

SORTA REINVENTING METRO COMMITTEE MEETING

TUESDAY, JANUARY 8TH, 2019 - 10:00 A.M.
SORTA/METRO BOARD ROOM
602 MAIN STREET, SUITE 1200
CINCINNATI, OHIO

General Items:

- Call to order
- Pledge of Allegiance
- Recite Mission and Vision Statement
- 1. Approval of Reinventing Committee Minutes: December 11th, 2018

Briefing Items:

Action Items:

- 2. Proposed Motion: Approval of Reinventing Metro Plan (**Kreg Keese**)

Other Items:

Adjournment

The next regular meeting of the Reinventing Metro Committee has been scheduled for
Tuesday, February 12th 2019 at 10:00 a.m., the SORTA/Metro Board Room,
602 Main Street, Suite 1200, Cincinnati, Ohio

REINVENTING METRO COMMITTEE
TUESDAY, DECEMBER 11TH, 2018 – 10:30 A.M.
SORTA/METRO MT. ADAMS BOARD ROOM
602 MAIN STREET, SUITE 1200
CINCINNATI, OHIO

COMMITTEE/BOARD MEMBERS PRESENT: Kreg Keesee, Robert Harris, Thaddeus Hoffmeister, Pete McLinden, Mary Miller, and Kathy Wyenandt

COMMITTEE MEMBERS ABSENT: Blake Ethridge and Rodrick Hinton

STAFF MEMBERS PRESENT: Dwight Ferrell, Donna Adkins, John Edmondson, Dan Feldman, Pat Giblin, Paul Grether, Adriene Hairston, Sallie Hilvers, Mark McEwan, Caprice Jones, Brandy Jones, David Riposo, Cindy Resor, Shannel Satterfield, and Khaled Shammout

OTHERS PRESENT: Kim Schaefer (General Counsel), Hannah Sparling (Media), Gina Marsh (Human Services Chamber), Carolyn Miller (LWV)

1. **Call to Order**

Mr. Keesee called the meeting to order.

2. **Pledge of Allegiance**

The Pledge of Allegiance was recited.

3. **SORTA's Vision and Mission Statements**

SORTA's vision and mission statements were recited.

4. **Approval of November 7th, 2018**

Mr. Harris made a motion that the minutes of the November 7th meeting be approved as previously emailed and Mr. Keesee seconded the motion. By voice vote, the Committee approved the minutes.

5. **Summary of Regional Network Improvements**

Mr. Keesee reviewed the summary of annual network improvements assuming a May 2019 levy passage at a 0.8% funding level. This summary included a chart listing new routes, alignment changes, frequency of service, increase weekend service, and 24-hour service on major corridors from years 2020 through 2023. The Committee accepted the report as presented.

6. **MaaS Update**

Mr. Shammout briefed the Committee on the MaaS App project. This update included technology (software and hardware) and non-technology (fare policies and structure) related components up for discussion and a progress timeline. Mr. Shammout will continue to keep the Committee informed during this process. The Committee accepted the report as presented.

7. **Decision Timeline and 2019-2020 Budget Review**

Mr. Keesee deferred this report; stating information was available in the Board books.

8. **New Business**

The next regular meeting of the Reinventing Metro Committee has been scheduled for Tuesday, January 8th at 10:00 A.M.

9. **Adjournment**

The meeting adjourned at 11:06 A.M.

BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY
MOTION

APPROVAL OF REINVENTING METRO PLAN

I move that the Board approve the proposed Reinventing Metro Plan with the refinements made by the Committee and summarized in the attached.

Reinventing Metro Plan

Highlights

The Reinventing Metro effort started in 2016 as SORTA pursued a long-range plan for expanded service across Hamilton County to meet the needs of the region. In the same year, AECOM was contracted to work with SORTA on developing service standards and a long-range plan through detailed analysis, public involvement and using industry best-practices. Based on the study, key recommendations were made such as improving frequency of service, expanding span of service, reducing travel time for customers and adding additional service where needed. As part of this study, SORTA held numerous public meetings in 2017 and 2018 that allowed it to share the plan with the community and get further input on the recommendations.

In 2017, SORTA also contracted with UC Economics Center to model different Hamilton County sales tax revenue projections, calculate the reach of transit service to jobs in Hamilton County, and measure the impact of Reinventing Metro's recommended service improvements on the county's economy.

