SORTA/Metro
Planning and Ops Committee
February 17, 2026
9:00 am-10:00 am Eastern Time

SORTA PLANNING AND OPERATIONS COMMITTEE MEETING

TUESDAY, FEBRUARY 17TH, 2026 - 9:00 A.M.

SORTA/METRO AT HUNTINGTON CENTER,

SORTA BOARD ROOM (6th FLOOR)

525 VINE STREET,

CINCINNATI, OHIO 45202

General Items:

Call to Order

Pledge of Allegiance

1 Approval of Planning and Operations Committee Minutes: January 20th, 2026

Briefing Items:

2 Good News! (Executive Team)

3 Ridership and Service Quality Report as of January 20th, 2026 (Khaled Shammout/Bill Spraul)

4 MetroRapid Update (Khaled Shammout/Sharyn LaCombe)

5 Government Square Update (Executive Team)

6 Ridership Deep Dive (Khaled Shammout/Emi Randall)

Action Items Matrix (Tim Walker)

7 Proposed Resolution: Contract Modification for 099-2024 Mobility Rewards Program (Steve Anderson)

7.1 Action Item:

8 Proposed Resolution: Contract Award for 005-2026 Bus, Service Vehicle & Cellular Service (Patrick Giblin)

8.1 Action Item:

9 Proposed Resolution: Contract Award for 006-2026 Metro Family Day (Adriene Hairston)

9.1 Action Item:

10 Proposed Resolution: Contract Award for 135-2025 BRT Independent Cost Estimating Consultant (Sharyn Lacombe)

10.1 Action Item:

Other Items:

New Business

The next regular meeting of the Planning & Operations Committee has been scheduled for

Tuesday, March 17th, 2025, at 9:00 a.m.

PLANNING AND OPERATIONS COMMITTEE
TUESDAY, JANUARY 20th, 2026 – 9:00 A.M.
SORTA/METRO AT HUNTINGTON CENTER
6th FLOOR SORTA BOARD ROOM
525 VINE STREET
CINCINNATI, OHIO 45202

COMMITTEE MEMEBERS APPOINTED: *Pete Metz (Chair), Tony Brice Jr, Dan Driehaus, Briana Moss, KZ Smith and Greg Simpson*

COMMITTEE/BOARD MEMBERS PRESENT: Tianay Amat, Jay Bedi, Chelsea Clark, Dan Driehaus, Blake Ethridge, Pete Metz, Briana Moss, Sara Sheets and KZ Smith

COMMITTEE MEMBERS ABSENT: Tony Brice, Trent Emeneker, Kala Gibson, Neil Kelly, Greg Simpson, Rickell Smith and Sonja Taylor

STAFF MEMBERS PRESENT: Andy Aiello, Steve Anderson, Tony Balmert, Norman Bouwie, Adriene Hairston, Bret Isaac, Brandy Jones, Nick Keeling, Natalie Krusling, Sharyn Lacombe, Max Lindner, Bradley Mason, Jeff Mundstock, Alex Osbourne, Emi Randall, John Ravasio, Jason Roe, Tony Russo, Kevin Ruth, Mark Samaan, Khaled Shammout, Bill Spraul, Tim Walker, Mike Weil and Mike Woulms

OTHERS PRESENT: Jason Keith (AECOM), David Wormald (AECOM), Matt Hulme (City of Cincinnati), Tony Osterlund (Vory's) and Jon Wiley (Woolpert)

1. **Call to Order**

   Mr. Metz called the meeting to order.

2. **Pledge of Allegiance**

   The Pledge of Allegiance was recited.

3. **Approval of Minutes of December 9th, 2025**

   Ms. Clark made a motion and Mr. Ethridge seconded the motion to approve the minutes of the December 9th, 2025, meeting.

   By voice vote the committee approved the minutes.

4. **Good News!**

   The Executive Team presented the Good News report. Ms. Hairston shared the November Silver Award recipients, Mr. Walker presented the Congrats Jason slide, Mr. Spraul shared 100,000+ Zero Emission Miles and Safety Team Leads Discussions at APTA slides and Ms. Jones shared Rosa Parks Bus in MLK Jr. Commemorative March slide.

   The Committee accepted the report as presented.

5. **Ridership and Service Quality Report**

   Mr. Shammout and Mr. Spraul presented the December 2025 ridership and service quality report. Total ridership for the month of December was 986,734 or 11.8% unfavorable to budget.

   Access Total ridership for the month of December was 14,049 or 10.5% unfavorable to budget.

   MetroNow Total ridership for the month of October was 14,259 or 3.7% unfavorable to budget.

   Productivity, On-Time Performance, Customer Service Reports and Fixed-Route Miles Between Mechanical Service Interruptions were shared.

   The Committee accepted the report as presented.

6. **2025 Service Quality Metrics**

   Mr. Spraul presented the 2025 Service Quality Metrics. He compared KPI trends from 2022 – 2025.

   The Committee accepted the report as presented.

7. **Ridership Deep Dive Preview**

   Mr. Shammout presented the Ridership Deep Dive Preview.

   The Committee accepted the report as presented.

8. **Short Range Transit Plan**

   Mr. Shammout and Ms. Randall presented the Short Range Transit Plan.

   The Committee accepted the report as presented.

9. **MetroRapid Update**

   Mr. Shammout and Ms. Lacombe presented the MetroRapid report. Ms. LaCombe shared timeline/key milestones, transit-oriented development framework, design progress, environmental, CMAR and ICE and Spring stakeholder & public engagement.

   The Committee accepted the report as presented.

10. **Government Square Update**

    Mr. Aiello presented the Government Square Update.

    The Committee accepted the report as presented.

11. **Proposed Resolution: Contract Award for 154-2025-SSL for MTIF Technical Support Consultants**

    Mr. Roe requested approval for Contract No. 154-2025-SSL for MTIF Technical Support Consultants.

    The Committee agreed to recommend the resolution to the full Board for approval on the consent agenda.

12. **Proposed Resolution: Contract Award for 155-2025-SS-L for Police Detail**

    Mr. Roe requested approval for Contract No. 155-2025-SS for Police Decal.

    The Committee agreed to recommend the resolution to the full Board for approval on the consent agenda.

13. **Proposed Resolution: Contract Award for 49-2025 CMAR Reconstruction Services**

    Mr. Roe requested approval for Contract No. 49-2025 for CMAR Reconstruction Services.

    The Committee agreed to recommend the resolution to the full Board for approval on the consent agenda.

14. **Proposed Resolution: Contract Award for 129-2025-IFT-L for Diesel Fuel 2026**

    Mr. Roe requested approval for Contract No. 129-2025-IFT-L for Diesel Fuel 2025.

    The Committee agreed to recommend the resolution to the full Board for approval on the consent agenda.

15. **Proposed Resolution: Contract Award for 130-2025-IFT-L for Gasoline Fuel 2026**

    Mr. Roe requested approval for Contract No. 130-2025-IFT-L for Gasoline Fuel 2026.

    The Committee agreed to recommend the resolution to the full Board for approval on the consent agenda.

16. **Proposed Resolution: Contract Award for 133-2025-IFB-L for Transit Brake Kits**

    Mr. Roe requested approval for Contract No. 133-2025-IFT-L for Transit Brake Kits.

    The Committee agreed to recommend the resolution to the full Board for approval on the consent agenda.

17. **Other Items**

    N/A

18. **New Business**

    The next regular meeting of the Planning and Operations Committee has been scheduled for **Tuesday, February 17th, 2026, at 9:00 A.M**.

19. **Adjournment**

    The meeting adjourned at 10:32 A.M.

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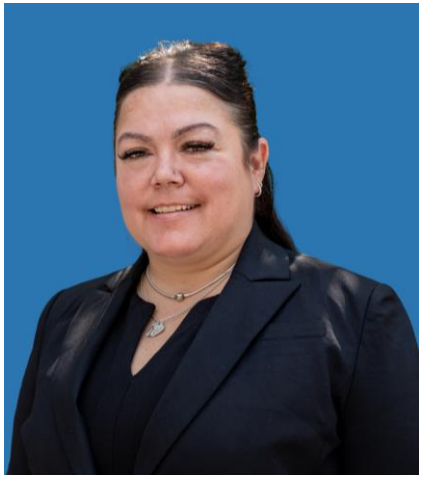
Planning & Operations: Good News

February 17, 2026

SILVER WHEEL AWARD
Your accomplishments help steer us in the right direction

December Silver Wheel Award Recipients

Leadership
Employee of the Month
Derrick Buchanan



Administrative & Support
Employee of the Month
Jessica Suarez

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SILVER WHEEL AWARD
Your accomplishments help steer us in the right direction

December Silver Wheel Award Recipients

Queensgate
Operator of the Month
Amber Jennings

Queensgate Maintenance
Employee of the Month
Patrice Edwards

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SILVER WHEEL * AWARD *
Your accomplishments help steer us in the right direction

December Silver Wheel Award Recipients

Bond Hill
Operator of the Month
Angel Hodo

Bond Hill Maintenance
Employee of the Month
Jacob Sparks

Access
Employee of the Month
Kimbery Shwegmann

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Metro on Capitol Hill

Metro CEO **Andy Aiello** and Chief Communications & Marketing Officer **Brandy Jones** recently met with members of Congress, the FTA, and the U.S. Department of Transportation to share updates on Metro's key initiatives and major projects. They also advocated for continued federal investment through upcoming grant opportunities that will help advance mobility across our region.

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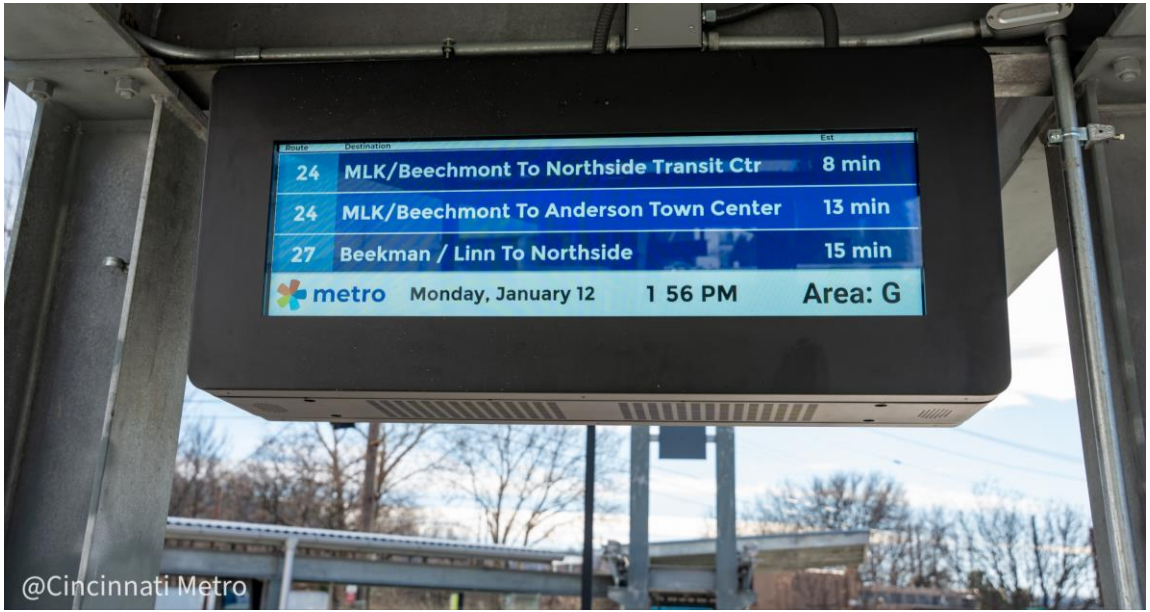
NEW Digital Signs at Northside Transit Center

New and improved digital signage has been installed at the Northside Transit Center and provides customers with improved riding information, including real-time arrival information.



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Ohio Loves Transit Week

Metro joins transit systems across Ohio in partnership with the Ohio Public Transit Association for Ohio Loves Transit Week, Feb. 16-20.

Did you know that every $1 invested in transit returns $4 in local investment?

Metro's Outreach team will be thanking customers on Feb. 17 between 7-8 a.m. at Government Square and between 4-5 p.m. at NTC.

Visit Metro's social media platforms for stories all week long highlighting the impact of public transit in our region.

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Cincinnati Transit x Monopoly

What's Happening?

Cincinnati's upcoming Monopoly edition is inviting community voting. Metro, TANK, BCRTA, and the Cincinnati Connector are partnering to secure all four railroad spaces, with each agency representing one.

Why It Matters

- Showcases regional collaboration across transit systems
- Celebrates the role transit plays in connecting our community
- Reinforces public transit as essential infrastructure
- Creates a fun, highly visible way to promote local mobility

Vote and email your support to cincinnati@toptrumps.com to help local transit claim all four railroads.

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Shammout Presents at TRB Workshop

Deputy Innovation & Vision Officer Khaled Shammout recently presented at a Transit Research Board Workshop, sharing how artificial intelligence, advanced data tools, and public-private partnerships are shaping a more resilient and future ready transit system.

