



SORTA/Metro  
Board Meeting  
May 27, 2025  
9:00 am-10:00 am Eastern Time

**SORTA BOARD OF TRUSTEES MEETING**

TUESDAY, MAY 27th, 2025 – 9:00 A.M.

SORTA BOARD ROOM 6th FLOOR

525 VINE STREET,

CINCINNATI, OHIO, 45202

**General Items:**

Call to order

Pledge of Allegiance

Hearings from citizens

Chair Update

**Action Items:**

- 1 Approval of Board Minutes April 22nd, 2025
- 2 FARE Increase Presentation (Dave Etienne)
  - 2.1 Proposed Resolution: Fare Increase (Tim Walker)
  - 2.2 Action Item:
  - 2.3 Report:
  - 2.4 Summary:

**Procurement Agenda:**

- 3 Proposed Resolution: Contract Modification to 64-2021 for Advertising Agency Services (Dave Etienne/John Edmondson)
  - 3.1 Action Item:
- 4 Proposed Resolution: Contract Award to City of Cincinnati for Gladstone Avenue Street Repairs (Jeff Mundstock/John Edmondson)
  - 4.1 Action Item:

**Briefing Items:**

- 5 Financial Results for April 30th, 2025 (Tim Walker)
- 6 BRT Update (Khaled Shammout/Sharyn Lacombe)
- 7 Ridership and Service Quality Report as of April 30th, 2025 (Khaled Shammout/Bill Spraul)
- 8 Metro on the Move (Darryl Haley)

9 Executive Session

“Section 121.22(G)(1) To consider appointment, employment, dismissal, discipline, promotion, demotion, or compensation of a public employee...;”

10 New Business

**Other Items:**

Adjournment

The next regular meeting of the SORTA Board of Trustees is scheduled for

**Tuesday, June 24th, 2025, at 6:00 p.m.**

SORTA BOARD OF TRUSTEES  
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY  
SORTA/METRO AT HUNTINGTON CENTER  
SORTA BOARD ROOM-6<sup>th</sup> FLOOR  
525 VINE STREET, CINCINNATI OHIO 45202

MINUTES OF: Regular Meeting of the SORTA Board of Trustees

DATE: Tuesday, April 22<sup>nd</sup> 2025, 6:00 p.m.

BOARD MEMBERS PRESENT: Tianay Amat, Jay Bedi, Tony Brice, Dan Driehaus, Blake Ethridge, Kala Gibson, Neil Kelly, Pete Metz, Briana Moss, Greg Simpson and KZ Smith

BOARD MEMBERS ABSENT: Chelsea Clark, Trent Emeneker, Sara Sheets and Sonja Taylor

STAFF MEMBERS: Andy Aiello, John Edmondson, Adriene Hairston, Darryl Haley, Natalie Krusling, Bradley Mason, John Ravasio, Tony Russo, Bill Spraul and Tim Walker

LEGAL COUNSEL: Kim Schaefer (Vorys, Sater, Seymour and Pease LLP)

GUEST/PUBLIC PRESENT: Andy Shenk (Better Bus Coalition), Renee Kabin, Hazen Elzarka (University of Cincinnati) and Frank Busofsky (Buesch)

**CALL TO ORDER**

Mr. Ethridge SORTA Board Chair, called the meeting to order.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**HEARING FROM CITIZENS**

Andy Shenk (Better Bus Coalition) proposed that the kids bus fares are reviewed.

Renee Kabin expressed concerns about fare increases.

Hazen Elzarka (University of Cincinnati) is looking forward to the research partnership with UC and Metro

**CHAIRMAN UPDATE**

N/A

**MEETING MINUTES**

Mr. Ethridge made a motion that the minutes from the March 25<sup>th</sup>, 2025 and April 15, 2025, board meeting be approved as previously mailed and Mr. Kelly seconded the motion.

By voice vote, the SORTA Board approved the minutes.

**FINANCE COMMITTEE**

Ms. Ethridge reported on the Finance Committee meeting held on April 15<sup>th</sup> 2025, and there were no items(s) to present for Board Approval.

**PLANNING AND OPERATIONS COMMITTEE**

Mr. Driehaus reported on the Planning and Operations Committee meeting held on April 15<sup>th</sup>, 2025, and there were items(s) to present for Board Approval.

**PROPOSED RESOLUTION NO: 14: APPROVAL OF MODIFIED CONTRACT AWARD 22016-R18-5 PAYCOR HRIS SYSTEM**

Mr. Driehaus moved for adoption and Mr. Kelly seconded the motion. The modified contract will approve a 10- year contract with Paycor, Inc., at a total cost not to exceed \$1,513,904 an increase from \$1,382,671, an increase of \$131,233.

By roll call, the Board approved the resolution.

**PROPOSED RESOLUTION NO: 15: APPROVAL OF MODIFIED CONTRACT AWARD 146-2024 ALTERNATE ENERGY CONSULTANT**

Mr. Driehaus moved for adoption and Mr. Kelly seconded the motion. The modified contract will approve a 1- year contract with WSP, USA, at a total cost not to exceed \$128,168 an increase from \$98,773, an increase of \$29,375.

By roll call, the Board approved the resolution.

**PROPOSED RESOLUTION NO: 16: APPROVAL OF CONTRACT AWARD 132-2024 QUEENSGATE RETAINING WALL DESIGN**

Mr. Driehaus moved for adoption and Mr. Kelly seconded the motion. The contract will approve a 4.5-year contract with Michael Baker International, Inc. at a total cost not to exceed \$868,974 for the Queensgate Retaining Wall and Concrete Replacement.

By roll call, the Board approved the resolution.

**PROPOSED RESOLUTION NO: 17: APPROVAL OF CONTRACT AWARD 134-2024 LONG RANGE TRANSIT PLAN**

Mr. Driehaus moved for adoption and Mr. Kelly seconded the motion. The contract will approve a 2-year contract with Alfred Benesch & Company, at a total cost not to exceed \$606,382 for a long-range transit plan.

By roll call, the Board approved the resolution.

**PROPOSED RESOLUTION NO: 18: APPROVAL OF CONTRACT AWARD 001-2025 OPERATOR UNIFORMS**

Mr. Driehaus moved for adoption and Mr. Kelly seconded the motion. The contract will approve a 3-year contract with Galls, LLC., at a total cost not to exceed \$1,573,092 for operator uniforms.

By roll call, the Board approved the resolution.

**PROPOSED RESOLUTION NO: 19: APPROVAL OF CONTRACT AWARD 015-2025 FAREBOX WORKROOM EXPANSION**

Mr. Driehaus moved for adoption and Mr. Kelly seconded the motion. The contract will approve a 1-year contract with Jostin Construction Inc., at a total cost not to exceed \$598,400 for farebox & fleet services office expansion.

By roll call, the Board approved the resolution.

**PARATRANSIT COMMITTEE**

Ms. Kelly reported on the Paratransit Committee meeting held on April 17<sup>th</sup>, 2025, and there were no items(s) to present for Board Approval.

**FINANCIAL REPORTS AS OF MARCH 31<sup>ST</sup>, 2025**

Mr. Walker presented the March financial results. Total revenues were \$14.3 million, which was unfavorable to budget by \$246k. Total expenses were \$13.7 million, which is favorable to budget by \$785,000. Operating Capital Contribution was (\$0.6) million, which was favorable to budget by \$539k. Ridership was 1,159k, which is unfavorable to budget by 48k. Mr. Walker presented the Cashflow and Obligation Report with a total All Securities at \$155,763,377, Net Unrestricted Securities Available at (\$3,162,127) and Net Unrestricted Securities and 2025 Operating Budget Surplus at \$4,108,874. Mr. Walker then reviewed the contributing factors to these variances.

The SORTA Board accepted the report as presented.

**METRO ON THE MOVE**

Mr. Ethridge presented the Metro on the Move report. He shared that today is earth day, Darryl being recognized at the April 15<sup>th</sup> Reds game for his accomplishments as Metro's CEO, Sara Sheets being appointed as SORTA's Vice Board Chair, Fare Improvement/restructuring, Opening Day, MetroRapid Dates, Metro Wins APTA Security Merit Award and Khaled's recent promotion.

**NEW BUSINESS**

N/A

**EXECUTIVE SESSION TO CONSIDER APPOINTMENT, EMPLOYMENT, DISMISSAL, DISCIPLINE, PROMOTION, DEMOTION, OR COMPENSATION OF A PUBLIC EMPLOYEE...."**

Mr. Ethridge made a motion that the Committee go into executive session as provided in Ohio Revised Code Section 121.22(G)(1) to "consider appointment, employment, dismissal, discipline, promotion, demotion, or compensation of a public employee . . ." and Mr. Metz seconded the motion. By roll call vote, the Committee approved the motion and went into executive session at 6:40 p.m.

Mr. Ethridge made a motion that the Committee return to regular session and Mr. Metz seconded the motion. The Committee approved the motion and returned to regular session at 7:54 p.m.

**ADJOURNMENT**

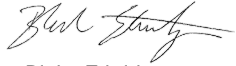
The meeting adjourned at 7:55 p.m.

**NEXT MEETING**

The next regular meeting of the SORTA Board of Trustees has been scheduled for  
**May 27<sup>th</sup>, 2025, at 9:00 A.M.**  
the SORTA/Metro Board Room, at 525 Vine Street, Cincinnati, Ohio.



APPROVED:



Blake Ethridge  
Chair, SORTA Board

ATTESTED:



Darryl Haley  
CEO/General Manager/Secretary-Treasurer



## July 2025 Fare Restructuring Outreach Summary & Recommendations



# Proposed Fare Restructuring Overview – effective July 16, 2025

- Local routes - \$2.20/\$1.10 half-fare
- Express routes (“X”) - \$3.00/\$1.50 half-fare
- Fare Deal/MVP monthly sticker - \$44.00
- Access - 1-ride \$4.40/ticket book \$44.00
- MetroNow! 1-ride - \$2.50
- Day passes
  - Local - \$4.40
  - Express - \$6.00
  - Metro/TANK - \$5.00
- 30-day rolling passes
  - Local - \$88
  - Express - \$120
  - Metro/TANK Local - \$105



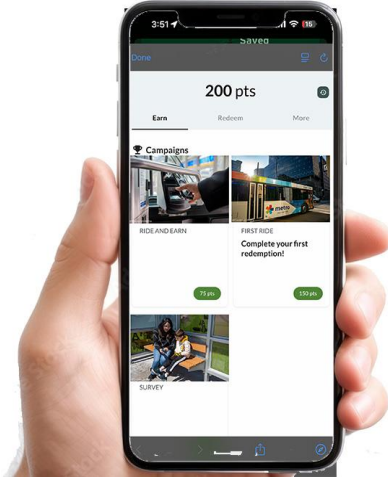
@Cincinnati Metro

# How Does Ride&Save Work?

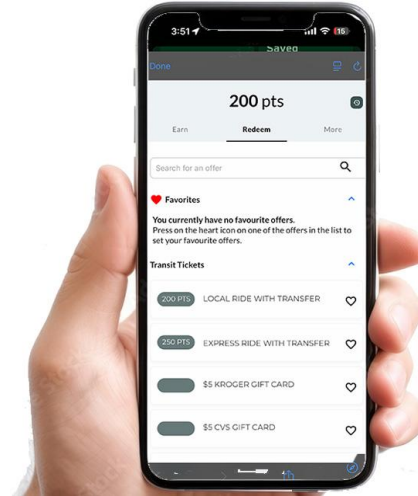
- Instead of buying passes in advance, riders preload value through the Transit App with w/EZFare or Smart Cards.
- Fares are automatically deducted upon scan.
- Ride&Save guarantees the lowest fare over a 24-hour or 30-day period.
- Once riders reach the 24-hour or 30-day fare rate, they won't be charged for additional rides during that period.
- Fares are automatically tracked as rides are taken using a smart card or Transit App w/EZFare.
- Charges resume at the start of the next fare cap period (24-hour or 30-day).
- 1-ride tickets, day, and 30-day passes will no longer be sold in the app.



# Rider Rewards Program – Launched April 16



Earn points by signing up for Rider Rewards, riding Metro, taking part in surveys, referring friends or family, and more.



Redeem points for digital Metro passes or gift cards from an expanding list of retailers.



# Revenue & Ridership Impact

| (thousands)                 | Ridership<br>Bud<br>2025 | Bud<br>2025<br>Fare<br>Increase | Bud<br>2025<br>Impact | Annualized<br>Impact | Act<br>2025<br>Fare<br>Increase | Bud<br>2025<br>Impact | Annualized<br>Impact | Annualized<br>2025<br>Var |
|-----------------------------|--------------------------|---------------------------------|-----------------------|----------------------|---------------------------------|-----------------------|----------------------|---------------------------|
| Regular                     | 12,882                   | 10.0%                           | \$644                 | \$1,288              | 10.1%                           | \$651                 | \$1,301              | \$13                      |
| CPS                         | 1,639                    | 0.0%                            | -                     | -                    | 0.0%                            | -                     | -                    | -                         |
| <b>Subtotal Fixed Route</b> | <b>14,521</b>            |                                 | <b>\$644</b>          | <b>\$1,288</b>       |                                 | <b>\$651</b>          | <b>\$1,301</b>       | <b>\$13</b>               |
| Access                      | 188                      | 10.0%                           | 9                     | 19                   | 10.0%                           | 9                     | 19                   | -                         |
| MetroNow!                   | 130                      | 10.0%                           | 7                     | 13                   | 25.0%                           | 16                    | 33                   | 20                        |
| <b>Total</b>                | <b>14,839</b>            | <b>10.0%</b>                    | <b>\$660</b>          | <b>\$1,320</b>       | <b>10.2%</b>                    | <b>\$676</b>          | <b>\$1,352</b>       | <b>\$32</b>               |
|                             |                          |                                 |                       |                      |                                 |                       |                      |                           |

## Revenue

- Actual fare increase of 10.2% compared to budgeted fare increase of 10.0% due to MetroNow! and express routes at a 13.0% increase.
- Fare increase implementation of 7/16 has 2025 impact of \$676K and full-year impact of \$1,352K.

## Ridership

- 2025 ridership budget includes no decrease related to fare increase as programs such as account-based ticketing and rewards programs would largely offset the impact of a fare increase.
- Simpson-Curtin model estimates on average a 10% increase in fares will result in a 3.3% decrease in ridership due to fare elasticity.
- Recent historical experience suggests a minimal to no impact (possibly 0 – 2%).



# Meetings & Feedback Channels

- Public meetings
  - April 16 - 5-7 p.m. in-person
  - April 17 - 10 a.m.-noon & 4-6 p.m. virtual
- Feedback solicited via:
  - Written comment form
  - Online comment form
  - Email
  - US mail and fax
  - Customer Care Center
- 10-day open feedback period



# Extensive Promotion




- Public notice in Cincinnati Enquirer
- 2 news releases to local and regional media
- Metro website banner linking to fare restructuring landing page
  - Press release and landing page together generated over 6,000 visits
- Social media posts - Facebook, Instagram, X (formerly Twitter), and LinkedIn
- Banner ad on Transit app
- Public meeting recording posted on website throughout comment period
- 2 emails and text alerts, reaching 20,588 subscribers
- Featured in Metro Go\*Info newsletter sent to 21,324 recipients
- Digital screens on all fixed-route buses promoted open houses; updated to drive feedback during remaining comment period



## Earned Media (Publicity) Coverage

- News release generated 12 mentions across television, online, and radio
- Coverage primarily focused on Metro's consideration of a fare increase in response to inflation
- Top media outlets included WKRC-TV (Local 12,) WKRC-DT (CBS,) WSTR (My Network,) and WVXU-FM
- Overall media sentiment was neutral, with no negative sentiment recorded
- Potential reach = 11.8 million people
- Estimated advertising value equivalency (AVE) for this coverage - \$110,000

# Meeting Attendance & Comments Received

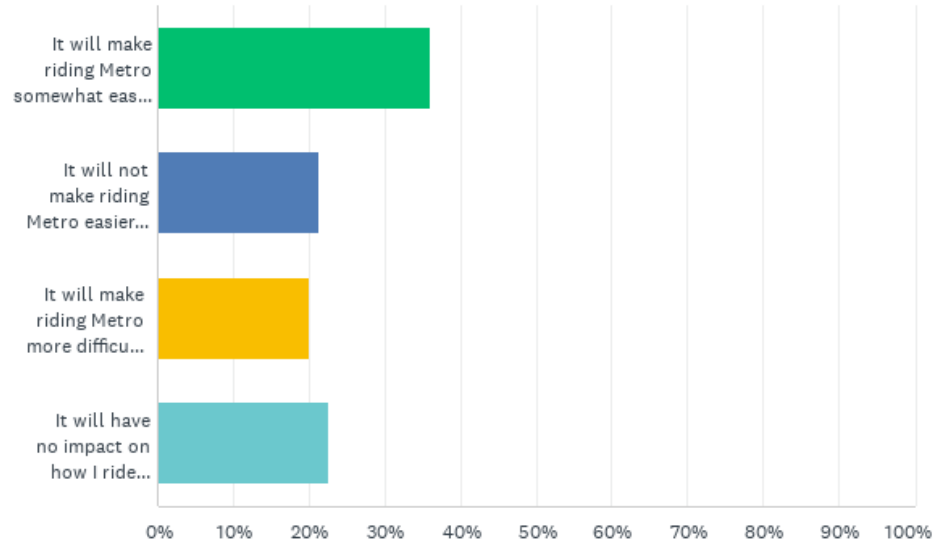
|   |  |  |
|---|--|--|
|  |  |   |
| <p>In-person meeting<br/>34 attendees</p>   | <p>Virtual meetings<br/>113 registrations</p>                                      | <p>Total - 80</p> <ul style="list-style-type: none"><li>• Written - 20</li><li>• Online - 58</li><li>• Email - 1</li><li>• Mail &amp; fax - 0</li><li>• Customer Care Center - 1</li></ul> |

## Key Insights & Analysis

- Moderate support for most fare restructuring recommendations.
- Strong support for consolidating suburban and express routes and Ride&Save program to increase fairness and encourage ridership.
- Several mentioned the importance of improving discounted fare access for young riders.
- Affordability concerns surfaced among a subset of riders, particularly regarding any increase in base fare.
- Also reflected in comments opposing fare hikes and calling for broader access to low-income programs.
- Multiple respondents requested such things as credit card and mobile wallet acceptance, suggesting a need for continued modernization.

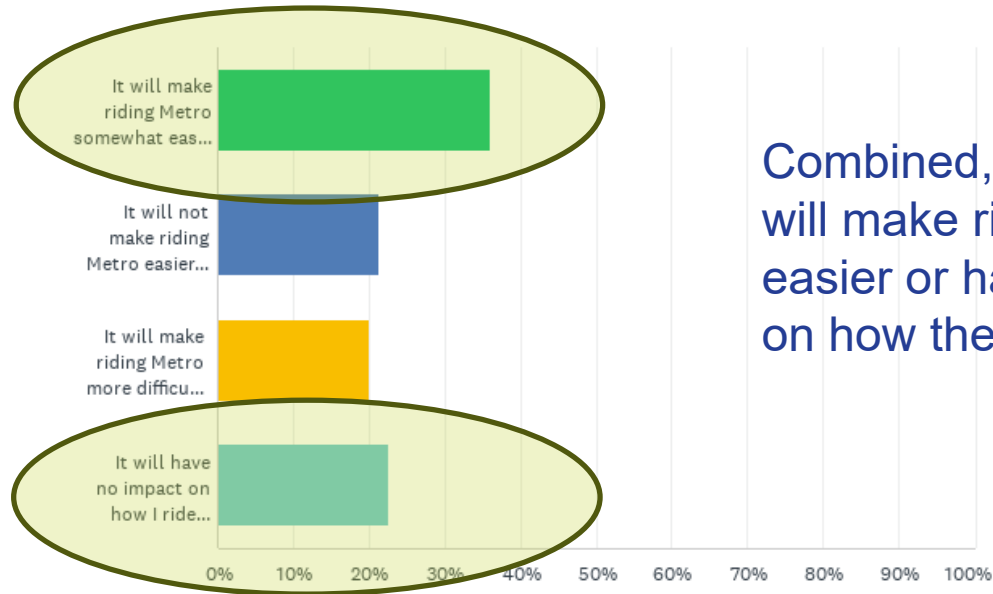
## Feedback Summary – Overall Impression

Q3 What is your overall impression of the proposed fare restructuring plan? (Please select one option.)