After the initial Reinventing Metro Plan was completed, and reviewed with the full SORTA Board, AECOM was tasked, in the summer of 2018, with developing an approach to integrated regional transit services. Very close coordination and collaboration among the regional partners, including TANK, Butler County Regional Transportation Authority, Clermont County Transportation Connection, Dearborn County and Warren County Transit Service took place throughout the study period. The regional effort focused on creating a well-connected region through various mobility options. At the conclusion of the study in December 2018, the following recommendations were made:

- Increase frequency on 29 routes (see Figure 1 through Figure 4)
- Increase span of service on 18 routes—early mornings, nights and weekends (see Figure 1 through Figure 4)
- Realign 8 routes to better serve jobs and communities (see Figure 2 through Figure 4)
- Add 8 new routes to serve areas of Hamilton County that are currently underserved (see Figure 2 and Figure 3)
- Introduce demand responsive service with small vehicles in low density job rich areas like Blue Ash, Sharonville, and Springdale. The advantage of such a service is it provides a more neighborhood/community type service that serves local destinations (see Figure 8)
- Implement a high-level route network connecting regional agencies (see Figure 6 and Figure 7)
- Implement Bus Rapid Transit (BRT) service on two critical corridors (about 15 miles): Glenway Ave and Reading Rd (see Figure 5). However, other options are still being considered and the final selection of BRT corridors will be based on:
 - Minimum infrastructure improvements requirements
 - Corridors with highest transit ridership potential
 - Corridors with highest positive economic impact
 - Ability to maximize federal grant opportunities

The study also highlighted the need for closer regional collaboration on paratransit services. A more regionally coordinated service will not only provide a more convenient, efficient service to those who use it, it will also result in reduced operating cost. Options for the regional agencies to consider include having a regional call and reservations center, a regional assessment and certification process and a consolidated dispatching center. The region may also be able to reduce paratransit operations cost through the utilization of smaller, more efficient vehicles while enhancing the customer's trip experience.

Both UC Economics Center and AECOM were tasked in the fall of 2018 to perform economic impact study. The focus of the study was to calculate the economic impacts of the proposed transit enhancements on the entire region—rather than just on Hamilton County. The results of the economic impact were very encouraging as it was shown that transit investment would result in the following:

- Supporting an additional 900 jobs annually (including operators, mechanics, supervisors and administrative staff to provide the additional services)
- Reducing congestion and pollution
- Increasing real-estate value along bus and BRT corridors by 4%, generating \$55 million in additional property taxes over 10 years
- Generating \$69 million in net tax revenues over 10 years (net wage and property taxes combined)
- Bringing, into the local economy, federal grant money for infrastructure projects

Finally, an important piece to the success of the regional mobility is the simplification of the fare structure. A more simplified, easy to understand fare structure was also recommended to be developed and implemented. SORTA is working very closely with all regional partners to create a modified fare structure that will meet our riders' needs while advances SORTA to achieve 20% farebox recovery ratio. Riders in need may benefit from special programs to be offered through transportation Empowerment Fund or similar programs. Fare simplification will feed into a new Mobility as a Service APP (MaaS App) which SORTA and regional agencies will be implementing in 2019—proposals have been received for the development of a regional trip planner, real-time bus arrival/location information and mobile fare payment.

The Reinventing Metro approach has put Metro and its partners on the right path to achieve regional connectivity. In short, the deployment of a regional trip planning and fare payment application, enhancements of weekday and weekend bus service, implementation of a BRT system, improving mobility across county lines and the introduction of on demand service will provide exceptional transit service to both residents and visitors while strengthening the local economy.