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EZ Connect a Finalist for Transit Ticket Global Awards

We're pleased to share that Metro's EZ Connect Regional Paratransit Service is a finalist for the Transport Ticketing Global Awards in the "Best Equity & Inclusion Initiative" category! The Ticketing Global Awards celebrate excellence in smart ticketing and mobility worldwide. The awards recognition will be held on March 17 in London.

TRANSPORT TICKETING AWARDS

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…And That's the News!

Metro proudly honors Black History Month by celebrating the extraordinary contributions of African Americans to the transportation industry.

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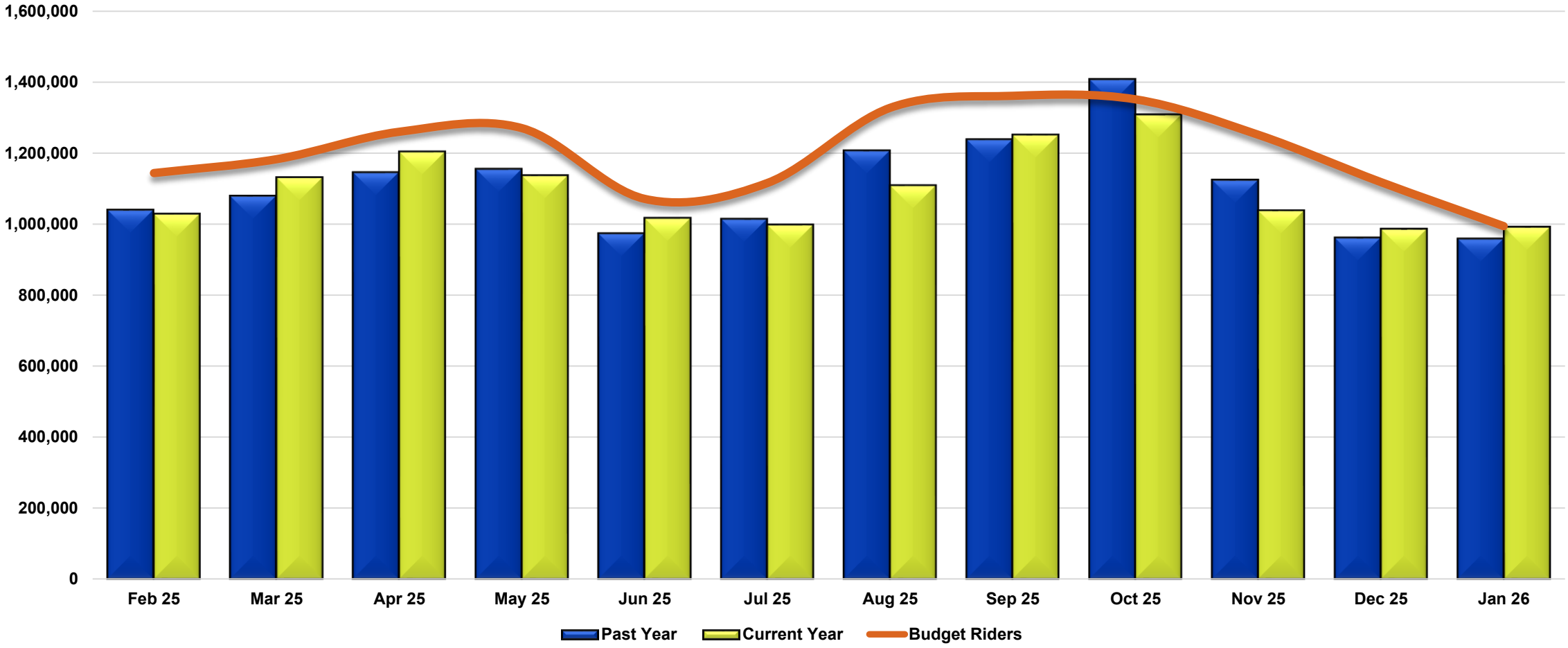
January 2026 Ridership and Service Quality Report

February 17th, 2026 | SPDI

Total Fixed Route Ridership YoY & Budget by Month



Service	Jan 26 Ridership	Jan 26 Budget	% Budget Variance	Jan 25 Ridership	Jan 26 vs. 25 % Variance
Fixed-Route	992,557	994,406	-0.2%	958,810	3.5%
Total (YTD)	992,557	994,406	-0.2%	958,810	3.5%

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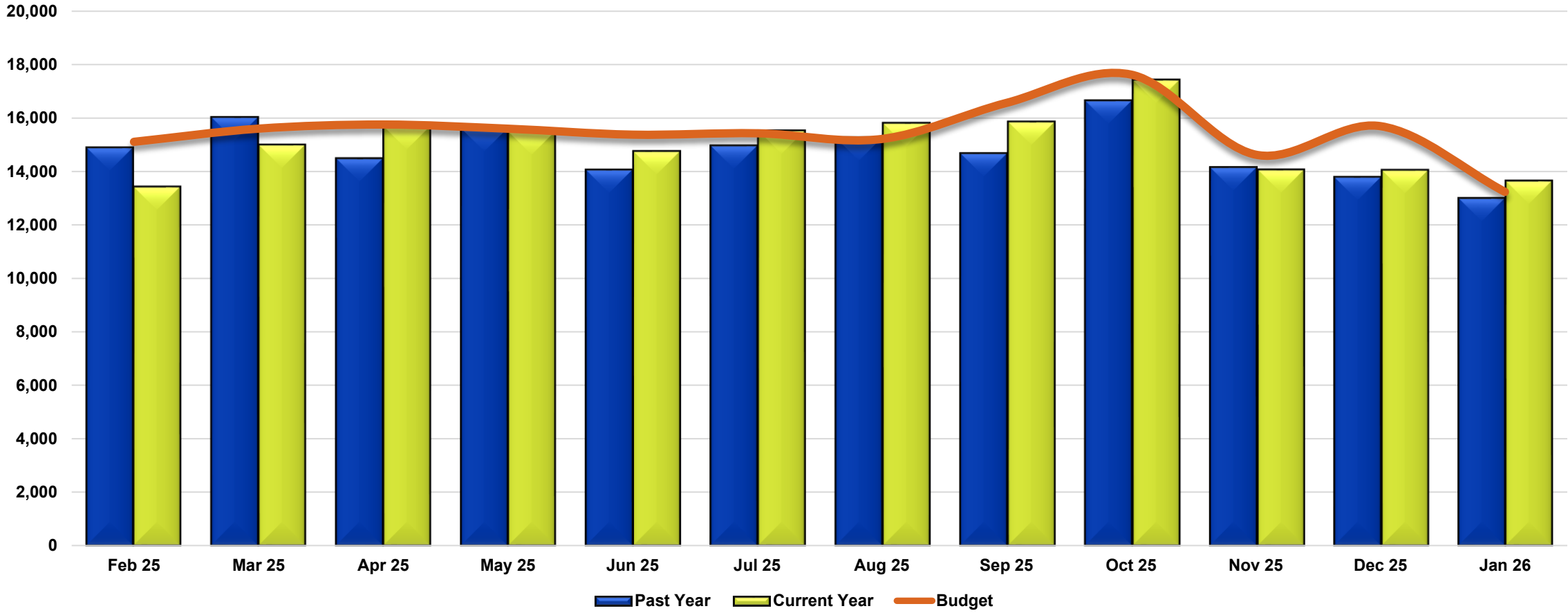
Total Access Ridership



Access	Jan 26 Ridership	Jan 26 Budget	% Budget Variance	Jan 25 Ridership	Jan 26 vs. 25 % Variance
Total	13,655	13,237	3.2%	12,987	5.1%
Total (YTD)	13,655	13,237	3.2%	12,987	5.1%

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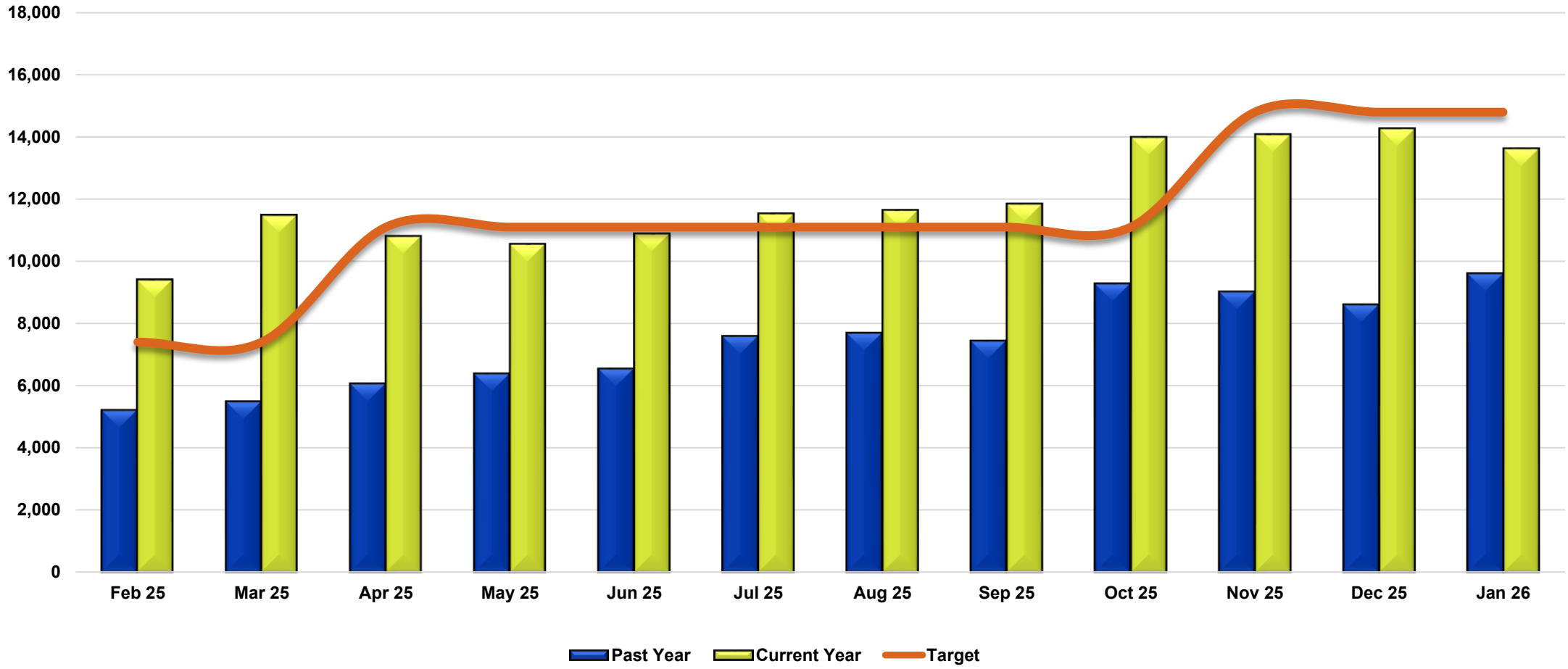
Total MetroNow Ridership



MetroNow	Jan 26 Ridership	Jan 26 Budget	% Budget Variance	Jan 25 Ridership	Jan 26 vs. 25 % Variance
Total	13,614	14,800	-8.0%	9,597	41.9%
Total (YTD)	13,614	14,800	-8.0%	9,597	41.9%