## Feedback Summary – Overall Impression

Q3 What is your overall impression of the proposed fare restructuring plan? (Please select one option.)



Combined, 61% said it will make riding Metro easier or have no impact on how they ride

# Recommendations

- The fare restructuring plan proposed to the Board should be implemented with one exception:
- Update child fare policy based on customer feedback:
  - Children under 55 inches (ages 10 and under) ride free with paying adult.
  - Limit two children per fare-paying adult (current fare policy.)
  - Children over 55 inches pay full fare.
  - Retain the height enforcement to minimize passenger conflict.
  - Based on CDC and WHO guidelines, average height of a 10-year-old child is 54.5" for all genders.
  - The 35" and 45" yellow tape on the vehicles will be replaced with a sign at the 55" line.





Thank you!

ABSENT NON-  
VOTING  
MEMBERS AT  
THE TIME: None  
APPROVED: May 27<sup>th</sup>, 2025






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## BOARD OF TRUSTEES ACTION ITEM

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**DATE:** May 27, 2025  
**FROM:** Tim Walker, Chief Financial Officer  
**PROJECT NO.:** FIN2501  
**REQUEST:** 2025 Fare Restructuring

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### **BACKGROUND**

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in any program or activity receiving federal financial assistance. As a recipient of funds administered by the US Department of Transportation, the Southwest Ohio Regional Transit Authority (SORTA) is subject to the regulations and guidelines set forth under Title VI. Per SORTA's Title VI Program, a fare equity analysis is conducted any time a change is proposed to its fare structure to ensure that changes do not unfairly impact minorities and/or low-income populations.

### **BUSINESS PURPOSE**

The Title VI fare change equity analysis conducted by Foursquare ITP utilizing 2024 OKI's onboard survey data determined that the potential fare changes would not result in a disparate impact on minority populations or a disproportionate burden on low-income populations. Public meetings were held in-person on April 16 from 5-7 p.m. and virtually on April 10<sup>th</sup> from 10-12 (noon) and 4-6pm. The proposed implementation date for the fare change is July 16, 2025, pending SORTA Board approval.

### **PROJECT FINANCING**

The forecasted passenger revenue change is included in SORTA's most recent budget projection.

### **PROJECT PROCUREMENT**

N/A

### **PROJECT DIVERSITY**

N/A

### **RECOMMENDED BOARD ACTION**

Staff recommend the Board of Trustees approve the fare changes effective July 16, 2025 as outlined in today's presentation.



Filtered By

Date Field: Opened Date equals Last Week (5/4/2025 to 5/10/2025)

Show: All cases

Units: Hours

Agency Name equals Metro

SubType equals Fare - Fare Increase Feedback 2025

| Case Number | Opened Date | Account Name  | Description   |
|-------------|-------------|---------------|---------------|
| 00002513    | 5/7/2025    | Vinny Defalco | "To: Customer |

Service <customerservice@go-metro.com>  
Subject: Fare restructure

Perhaps I'm not smart enough to figure this out or perhaps things are not being explained correctly. As of today I take 2 sometimes 3 busses , all local to get to work and the same coming home. Let's assume 2. Right now I can go on my transit app purchase 5 all day passes for 20 dollars and I am covered for the week.

From what I am reading I will no longer be able to purchase a day pass on the app after July 16th. 2025. I can use ""ride and save"". Is this going to cost me a fare for each bus I have to take? We are talking 8.80 on the low end/day vs \$4/day now. It makes no sense to me, and even less sense to take options for tickets off the app.

Please explain this.

Vinny Defalco

Total Count 1

From: Customer Service <customerservice@go-metro.com>

Sent: Wednesday, May 7, 2025 1:10 PM

To: smartass <thequietman09@gmail.com>

Subject: RE: Fare restructure

Good afternoon,

Thank you for reaching out regarding the recent Fare Restructuring Proposal. Below are answers that will hopefully answer most questions that you have. We are also providing additional information regarding the recent Fare Restructuring Proposal on our website. Please feel free to visit our website and review the information below regarding Day Passes, Ride & Save, and Rider Rewards programs.

Is the cost of day passes changing?

- o Under this proposal, day passes good for unlimited rides during the transit day for all local routes will cost \$4.40 and a day pass for express routes will cost \$6.00. The Metro/TANK day pass cost will remain \$5.00 to encourage regional mobility.

I have several 1-ride tickets in my Transit with EZfare app account. What will happen to them if this fare restructuring goes into effect?

o Under this proposal, Metro will honor all pre-purchased fare depending on how it was purchased:

- Metro will accept all single-ride tickets, day passes, and 30-day rolling passes purchased in the Transit with EZfare app until one year from their date of purchase.
- Metro will accept any pre-paid Access tickets until the end of this calendar year, Dec. 31, 2025.

What else is changing under this proposed plan?

Metro is pleased to offer a new program called Ride & Save which can actually save frequent riders money when they ride multiple times in a 24-hour or 30-day period:

- Ride&Save guarantees the lowest Metro fixed-route fare over a 24-hour or 30-day period.
- Once you reach the 24-hour or 30-day fare rate, you won't be charged for additional rides during that period.
- For those customers who do not use the Transit with EZfare app, a reloadable EZfare smart card will be available for a \$5.00 purchase price to enjoy the "Ride&Save" benefits.
- Fares are automatically tracked as you ride using your smart card or the Transit App with EZfare.
- Simply keep scanning or tapping your card—no need to worry about overspending.
- Charges resume at the start of the next fare cap period (24-hour or 30-day.)
- Another benefit of Ride&Save is that, instead of having to pay \$88 or \$120 up front for a 30-day pass, riders can pay fare one ride at a time and still earn the benefits of a 30-day pass.
- Single-ride tickets, day passes, and 30-day rolling passes will no longer be available to purchase in the Transit with EZfare app.
- Instead, riders may still purchase day passes, 5-ride passes, and 30-day rolling passes at the Metro sales office, online, or through the ticket vending machines downtown, uptown, and at the Northside, Glenway Crossing, and Oakley transit centers.
- 5-ride tickets and 30-day rolling passes purchased at the Metro sales office or from a ticket vending machine will not be eligible for free fare under the Ride&Save program. Get more information about the "Ride&Save" program at [www.go-metro.com](http://www.go-metro.com)

In addition to the public meeting, comments may be submitted in the following ways:

Online: Complete a comment form.

Email: [farecomments@go-metro.com](mailto:farecomments@go-metro.com)

Fax: 513-632-9202

Mail: Metro, 525 Vine Street, Suite 500, Cincinnati, Ohio 45202

#### Rider Rewards Program

Launched on April 16, Metro riders using the Transit App with EZ Fare will be able to earn points on rides they take, surveys, and other promotional campaigns that can be redeemed

for gift cards and prizes at local and national retailers.

Thank you for inquiring,



**metro**  
your way to go



# **METRO FARE RESTRUCTURE**

**PUBLIC COMMENT SUMMARY | APRIL 2025**

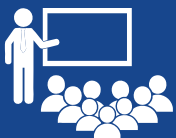


# INTRODUCTION

From April 15, 2025 to April 25, 2025, Metro sought public input on a proposed fare restructuring plan designed to simplify and modestly increase fares, improve equity, and support organizational sustainability.

Metro hosted three public meetings to gather feedback on a proposed fare restructuring. The meetings provided an opportunity for the public to learn about the proposed changes and share feedback. They also learned more about the new Rider Rewards program and the upcoming fare capping feature called Ride&Save, aimed at reducing the cost of using transit for frequent riders.

In addition to the in-person events, Metro solicited feedback through an online survey, email submissions, and written comments. A recording of one of the public meetings was made available on Metro's website for those unable to attend in person, ensuring broad access to the information and opportunities to provide input. This multi-channel approach ensured that a wide cross-section of riders and community members could participate in shaping the future of Metro's fare policy.

**34**

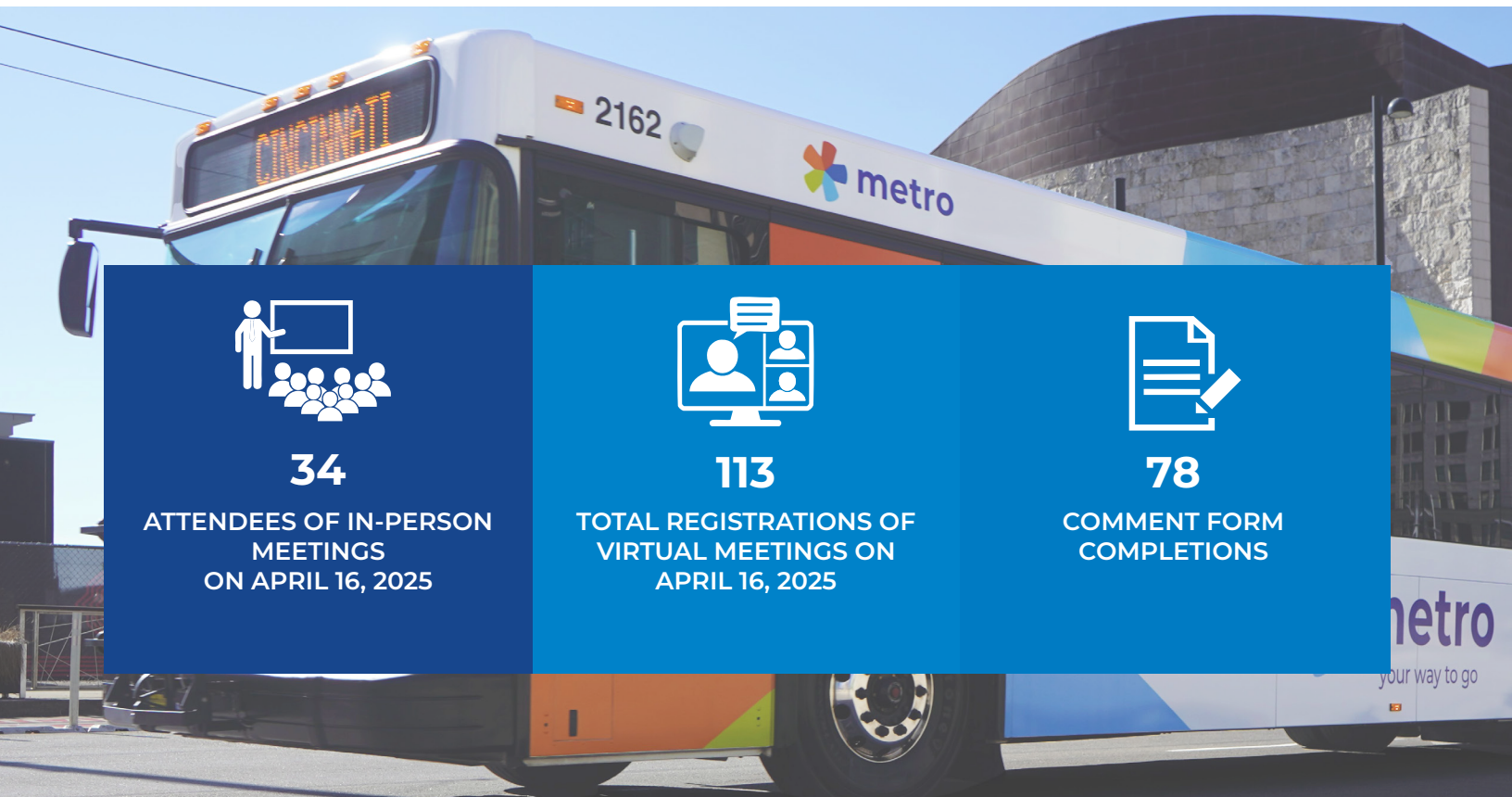
ATTENDEES OF IN-PERSON  
MEETINGS  
ON APRIL 16, 2025

**113**

TOTAL REGISTRATIONS OF  
VIRTUAL MEETINGS ON  
APRIL 16, 2025

**78**

COMMENT FORM  
COMPLETIONS



# OUTREACH METHODS

## MEDIA AND PUBLIC NOTICE

- A public notice was published in the Cincinnati Enquirer.
- Two news releases were issued to local and regional media on April 10 and April 16.
- The effort generated earned media coverage across multiple outlets, enhancing public visibility.

## DIGITAL AND SOCIAL MEDIA

- Social media posts were published across Facebook, Instagram, X (formerly Twitter), and LinkedIn on April 10 and April 14 to promote the open houses
- April 21 as a reminder to submit feedback
- A banner ad was featured on the Transit app (performance metrics pending).
- A Metro website alert banner directed visitors to the fare restructuring landing page at [go-metro.com/farerestructure](https://go-metro.com/farerestructure).
- A recording of the public meeting was made available on the website for the duration of the comment period.
- The press release and landing page together generated over **6,000 visits**.



## EMAIL AND TEXT ALERTS

- Two dedicated email and text alert messages were sent on April 10 and April 15, reaching 20,588 subscribers.
- The fare restructuring update was also featured in the Metro Go\*Info newsletter, sent to 21,324 recipients on April 15.

## ON-VEHICLE ADVERTISING

- All Metro fixed-route buses featured a digital screen advertisement beginning April 10, promoting the open houses.
- Following the events, the screens were updated to encourage community feedback during the remaining comment period.

## PROMOTIONAL CONTENT SAMPLES

**metro**  
your way to go

# Fare Restructure Public Meeting

The meetings will share proposed changes, highlight Metro's new Rider Rewards program, and discuss Ride&Save fare capping for frequent riders.

**In person:**  
April 16, 2025  
5:00 - 7:00 p.m.  
Cincinnati Hamilton County Public Library

**Virtual Meetings:**  
April 17, 2025  
10 a.m. - Noon  
4:00 - 6:00 p.m.

**Learn More & Register**

## GRAPHIC USED ON SOCIAL MEDIA AND ON-VEHICLE ADVERTISING

**METRO FARE RESTRUCTURE - SPRING 2025**

Metro hosted three public meetings to gather feedback on a proposed fare restructuring. The meetings provided an opportunity for the public to learn about the proposed changes and share feedback. They also learned more about the new Rider Rewards program and the upcoming fare capping feature called Ride&Save, aimed at reducing the cost of using transit for frequent riders.

**FARE RESTRUCTURE FAQ**

**What are the proposed fare changes?**  
Metro is proposing to restructure its fare to make riding the bus easier. The proposal will eliminate the route designations of Commuter Service and Suburban County Express, resulting in just two fare levels.

Here is a chart comparing the current and proposed fares:

| Fare           | Service                   | New Service Type | Current Fare | Proposed Fare |
|----------------|---------------------------|------------------|--------------|---------------|
| Ride           | Ham. Co. Local            | Local            | \$2.00       | \$3.30        |
|                | Ham. Co. Express          | Express          | \$2.65       | \$3.00        |
|                | Sub. Co. Express          | Express          | \$3.75       | \$3.00        |
|                | Ham. Co. Commuter Service | Local            | \$2.00       | \$2.20        |
| 1/2 Off 1-Ride | Ham. Co. Local            | Local            | \$1.00       | \$1.10        |
|                | Ham. Co. Express          | Express          | \$1.30       | \$1.50        |

## FARE RESTRUCTURE LANDING PAGE AND FAQ PAGE BOTH PAGES TRANSLATABLE TO SEVEN LANGUAGES



# EARNED MEDIA COVERAGE

Metro received 12 earned media mentions across television, online, and radio outlets, generating a potential reach of 11.8 million people. Coverage primarily focused on Metro's consideration of a fare increase in response to inflation. Top media outlets included WKRC-TV (Local 12), WKRC-DT (CBS), WSTR (My Network), and WVXU-FM. The overall media sentiment was neutral, with no negative sentiment recorded. The estimated advertising value equivalency (AVE) for this coverage totaled \$110,000.

## Campaign Overview

Total Mentions  
Apr 2 - May 1

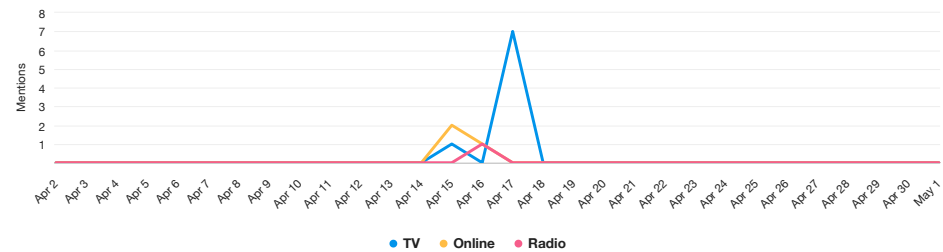
12  
Mentions

Total Potential Editorial R...  
Apr 2 - May 1

11.8M  
Reach

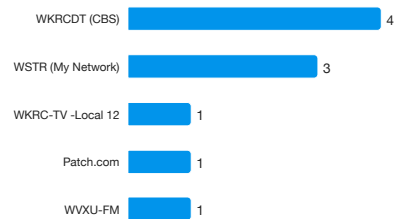
### Mentions Trend by News Media Type

Apr 2 - May 1



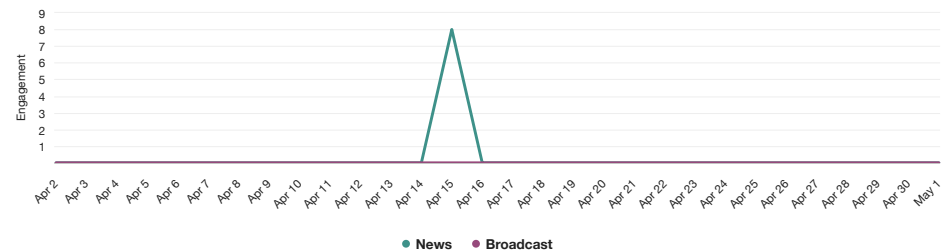
### Top Publications by Mentions

Apr 2 - May 1



### Engagement Trend by Source Type

Apr 2 - May 1



## Metro considers raising prices to deal with inflation

by Sydney Hawkins, WKRC staff | Tue, April 15th 2025 at 7:17 PM  
Updated Thu, April 17th 2025 at 11:40 AM



Metro officials are considering a fare increase to address inflation, potentially raising the cost of a bus ride by 20 cents to \$2.20. (WKRC)