Appendix - Maps

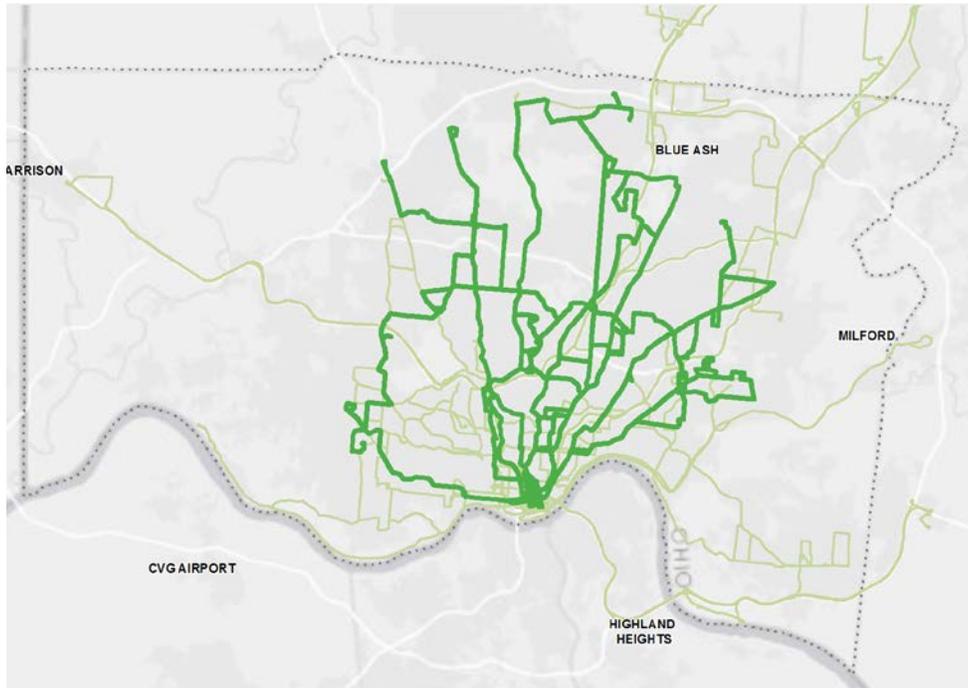


Figure 1: Reinventing Metro Plan – 2020: Major Local Corridor Improvements

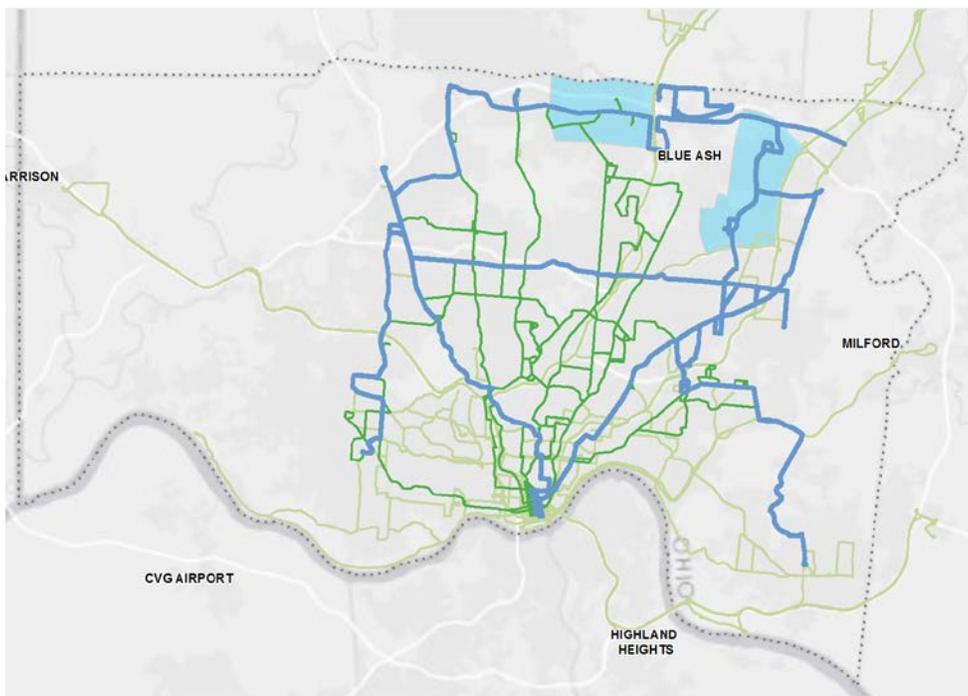


Figure 2: Reinventing Metro Plan – 2021: New Crosstown Service