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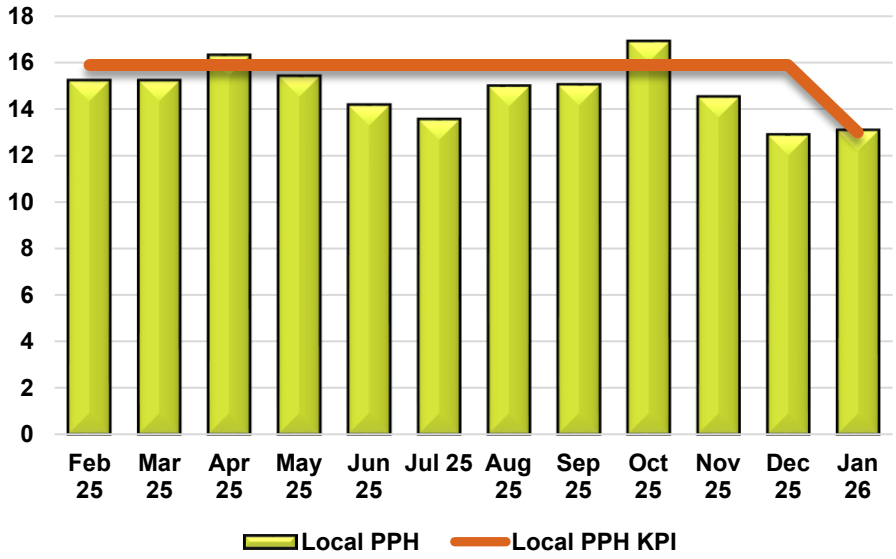
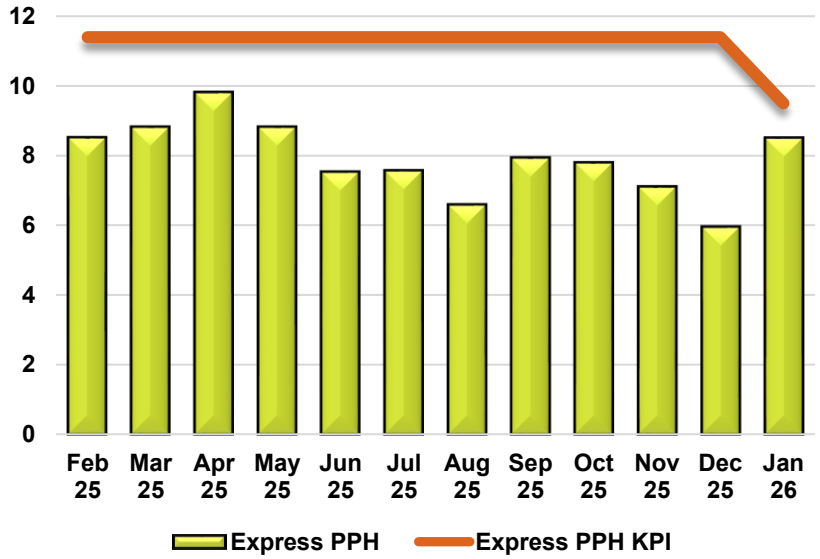
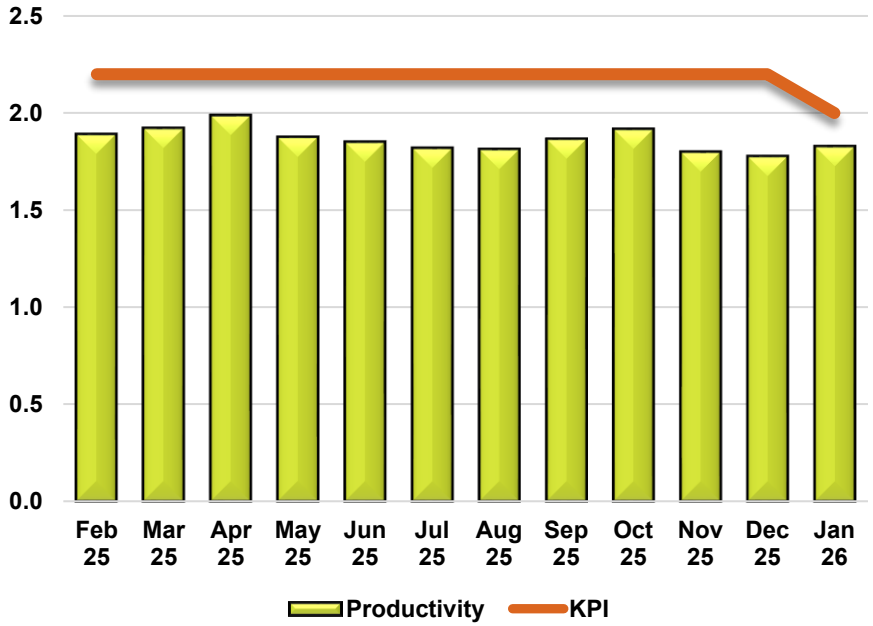
Local Service Productivity



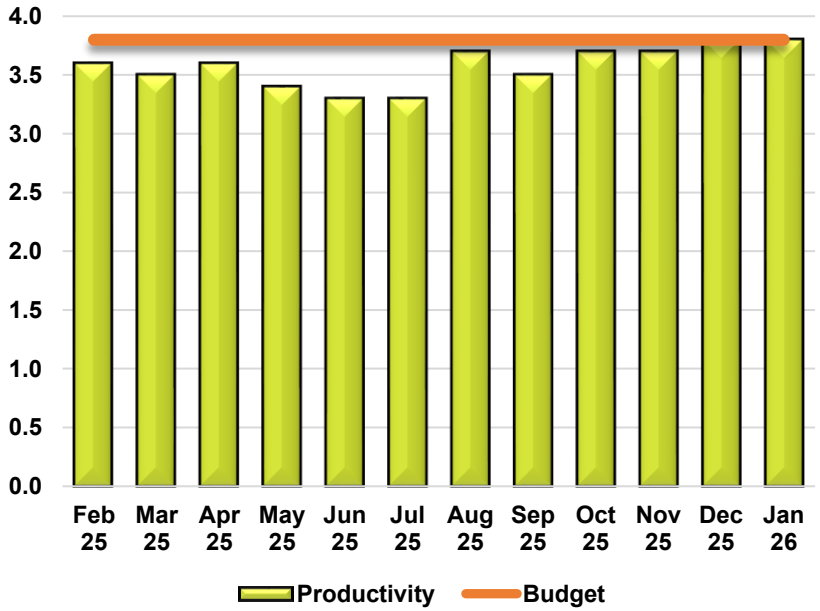
Express Service Productivity



Access Service Productivity



MetroNow Service Productivity



Productivity by Service Type

Service Type	Jan 26 Actual	Jan 26 Budget	Variance
Local Pass/Hour	13.1	13.0	0.1
Express Pass/Hour**	8.5	9.5	-1.0
Access Pass/Hour	1.83	2	-0.2
MetroNow Pass/Hour	3.8 *	3.8	0.0

**Mature zones reported*

***As of Jan 2026, Express productivity will be expressed as passengers/hour like the other modes*

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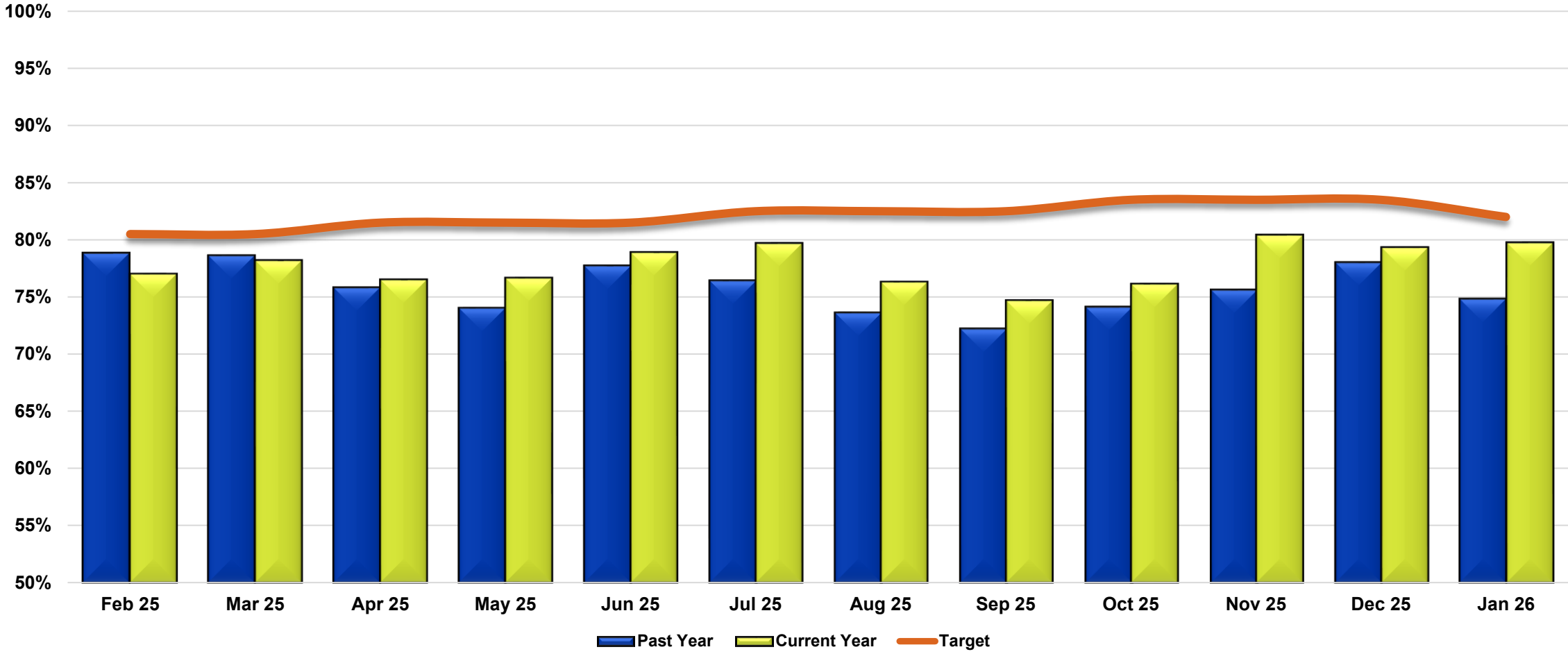
Fixed-Route On-Time Performance



Fixed-Route Service	Jan 26 Actual	Jan 26 KPI Target	Target Variance
On-Time Performance	79.8%	82.0%	-2.2%

**percentage points*

**Fixed-route OTP excluding January 25 and January 26: 80.2%*

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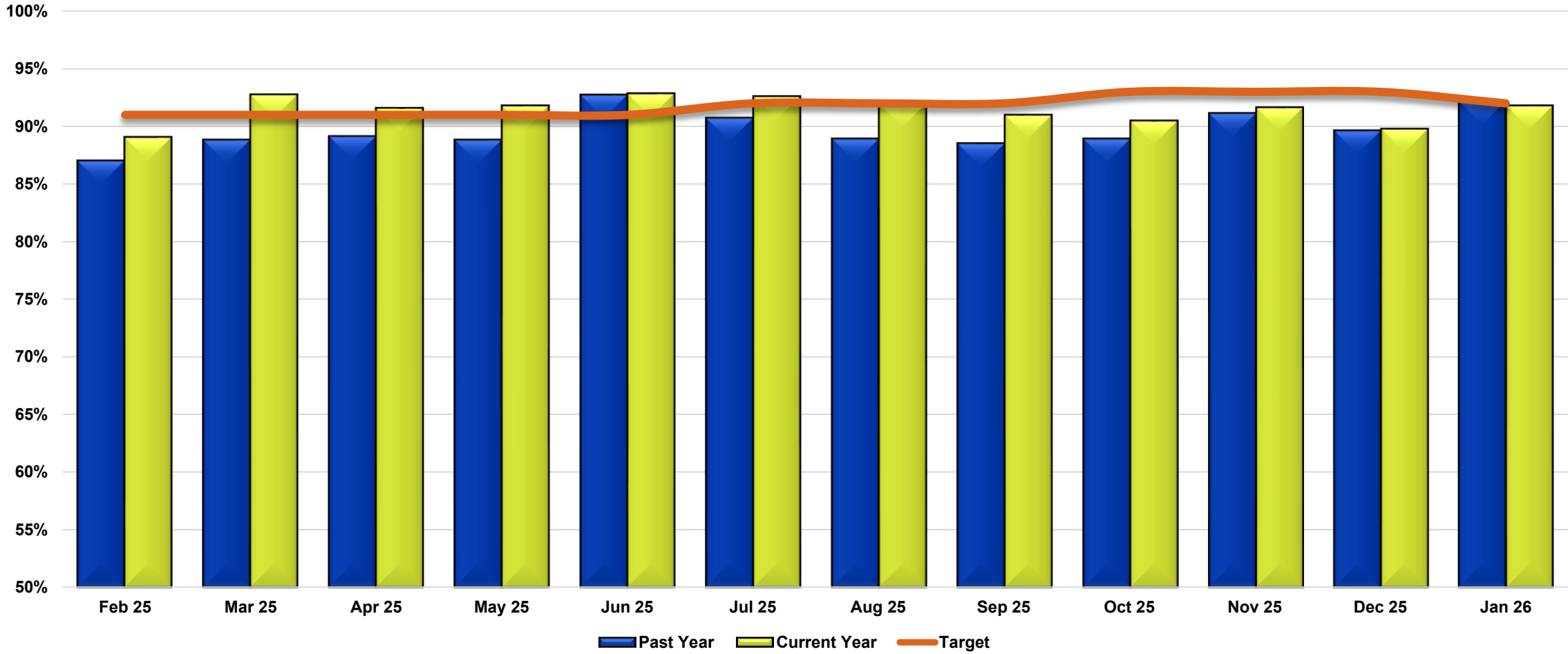
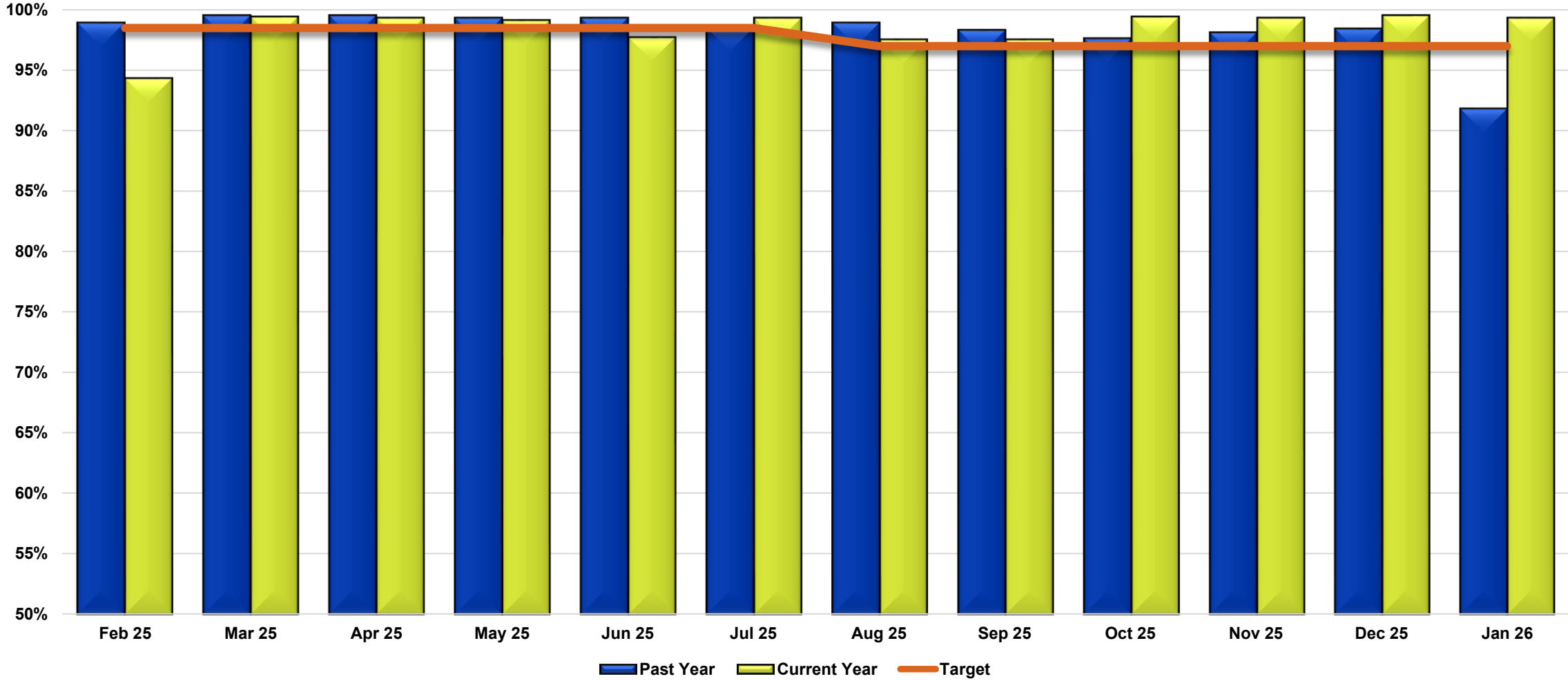
Access On-Time Performance