## Metro is considering fare changes. Here's how you can weigh in

91.7 WVXU | By Nick Swartzell  
Published April 15, 2025 at 1:14 AM EDT



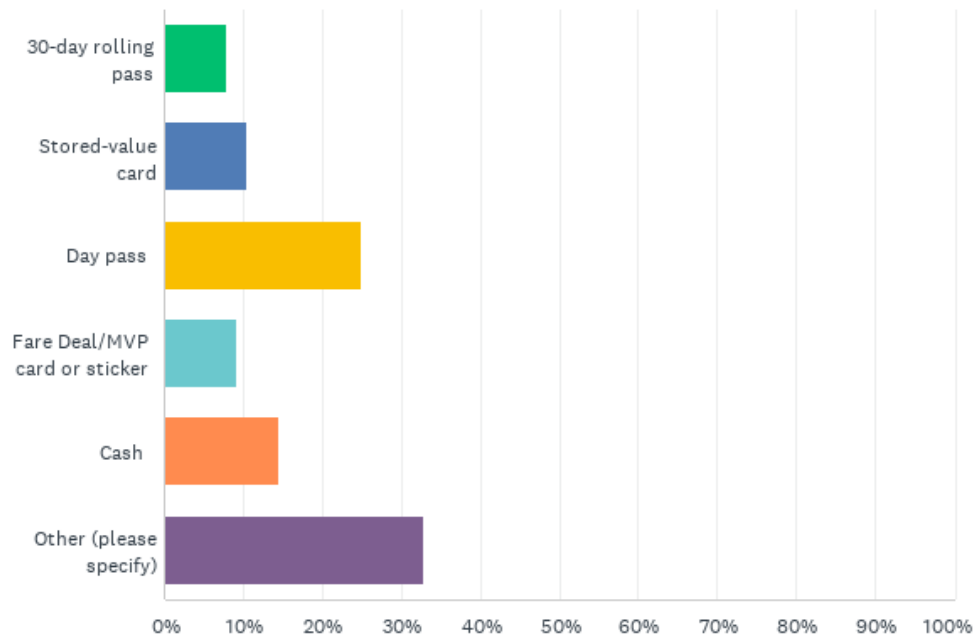
Bill Rinehart / WVXU



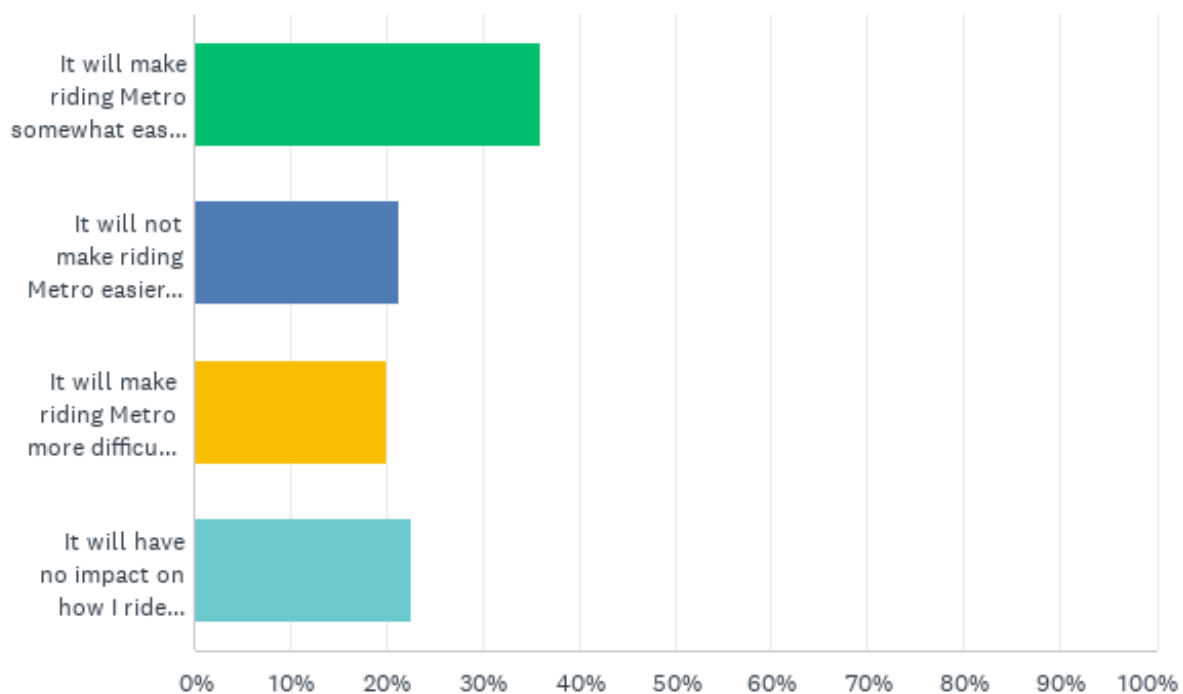


# COMMENT FORM ANALYSIS

## RESPONDENT BREAKDOWN OF CURRENT FARE PAYMENT



## RIDER IMPRESSIONS OF THE PROPOSED FARE RESTRUCTURING





## FARE RESTRUCTURE PROPOSAL SUPPORT

### SUPPORT LEVEL (AVG %)

RECLASSIFYING ALL NON-EXPRESS AND COMMUTER ROUTES AS LOCAL SERVICE WITH A \$2.20 FARE/\$1.10 HALF-FARE.

52.4%

RECLASSIFYING ALL ROUTES WITH AN X IN THE NAME AS EXPRESS SERVICE WITH A \$3.00 FARE/\$1.50 HALF-FARE.

59.1%

ELIMINATING THE SUBURBAN COUNTY EXPRESS FARE AND SURCHARGE.

73.4%

MAKING ALL METRONOW! 1-WAY TRIPS \$2.50.

54.5%

MAKING THE UC/CINCINNATI STATE REDUCED FARE \$1.10.

60.2%

MAKING THE FARE DEAL/MVP MONTHLY STICKER \$44.00.

55.3%

IMPLEMENTING THE "RIDE&SAVE" PROGRAM TO HELP FREQUENT RIDERS SAVE ON BUS FARE.

83.5%



## KEY INSIGHTS AND ANALYSIS

- There was moderate support for most fare structure simplifications — particularly for express fare realignment and targeted discounts.
- Support was strong for consolidating the suburban and express routes and launching the Ride&Save program. These changes were viewed as increasing fairness and encouraging ridership.
- Several mentioned the importance of improving discounted fare access for young riders.
- Affordability concerns surfaced among a subset of riders, particularly regarding any increases in base fares. This was also reflected in comments opposing fare hikes and calling for broader access to low-income programs.
- The potential of going in a cashless direction raised concerns.
- Multiple respondents requested enhanced payment options, such as credit card and mobile wallet acceptance, suggesting a need for continued modernization.

# **NOTICE TO THE PUBLIC AND COMPLETE COMMENT FORM RESULTS**

# \*LocaliQ

## Ohio and Kentucky

### GANNETT

#### **AFFIDAVIT OF PUBLICATION**

Dave Etienne  
Go Metro  
525 Vine ST # 500  
Cincinnati OH 45202-3133

#### STATE OF WISCONSIN, COUNTY OF BROWN

The Enquirer, a newspaper printed in Cincinnati, Ohio and published in Cincinnati, in Hamilton County, Ohio, and of general circulation in said county, and as to the Kentucky Enquirer published in Ft. Mitchell, Kenton County, Kentucky, Who being duly sworn, deposes and saith that the advertisement of which the annexed is a true copy, has been published in the said newspaper times, once in each issue dated as follows:

04/11/2025

and that the fees charged are legal.  
Sworn to and subscribed before on 04/11/2025

Legal Clerk

Notary, State of WI, County of Brown

My commission expires

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NICOLE JACOBS  
Notary Public  
State of Wisconsin

#### Legal Notice

Notice is hereby given that Metro will hold public meetings to present a proposed fare restructuring plan, effective July 16, 2025:

- In-person meeting on Wednesday, April 16, 2025 from 5-7 pm, in the 3 South Huenefeld Tower Suite of the downtown branch of the Cincinnati Hamilton County Public Library, accessible by all Metro routes serving downtown Cincinnati.

- Virtual meetings on Thursday, April 17, 2025 from 10 am – Noon and again from 4 - 6 pm.

- The public may attend any meeting during the posted times to hear a presentation and complete a comment form.
- Presentations of the proposed fare restructuring plan will be made regularly throughout the scheduled times.

- Spanish and/or sign language interpretation for the in-person meeting will be available if requests are made in advance. Comments may also be submitted by April 25, 2025 via:

- E-mail: [FareComments@go-metro.com](mailto:FareComments@go-metro.com)

- Online: [www.go-metro.com](http://www.go-metro.com)

- Mail: Metro Public Meeting Comments, 525 Vine Street Ste. 500, Cincinnati, OH 45202

- Fax: (513) 632-9202

All comments received by 11:59 p.m. on April 25, 2025 will become part of the official public meeting record and will be presented to the Metro Board of Trustees.

Complete information about the fare restructuring proposal is available at [go-metro.com](http://go-metro.com).

CIN 04/11/25 #11210010



#1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 9:06:05 AM  
**Last Modified:** Tuesday, April 15, 2025 9:07:09 AM  
**Time Spent:** 00:01:03  
**IP Address:** 184.54.1.12

Page 1

**Q1** Respondent skipped this question

Which route(s) do you ride most often?

**Q2** Respondent skipped this question

How do you usually pay your bus fare? (Please select one option.)

**Q3** Respondent skipped this question

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4** 100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5** 100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6** 100

Eliminating the Suburban County Express fare and surcharge.

**Q7** 100

Making all MetroNow! 1-way trips \$2.50.

**Q8** 100

Making the UC/Cincinnati State reduced fare \$1.10.

**Q9****99**

Making the Fare Deal/MVP monthly sticker \$44.00.

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**Q10****99**

Implementing the “Ride&Save” program to help frequent riders save on bus fare.

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**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

No

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#2

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 9:18:55 AM  
**Last Modified:** Tuesday, April 15, 2025 9:27:42 AM  
**Time Spent:** 00:08:46  
**IP Address:** 74.134.81.156

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Page 1

**Q1**

Which route(s) do you ride most often?

Metro Plus or 4

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****75**

Making all MetroNow! 1-way trips \$2.50.



**Q8****75**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****75**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Yes -- currently I must use a Fare Deal card plus either the transit app or stored value card to pay my reduced fare. \*\*\*The transit app does not have the Fare Deal fare included in the choices, so I can't use it.\*\*\* How will these proposed changes simplify the process for those of us who qualify for reduced fares?

Secondly, Metro assured Pleasant Ridge residents at a community council meeting several years ago that the 2020 levy, if passed, would allow Metro to expand Metro Plus to 7 day service. That has not happened. At the same time, frequency has been reduced. I realize lack of ridership likely results in less service, but it's hard to sell a community on converting to the bus when the time difference between driving and bussing is so stark.

This is the route that is the most convenient for the things I want to do -- go to the University/Hospital areas, go to OTR for shopping or social events. By not having it available on weekends and reducing frequency, I find that I often end up driving rather than using the bus, especially in the evenings. (The stop at Elm & Vine is rather bleak and dark.)

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## #3

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, April 15, 2025 9:49:00 AM  
**Time Spent:** 00:13:33  
**IP Address:** 72.49.110.39

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Page 1

**Q1**

Which route(s) do you ride most often?

21

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****80**

Making the Fare Deal/MVP monthly sticker \$44.00.

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**Q10****99**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

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**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Why not increase fares to \$2.50 to make it a round number? The transit app minimum purchase is \$5 so that would get you two rides. Also, I didn't see anything about an increase in the day pass fare, will that still be \$4? Finally, Metro needs to get contactless card readers on all buses so people don't have to rely on their phones to pay for fares if they don't have cash. This is a safety issue as most people don't carry cash anymore, and if your phone dies while you're out or you misplace it, you could be stranded.

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## #4

**COMPLETE**

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**Last Modified:** Tuesday, April 15, 2025 10:12:25 AM  
**Time Spent:** 00:00:39  
**IP Address:** 168.250.48.24

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Page 1

**Q1**

Which route(s) do you ride most often?

11

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****99**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8** Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9** 99

Making the Fare Deal/MVP monthly sticker \$44.00.

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**Q10** Respondent skipped this question

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

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**Q11** Respondent skipped this question

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

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#5

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 12:23:25 PM  
**Last Modified:** Tuesday, April 15, 2025 12:26:20 PM  
**Time Spent:** 00:02:55  
**IP Address:** 75.240.121.74

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Page 1

**Q1**

Which route(s) do you ride most often?

19

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit app**Q3**

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

85

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

64

Making all MetroNow! 1-way trips \$2.50.

**Q8****67**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****38**

Making the Fare Deal/MVP monthly sticker \$44.00.

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**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

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**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Fare capping works well. I've seen this implemented in other cities and I think it will work well here. We do need a more simplified fare structure, as the way it has been for years can be confusing for someone who may be new to riding public transportation here. I'm sure it will be an inconvenience to have to pay an additional 20 cents, but it's all going to improve service, which was much needed.

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#6

**COMPLETE**

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**Last Modified:** Tuesday, April 15, 2025 3:11:05 PM  
**Time Spent:** 00:04:13  
**IP Address:** 216.196.134.253

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Page 1

**Q1**

Which route(s) do you ride most often?

Cincy Link

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****80**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****70**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I would like to buy 30 day bus passes in bulk and give them out to people who need help, maybe there are members of SORTA who would like to do the same?

---

#7

**COMPLETE**

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**Last Modified:** Tuesday, April 15, 2025 3:18:20 PM  
**Time Spent:** 00:03:40  
**IP Address:** 74.134.65.201

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Page 1

**Q1**

Which route(s) do you ride most often?

51

**Q2****Fare Deal/MVP card or sticker**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****3**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****0**

Eliminating the Suburban County Express fare and surcharge.

**Q7****30**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9**

Respondent skipped this question

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

4

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

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**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

no

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#8

**COMPLETE**

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**Started:** Tuesday, April 15, 2025 3:29:44 PM  
**Last Modified:** Tuesday, April 15, 2025 3:31:28 PM  
**Time Spent:** 00:01:43  
**IP Address:** 216.68.27.234

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Page 1

**Q1**

Which route(s) do you ride most often?

26

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Online**Q3**

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

100

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

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**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

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**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Make the bus 36 longer so I can get it home at night

---

#9

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 3:53:53 PM  
**Last Modified:** Tuesday, April 15, 2025 3:56:50 PM  
**Time Spent:** 00:02:56  
**IP Address:** 24.95.49.9

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Page 1

**Q1**

Which route(s) do you ride most often?

24

**Q2****Fare Deal/MVP card or sticker**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

N/A

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#10

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 4:04:01 PM  
**Last Modified:** Tuesday, April 15, 2025 4:14:08 PM  
**Time Spent:** 00:10:07  
**IP Address:** 172.225.28.101

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Page 1

**Q1**

Which route(s) do you ride most often?

20

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****60**

Eliminating the Suburban County Express fare and surcharge.

**Q7****7**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

Respondent skipped this question

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

Respondent skipped this question

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I would love to be able to use the Transit App while taking advantage of my MVP discount. If there was a stored value option on the App, that would make life easier.

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## #11

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 4:14:15 PM  
**Last Modified:** Tuesday, April 15, 2025 4:20:27 PM  
**Time Spent:** 00:06:11  
**IP Address:** 71.66.4.26

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Page 1

**Q1**

Which route(s) do you ride most often?

19, 90(MetroPlus), 11(Oakley &amp; Erie), 46, 1, 21

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****50**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****50**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****50**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****99**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Will you PLEASE consider adding Jungle Jim's to the Route #20? I have asked for this for a few years now. Is this a feasible request to ask for? Jungle Jim's is very popular grocery store.

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## #12

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, April 15, 2025 4:33:33 PM  
**Time Spent:** 00:23:07  
**IP Address:** 174.207.170.49

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Page 1

**Q1**

Which route(s) do you ride most often?

21, 51, (6, 33)

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

Cash with Fare Deal discount (don't want to mess around with dimes and nickels)

**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**It will make riding Metro more difficult for me****Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****3**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****1**

Eliminating the Suburban County Express fare and surcharge.

**Q7****3**

Making all MetroNow! 1-way trips \$2.50.



**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****Respondent skipped this question**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****5**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Increasing outside Hamilton County ridership would be a good thing but it should not be on the backs of the majority of bus riders to whom a two dollar ride is probably too much as it is. I think it is a delusionary dream to believe that all those suburban residents will ever give up their cars to ride a bus unless the economy totally implodes. Also, it sounds like you want to make it easier to regularly increase bus fares. Although I ride Metro fairly often it certainly is not the joy-filled experience your promotional ads try to make it seem.

---

#13

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 4:57:24 PM  
**Last Modified:** Tuesday, April 15, 2025 4:59:30 PM  
**Time Spent:** 00:02:05  
**IP Address:** 174.193.118.21

---

Page 1

**Q1**

Which route(s) do you ride most often?

11

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****5**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

**1**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

**1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

**5**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

DO NOT RAISE BUS PRICES!!!!!!!!!!!!!!!!!!!!!!

---

## #14

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 4:57:10 PM  
**Last Modified:** Tuesday, April 15, 2025 5:00:59 PM  
**Time Spent:** 00:03:49  
**IP Address:** 72.49.201.14

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Page 1

**Q1**

Which route(s) do you ride most often?

43

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****14**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

No

---

#15

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 4:59:38 PM  
**Last Modified:** Tuesday, April 15, 2025 5:03:14 PM  
**Time Spent:** 00:03:35  
**IP Address:** 66.161.239.234

---

Page 1

**Q1**

Which route(s) do you ride most often?

20

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****1**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.



**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****5**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

You should just keep all fares the same.

---

#16

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 5:22:52 PM  
**Last Modified:** Tuesday, April 15, 2025 5:26:34 PM  
**Time Spent:** 00:03:41  
**IP Address:** 172.58.122.148

---

Page 1

**Q1**

Which route(s) do you ride most often?

3X

**Q2****30-day rolling pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****3**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****11**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8****2**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****2**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****4**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Make bus drivers actually show up every day and on weekends and trained and courteous and fully stopping at stop a good full minute and a half for passengers to get on including for elderly, disabled and handicap. Else you spend so much but offering less.

---

#17

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 6:05:43 PM  
**Last Modified:** Tuesday, April 15, 2025 6:11:39 PM  
**Time Spent:** 00:05:55  
**IP Address:** 72.49.143.72

---

Page 1

**Q1**

Which route(s) do you ride most often?

74X

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Purchase day pass with cash

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****4**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****3**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****3**

Eliminating the Suburban County Express fare and surcharge.

**Q7****3**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

**3**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

**3**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

**1**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

It'd be nice if Xpress buses meant that and not turned into local routes and get frequent schedule times to be of benefit to commuters.  
Will metro now ever be considered between different zones?

---

#18

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 6:30:08 PM  
**Last Modified:** Tuesday, April 15, 2025 6:32:28 PM  
**Time Spent:** 00:02:19  
**IP Address:** 50.5.61.157

---

Page 1

Q1

Which route(s) do you ride most often?

19,24,43

Q2

Fare Deal/MVP card or sticker

How do you usually pay your bus fare? (Please select one option.)

Q3

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

Q4

10

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

100

Eliminating the Suburban County Express fare and surcharge.

Q7

100

Making all MetroNow! 1-way trips \$2.50.

**Q8** Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9** 20

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10** 100

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11** Respondent skipped this question

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

---

#19

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 10:57:43 PM  
**Last Modified:** Tuesday, April 15, 2025 11:04:58 PM  
**Time Spent:** 00:07:15  
**IP Address:** 65.28.250.6

---

Page 1

**Q1**

Which route(s) do you ride most often?

19,78,17

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****Respondent skipped this question**

Making all MetroNow! 1-way trips \$2.50.



**Q8****10**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****Respondent skipped this question**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****Respondent skipped this question**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I would love to support the Metro by purchasing 30 day passes but at almost 90 dollars, that's way too expensive especially compared to CTA's 30 day passes of \$75 and that gives me frequent bus and trains.

Also adding 2 dimes to the cost really doesn't seem effective to people who pay their fare in cash. This will add time on onboarding riders and I can see a lot of elderly people with bad backs dropping their coins.

---

#20

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 15, 2025 11:13:44 PM  
**Last Modified:** Tuesday, April 15, 2025 11:25:30 PM  
**Time Spent:** 00:11:45  
**IP Address:** 172.58.126.120

---

Page 1

**Q1**

Which route(s) do you ride most often?

78

**Q2****30-day rolling pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****1**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****1**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I work Part time and I don't make that much. By the time I pay my Rent etc...I don't have enough for extra to a bus card. People tell me to get another job but what happens if I'm able to find another job. What do I do then?

---

#21

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 12:44:13 AM  
**Last Modified:** Wednesday, April 16, 2025 12:47:00 AM  
**Time Spent:** 00:02:47  
**IP Address:** 184.54.28.83

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Page 1

**Q1**

Which route(s) do you ride most often?

