society: Soul Art from the National Afro-American Museum

OSU Campus: BIGG: Breakthrough Ideas In Global Glass. Sponsored By Steuben Glass

FULL EVENT CALENDAR

MOST COMMENTED

- Local Gold (8)
- Michael Amann Says ... (5)
- Deadpool rising (2)
- Justin Masterson (2)
- 'District 9' (out of 10?) (2)
- Breed me! (2)
- Baconizing (2)
- The kid grows up (1)

Stop missing the bus, text COTA first

[Comment Below]

By Rachael Brugger

As part of an instant gratification, tech-savvy society, we can pretty much text, tweet or Facebook into or out of any situation. Even the Central Ohio Transit Authority is appealing to this 21st century notion. COTA is jumping on the virtual bandwagon and implementing a pilot texting system that will allow bus riders in the campus area access to bus schedule information, ending the forever asked question, "Will I make it to biochemistry on time?"

In response to the changing times and rider feedback, students and other COTA riders frequenting one of the 50 designated stops on campus will be able to text in a bus stop number and receive an immediate, automated response with the time of the next scheduled bus arrival, said Beth Berkemer, COTA spokesperson.

"We would like to get it started before school starts, but at this point we're not sure," Berkemer said. However, she said the system will be up and running in the next few weeks.

The pilot system will last for about one year or 400,000 texts, whichever comes first. The bill, adding up to about \$18,000, will be picked up by COTA, meaning a free service for riders and taxpayers.

If the pilot program proves successful, COTA plans to take the texting system citywide as part of the Long Range Transit plan. Because COTA contracted innovation company Deeplocal to set up the system, Berkemer said they anticipate little difficulty implementing it. At this point, numbering the stops appropriately will be COTA's main concern.

"Some have places for numbers," Berkemer said. "Others need placards still attached."

For Ohio State students who take advantage of the free transportation a la their Buck IDs, a texting system seems like a forward-thinking move.

The third-year law student Raphael Davis-Williams rides the COTA frequently to avoid parking hassles when he has appointments downtown.

"I would love a texting system, especially with COTA because its schedule is a suggested time, not an actual time," Davis-Williams said. "An actual time would be better."



ADVERTISEMENTS



Sloopy's Bar Now Hiring!

Sloopy's Bar is now hiring bartenders and barbacks. Make great money in a fun atmosphere. Call John at 614-795-9948.

Now Hiring bartenders, bar backs and security

Sloopy's Bar and Grill is now hiring bartenders, and all positions. Call Mike at 614-622-2849. Make great money and have a fun

LAPTOP & PC REPAIR--DC JACK.LCD.NO POWER ETC

At Evo Tech we Specialize in Computer Sales & Repairs..Call us now and get a ***FREE REPAIR ESTIMATE*** on all Laptops/PC. 614-262-220

Cheapest Textbooks Guaranteed

Shop at College Town and you'll get the cheapest textbooks guaranteed. See Store for details. Check us out at collegetown-ohiostate.com

Now Hiring bartenders, bar backs and security

Sloopy's Bar and Grill is now hiring bartenders, and all positions. Call Mike at 614-622-2849. Make great money and have a fun

SLOOPYBUCKS.COM



Save 20%
Save your Skull! 20% OFF!
20% off any helmet with any bike purchase!

Save \$1.00
Save a Quick Buck!
Save \$1.00 on your favorite 24 & 32oz Smoothies, Wraps &/or Salads

Until now, he's had to plan ahead to make sure he reaches his destination on time.

"What I learned, if I have a 30-minute trip, is to not catch the bus 30-minutes ahead of time, but the one before that. It eats up a lot of time," said Davis-Williams.

Currently, the only way for riders to check on their bus schedule is to call up COTA or check out the website's Bus Tracker status, said Berkemer, but they are also in the process of creating Twitter and Facebook accounts that would provide up-to-date information.

Third-year human resources major Mark Buckley rides the COTA everyday. While he said his buses usually run on time, he would appreciate having a texting system.

"I wouldn't have to call and speak to an operator," Buckley said. "That takes forever."

Even recent OSU graduate Bryan Lutz, who rides the bus only occasionally, agreed.

"If I knew exactly what time the bus was coming, I could manage my time a bit better," Lutz said. "Usually, I would just show up at the stop and wait for the next bus."

In the last four quarters of 2008, more than 169,000 OSU students took advantage of the city transportation system, Berkemer said.

Some additional changes have been made to the 953 bus trips that travel through the campus area each week. A main route change implemented at the beginning of September is the No. 21 Night Owl, which runs 8 p.m. to 3 a.m. between Whetstone Park and Spring Street in the Arena District.

For more information on updated schedules, visit www.cota.com

Originally Published: Issue 844 - September 16, 2009

 [Share on Facebook](#)

[Back to the top](#)



Save \$2.00

COME SWIM IN OUR SEA
FOR LUNCH!!! \$4.99 LUNCH SPECIAL
M-F



Save \$\$\$

\$5 OFF!!!
with any purchase of \$25 or more. Dine in
or carry out.

Plus **55 more** new coupons
this week at Sloopybucks.com


VOTE ON THIS

How hot are 10,000 freshman?

- 98,600 degrees
- Very Hot
- Mild
- Parmesan Garlic

[Vote](#)

[View Past Polls](#)



WHAT YOU CRAVE.
OPEN 24 HOURS

CURRENT CONTEST

WIN FREE

BUCKEYE

GEAR FROM

conrads
college gifts

Find this logo in the paper.
Click to enter.

LEAVE ONE (1) ENTRY PER PERSON PER COPY. MULTIPLE ENTRIES WILL QUALIFY. DO NOT ALTERNATE FROM ONE CREATING MEDIA CONTEST. ALL ENTRIES CONSIDERED UNTIL 5 AM ON MONDAY MORNING

[MORE INFO](#)

Comments

Your Thoughts,

Name: (required)

To protect everyone from terrible spam, please enter the following code: (required)



[POST COMMENT](#)