Access Service	Jan 26 Actual	Jan 26 KPI Target	Target Variance
On-Time Performance	91.8%	92.0%	-0.25%

*percentage points

MetroNow On-Time Performance



MetroNow Service	Jan 26 Actual	Jan 26 KPI Target	Target Variance
On-Time Performance	99.3%	97.0%	2.3%

**percentage points*

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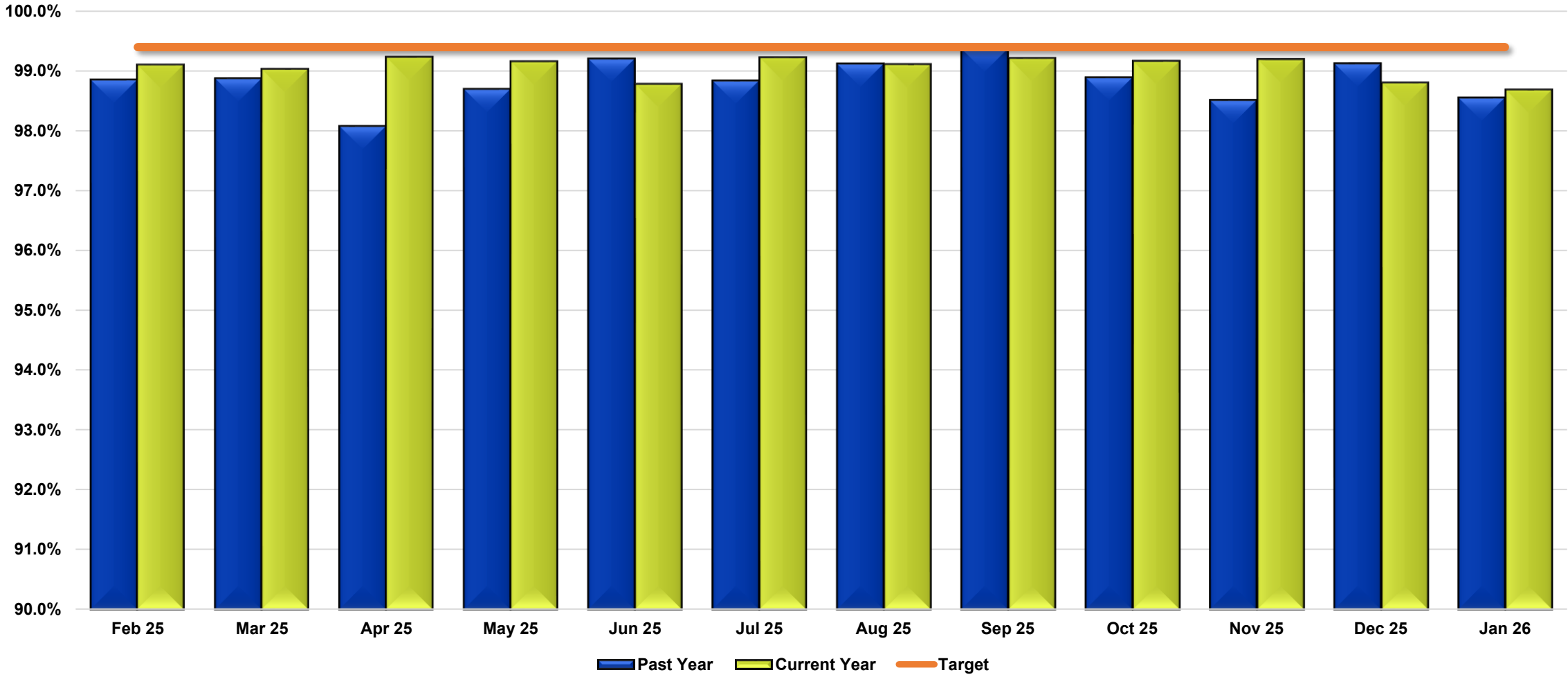
Fixed-Route Service Reliability



Fixed-Route Service	Jan 26 Actual Missed Trips	Jan 26 Trips Scheduled	% of Trips Operated	Monthly Target
Missed Trips	988	75,324	98.7%	99.4%

**Service reliability excluding January 25 and January 26: 405 total missed trips (MTs), 99.4%*

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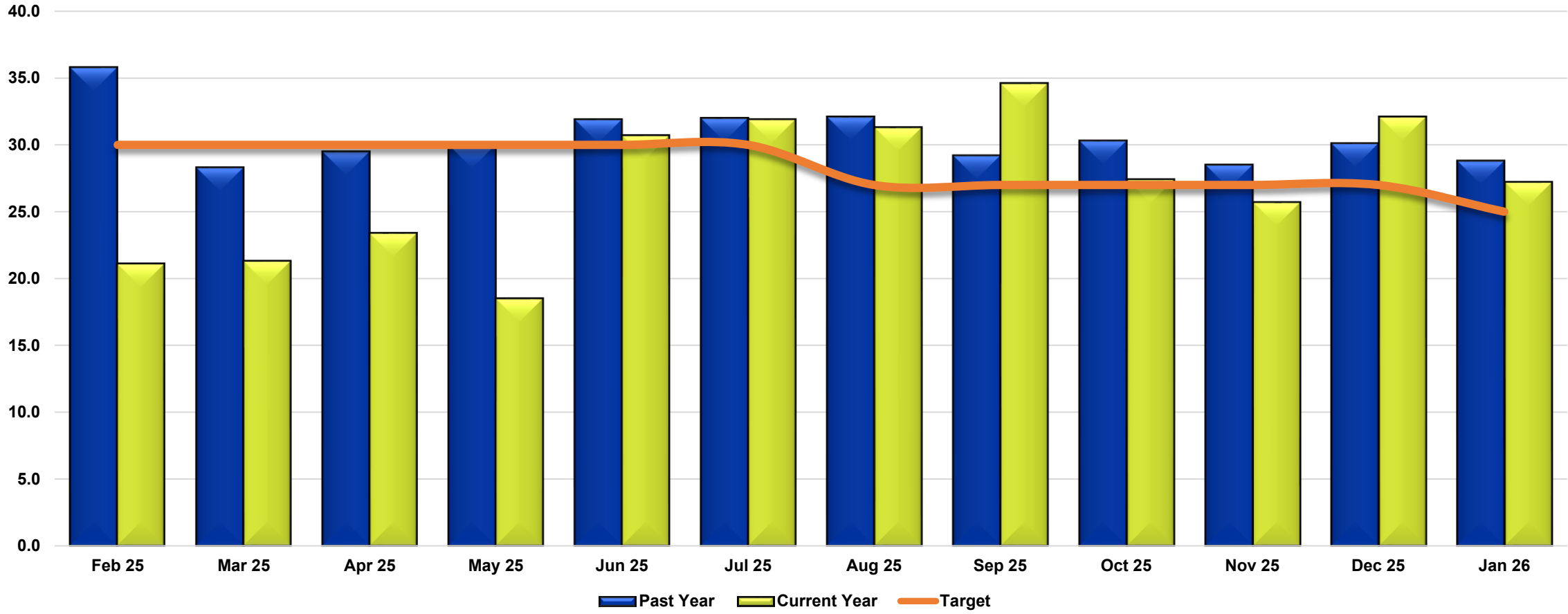
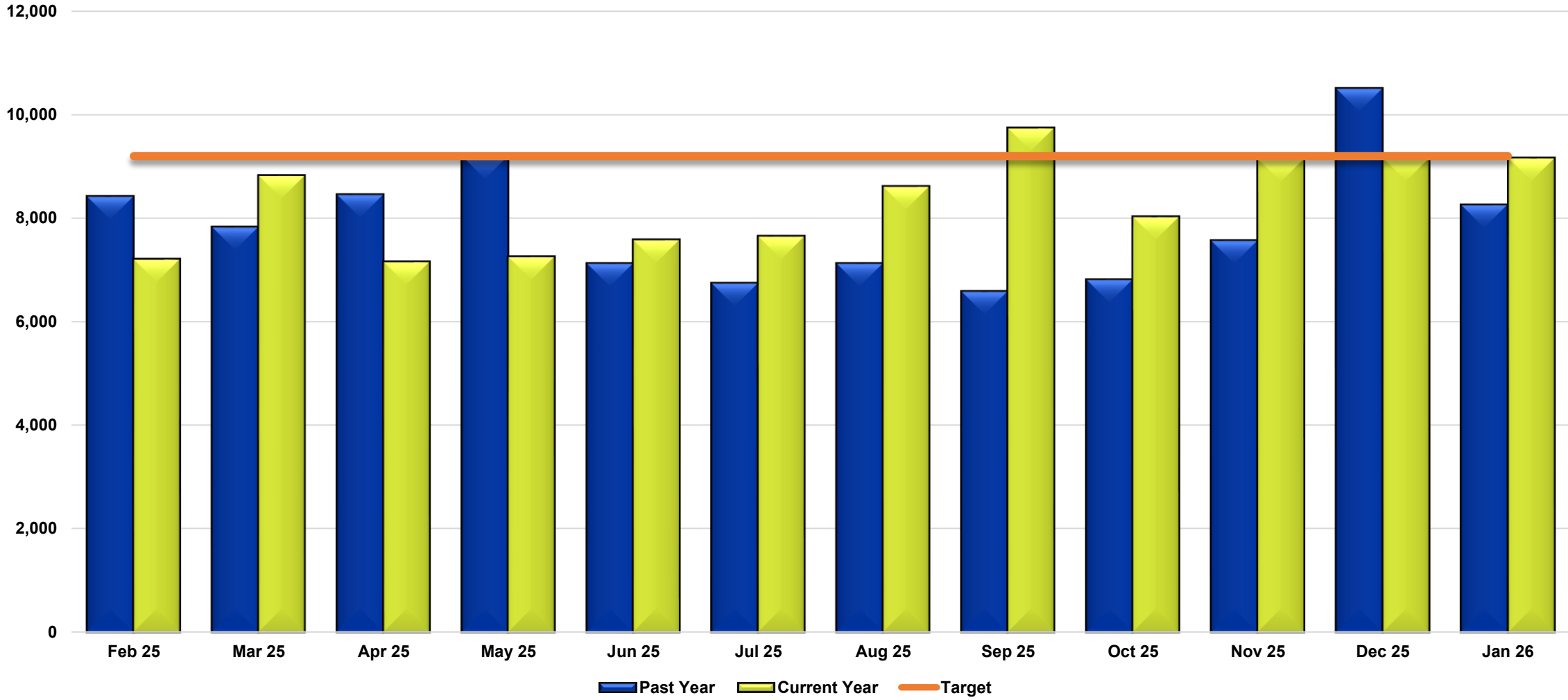
Customer Service Reports per 100k Rides