33

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit App**Q3**

It will have no impact on how I ride Metro

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

100

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****25**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

The existence of day passes outside of the Transit App but not within the Transit App is a little confusing and so is the new way of charging. I'd like a little more explanation around the app restructuring.

---

#22

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 5:55:33 AM  
**Last Modified:** Wednesday, April 16, 2025 6:01:33 AM  
**Time Spent:** 00:05:59  
**IP Address:** 74.83.216.51

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Page 1

**Q1**

Which route(s) do you ride most often?

4, 90, 24,19,17,

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
5 ride pass and stored value**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**It will not make riding Metro easier for me****Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****50**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****30**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I take 1 to 3 busses to get to work, there are days I get a ride home so the 5 ride pass card works for me. It's difficult for me to get downtown during the week as the sales office isn't open in time for me to get to work are closed when I get off work.

---

#23

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 8:43:50 AM  
**Last Modified:** Wednesday, April 16, 2025 8:47:12 AM  
**Time Spent:** 00:03:21  
**IP Address:** 172.59.83.134

---

Page 1

**Q1**

Which route(s) do you ride most often?

21

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****0**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Metro Now should be priced at \$5 a trip. It's a luxury service and should be priced as such.

\$2.20 might be inconvenient for cash customers as many people don't carry dimes.

Setting price to \$2.25 would make it easier to pay with cash.

---

#24

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 9:27:52 AM  
**Last Modified:** Wednesday, April 16, 2025 9:29:58 AM  
**Time Spent:** 00:02:05  
**IP Address:** 74.83.49.211

---

Page 1

Q1

Which route(s) do you ride most often?

16, 17

Q2

Day pass

How do you usually pay your bus fare? (Please select one option.)

Q3

It will make riding Metro more difficult for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

Q4

0

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

10

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

100

Eliminating the Suburban County Express fare and surcharge.

Q7

50

Making all MetroNow! 1-way trips \$2.50.

**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****50**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

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#25

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 10:52:39 AM  
**Last Modified:** Wednesday, April 16, 2025 10:55:20 AM  
**Time Spent:** 00:02:40  
**IP Address:** 198.30.56.69

---

Page 1

**Q1**

Which route(s) do you ride most often?

24, 30, 51, M+

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Free pass from employer**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will have no impact on how I ride Metro

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****16**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****8**

Eliminating the Suburban County Express fare and surcharge.

**Q7****9**

Making all MetroNow! 1-way trips \$2.50.

**Q8****74**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****9**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I rely on metro even though I have a car. The increase means I will likely not ride as much

---

#26

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 3:14:33 PM  
**Last Modified:** Wednesday, April 16, 2025 3:19:09 PM  
**Time Spent:** 00:04:36  
**IP Address:** 104.28.58.7

---

Page 1

Q1

Which route(s) do you ride most often?

20

Q2

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit app

Q3

It will make riding Metro more difficult for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

Q4

5

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

6

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

3

Eliminating the Suburban County Express fare and surcharge.

Q7

5

Making all MetroNow! 1-way trips \$2.50.

**Q8****10**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****10**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****80**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

The sales tax increase that passed in 2020 is what funds Metro. We already pay additional through the sales tax. I oppose raising fares period.

---

#27

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 3:37:22 PM  
**Last Modified:** Wednesday, April 16, 2025 3:44:50 PM  
**Time Spent:** 00:07:27  
**IP Address:** 104.28.78.193

---

Page 1

**Q1**

Which route(s) do you ride most often?

43 51 4

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****3**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****5**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****2**

Eliminating the Suburban County Express fare and surcharge.

**Q7****5**

Making all MetroNow! 1-way trips \$2.50.



**Q8****0**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****5**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****5**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

---

#28

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 6:15:24 PM  
**Last Modified:** Wednesday, April 16, 2025 6:21:30 PM  
**Time Spent:** 00:06:06  
**IP Address:** 74.83.223.210

---

Page 1

Q1

Which route(s) do you ride most often?

5

Q2

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

I pay for \$2 tickets individually because I don't always need a day pass, and it's cheaper than a 30 day pass

Q3

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will have no impact on how I ride Metro

Q4

50

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

50

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

50

Eliminating the Suburban County Express fare and surcharge.

Q7

50

Making all MetroNow! 1-way trips \$2.50.

**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I do not like the reliance on the app. I use the app currently but it is a terrible app. I would rather just tap my NFC-enabled credit card or Apple Pay and have you charge me directly instead of dealing with loading money into an account. Other cities already do this where it's charged directly to a card.

Please increase bus frequency of the 5. Let's start with more weekends (i think now it's 2x an hour which is too long in between). Then we can increase weekdays to work I go to blue ash and having only 2x an hour equally blows.

---

#29

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 16, 2025 7:12:53 PM  
**Last Modified:** Wednesday, April 16, 2025 7:19:00 PM  
**Time Spent:** 00:06:06  
**IP Address:** 66.213.10.221

---

Page 1

**Q1**

Which route(s) do you ride most often?

6, 20, 17, 11, 46, Metro\*Plus, 64

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

Combination of single ride and day passes

**Q3**

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

50

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

75

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

50

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****25**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I would like to see Metro rethink its policy for child fares. Currently, Cincinnati has some of the most expensive fares for children in the country. Most peer cities allow all kids 5 and under to ride free and many provide reduced or free fare for kids 12 and under.

I would also love for Metro to make it possible to tap your credit card to pay for fares. This would be especially convenient for visitors and infrequent users.

I think MetroNow riders should have an option for a day pass that would combine with regular Metro service. Perhaps an \$8 day pass, as an example.

I also hope that the new fare capping option will allow riders using the Transit App to still buy tickets for friends or other family members on one phone.

---

#30

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:43:02 AM  
**Last Modified:** Thursday, April 17, 2025 8:44:11 AM  
**Time Spent:** 00:01:08  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

6, 21, 33, most others

**Q2****Fare Deal/MVP card or sticker**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Much better when it comes to fare structure

---

#31

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:44:18 AM  
**Last Modified:** Thursday, April 17, 2025 8:46:39 AM  
**Time Spent:** 00:02:21  
**IP Address:** 216.196.153.2

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Page 1

Q1

Which route(s) do you ride most often?

4,5, 19, 61, 51

Q2

Fare Deal/MVP card or sticker

How do you usually pay your bus fare? (Please select one option.)

Q3

It will make riding Metro more difficult for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

Q4

0

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

3

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

3

Eliminating the Suburban County Express fare and surcharge.

Q7

3

Making all MetroNow! 1-way trips \$2.50.



**Q8****0**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Safer bus stop - E. Galbraith at Jewish Hospital; more benches; round fare to closest .25 so it's easier to get correct change and keep track

---

#32

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:46:45 AM  
**Last Modified:** Thursday, April 17, 2025 8:48:20 AM  
**Time Spent:** 00:01:34  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

4,5, 11, 51, 41, MetroPlus

**Q2****30-day rolling pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****0**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****0**

Eliminating the Suburban County Express fare and surcharge.

**Q7****0**

Making all MetroNow! 1-way trips \$2.50.

**Q8****2**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****0**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

The plan is making riding Metro not affordable. This winter I needed MetroNow to get to and from my job. No bus goes down Murray or Virginia Avenues

---

#33

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:48:22 AM  
**Last Modified:** Thursday, April 17, 2025 8:49:34 AM  
**Time Spent:** 00:01:12  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

6, 32, 33, 36, 64

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****0**

Eliminating the Suburban County Express fare and surcharge.

**Q7****0**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

**0**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

**0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

**0**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Buses should be free in and around town like it is in Cleveland

---

#34

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:49:37 AM  
**Last Modified:** Thursday, April 17, 2025 8:52:37 AM  
**Time Spent:** 00:02:59  
**IP Address:** 216.196.153.2

---

Page 1

Q1

Which route(s) do you ride most often?

32, 33, 77, 27, 16, 43, 19

Q2

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app

Q3

It will make riding Metro more difficult for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

Q4

0

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

1

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

0

Eliminating the Suburban County Express fare and surcharge.

Q7

0

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****80**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****75**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I think we should go back to tokens. I also think buses need cops on the buses riding to protect and stop fights from happening.

---

#35

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:52:40 AM  
**Last Modified:** Thursday, April 17, 2025 8:53:55 AM  
**Time Spent:** 00:01:15  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

43m 46, MetroPlus

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

My comment/concern is for disabled children which I have a disabled daughter.

---

#36

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:53:59 AM  
**Last Modified:** Thursday, April 17, 2025 8:56:51 AM  
**Time Spent:** 00:02:52  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

17, 24

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****33**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****1**

Eliminating the Suburban County Express fare and surcharge.

**Q7****33**

Making all MetroNow! 1-way trips \$2.50.

**Q8****0**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****Respondent skipped this question**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Increase fare on the transit app with ezfare and keep cash fare at \$2.00. Few people carry change and \$2.20 is a weird number. Most people will overpay and will make paying cash more difficult.

---

#37

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:56:55 AM  
**Last Modified:** Thursday, April 17, 2025 8:58:42 AM  
**Time Spent:** 00:01:46  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

5, 17, 19, 24

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****20**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****80**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****60**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

**0**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

**60**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

**100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

What if I don't have change?

---

#38

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 8:58:45 AM  
**Last Modified:** Thursday, April 17, 2025 9:03:07 AM  
**Time Spent:** 00:04:22  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

17

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will make riding Metro somewhat easier for me

**Q4**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

0

**Q5**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

100

**Q6**

Eliminating the Suburban County Express fare and surcharge.

100

**Q7**

Making all MetroNow! 1-way trips \$2.50.

Respondent skipped this question

**Q8**

Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

Respondent skipped this question

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

Respondent skipped this question

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Please allow tap to pay via credit or debit card and bus card - look at WMATA. Transit is a public service and should not cost more than \$2. A public comment meeting is a public meeting. Lesson in public involvement: people should be allowed to make public comments at a public meeting.

---

#39

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:03:10 AM  
**Last Modified:** Thursday, April 17, 2025 9:04:56 AM  
**Time Spent:** 00:01:46  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

Govt. Square

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****60**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****60**

Making all MetroNow! 1-way trips \$2.50.



**Q8**

**60**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

**60**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

**100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I need free pass for me as a CPS substitute teacher

---

#40

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:04:59 AM  
**Last Modified:** Thursday, April 17, 2025 9:06:37 AM  
**Time Spent:** 00:01:37  
**IP Address:** 216.196.153.2

---

Page 1

Q1

Which route(s) do you ride most often?

17

Q2

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app

Q3

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

Q4

100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

80

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

100

Eliminating the Suburban County Express fare and surcharge.

Q7

60

Making all MetroNow! 1-way trips \$2.50.

**Q8****80**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****60**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****80**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

---

## #41

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:06:39 AM  
**Last Modified:** Thursday, April 17, 2025 9:09:31 AM  
**Time Spent:** 00:02:51  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

17, 31

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app**Q3**

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

60

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

60

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

60

Eliminating the Suburban County Express fare and surcharge.

**Q7**

40

Making all MetroNow! 1-way trips \$2.50.

**Q8****60**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****60**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

How can we get all UC students discounted or free rides forever? It's annoying to have to sign up each semester. Also, I like the simplifying of fares but I do not appreciate upping the fare fare but I do understand. Inflation is sad :(

---

#42

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:09:37 AM  
**Last Modified:** Thursday, April 17, 2025 9:10:43 AM  
**Time Spent:** 00:01:06  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

16, 64

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app**Q3**

It will make riding Metro somewhat easier for me

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

100

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Anything that encourages more ridership and less car traffic is a win for Cincinnati.

---

#43

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:10:46 AM  
**Last Modified:** Thursday, April 17, 2025 9:12:10 AM  
**Time Spent:** 00:01:24  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

22, 33

**Q2****30-day rolling pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****40**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****60**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****60**

Making all MetroNow! 1-way trips \$2.50.



**Q8****60**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

smart cards

---

#44

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:12:15 AM  
**Last Modified:** Thursday, April 17, 2025 9:14:17 AM  
**Time Spent:** 00:02:01  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

20

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****Respondent skipped this question**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****Respondent skipped this question**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

How will my Fare Deal card work with a smart card? Since 5 out and inbound routes stop at Forest Park P&R, please add a simple shelter to the stop.

---

#45

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:14:20 AM  
**Last Modified:** Thursday, April 17, 2025 9:15:25 AM  
**Time Spent:** 00:01:04  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

51, 43, 36, 46, MetroPlus

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Ride & Save is a great idea.

---

#46

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:15:26 AM  
**Last Modified:** Thursday, April 17, 2025 9:16:45 AM  
**Time Spent:** 00:01:19  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

MetroPlus, 4, 46

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit with EZfare app**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will make riding Metro somewhat easier for me

**Q4**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

60

**Q5**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

60

**Q6**

Eliminating the Suburban County Express fare and surcharge.

Respondent skipped this question

**Q7**

Making all MetroNow! 1-way trips \$2.50.

60

|           |   |
|-----------|---|
| <b>Q8</b> | <b>Respondent skipped this question</b> |
|-----------|---|

Making the UC/Cincinnati State reduced fare \$1.10.

---

|           |           |
|-----------|-----------|
| <b>Q9</b> | <b>60</b> |
|-----------|-----------|

Making the Fare Deal/MVP monthly sticker \$44.00.

---

|            |            |
|------------|------------|
| <b>Q10</b> | <b>100</b> |
|------------|------------|

Implementing the “Ride&Save” program to help frequent riders save on bus fare.

---

|            |   |
|------------|---|
| <b>Q11</b> | <b>Respondent skipped this question</b> |
|------------|---|

Are there any other comments you’d like to share about the proposed fare restructuring plan or any Metro service?

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#47

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:16:49 AM  
**Last Modified:** Thursday, April 17, 2025 9:19:12 AM  
**Time Spent:** 00:02:22  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

51, 37, 43, 4, 36, 46, 11, 24, 30

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****40**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****0**

Making all MetroNow! 1-way trips \$2.50.



**Q8****60**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I think the ride&save program will be successful in helping people save money. The \$2.20 fare being raised isn't the best for all.

---

#48

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:19:15 AM  
**Last Modified:** Thursday, April 17, 2025 9:20:42 AM  
**Time Spent:** 00:01:27  
**IP Address:** 216.196.153.2

---

Page 1

**Q1**

Which route(s) do you ride most often?

43, 51, 11, MetroPlus

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****Respondent skipped this question**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****Respondent skipped this question**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****Respondent skipped this question**

Making all MetroNow! 1-way trips \$2.50.

**Q8** Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9** 0

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10** 60

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Clean buses will make the ride more pleasant. Buses without windows provide no way to air out. Disabled veterans deserve more of a discount.

---

#49

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Thursday, April 17, 2025 9:20:44 AM  
**Last Modified:** Thursday, April 17, 2025 9:22:02 AM  
**Time Spent:** 00:01:17  
**IP Address:** 216.196.153.2

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Page 1

**Q1**

Which route(s) do you ride most often?

24

**Q2****30-day rolling pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Information given to bus drivers be accurate and given by everyone.

---

#50

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 10:14:24 AM  
**Last Modified:** Thursday, April 17, 2025 10:25:30 AM  
**Time Spent:** 00:11:05  
**IP Address:** 107.77.194.189

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Page 1

**Q1**

Which route(s) do you ride most often?

29x

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****75**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****75**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****75**

Eliminating the Suburban County Express fare and surcharge.

**Q7****75**

Making all MetroNow! 1-way trips \$2.50.

**Q8****75**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****90**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****90**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I enjoy metro the only issue I have is when the bus is running extremely late notice to riders would be nice especially on bad weather days

---

#51

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 10:20:52 AM  
**Last Modified:** Thursday, April 17, 2025 10:34:02 AM  
**Time Spent:** 00:13:10  
**IP Address:** 138.43.105.62

---

Page 1

**Q1**

Which route(s) do you ride most often?

4, 11, 31, 24

**Q2****30-day rolling pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****Respondent skipped this question**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****80**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****99**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

While I understand that metro needs to raise fares to keep up with economic pressures, the bump from \$2 to \$2.20 will disproportionately affect cash users.

---

#52

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 10:21:27 AM  
**Last Modified:** Thursday, April 17, 2025 10:35:08 AM  
**Time Spent:** 00:13:40  
**IP Address:** 138.43.105.62

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Page 1

**Q1**

Which route(s) do you ride most often?

In order: 11, 17, 19, 43

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
One-ride pass on the Transit app**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will make riding Metro somewhat easier for me

**Q4**

50

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

100

Making all MetroNow! 1-way trips \$2.50.

**Q8****35**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****50**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

The 2.20 regular fare price is concerning to me because it may be difficult for those using cash to have the coins, and may slow down payment when boarding. 2.00 even or 2.25 would likely be more preferable to me. Same goes for the UC/Cincy State reduced fare being 1.10.

---

#53

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 10:45:00 AM  
**Last Modified:** Thursday, April 17, 2025 10:54:37 AM  
**Time Spent:** 00:09:37  
**IP Address:** 184.54.80.175

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Page 1

**Q1**

Which route(s) do you ride most often?

31 36 17

**Q2****Fare Deal/MVP card or sticker**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****35**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****18**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****Respondent skipped this question**

Making all MetroNow! 1-way trips \$2.50.

**Q8****0**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****21**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****Respondent skipped this question**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

if the change happens 7/16 what fare deal sticker will be in effective July or August      What will be the express routes

---

#54

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 11:17:06 AM  
**Last Modified:** Thursday, April 17, 2025 11:22:13 AM  
**Time Spent:** 00:05:06  
**IP Address:** 216.248.52.110

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Page 1

**Q1**

Which route(s) do you ride most often?

78

**Q2****Stored-value card**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****99**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

MetroNow prices is incredibly low compared to Uber or Lift. This type of premium service should be priced between \$5-\$10.

---

#55

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 12:13:48 PM  
**Last Modified:** Thursday, April 17, 2025 12:15:48 PM  
**Time Spent:** 00:02:00  
**IP Address:** 74.128.146.214

---

Page 1

Q1

Which route(s) do you ride most often?

20, 17, streetcar

Q2

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Ez pay via transit app

Q3

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will have no impact on how I ride Metro

Q4

40

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

Q5

27

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Q6

100

Eliminating the Suburban County Express fare and surcharge.

Q7

79

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****41**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Expand service to CVG from Northside transit center.

More express service to downtown from Northside transit center

---

#56

COMPLETE

**Collector:** Web Link 3 (Web Link)  
**Started:** Thursday, April 17, 2025 2:13:48 PM  
**Last Modified:** Thursday, April 17, 2025 2:14:25 PM  
**Time Spent:** 00:00:36  
**IP Address:** 216.196.153.2

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Page 1

**Q1** Respondent skipped this question

Which route(s) do you ride most often?

---

**Q2** Respondent skipped this question

How do you usually pay your bus fare? (Please select one option.)

---

**Q3** Respondent skipped this question

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

---

**Q4** Respondent skipped this question

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

---

**Q5** Respondent skipped this question

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

---

**Q6** Respondent skipped this question

Eliminating the Suburban County Express fare and surcharge.

---

**Q7** Respondent skipped this question

Making all MetroNow! 1-way trips \$2.50.

---

**Q8** Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

Respondent skipped this question

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

Respondent skipped this question

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Before restructuring and raising prices again please fix your routes so there are more routes and trained drivers. Tonight there were over 30 people standing at the Taft Theater right at the sign while it was pouring rain at the bus stop and the 3X barely made an effort to stop. If it wasn't for two brave youthful individuals chasing down the bus and banging on the bus windows and doors we probably would have missed the bus for another hour till almost 6pm through no fault but the bus drivers. What if there was an elderly person or disabled individual? Over 5 other people in the crowd also yelled at the bus to stop even though they weren't 3X riders. Please teach bus drivers to make complete stops at bus stops and wait a good minute and common courtesy. This was around 5 pm when this occurred and us riders keep having to complain to get someone's attention and it shouldn't have to be this way. Irritated angry bus riders.