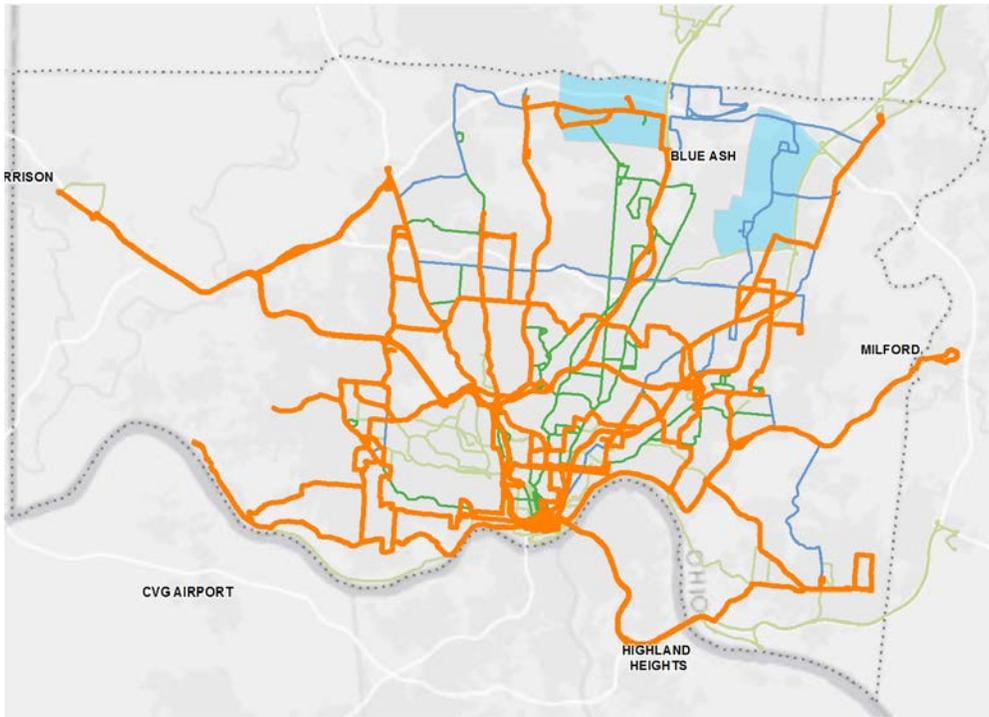


Figure 3: Reinventing Metro Plan – 2022: New Express Services

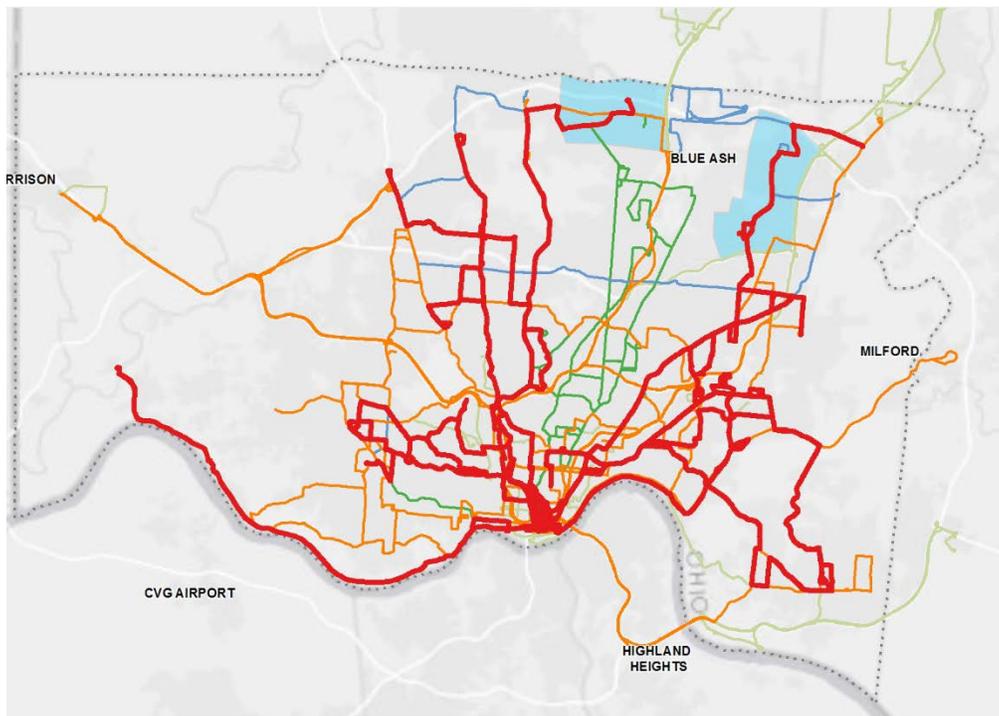


Figure 4: Reinventing Metro Plan – 2023: Secondary Corridors