Fixed-Route Service	Jan 26 Reports Per 100k Rides Made	Jan 26 Reports Per 100k Rides Target	Jan 26 Target Per 100k Rides Variance	Jan 25 Reports Per 100k Rides Made	Jan 25 vs 25 Reports Per 100k Rides Variance
Customer Service Reports	27.2	25.0	2.2	28.8	-1.6

Fixed-Route Miles between Mechanical Service Interruptions



Fixed-Route Service	Jan 26 MSI Actual	Jan 26 MSI Target	Jan 26 Target Variance	Jan 25 MSI Actual	Jan 26 vs. 25 MSI Variance
Miles Between Mechanical Service Interruptions (MSI)	9,156	9,200	-44	8,261	895

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Planning & Ops Committee - MetroRapid Update February 2026

Agenda

Timeline/Key Milestones

Design Progress – Reading & Hamilton

Environmental

Spring Stakeholder & Public Engagement

Construction Manager At-Risk (CMAR) and Independent Cost Estimating - Reading

2026 – Key Milestones

Advanced Design

- Third Party Agreements
- Operating Plans
- CMAR Input
- FTA Readiness/Risk Review

CMAR/ICE

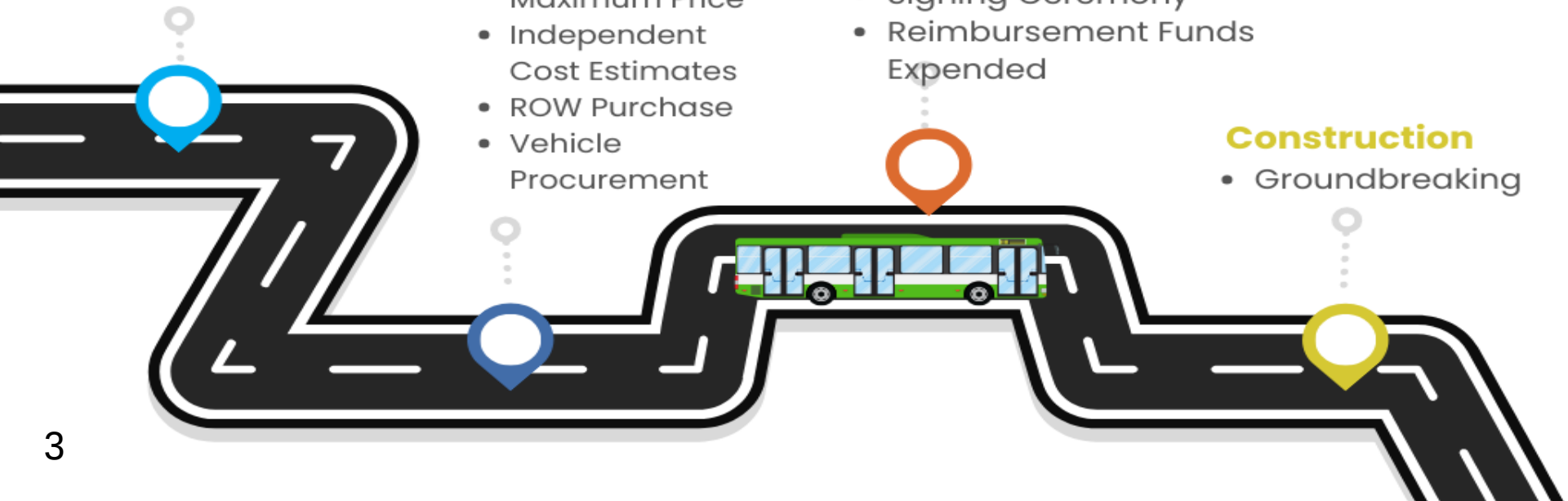
- Guaranteed Maximum Price
- Independent Cost Estimates
- ROW Purchase
- Vehicle Procurement

Grant Execution

- Final Small Start Rating
- Signing Ceremony
- Reimbursement Funds Expended

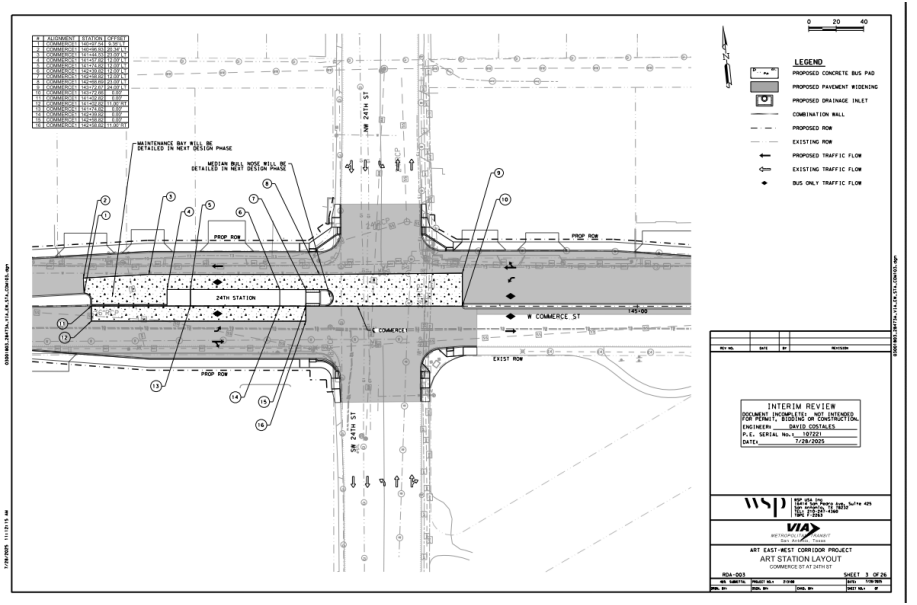
Construction

- Groundbreaking



60% Design Scope – Reading

- Finalizing Design for Shared Connector at Fountain Square
- Coordinating with UC on edge front design
- Geotechnical – Pavement Condition
- Design Criteria Refinement
- Alignment Refinement and Continued Design Development
- Traffic Signal Design
- Pavement Marking and Signing
- TSP – Signal Gap Analysis, Systems Integration, and System Development
- Maintenance of Traffic
- Drainage Design
- Cost Estimating

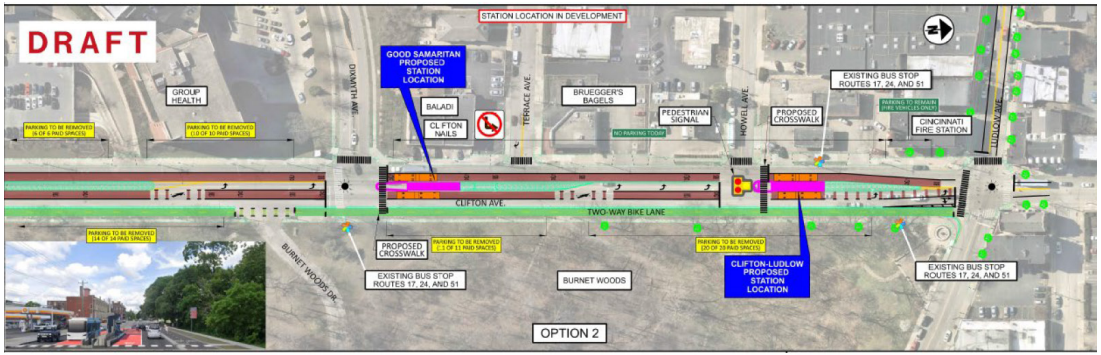


Environmental

- Met with State Historic Preservation Office on January 21st to discuss station designs
  - Slight shifts of station canopies in Over-the-Rhine and near the Ropes Building (near the courthouse)
  - Obtained input on station materials
- Pending final and legal review

30% Design Scope – Hamilton

- Finalizing Station Locations:
  - Input from College Hill Urban Redevelopment Corporation
  - Coordination with Clifton Town Meeting and the Clifton Business Association – Hosting a joint meeting February 24, 2026



- Design Reviews – City of Cincinnati, City of North College Hill, and City of Mount Healthy
- Preparation of Environmental Categorical Exclusion

2026 Engagement Schedule

- **February/March/April 2026**
  - Agency, organization, business meetings
  - STEER Rider Advisory meeting presentation (brief)
  - Clifton Town Meeting/Clifton Business Association
  - SAG meeting – March 11, 2026
- **Special community events as the opportunities become available**
  - Healthy, Wealthy, Wise Avondale on May 16
  - Findlay & other Farmer's Markets
  - Juneteenth events
  - State of Metro
  - Pop-up events at hospitals, universities, and businesses
- **October/November/December 2026**
  - SAG meeting
  - Employee Open House
  - City & Community Councils (Reading Road)
  - Public Workshops
  - Agency, organization, business meetings
  - STEER meeting presentation
  - Groundbreaking ceremony

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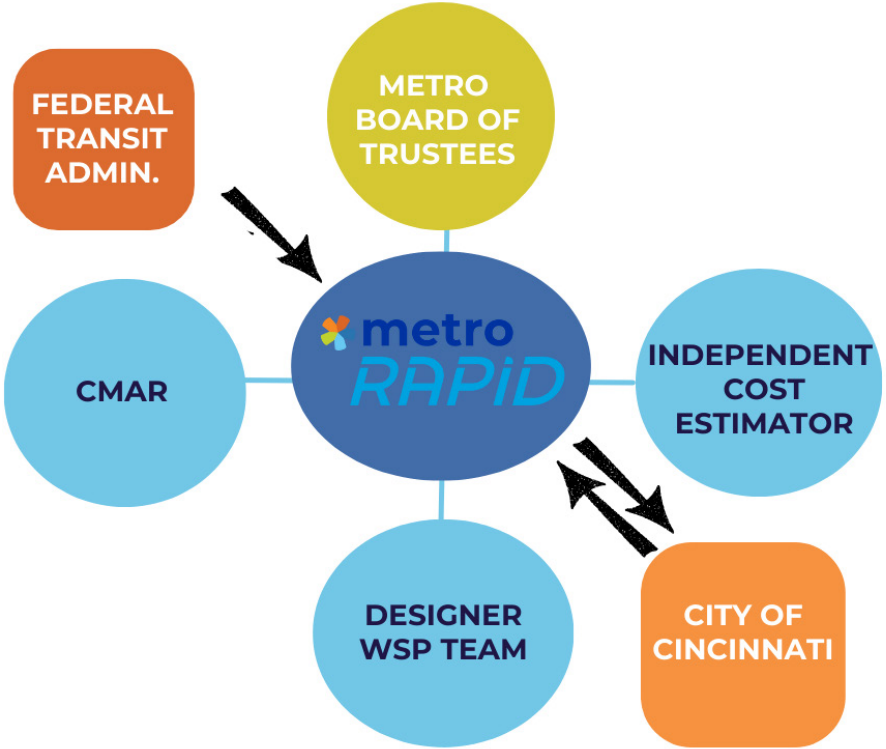
Pre-Construction Services and Independent Cost Estimator

- Construction Manager At-Risk (CMAR) – Started
- Independent Cost Estimator (ICE) – Selected