---

#57

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 2:42:23 PM  
**Last Modified:** Thursday, April 17, 2025 2:59:28 PM  
**Time Spent:** 00:17:04  
**IP Address:** 66.213.10.214

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Page 1

**Q1**

Which route(s) do you ride most often?

Ride a 17&amp; 19

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

I am a Senior but as I have No Car, purchase sticker every month

**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will make riding Metro more difficult for me

**Q4****10**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****10**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****10**

Eliminating the Suburban County Express fare and surcharge.

**Q7****50**

Making all MetroNow! 1-way trips \$2.50.

**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****Respondent skipped this question**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****75**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

The Children need to have their own buses, making normal travel "almost impossible" 7am- 8:30am & 3pm-4:30pm.."SENIOR CAN NOT SIT"....the young will not be courteous & Drivers should not have to be responsible for making this happen.

---

#58

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 3:23:46 PM  
**Last Modified:** Thursday, April 17, 2025 3:29:21 PM  
**Time Spent:** 00:05:34  
**IP Address:** 216.68.236.9

---

Page 1

**Q1**

Which route(s) do you ride most often?

33 22

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****49**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****50**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****50**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****46**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

It seems like you are trying to FORCE riders to use the app instead of paying with cash along with asking them to come up with 2 dimes when you know riders will pay with a quarter; may as well make the fare \$2.25. The Ride & Save concept is extremely confusing. And what about the physical one ride tickets that have already been purchased? Will be honored after 7/16 or will the rider need to come up with 2 dimes to ride? Lots of questions...

---

#59

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 4:35:59 PM  
**Last Modified:** Thursday, April 17, 2025 4:41:45 PM  
**Time Spent:** 00:05:45  
**IP Address:** 128.146.189.91

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Page 1

**Q1**

Which route(s) do you ride most often?

43 Sharonville, 5 Oakley, 51 Uptown Connector

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****90**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****45**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****30**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I think "Express" should be called "Commuter" instead. The word Express should be used for routes that make limited stops. I also think a trip can cost \$2.25 and a day pass can cost \$5, or a little over 2 trips.

---

#60

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 7:47:21 PM  
**Last Modified:** Thursday, April 17, 2025 7:51:14 PM  
**Time Spent:** 00:03:53  
**IP Address:** 67.7.138.55

---

Page 1

**Q1**

Which route(s) do you ride most often?

1, 11, 4

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

Tickets viz EZFare on the Transit app

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****21**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****42**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****73**

Making all MetroNow! 1-way trips \$2.50.

**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****65**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****84**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I am concerned with the proposed fare rate of \$2.20, as this will be more difficult for riders to make exact change for compared to the current \$2. I would highly suggest a way to make change on the buses or allow riders to buy the reloadable cards on the bus if possible.

I also don't completely understand eliminating the ability to buy tickets in the app versus maintaining a balance. I think this may be confusing to some users.

---

#61

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, April 17, 2025 11:47:55 PM  
**Last Modified:** Thursday, April 17, 2025 11:50:56 PM  
**Time Spent:** 00:03:01  
**IP Address:** 216.68.108.139

---

Page 1

**Q1**

Which route(s) do you ride most often?

4

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****Respondent skipped this question**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****3**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****2**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****2**

Eliminating the Suburban County Express fare and surcharge.

**Q7****3**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

**5**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

**3**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

**5**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

The lack of transfers for cash payment is unfair.

Paying your fare with cash should not punish the rider

---

#62

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 18, 2025 12:04:21 AM  
**Last Modified:** Friday, April 18, 2025 12:43:20 AM  
**Time Spent:** 00:38:58  
**IP Address:** 74.83.199.171

---

Page 1

**Q1**

Which route(s) do you ride most often?

17, 19, 78

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****90**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****90**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****90**

Making all MetroNow! 1-way trips \$2.50.

**Q8****90**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****90**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I am very excited to see Metro propose a frequent rider rewards program. I also believe it will be beneficial to the system to simplify the fare structure with just two categories (express and non-express). Although I am not enthused to pay a higher fare price, I also believe it is critical that Metro is not hamstrung by unsustainably low prices. I do not want to see such an important mode of transportation---which has made many improvements in recent years---enter a death spiral because of service cuts required by budget shortfalls, leading to lower ridership, and rinse and repeat. Public transportation is an essential, virtuous service that is worth the investment.

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#63

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 18, 2025 6:36:48 AM  
**Last Modified:** Friday, April 18, 2025 6:39:36 AM  
**Time Spent:** 00:02:48  
**IP Address:** 69.61.131.58

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Page 1

**Q1**

Which route(s) do you ride most often?

16,19,74x

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****1**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.



**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****1**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

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#64

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 18, 2025 9:44:05 AM  
**Last Modified:** Friday, April 18, 2025 9:57:38 AM  
**Time Spent:** 00:13:32  
**IP Address:** 170.85.12.202

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Page 1

**Q1**

Which route(s) do you ride most often?

11

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****0**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****0**

Making all MetroNow! 1-way trips \$2.50.

**Q8****11**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****0**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Metro should implement tap-to-pay or create a digital stored-value card that can be added to apple/android pay and loaded without having to go through the transit app. See New York's Metro, Philadelphia's SEPTA, Los Angeles' tap, Japan's SUICA and PASMO. It is so much more convenient and makes riding so much easier, I think ridership would increase simply because you don't need to figure out a new app (Transit) or navigate its confusing ticket buying system.

Implementing an automated "Ride&Save" program is brilliant, keep that up!

Fare increases are fine, but generally unpopular. The city should implement 1/2 cent tax increases or use the railroad fund to financially support SORTA so that services can be expanded. Bring back MetroMoves

---

#65

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 18, 2025 12:28:52 PM  
**Last Modified:** Friday, April 18, 2025 12:46:56 PM  
**Time Spent:** 00:18:04  
**IP Address:** 198.203.84.1

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Page 1

**Q1**

Which route(s) do you ride most often?

17, 27, 20

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****30**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****50**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****90**

Eliminating the Suburban County Express fare and surcharge.

**Q7****75**

Making all MetroNow! 1-way trips \$2.50.

**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****50**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

If Ride&Save "Smart Cards" use the same technology as tap-to-pay, and automatically cap fares at the most efficient rate (per day/month), why not extend this to tap-to-pay credit and debit cards? Most cities are supplementing or even phasing out their reloadable transit cards by offering standard tap-to-pay with fare capping. Cincinnati is already 20-30 years behind the times by just now offering a reloadable transit card! Standard tap-to-pay is much more user friendly, particularly for out of town visitors. Being able to use tap-to-pay makes visiting places like NYC, London, and Edinburgh much easier and encourages using transit, whereas Ventra in Chicago, which Ride&Save sounds more similar to, makes it more of a pain for visitors to utilize the transit there. Let's get with the times.

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#66

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 18, 2025 2:49:31 PM  
**Last Modified:** Friday, April 18, 2025 2:51:02 PM  
**Time Spent:** 00:01:31  
**IP Address:** 71.65.100.6

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Page 1

**Q1**

Which route(s) do you ride most often?

All of them

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****98**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****98**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****98**

Eliminating the Suburban County Express fare and surcharge.

**Q7****98**

Making all MetroNow! 1-way trips \$2.50.

**Q8****95**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****99**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****95**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

None

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#67

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, April 19, 2025 8:44:11 AM  
**Last Modified:** Saturday, April 19, 2025 8:49:46 AM  
**Time Spent:** 00:05:35  
**IP Address:** 72.49.25.21

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Page 1

**Q1**

Which route(s) do you ride most often?

11, 4, 28

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****75**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****41**

Making all MetroNow! 1-way trips \$2.50.



**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

If local fares have to increase, I honestly think MetroNow should be more like \$3 because it has the convenience of point-to-point, and that express should also be slightly more than \$3 (maybe \$3.50). These services simply don't scale or recoup farebox as well as traditional fixed route transit through high ridership areas and cost more to provide. I would prefer no increase at all but recognize the realities of inflation on the bottom line.

I've also seen proposals to restructure family fares and I think that a formal change would be appropriate and make downtown travel more competitive for families relative to parking rates.

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#68

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, April 21, 2025 12:23:47 PM  
**Last Modified:** Monday, April 21, 2025 1:16:42 PM  
**Time Spent:** 00:52:55  
**IP Address:** 205.142.197.104

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Page 1

**Q1**

Which route(s) do you ride most often?

36,51,M+,42X,4,5,33,37

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

I use the app. It is very convenient to purchase the fare via app.

**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will make riding Metro more difficult for me

**Q4**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

1

**Q5**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

Respondent skipped this question

**Q6**

Eliminating the Suburban County Express fare and surcharge.

100

**Q7**

Making all MetroNow! 1-way trips \$2.50.

1

**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I take the metro everyday to work and hence I am well versed with the buses and the people who take the bus. I do not support the restructuring of the fare for the following reasons:

- 1) People who take the bus are not really rich people. Sometimes they just enough for the fare.
- 2) Some of the buses can be scheduled properly/ spread apart in time so that maximum people can board a bus. There are several buses which run one behind the other, destroying the sole purpose of having two buses. People board the first bus and the second bus goes empty. If these buses are scheduled properly, then there will be no need to increase the fares.
- 3) Safety/ sometimes cleanliness on the buses needs to be properly monitored. I understand that it is the public's fault for throwing garbage and making a mess but still, it needs to be monitored.
- 4) Removal of buying day pass/ single ride pass etc from the app will destroy the sole purpose of feasibility/ ease of use of the app. It will also force people to carry EXACT cash all the time and that is not feasible. In a cashless society this move will be retrograde.

For all these reasons , I believe a move like this will hurt the metro and will further decline the ticket sales. Please keep it simple and please keep the app functional. Do not break down the app functionalities.

Trust me, your app is amazing at the moment. Buying tickets/ knowing the schedule and live tracking is a breeze. Please do not break the app!

---

#69

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, April 21, 2025 2:00:59 PM  
**Last Modified:** Monday, April 21, 2025 2:03:20 PM  
**Time Spent:** 00:02:20  
**IP Address:** 216.196.248.178

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Page 1

**Q1**

Which route(s) do you ride most often?

4

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):  
Transit app local 1 ride fare

**Q3**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

It will have no impact on how I ride Metro

**Q4**

100

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

100

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

99

Eliminating the Suburban County Express fare and surcharge.

**Q7**

100

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

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#70

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, April 21, 2025 2:30:42 PM  
**Last Modified:** Monday, April 21, 2025 2:35:45 PM  
**Time Spent:** 00:05:03  
**IP Address:** 74.215.86.201

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Page 1

**Q1**

Which route(s) do you ride most often?

17, 19, 51 , 31

**Q2****Fare Deal/MVP card or sticker**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****50**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****50**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****50**

Eliminating the Suburban County Express fare and surcharge.

**Q7****50**

Making all MetroNow! 1-way trips \$2.50.

**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****40**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****50**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

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#71

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, April 21, 2025 3:49:38 PM  
**Last Modified:** Monday, April 21, 2025 3:52:55 PM  
**Time Spent:** 00:03:17  
**IP Address:** 74.83.218.64

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Page 1

**Q1**

Which route(s) do you ride most often?

11, 51, 5, 4

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will not make riding Metro easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****4**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****4**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****4**

Eliminating the Suburban County Express fare and surcharge.

**Q7****4**

Making all MetroNow! 1-way trips \$2.50.



**Q8****4**

Making the UC/Cincinnati State reduced fare \$1.10.

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**Q9****4**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****4**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I'm over 65 so I have a Fair Deal Card and pay half fare in cash when I board the bus. Can I participate in Ride&Save program?

---

#72

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, April 22, 2025 10:56:09 PM  
**Last Modified:** Tuesday, April 22, 2025 10:59:58 PM  
**Time Spent:** 00:03:48  
**IP Address:** 50.5.37.171

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Page 1

**Q1**

Which route(s) do you ride most often?

29x,28,16,49,27

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****53**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****8**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****61**

Eliminating the Suburban County Express fare and surcharge.

**Q7****91**

Making all MetroNow! 1-way trips \$2.50.

**Q8****58**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****8**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****60**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11****Respondent skipped this question**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

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#73

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 23, 2025 8:14:15 AM  
**Last Modified:** Wednesday, April 23, 2025 8:17:36 AM  
**Time Spent:** 00:03:20  
**IP Address:** 208.102.141.114

---

Page 1

**Q1**

Which route(s) do you ride most often?

21

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****0**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****Respondent skipped this question**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****Respondent skipped this question**

Eliminating the Suburban County Express fare and surcharge.

**Q7****Respondent skipped this question**

Making all MetroNow! 1-way trips \$2.50.

**Q8**

Respondent skipped this question

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9**

Respondent skipped this question

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10**

Respondent skipped this question

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

This would not be a hassle to me if you had reloadable fare cards! Most metro systems have hard plastic cards that a rider can buy and then reload online or with an app as needed. Using my phone is a hassle, I do not often go places where I can buy a stored-value card, and finding the extra two dimes will be a hassle. Please make reloadable fare cards available.

---

#74

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, April 23, 2025 10:14:23 AM  
**Last Modified:** Wednesday, April 23, 2025 10:17:31 AM  
**Time Spent:** 00:03:08  
**IP Address:** 69.135.46.35

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Page 1

**Q1**

Which route(s) do you ride most often?

51 41 6

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will have no impact on how I ride Metro**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****13**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8****10**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****50**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****99**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I don't see why you are raising fares after the 20 year transit tax got approved. Kind of insulting

---

#75

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 25, 2025 6:37:02 PM  
**Last Modified:** Friday, April 25, 2025 6:47:55 PM  
**Time Spent:** 00:10:53  
**IP Address:** 37.19.210.30

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Page 1

**Q1**

Which route(s) do you ride most often?

11

**Q2**

How do you usually pay your bus fare? (Please select one option.)

Other (please specify):

Buy tickets through transit app

**Q3**

It will have no impact on how I ride Metro

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4**

20

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5**

0

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6**

100

Eliminating the Suburban County Express fare and surcharge.

**Q7**

0

Making all MetroNow! 1-way trips \$2.50.



**Q8****50**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****22**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I love the ride and save option. I don't like the local and express are different prices. I think that pricing should be way simpler and the same amount so it is easier to know. Some of the discounted fares should be free instead of half off.

---

#76

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 25, 2025 11:03:58 PM  
**Last Modified:** Friday, April 25, 2025 11:27:03 PM  
**Time Spent:** 00:23:04  
**IP Address:** 74.83.63.229

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Page 1

**Q1**

Which route(s) do you ride most often?

43

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****3**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****3**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I do not agree with increasing the fare.

Vaping on the bus has not been addressed.

---

#77

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, April 25, 2025 11:28:17 PM  
**Last Modified:** Friday, April 25, 2025 11:33:19 PM  
**Time Spent:** 00:05:02  
**IP Address:** 74.83.63.229

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Page 1

**Q1**

Which route(s) do you ride most often?

43

**Q2****Cash**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro more difficult for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****1**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****1**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****4**

Eliminating the Suburban County Express fare and surcharge.

**Q7****1**

Making all MetroNow! 1-way trips \$2.50.

**Q8****1**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****1**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****4**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

I do not agree with increasing the prices.

---

#78

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, April 27, 2025 5:46:41 PM  
**Last Modified:** Sunday, April 27, 2025 5:47:50 PM  
**Time Spent:** 00:01:09  
**IP Address:** 74.215.44.56

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Page 1

**Q1**

Which route(s) do you ride most often?

78

**Q2****Day pass**

How do you usually pay your bus fare? (Please select one option.)

**Q3****It will make riding Metro somewhat easier for me**

What is your overall impression of the proposed fare restructuring plan? (Please select one option.)

**Q4****100**

Reclassifying all non-express and commuter routes as local service with a \$2.20 fare/\$1.10 half-fare.

**Q5****100**

Reclassifying all routes with an X in the name as express service with a \$3.00 fare/\$1.50 half-fare.

**Q6****100**

Eliminating the Suburban County Express fare and surcharge.

**Q7****100**

Making all MetroNow! 1-way trips \$2.50.

**Q8****100**

Making the UC/Cincinnati State reduced fare \$1.10.

---

**Q9****100**

Making the Fare Deal/MVP monthly sticker \$44.00.

---

**Q10****100**

Implementing the "Ride&Save" program to help frequent riders save on bus fare.

---

**Q11**

Are there any other comments you'd like to share about the proposed fare restructuring plan or any Metro service?

Please accept credit card tap.

---



# METRO FARE RESTRUCTURE

PUBLIC COMMENT SUMMARY | APRIL 2025



ABSENT NON-  
VOTING  
MEMBERS AT  
THE TIME: None  
APPROVED: May 27<sup>th</sup>, 2025



## BOARD OF TRUSTEES ACTION ITEM

---

**DATE:** May 20, 2025

**FROM:** John Edmondson, Sr. Director of Procurement  
Dave Etienne, Director of Marketing

**PROJECT NO.:** 64-2021 Advertising Agency Services

**REQUEST:** Contract Modification

---

### **BACKGROUND**

Metro utilizes third-party advertising services to ensure an effective, professional, and consistent marketing effort that includes radio, television, print, and electronic media. This effort is essential to ensuring that the community is aware of Metro's service offerings, which builds brand awareness and confidence for riders.

### **BUSINESS PURPOSE**

The marketing strategy relies on input from the Chief Executive Officer and other Executive leaders. Staff believe it is imperative to allow the incoming CEO the opportunity to provide input on the marketing strategy for 2026 and beyond. In addition, a time extension is needed to align the marketing budget/expenses with the calendar year budgeting process.

### **PROJECT FINANCING**

The budget for this modification is \$1 million. The FY2025 Operating Budget included \$2 million for advertising agency services, allocated across the last 6 months of the current contract and the first 6 months of a new agreement. As such, the budget for this modification is included in the approved FY2025 Operating Budget.

The final project cost of \$1 million is flat to budget.

### **PROJECT PROCUREMENT**

The modification is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted.

The modified contract will expire on December 31, 2025.

### **PROJECT DIVERSITY**

The modification is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed.

### **RECOMMENDED BOARD ACTION**

Staff recommends the Board of Trustees approve a resolution authorizing the CEO/General Manager/Secretary-Treasurer or the Senior Director of Procurement to execute a modification to Contract No. 64-2021, on behalf of Metro with Staples Marketing, LLC dba Affirm Agency, increasing the total not to exceed value of \$6,000,000 to \$7,000,000, an increase of \$1,000,000.





## BOARD OF TRUSTEES ACTION ITEM

---

**DATE:** May 20, 2025

**FROM:** John Edmondson, Sr. Director of Procurement  
Jeff Mundstock, Director of Fleet & Facilities

**PROJECT NO.:** Purchase Order 149654 City of Cincinnati MOU (Gladstone Ave Street Repairs)

**REQUEST:** Contract Award

---

### **BACKGROUND**

Metro currently owns Right of Way ("ROW") property located on Gladstone Avenue as part of the Oasis line. The City of Cincinnati informed Metro that repairs were needed to the street to bring it to a state of good repair. The City agreed to perform engineering services and to procure the construction services needed to complete the repairs. In exchange, Metro agreed to reimburse the City a portion of the expenses related to paving.

### **BUSINESS PURPOSE**

Metro committed to sharing the cost of repairs with the City of Cincinnati. The work has been completed and the city is seeking reimbursement of Metro's share of the total project cost.

### **PROJECT FINANCING**

The budget for the project is \$112,496. The project has not been included in an approved annual capital or operating budget.

The project will be financed using local operating funds.

The total project cost of \$112,496 is flat to budget.

### **PROJECT PROCUREMENT**

Pursuant to Ohio Revised Code Chapter 306, purchases from local governmental entities is not subject to competitive procurement requirements. As such, this award is considered a sole source award. No vendor outreach or procurement activity occurred.