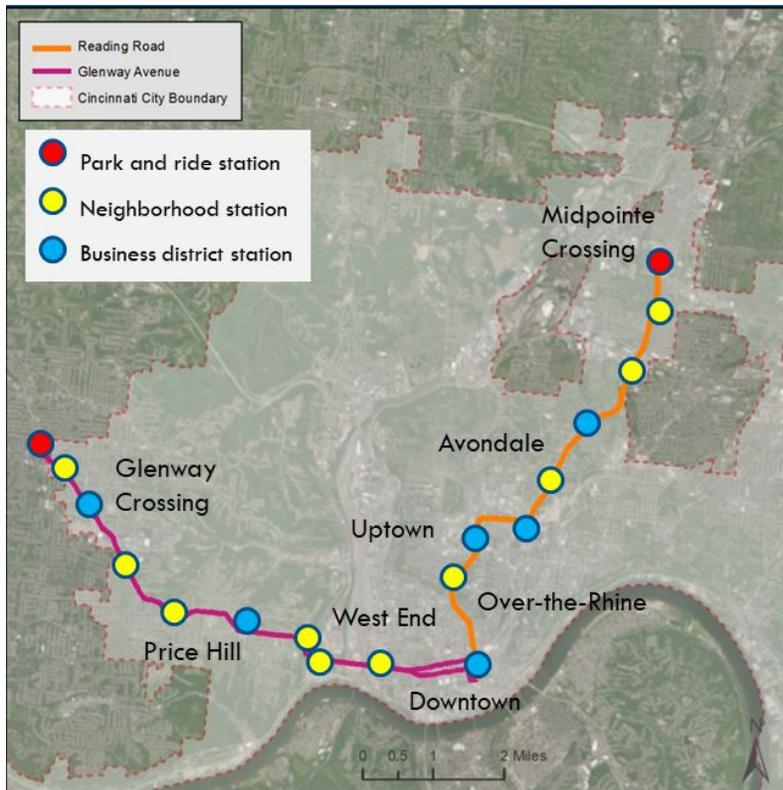


Figure 5: Reinventing Metro Plan – Beyond 2023: BRT Corridors

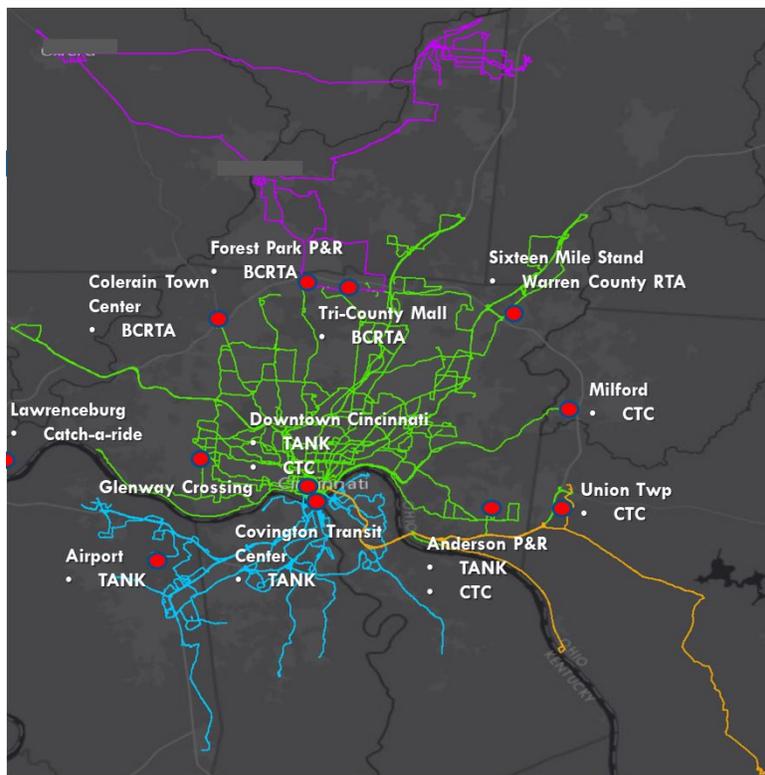


Figure 6: Connected Region: Current System and Transfer Locations