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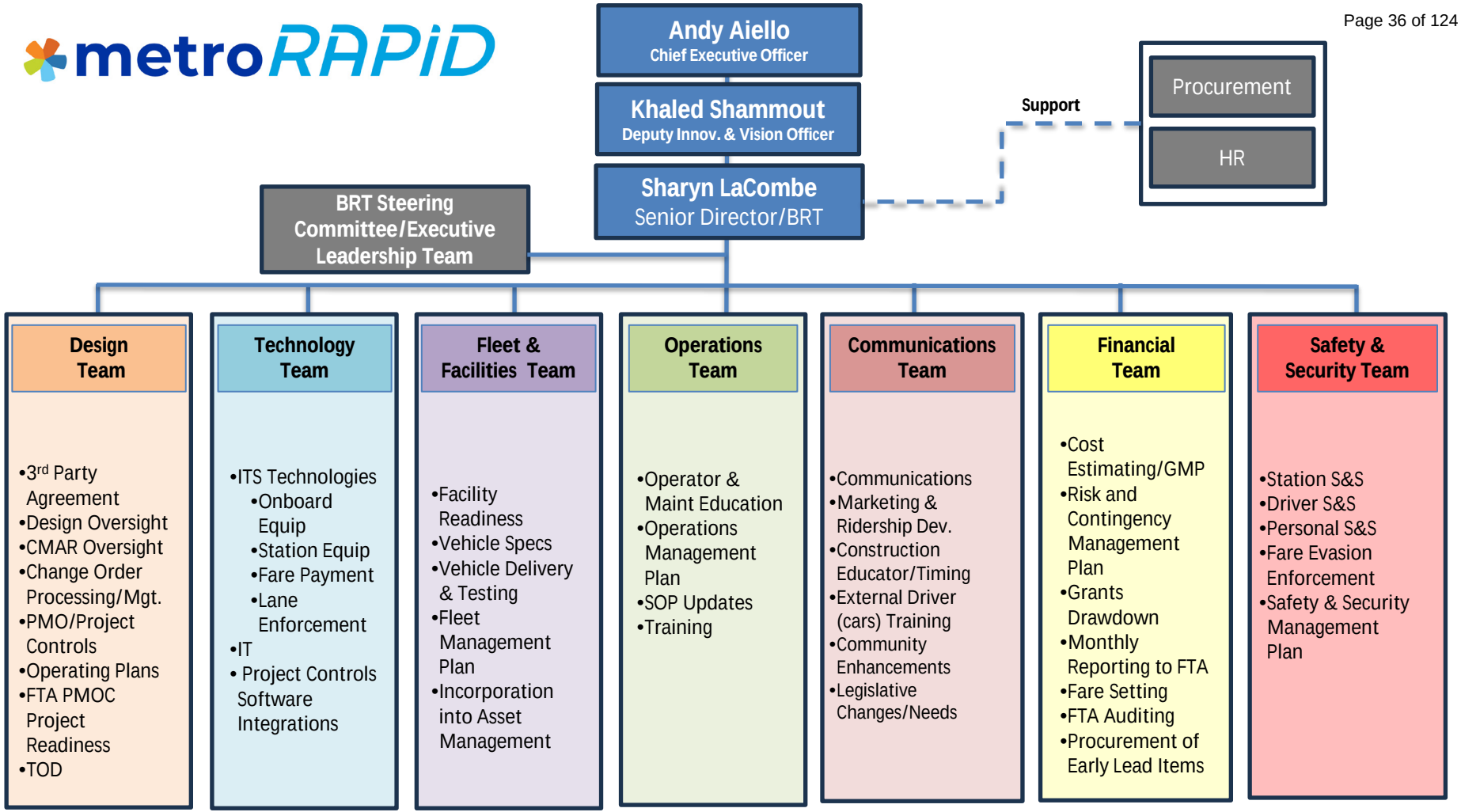
Andy Aiello
Chief Executive Officer
Khaled Shammout
Deputy Innov. & Vision Officer
Sharyn LaCombe
Senior Director/BRT
Support
Procurement
HR
BRT Steering Committee/Executive Leadership Team
Design Team
•3rd Party Agreement
•Design Oversight
•CMAR Oversight
•Change Order Processing/Mgt.
•PMO/Project Controls
•Operating Plans
•FTA PMOC Project Readiness
•TOD
Technology Team
•ITS Technologies
•Onboard Equip
•Station Equip
•Fare Payment
•Lane Enforcement
•IT
• Project Controls Software Integrations
Fleet & Facilities Team
•Facility Readiness
•Vehicle Specs
•Vehicle Delivery & Testing
•Fleet Management Plan
•Incorporation into Asset Management
Operations Team
•Operator & Maint Education
•Operations Management Plan
•SOP Updates
•Training
Communications Team
•Communications
•Marketing & Ridership Dev.
•Construction Educator/Timing
•External Driver (cars) Training
•Community Enhancements
•Legislative Changes/Needs
Financial Team
•Cost Estimating/GMP
•Risk and Contingency Management Plan
•Grants Drawdown
•Monthly Reporting to FTA
•Fare Setting
•FTA Auditing
•Procurement of Early Lead Items
Safety & Security Team
•Station S&S
•Driver S&S
•Personal S&S
•Fare Evasion Enforcement
•Safety & Security Management Plan

Thank you!

Ridership Deep Dive Analysis

Planning & Operations Committee

February 17, 2026

Deep Dive Analysis—Purpose

To carry out detailed analysis into ridership to:

- Understand lack of ridership growth
- Identify causes for ridership remaining flat

Outline of Presentation

- Objective & Purpose
- Summary of Improvements to Date
- Network Analysis—by Route
- Network Analysis—by Corridor
  - Data used
  - Challenges of data
- Network Analysis—by Entire Service Area
- Isochrones & CIS Analysis
- Impact of OTP & Missed Trips Analysis
- Impact of MetroNow Service
- Impact of Fare Payment App
- External Factors
  - Unemployment
  - Ridership Trends & Rider Demographics
  - Adoption of New Service

Deep Dive Data Analyzed

- Demographic and employment shifts
- Ridership change by area
- Ridership change by route and stop
- Service frequency and span changes by area
- Job access change by area
- Travel time change by area
- Origin-Destination analysis and shift in trips taken by area
- Network connectivity change over time
- Employment changes over time
- Modal shifts over time (fixed-route vs. MetroNow, etc.)
- … and much more

Service Change Matrix

	May 21'					Aug 21 '					May 22'					Dec 22'					Mar 23'					Aug 23 '					Dec 23'					May 24'					Aug 24'					Aug 25'				
Route	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E	F	S	A	N	E
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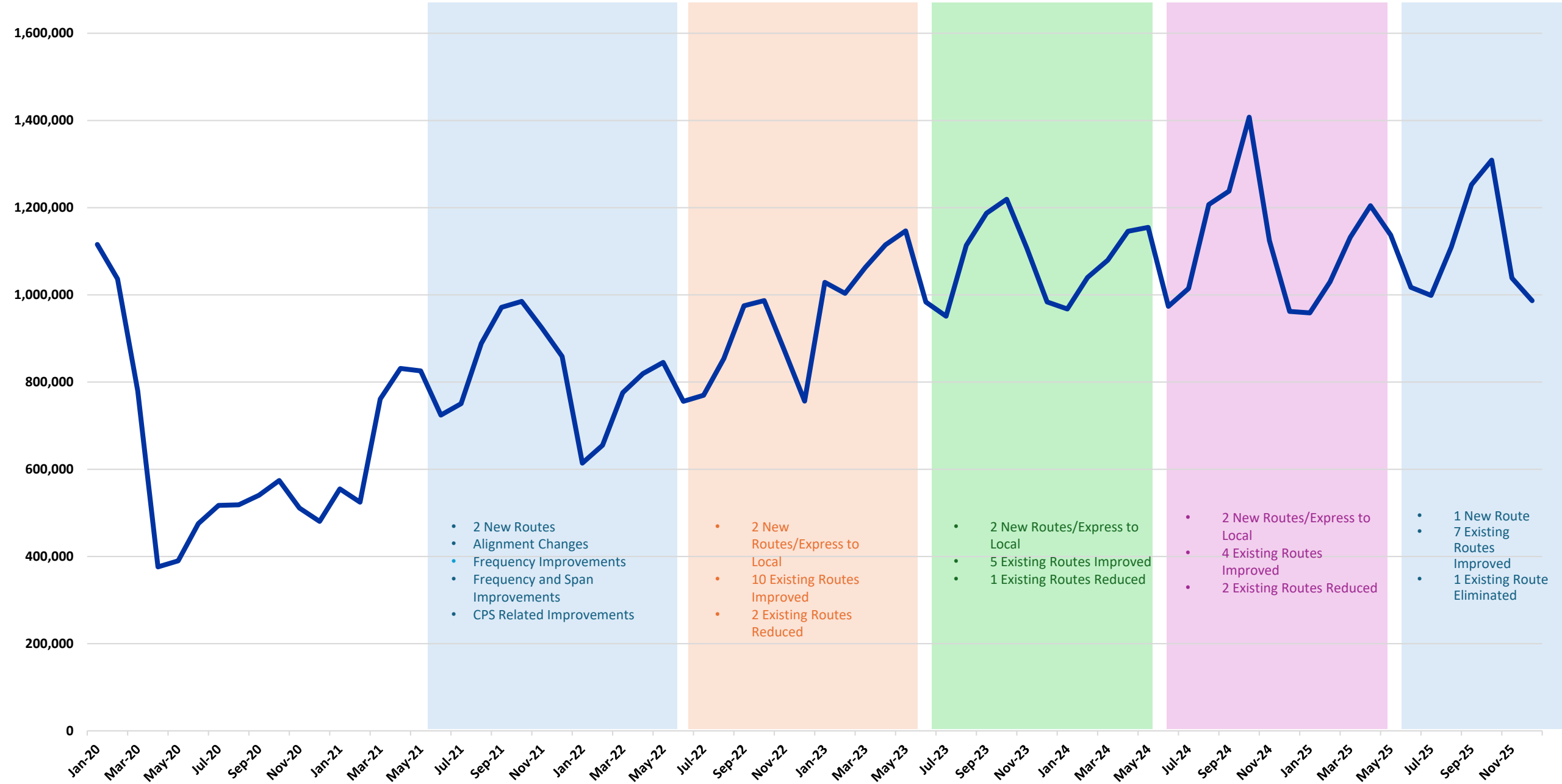
Count	2	8	0	0	0	0	0	9	2	2	3	4	2	0	0	1	0	6	2	1	0	0	1	0	0	0	0	1	0	1	0	0	3	2	0	2	0	0	0	0	5	2	5	1	0	3	4	5	1	1
Total Changes	10					13					9					10					1					2					5					2					13					14				
Pic	May 21'					Aug 21 '					May 22'					Dec 22'					Mar 23'					Aug 23 '					Dec 23'					May 24'					Aug 24'					Aug 25'				

Fixed-Route Improvements Timeline and Monthly Ridership

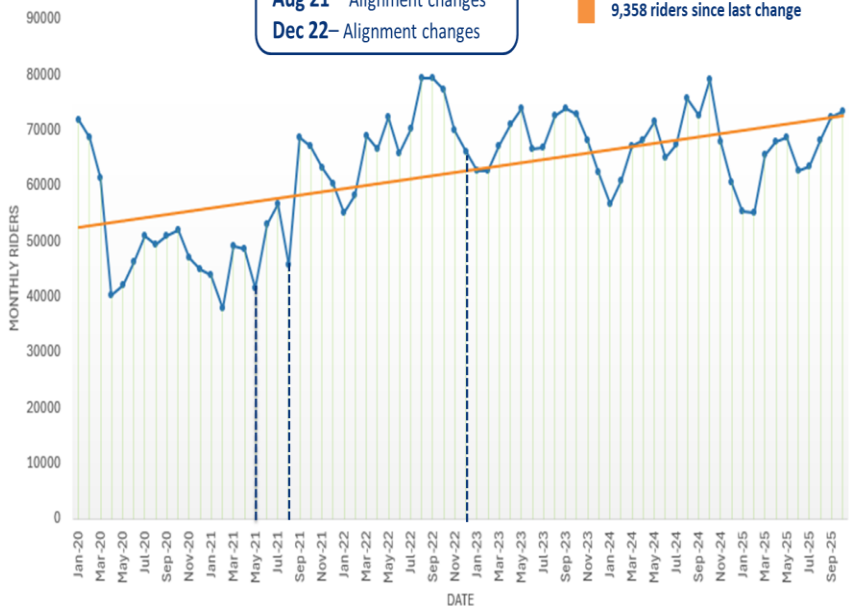


NETWORK ANALYSIS—BY ROUTE

Route 4

May 21 – Span changes
Aug 21 – Alignment changes
Dec 22– Alignment changes

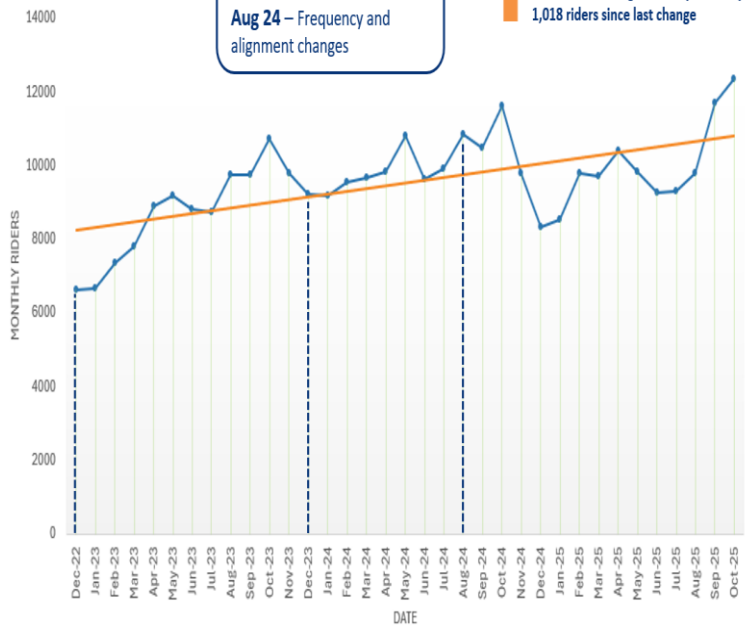
Increase of average monthly riders by 9,358 riders since last change



Route 5

Dec 22 – New route
Dec 23 – Alignment changes
Aug 24 – Frequency and alignment changes