The agreement covers only the reimbursement transaction and will expire upon completion.

### **PROJECT DIVERSITY**

This award is a sole source award and is exempt from the vendor diversity review process. As such, no subcontracting opportunities are available and no vendor diversity analysis performed

### **RECOMMENDED BOARD ACTION**

Staff recommends the Board of Trustees approve a resolution authorizing the CEO/General Manager/Secretary-Treasurer or the Senior Director of Procurement to execute Purchase Order 149754, on behalf of Metro with City of Cincinnati, with a not to exceed value of \$112,496.



Financial Summary - April 2025

Report Out Date – May 20, 2025

## Agenda – Financial Summary

- Statement of Operations for April '25
  - Key Drivers
  - Detail Profit & Loss Statement
  - County Sales Tax Trend
- Cashflow and Obligation Report
- Investment Balance Update

### Summary

- Total Revenue \$13.9M - unfavorable to Budget (\$176k) or (1.3%)
- Total Expense \$13.6M - favorable to Budget \$18k or 0.1%
- Operating Capital Contribution \$0.3M - unfavorable to Budget (\$158k)
- Note: Ridership total is 1,231k – unfavorable to Budget (56k) or (4.4%)

### Revenue

- Total Operating Revenue \$1.9M - unfavorable to Budget (\$77k) or (3.8%)
- Non-Transportation \$0.7M - favorable to Budget \$11k or 1.7%
- County Sales Tax \$9.8M – unfavorable to Budget (\$110k) based on Jan receipts;  
see additional slide on county sales tax
- Federal Grants \$1.5M - on Budget

### Expense

- Wages & Benefits \$10.0M - favorable to budget \$361k or 3.5%
- Fuel and Lubricants \$689k - unfavorable to budget (\$3k) or (0.4%)
- Parts & Supplies \$1.1M – unfavorable to Budget (\$244k) or (28.4%)
- All Other \$1.8M – unfavorable to Budget (\$115k) due to timing of advertising spend



4 Mos Ending April 30, 2025

(\$ In Thousands)

**Ridership**

Regular

CPS

Subtotal Fixed Route

Access

MetroNow!

Total Ridership

**Operating Revenue**

Metro Fares

Access Fares

MetroNow! Fares

CPS Fares

Other

Total Operating Revenue

**Non-Operating Revenue**

County Sales Tax

Federal Subsidies

Non Transportation

Total Non-Operating Revenue

Total Revenue

**Expenses**

Employee Wages & Benefits

Fuel & Lubricants

Parts & Supplies

Casualty & Liability

Everybody Rides Metro Fund

Other

Total Expenses

Operating Capital Contribution

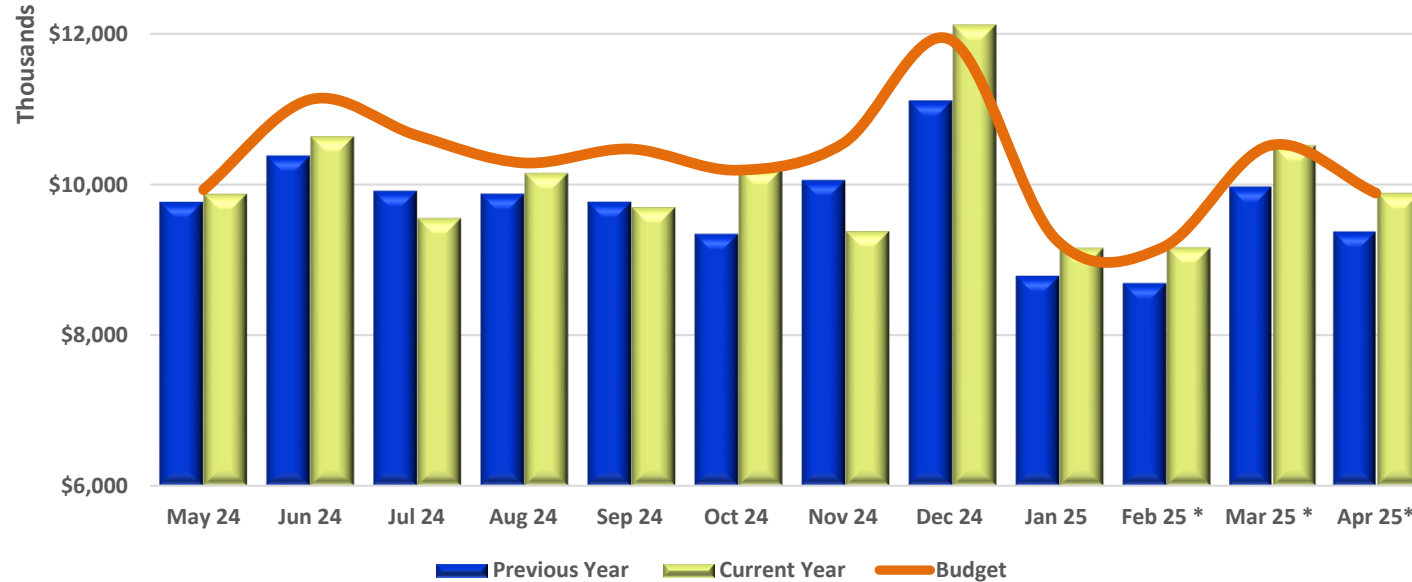
| Month     |           |            |         |  | Year to Date |           |            |         |            |
|-----------|-----------|------------|---------|--|--------------|-----------|------------|---------|------------|
| Actual    | Budget    | Fav(Unfav) |         |  | Actual       | Budget    | Fav(Unfav) |         | Prior Year |
| 988,791   | 1,062,351 | (73,560)   | (6.9%)  |  | 3,627,664    | 3,980,617 | (352,953)  | (8.9%)  | 3,620,720  |
| 215,647   | 198,000   | 17,647     | 8.9%    |  | 696,847      | 671,100   | 25,747     | 3.8%    | 612,149    |
| 1,204,438 | 1,260,351 | (55,913)   | (4.4%)  |  | 4,324,511    | 4,651,717 | (327,206)  | (7.0%)  | 4,232,869  |
| 15,693    | 15,759    | (66)       | (0.4%)  |  | 57,106       | 62,068    | (4,962)    | (8.0%)  | 60,009     |
| 10,801    | 11,100    | (299)      | (2.7%)  |  | 41,285       | 33,300    | 7,985      | 24.0%   | 21,520     |
| 1,230,932 | 1,287,210 | (56,278)   | (4.4%)  |  | 4,422,902    | 4,747,085 | (324,183)  | (6.8%)  | 4,314,398  |
|           |           |            |         |  |              |           |            |         |            |
| \$ 1,089  | \$ 1,322  | \$ (233)   | (17.6%) |  | \$ 4,175     | \$ 4,759  | \$ (584)   | (12.3%) | \$ 4,326   |
| 56        | 67        | (11)       | (16.4%) |  | 206          | 245       | (39)       | (15.9%) | 233        |
| 22        | 22        | -          | -       |  | 83           | 69        | 14         | 20.3%   | 45         |
| 561       | 387       | 174        | 45.0%   |  | 1,803        | 1,428     | 375        | 26.3%   | 1,363      |
| 196       | 203       | (7)        | (3.4%)  |  | 762          | 798       | (36)       | (4.5%)  | 707        |
| 1,924     | 2,001     | (77)       | (3.8%)  |  | 7,029        | 7,299     | (270)      | (3.7%)  | 6,674      |
|           |           |            |         |  |              |           |            |         |            |
| 9,777     | 9,887     | (110)      | (1.1%)  |  | 38,727       | 38,837    | (110)      | (0.3%)  | 37,860     |
| 1,513     | 1,513     | -          | -       |  | 6,052        | 6,052     | -          | -       | 3,371      |
| 677       | 666       | 11         | 1.7%    |  | 2,638        | 2,820     | (182)      | (6.5%)  | 3,809      |
| 11,967    | 12,066    | (99)       | (0.8%)  |  | 47,417       | 47,709    | (292)      | (0.6%)  | 45,040     |
|           |           |            |         |  |              |           |            |         |            |
| 13,891    | 14,067    | (176)      | (1.3%)  |  | 54,446       | 55,008    | (562)      | (1.0%)  | 51,714     |
|           |           |            |         |  |              |           |            |         |            |
| 9,964     | 10,325    | 361        | 3.5%    |  | 39,505       | 41,220    | 1,715      | 4.2%    | 38,177     |
| 689       | 686       | (3)        | (0.4%)  |  | 2,517        | 2,713     | 196        | 7.2%    | 2,610      |
| 1,104     | 860       | (244)      | (28.4%) |  | 3,780        | 3,398     | (382)      | (11.2%) | 3,379      |
| -         | -         | -          | n/a     |  | -            | -         | -          | n/a     | -          |
| 16        | 35        | 19         | 54.3%   |  | 75           | 140       | 65         | 46.4%   | -          |
| 1,828     | 1,713     | (115)      | (6.7%)  |  | 7,844        | 7,926     | 82         | 1.0%    | 6,449      |
|           |           |            |         |  |              |           |            |         |            |
| 13,601    | 13,619    | 18         | 0.1%    |  | 53,721       | 55,397    | 1,676      | 3.0%    | 50,615     |
|           |           |            |         |  |              |           |            |         |            |
| \$ 290    | \$ 448    | \$ (158)   |         |  | \$ 725       | \$ (389)  | \$ 1,114   |         | \$ 1,099   |



**metro**  
your way to go



## County Sales Tax – Year to Date



| (\$000's)     | May 24  | Jun 24   | Jul 24   | Aug 24   | Sep 24   | Oct 24   | Nov 24   | Dec 24   | Jan 25  | Feb 25 * | Mar 25 * | Apr 25 * |
|---------------|---------|----------|----------|----------|----------|----------|----------|----------|---------|----------|----------|----------|
| Current Year  | \$9,875 | \$10,636 | \$9,551  | \$10,149 | \$9,696  | \$10,205 | \$9,380  | \$12,116 | \$9,159 | \$9,165  | \$10,516 | \$9,887  |
| Budget        | \$9,932 | \$11,128 | \$10,652 | \$10,288 | \$10,473 | \$10,191 | \$10,545 | \$11,928 | \$9,269 | \$9,165  | \$10,516 | \$9,887  |
| Previous Year | \$9,761 | \$10,375 | \$9,906  | \$9,869  | \$9,762  | \$9,336  | \$10,049 | \$11,105 | \$8,781 | \$8,683  | \$9,963  | \$9,366  |

\* Feb through Apr of 2025 are recorded at budget due to the 3-month delay in reporting from State Office

## Cashflow and Obligation Report

|                       |               |
|-----------------------|---------------|
| Overnight Investments | \$35,469,007  |
| Securities & CD's     | \$113,600,474 |

|   |                      |
|---|----------------------|
| <b>Total All Securities (4/30/2025)</b> | <b>\$149,069,481</b> |
|---|----------------------|

### Current Capital Reserve Obligations

|   |                      |
|---|----------------------|
| <i>BRT Project Development (Hamilton &amp; Reading Corridors) - Amts Pd</i> | \$32,762,974         |
| <i>Future BRT Capital Match (Fed 70% &amp; Local 30%)</i>                   | \$40,500,000         |
| Total BRT   | \$73,262,974         |
| Local Match - FTA and ODOT Grants   | \$8,925,925          |
| 100% Local Projects (Prior Years Open + Current Year)                       | \$35,289,788         |
| 2 Months of Operating Expenses  | \$26,000,000         |
| All Other Obligations   | \$6,500,000          |
| <b>Total Current Capital Reserve Obligations</b>                            | <b>\$149,978,687</b> |

|  |                    |
|--|--------------------|
| <b>Net Unrestricted Securities Available</b> | <b>(\$909,206)</b> |
|--|--------------------|

|   |             |
|---|-------------|
| 2025 Remaining Operating Budget Surplus (Deficit) May-Dec | \$6,822,000 |
|---|-------------|

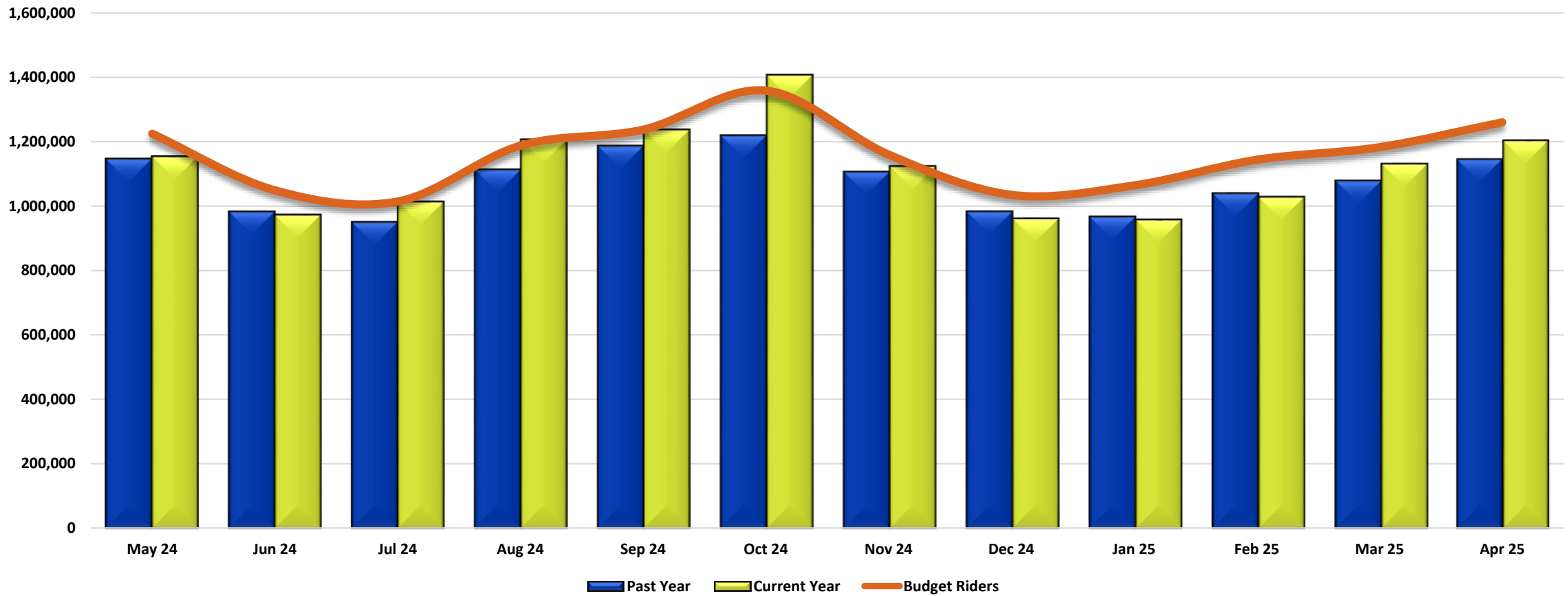
|   |                    |
|---|--------------------|
| <b>Net Unrestricted Securities + '25 Operating Budget Surplus</b> | <b>\$5,912,795</b> |
|---|--------------------|



# April 2025 Ridership and Service Quality Report

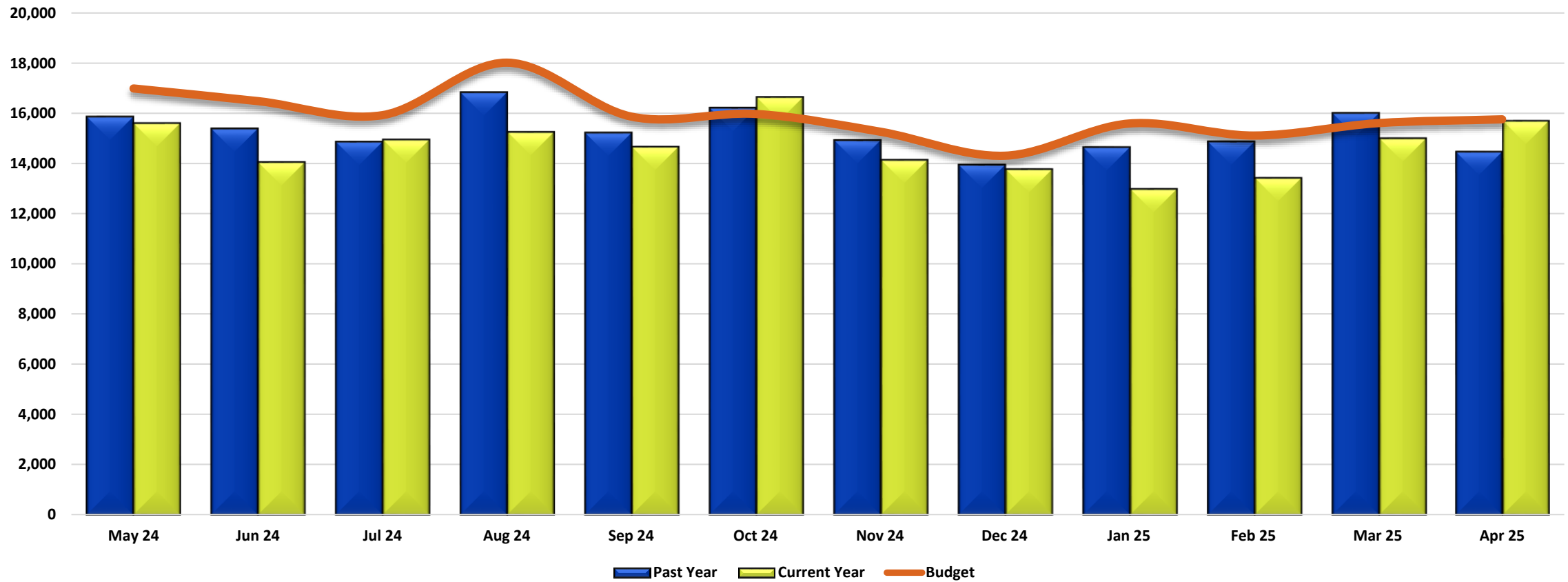
May 27th, 2025 | SPDI

### Total Fixed Route Ridership



| Service     | Apr 25 Ridership | Apr 25 Budget | % Budget Variance | Apr 24 Ridership | Past Year % Variance |
|-------------|------------------|---------------|-------------------|------------------|----------------------|
| Fixed-Route | 1,204,438        | 1,260,351     | -4.4%             | 1,145,774        | 5.1%                 |
| Total (YTD) | 4,324,511        | 4,651,717     | -7.0%             | 4,232,866        | 2.2%                 |