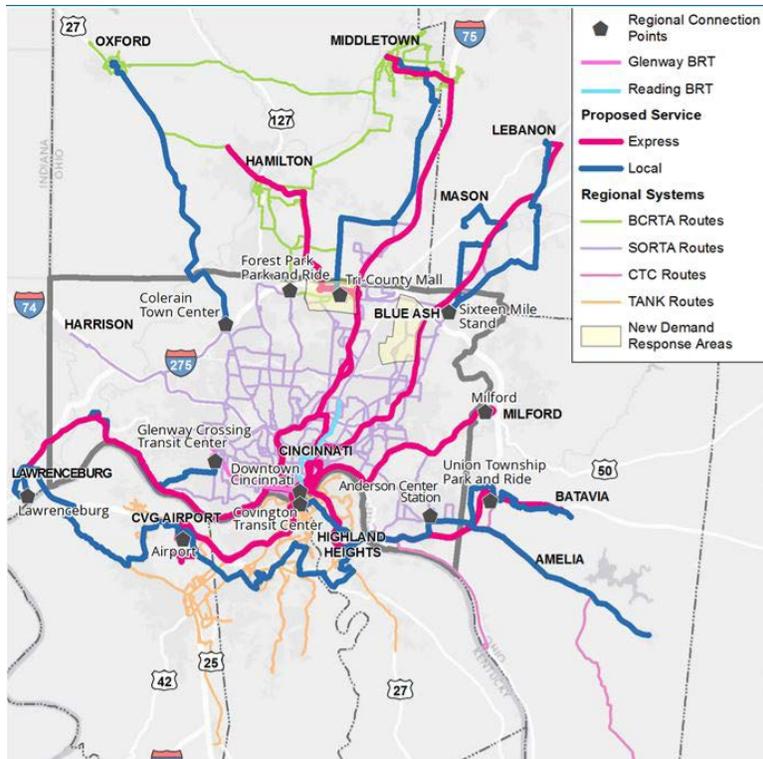


Figure 7: Connected Region: Potential Route Network

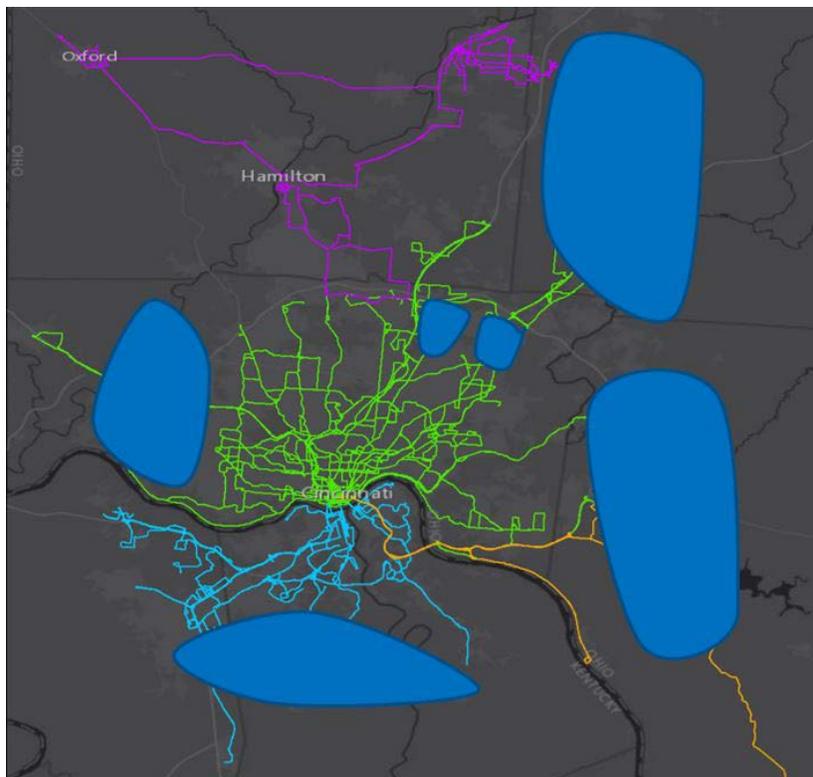


Figure 8: Connected Region: Potential Demand Responsive Areas