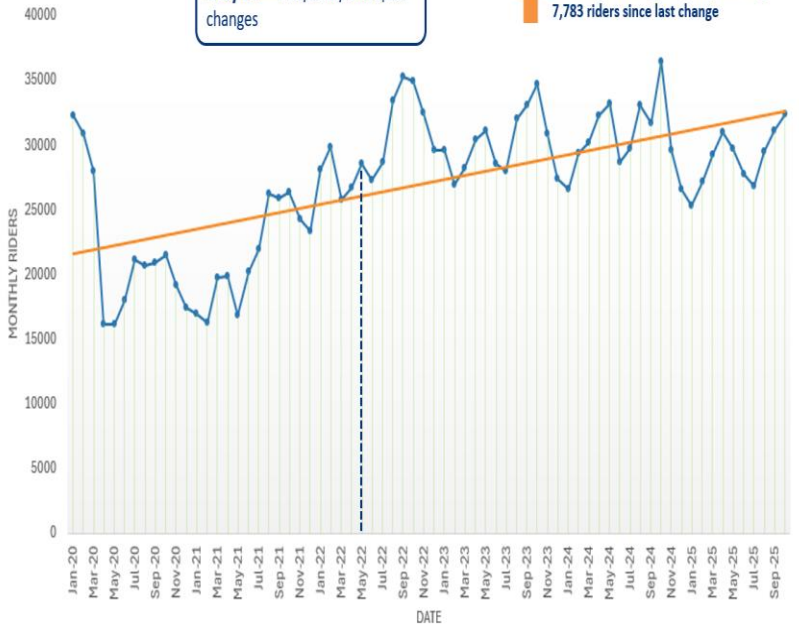
Increase of average monthly riders by 1,018 riders since last change



Route 6

May 22 – Frequency and span changes

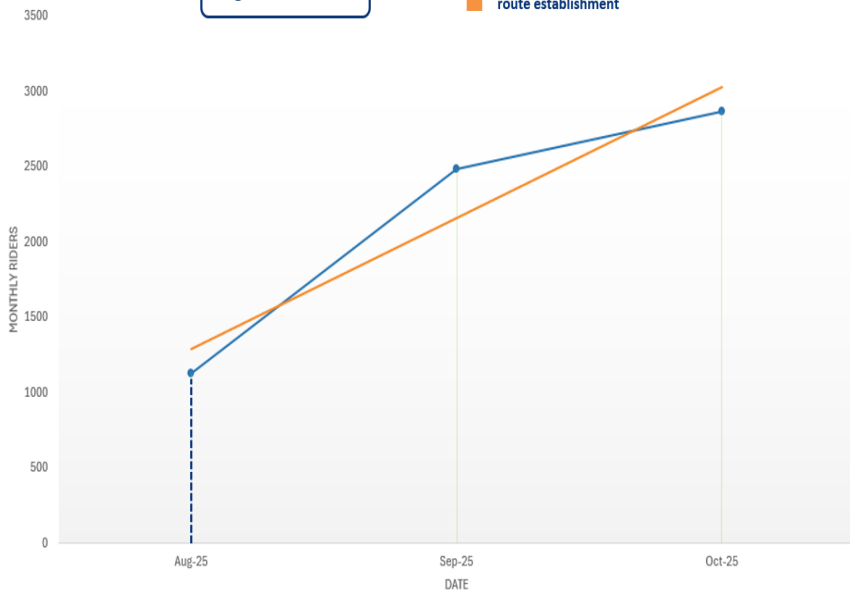
Increase of average monthly riders by 7,783 riders since last change



Route 8

Aug 25– New route

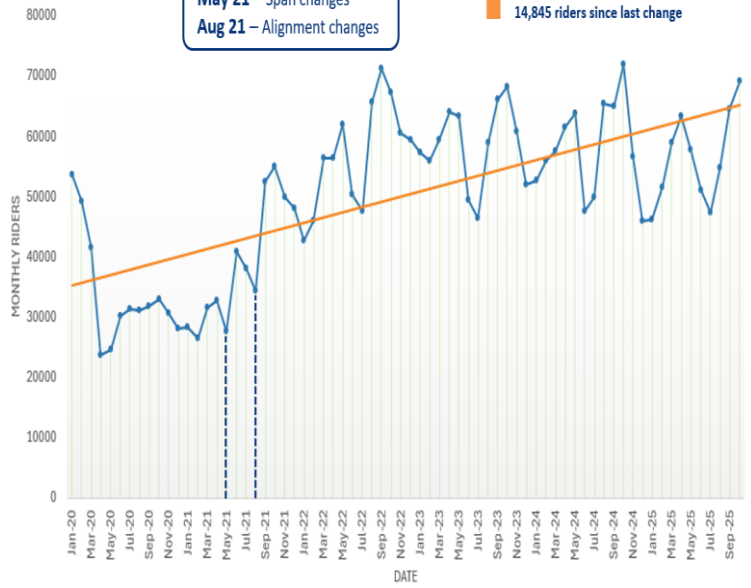
Average of 2,159 riders since route establishment



Route 11

May 21 – Span changes
Aug 21 – Alignment changes

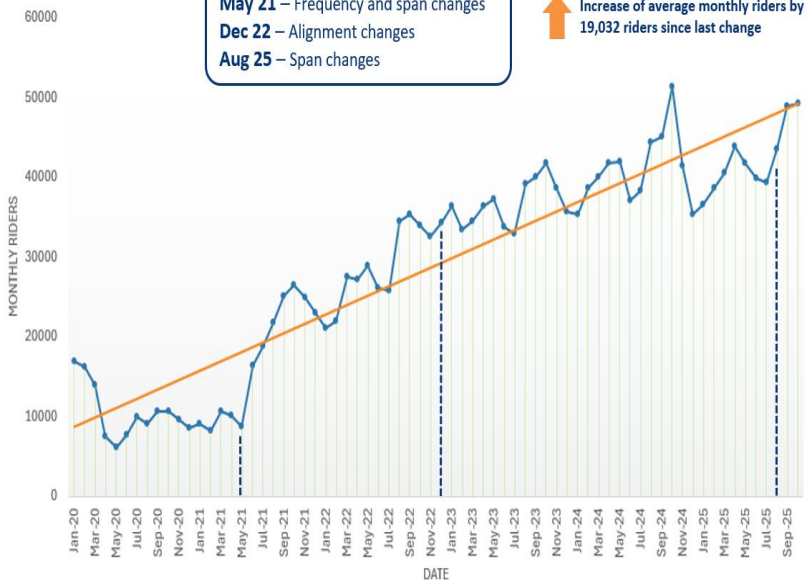
Increase of average monthly riders by 14,845 riders since last change



Route 16

May 21 – Frequency and span changes
Dec 22 – Alignment changes
Aug 25 – Span changes

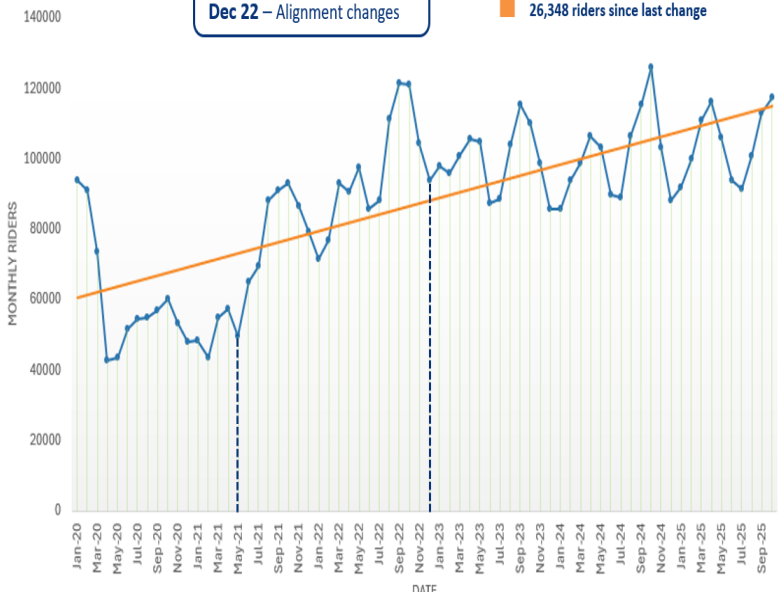
Increase of average monthly riders by 19,032 riders since last change



Route 17

May 21 – Span changes
Dec 22 – Alignment changes

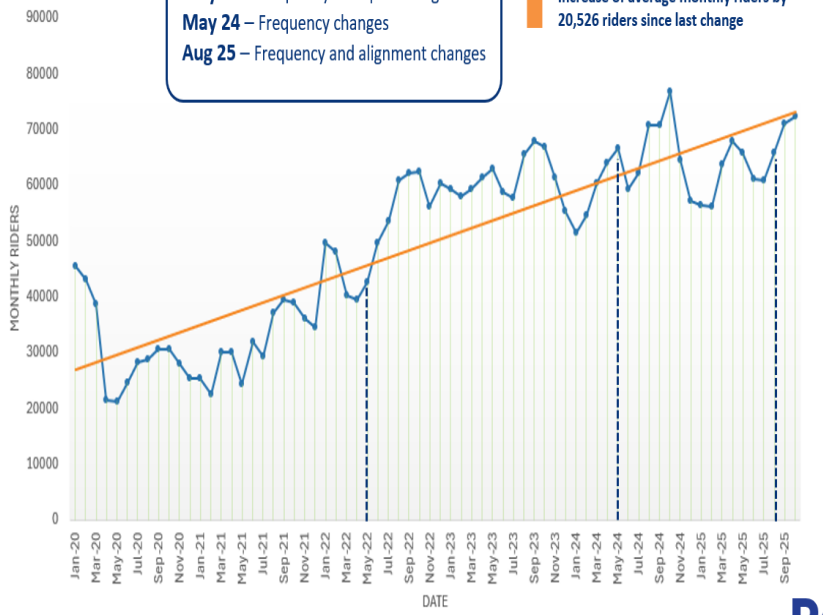
Increase of average monthly riders by 26,348 riders since last change



Route 19

May 22 – Frequency and span changes
May 24 – Frequency changes
Aug 25 – Frequency and alignment changes

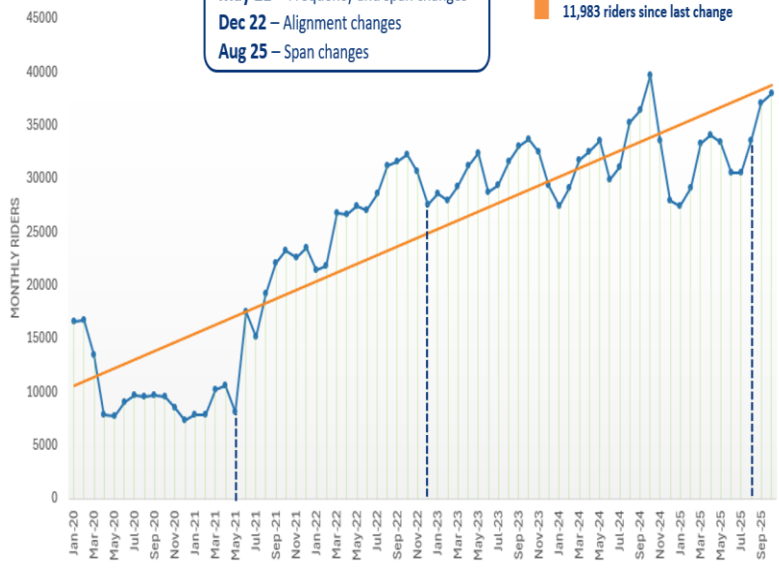
Increase of average monthly riders by 20,526 riders since last change



Route 20

May 21 – Frequency and span changes
Dec 22 – Alignment changes
Aug 25 – Span changes

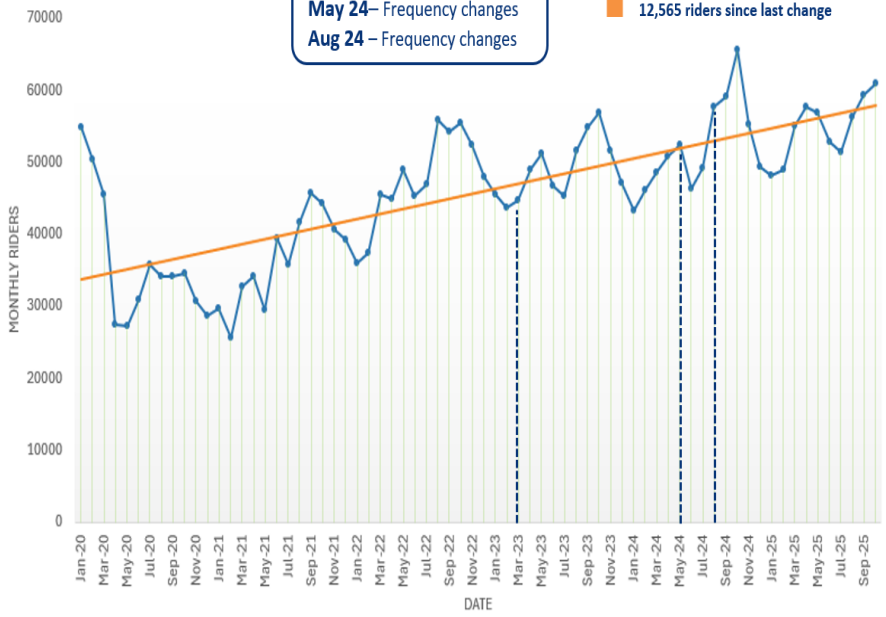
Increase of average monthly riders by 11,983 riders since last change