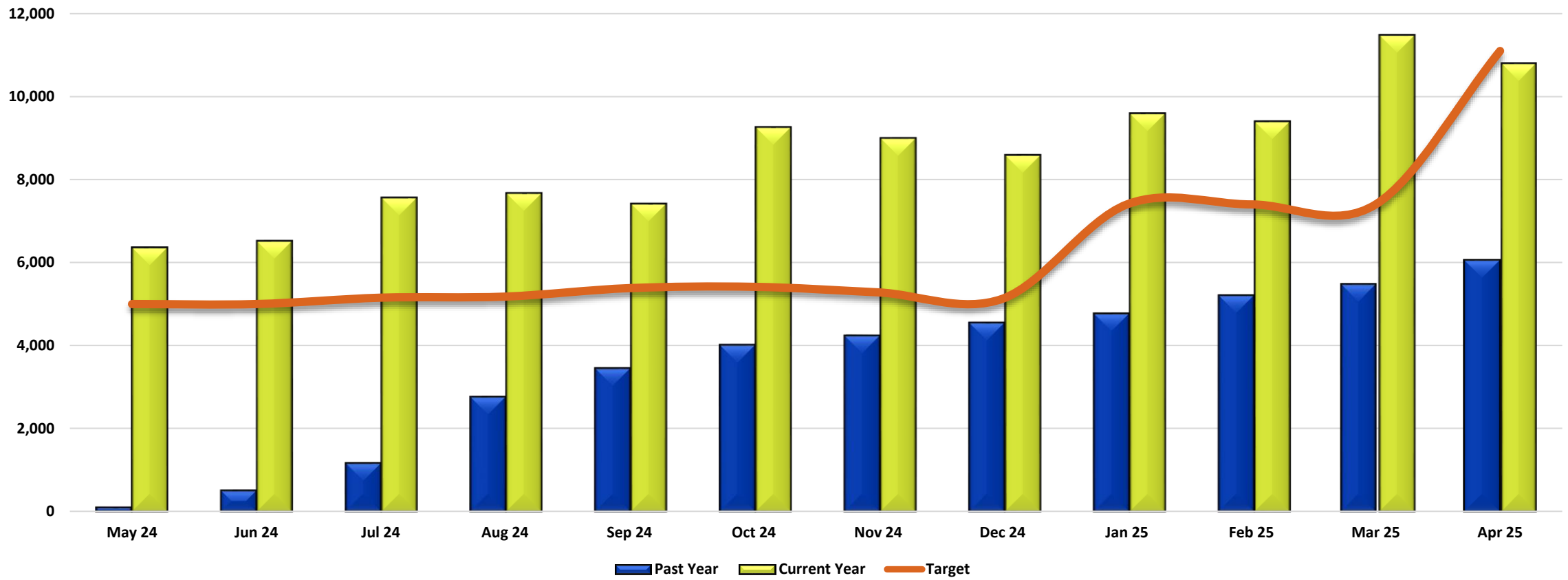
### Total Access Ridership



| Access      | Apr 25 Ridership | Apr 25 Budget | % Budget Variance | Apr 24 Ridership | Past Year % Variance |
|-------------|------------------|---------------|-------------------|------------------|----------------------|
| Total       | 15,693           | 15,759        | -0.4%             | 14,473           | 8.4%                 |
| Total (YTD) | 57,106           | 62,068        | -8.0%             | 60,009           | -4.8%                |

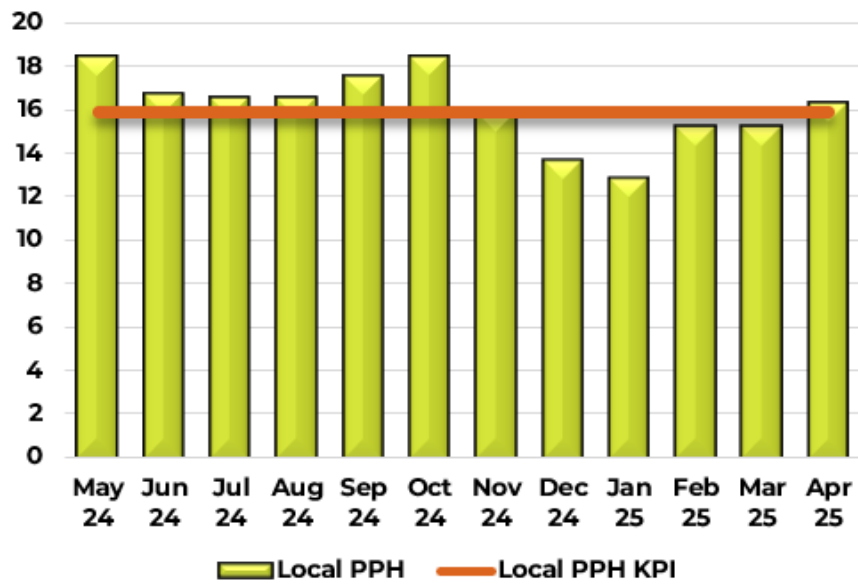


Total MetroNow! Ridership

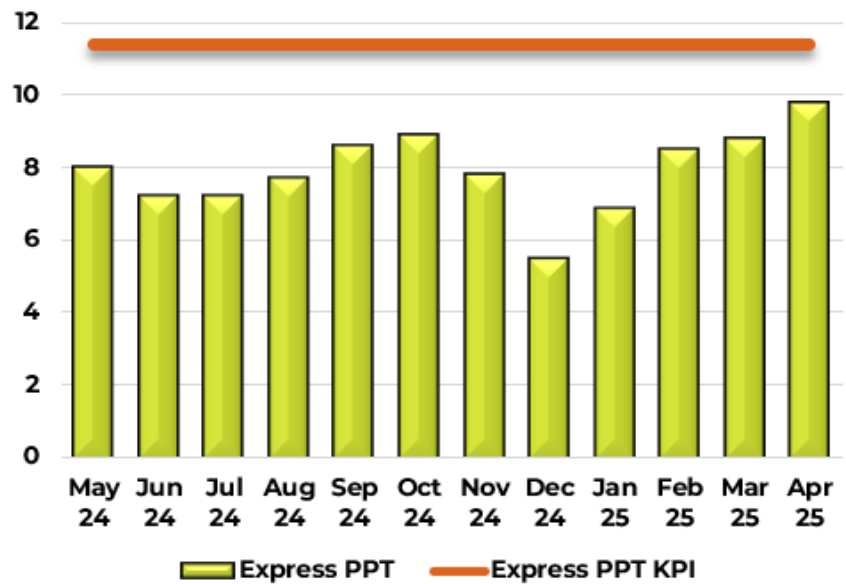


| MetroNow    | Apr 25 Ridership | Apr 25 Budget | % Budget Variance | Apr 24 Ridership | Past Year % Variance |
|-------------|------------------|---------------|-------------------|------------------|----------------------|
| Total       | 10,801           | 11,100        | -2.7%             | 6,058            | 78.3%                |
| Total (YTD) | 41,285           | 33,300        | 24.0%             | 21,520           | 91.8%                |

### Local Service Productivity



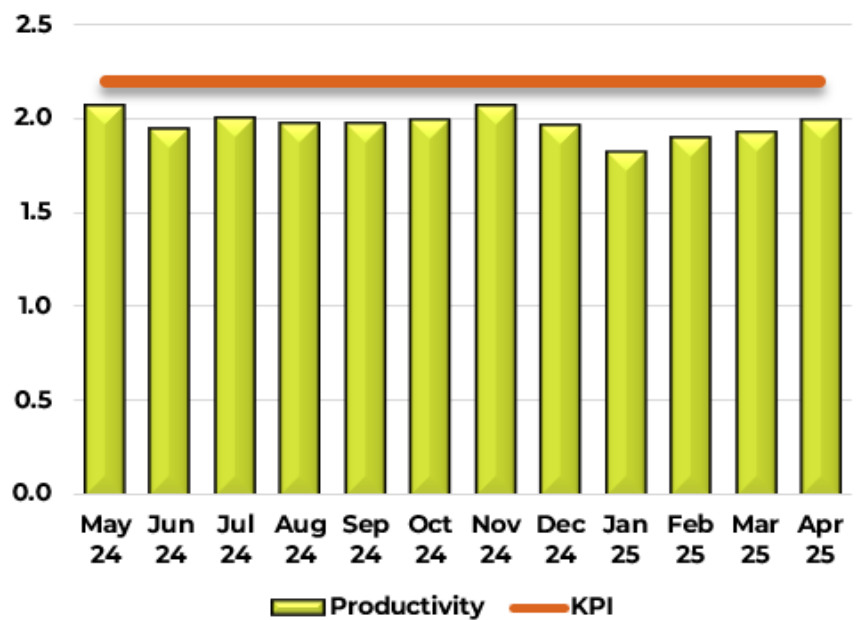
### Express Service Productivity



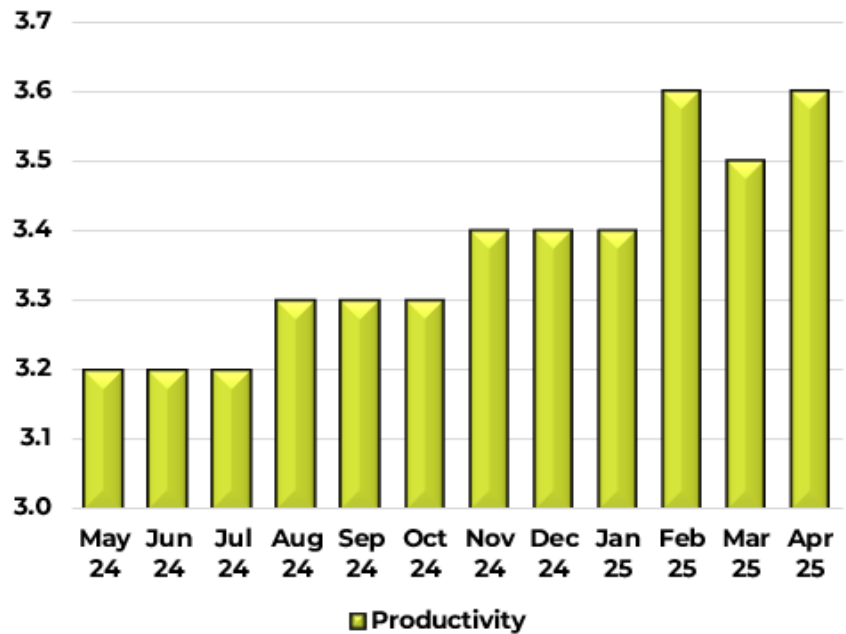
### Productivity by Service Type

| Service Type       | Apr 25 Actual | Apr 25 Budget | Variance |
|--------------------|---------------|---------------|----------|
| Local Pass/Hour    | 16.3          | 15.9          | 0.4      |
| Express Pass/Trip  | 9.8           | 11.4          | -1.6     |
| Access Pass/Hour   | 1.99          | 2.2           | -0.2     |
| MetroNow Pass/Hour | 3.6           | --            | --       |

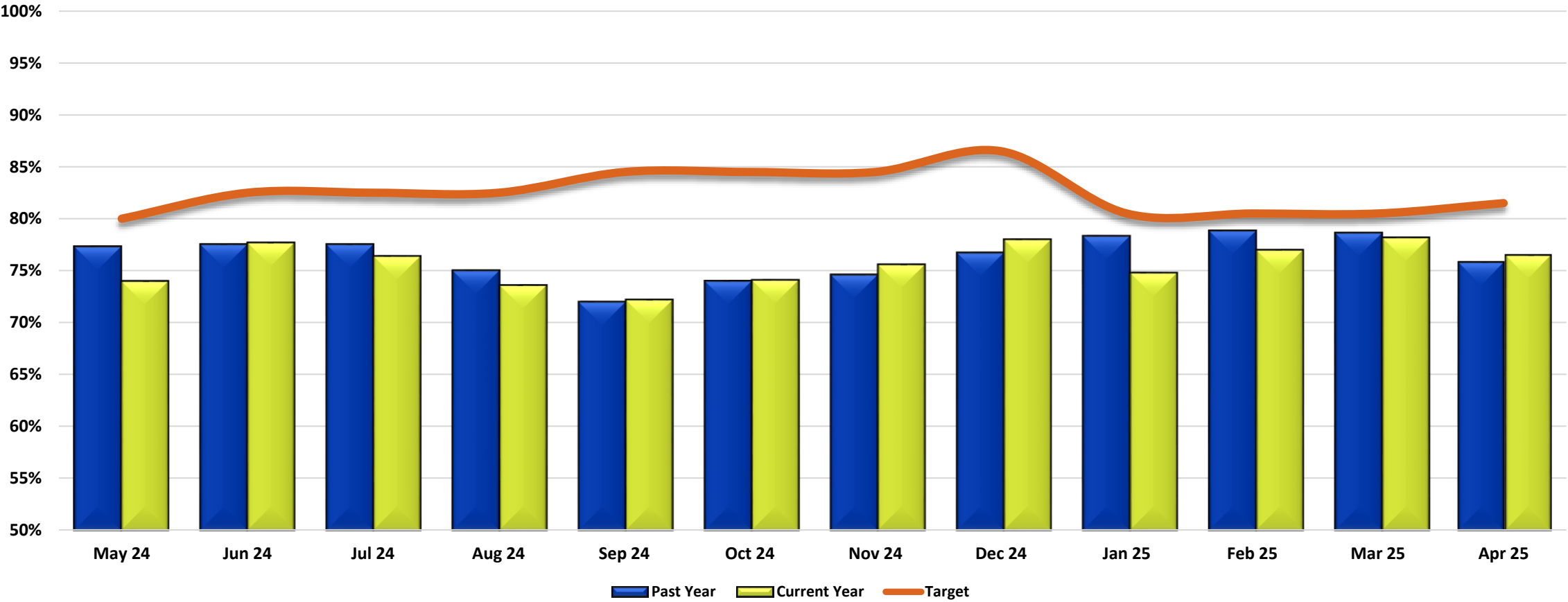
### Access Service Productivity



### MetroNow Service Productivity



Fixed-Route On-Time Performance

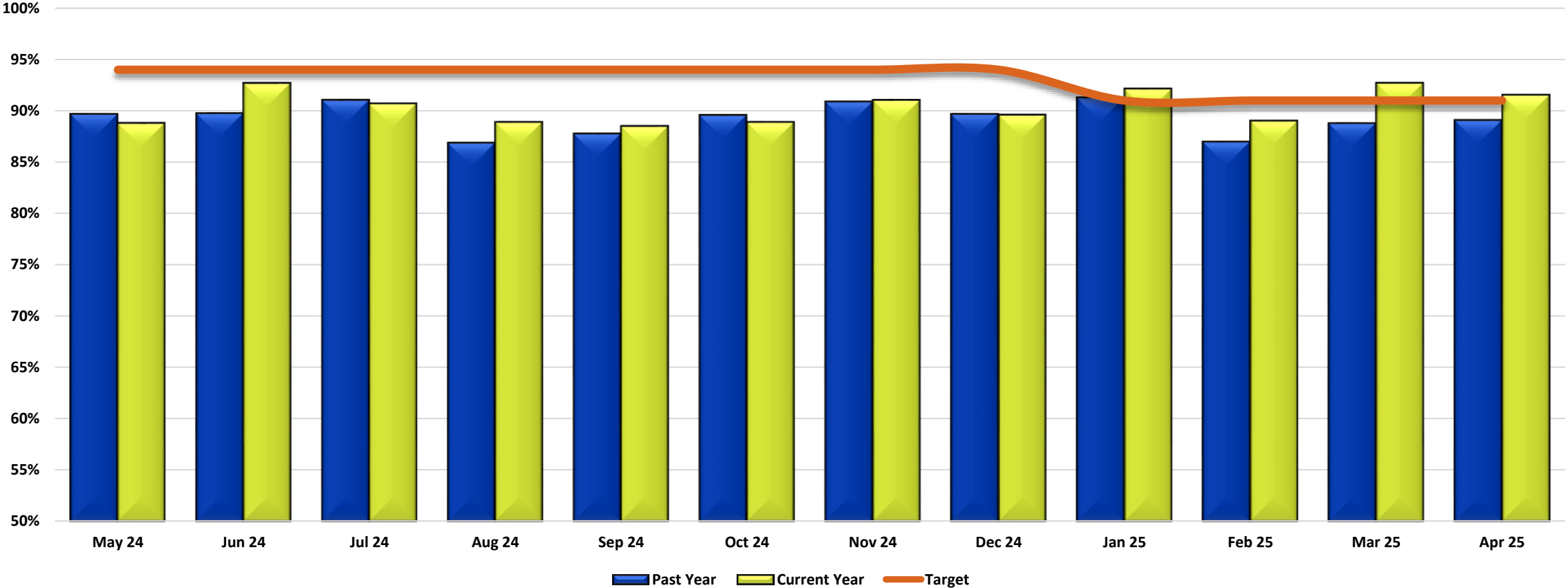


| Fixed-Route Service | Apr 25 Actual | Apr 25 KPI Target | Variance |
|---------------------|---------------|-------------------|----------|
| On-Time Performance | 76.5%         | 81.5%             | -5.0%    |

*\*percentage points*



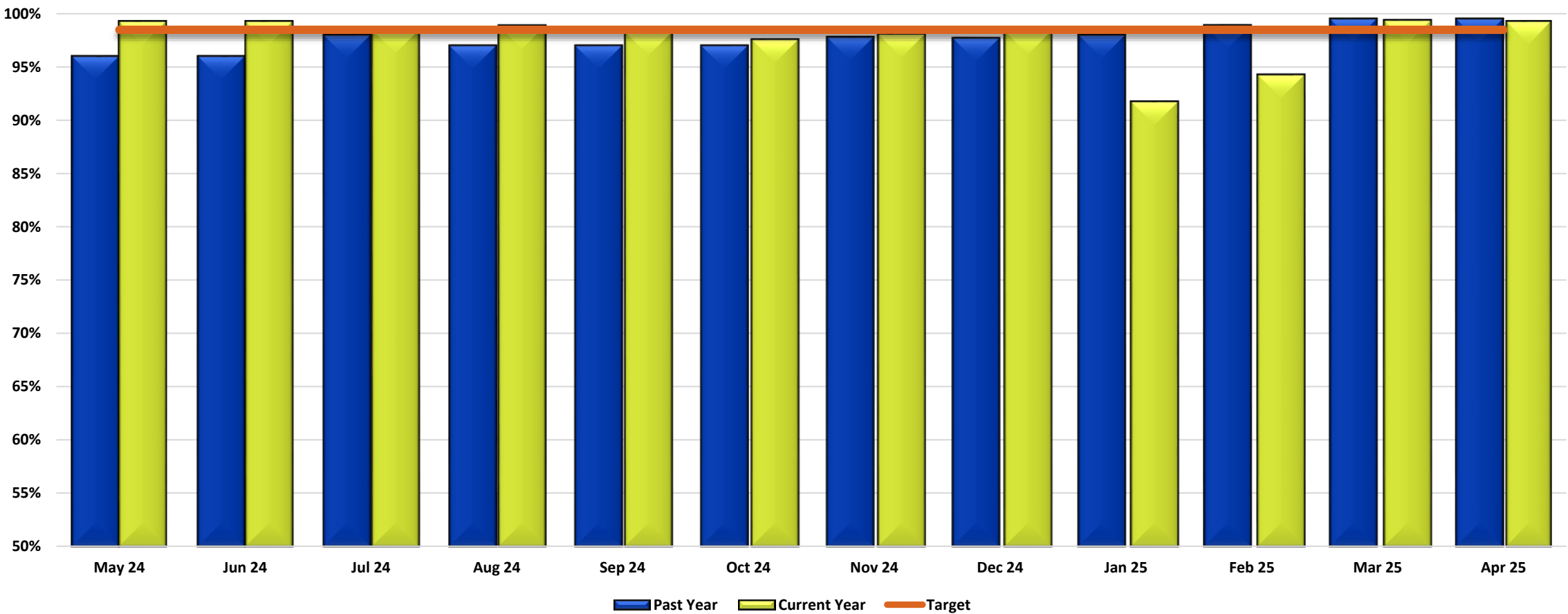
Access On-Time Performance



| Access Service        | Apr 25 Actual | Apr 25 KPI Target | Variance |
|-----------------------|---------------|-------------------|----------|
| On-Tim e Perform ance | 91.5%         | 91.0%             | 0.5%     |

*\*percentage points*

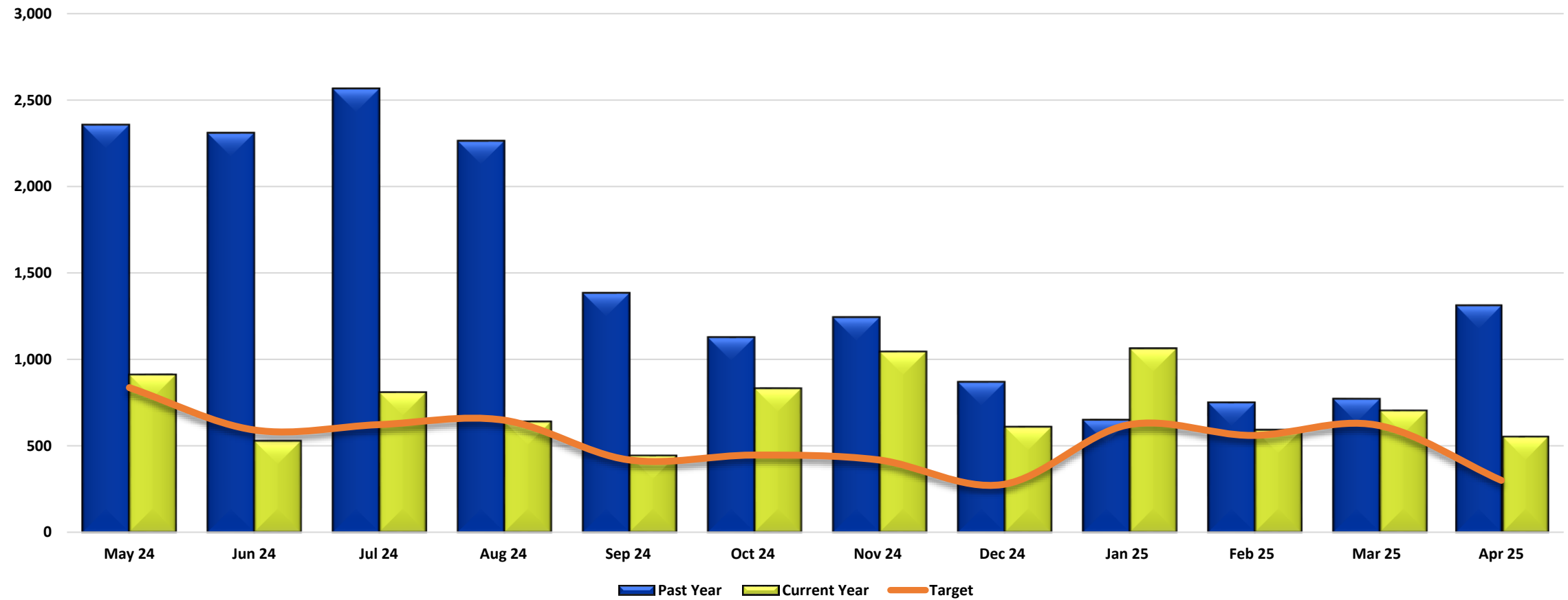
MetroNOW! On-Time Performance



| MetroNow Service      | Apr 25 Actual | Apr 25 KPI Target | Variance |
|-----------------------|---------------|-------------------|----------|
| On-Tim e Perform ance | 99.3%         | 98.5%             | 0.8%     |

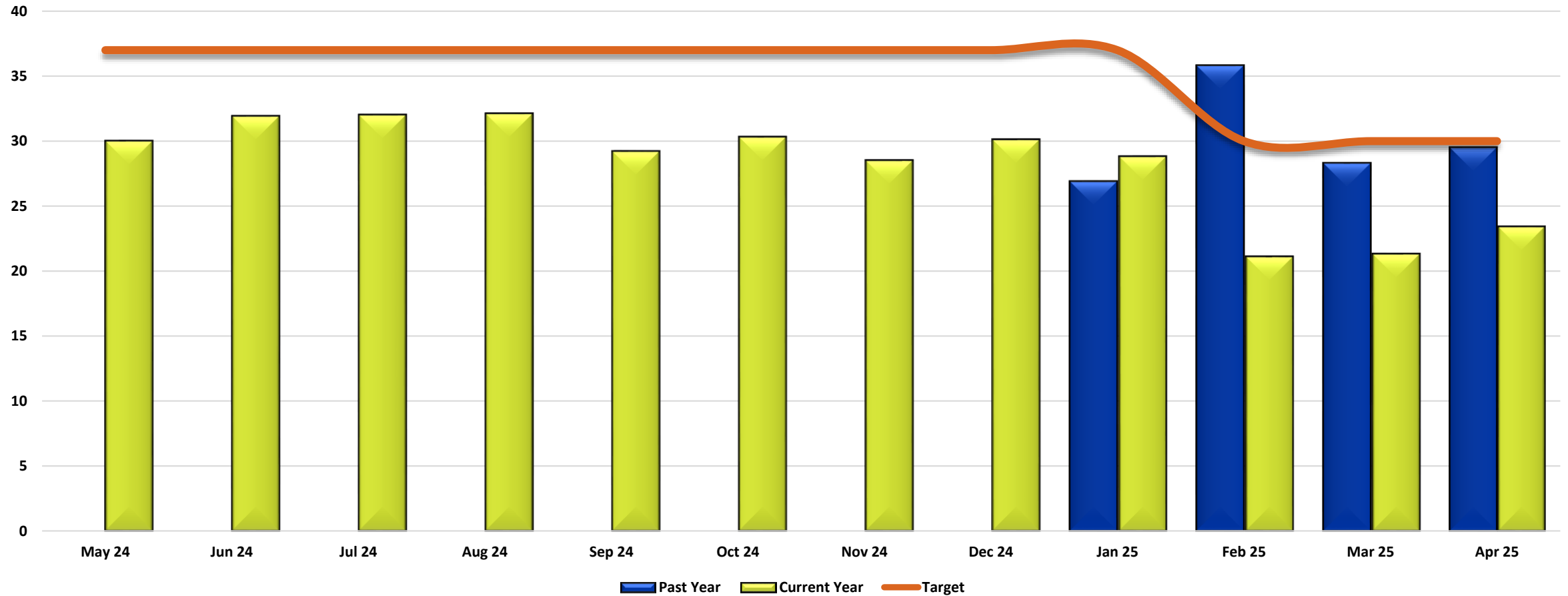
*\*percentage points*

Fixed-Route Missed Trips



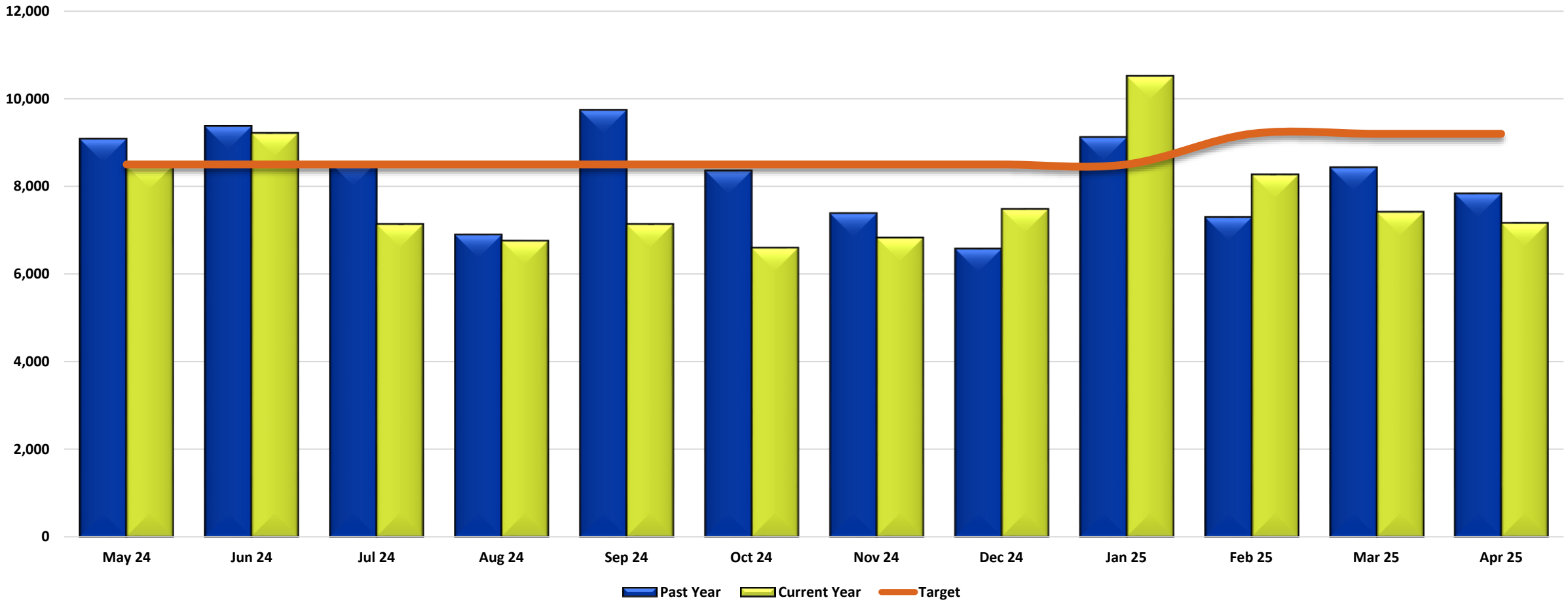
| Fixed-Route Service | Apr 25 Actual Missed Trips | Apr 25 Trips Scheduled | % of Trips Operated | Monthly Target | End of Year Target |
|---------------------|----------------------------|------------------------|---------------------|----------------|--------------------|
| Missed Trips        | 553                        | 72,308                 | 99.2%               | 300            | 310                |

### Customer Service Reports per 100k Rides



| Fixed-Route Service      | Apr 25 Reports/ 100k Rides Made | Apr 25 Reports/ 100k Rides Target | Apr 25 Target/ 100k Rides Variance | Apr 24 Reports/ 100k Rides Made | Apr 24 Reports/ 100k Rides Variance |
|--------------------------|---------------------------------|-----------------------------------|------------------------------------|---------------------------------|-------------------------------------|
| Customer Service Reports | 23.4                            | 30.0                              | -6.6                               | 29.5                            | -6.1                                |

Fixed-Route Miles between Mechanical Service Interruptions



| Fixed-Route Service                                  | Apr 25 MSI Actual | Apr 25 MSI Target | Apr 25 Target Variance | Apr 24 MSI | Apr 24 MSI Variance |
|--|-------------------|-------------------|------------------------|------------|---------------------|
| Miles Between Mechanical Service Interruptions (MSI) | 7,154             | 9,200             | -2046                  | 7,832      | -678                |



From Darryl Haley, Metro CEO  
& General Manager/Secretary-Treasurer



## May 2025

**MetroNow! Zone 3 Loading:** Join us on Friday, June 6 at 10:30 a.m. at the Forest Park Kroger for a celebration to launch Zone 3 of the new MetroNow! on-demand service. Zone 3 will operate in Forest Park and Pleasant Run beginning June 8.

We are exciting to continue the expansion of this innovative service connecting even more neighborhoods to the resources already within each zone and to our entire fixed-route service. Remarks and ribbon cutting will begin at 10:30 a.m. followed by family-friendly festivities including food, music, face painting, games and more until 1 p.m. Join us and bring a friend.



**Congrats, Jay:** Congratulations to Board Member Jay Bedi who was recognized by the Hamilton County Commissioners with “Jay Bedi Day” in Hamilton County on May 24. He received this honor in recognition of his exceptional leadership, community impact and contributions to the hospitality and business sectors.

**Dubai Comes to Cincinnati:** This month, the head of the Dubai Roads and Transport Authority, Adel Shakeri, traveled to Cincinnati to get up close and personal with our system and services. We engaged in riveting conversations, tours and idea exchanges. We look forward to continuing this fruitful partnership and bringing new, exciting and innovative improvements to both of our systems.



**June is Safety Month:** Every day is focused on safety at Metro, however, each June we join systems across the country in celebration of National Safety Month. It's an opportunity to recognize our outstanding team members whose dedication to safety moves our community, including this year's Two Million Mile Club Awardee who will be recognized for driving 30+ years and more than two million miles accident free! Please join us for our annual Safety Awards Luncheon on June 23.

**Farewell:** It's hard to believe how fast the years have flown by. This is my last week serving as CEO of this AMAZING organization and my final board meeting. I want to say thank you to each of you for your leadership and service to our organization as board members and for your guidance, support and trust in me to lead Metro. We have amazing people here who do so much to move our region. I'm proud of what we have accomplished together. Serving as Metro's CEO has been the highlight of my career.

All the best,

A handwritten signature in cursive script that reads "Darryl Haley".

Darryl Haley  
CEO/General Manager/Secretary-Treasurer



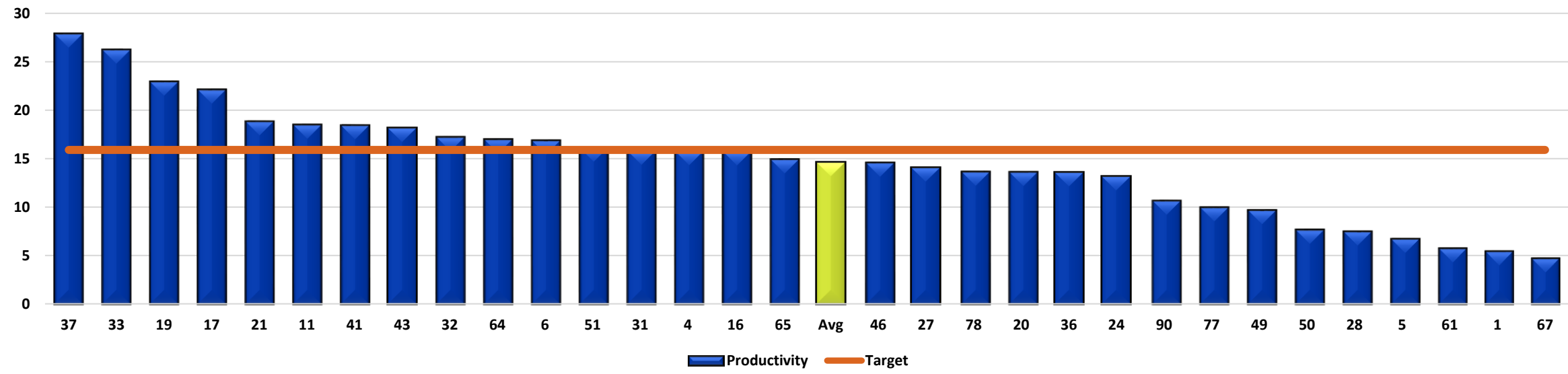


# Route by Route KPIs

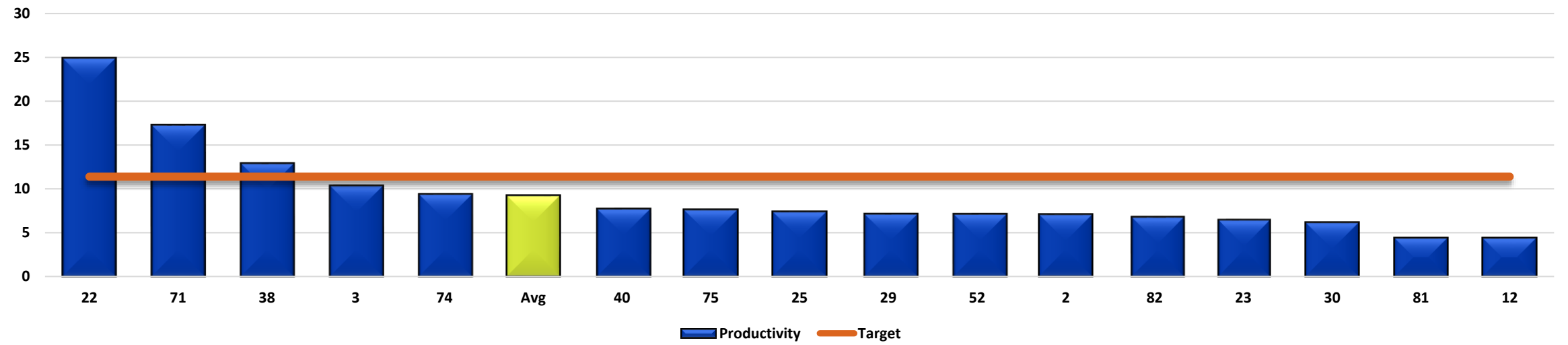
April 2025 | SPDI



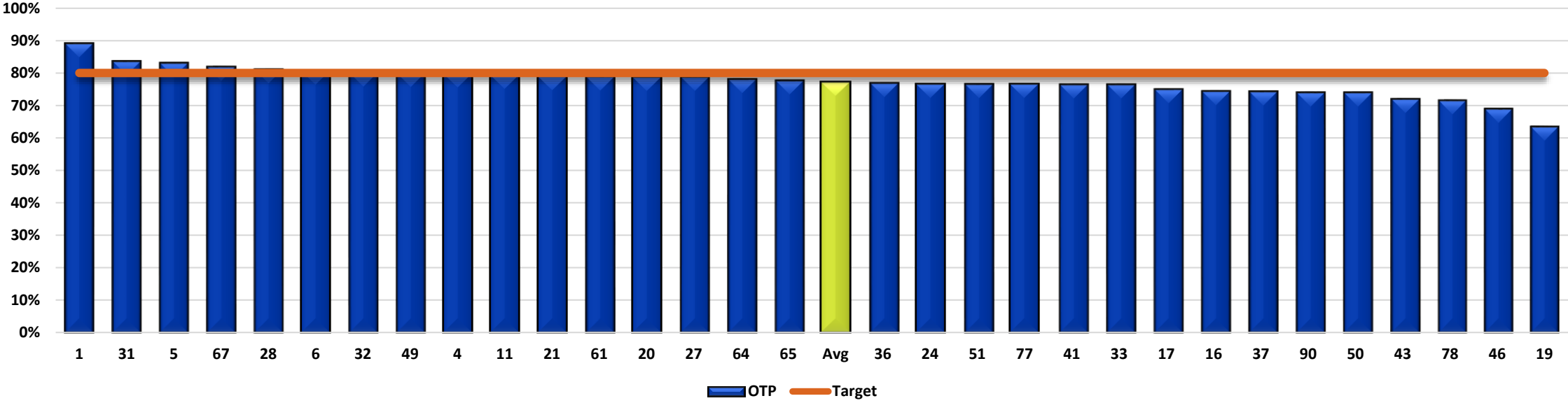
Local Productivity



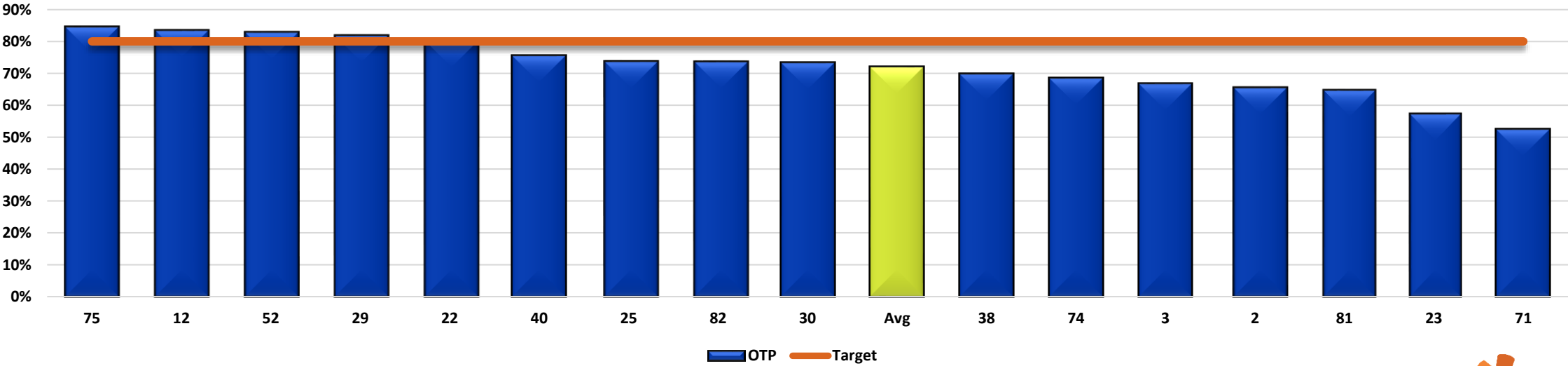
Express Productivity



Local OTP



Express OTP



ABSENT NON-  
VOTING  
MEMBERS AT  
THE TIME: None  
APPROVED: May 27<sup>th</sup>, 2025