Route 21

Mar 23 – Alignment changes
May 24– Frequency changes
Aug 24 – Frequency changes

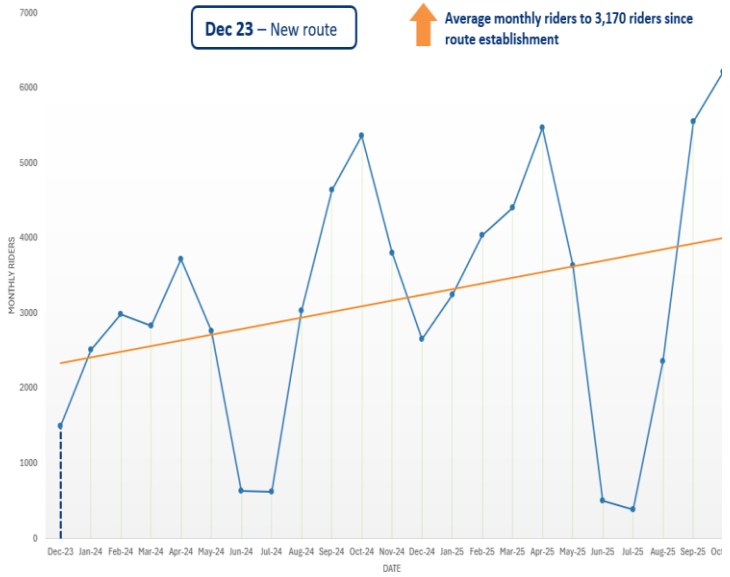
Increase of average monthly riders by 12,565 riders since last change



Route 22

Dec 23 – New route

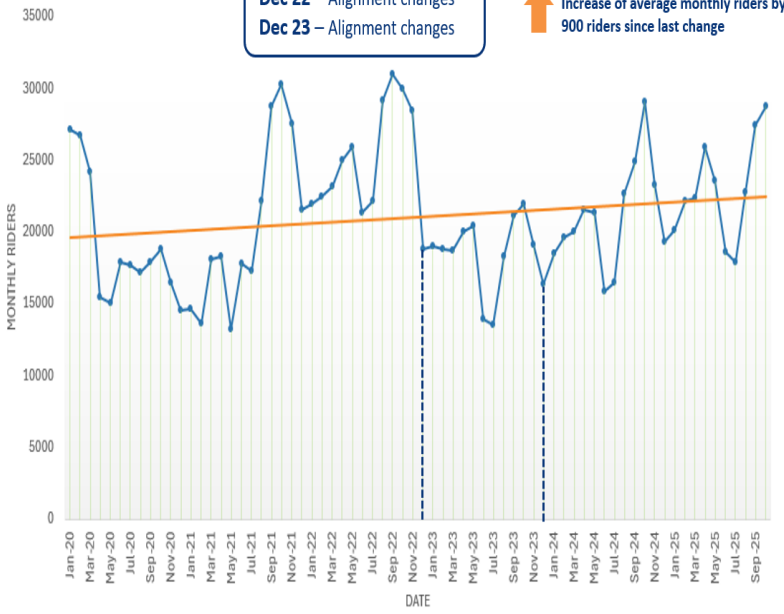
Average monthly riders to 3,170 riders since route establishment



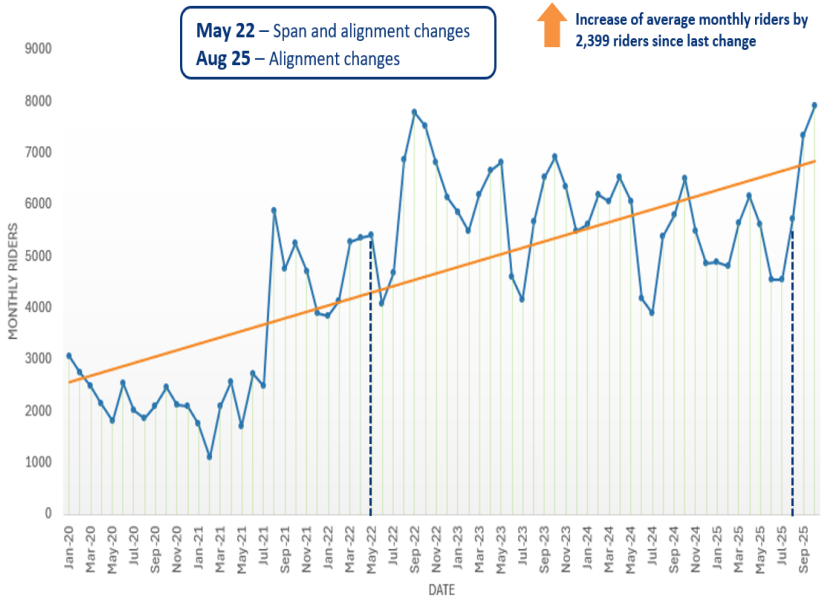
Route 24

Dec 22 – Alignment changes
Dec 23 – Alignment changes

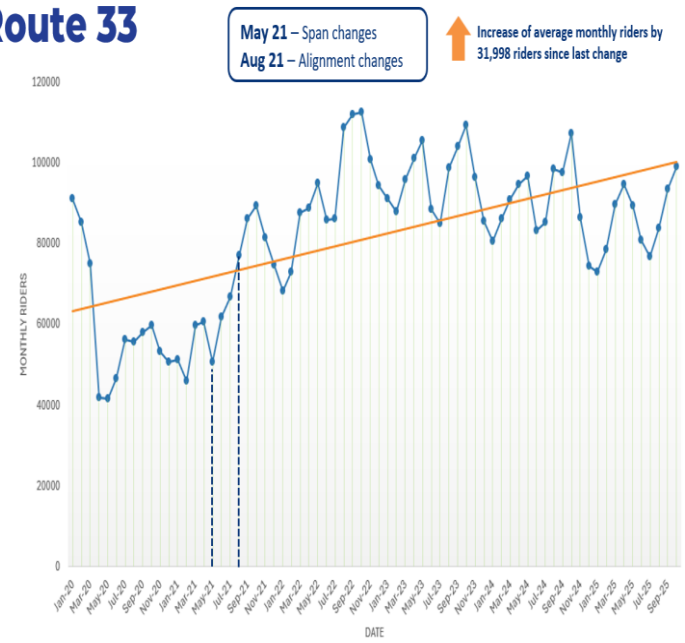
Increase of average monthly riders by 900 riders since last change



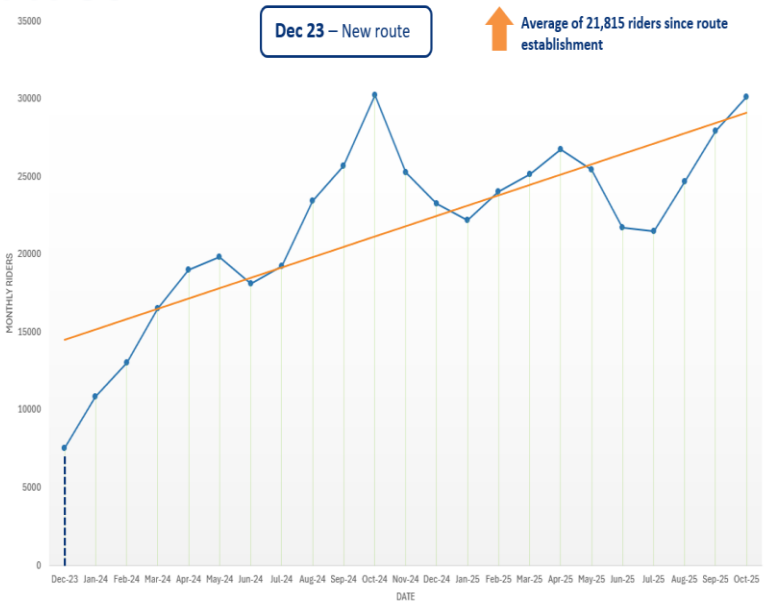
Route 28



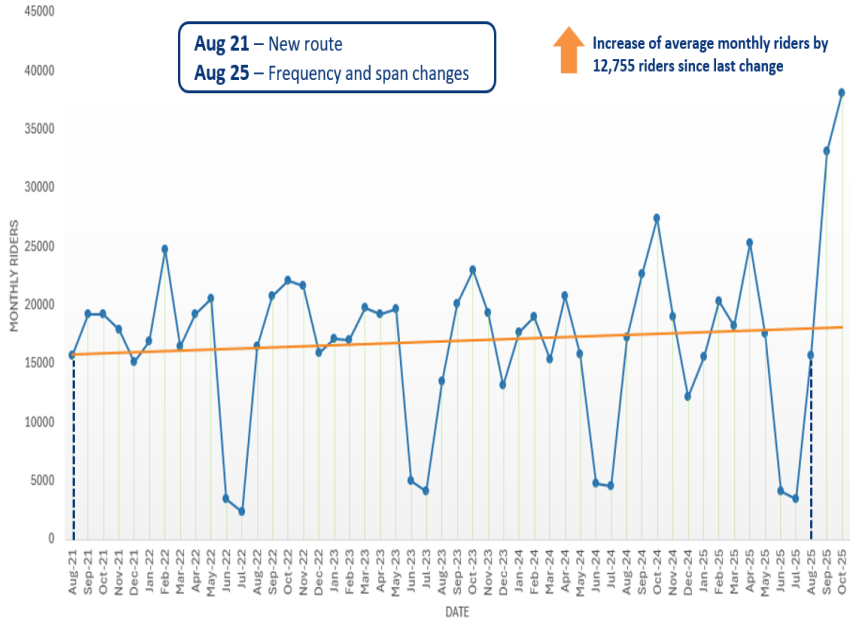
Route 33



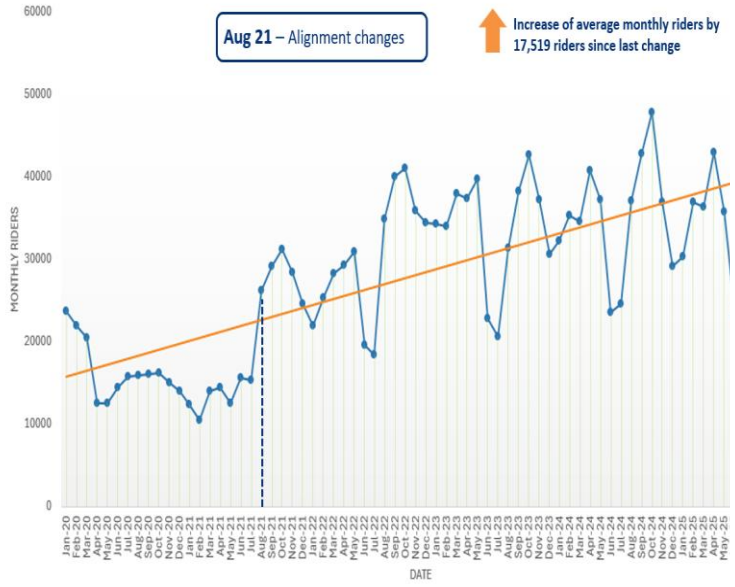
Route 36



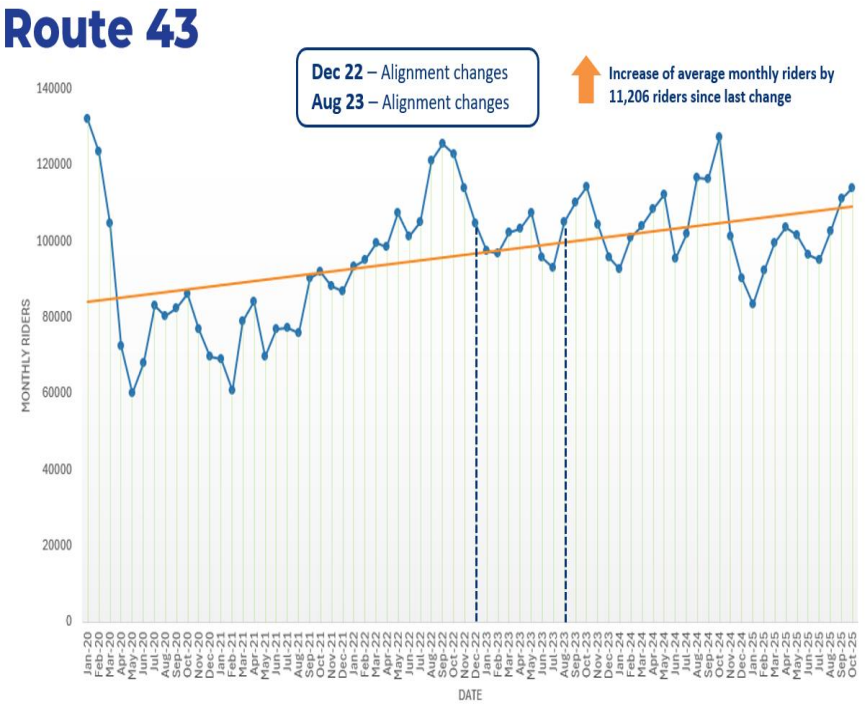
Route 37



Route 41



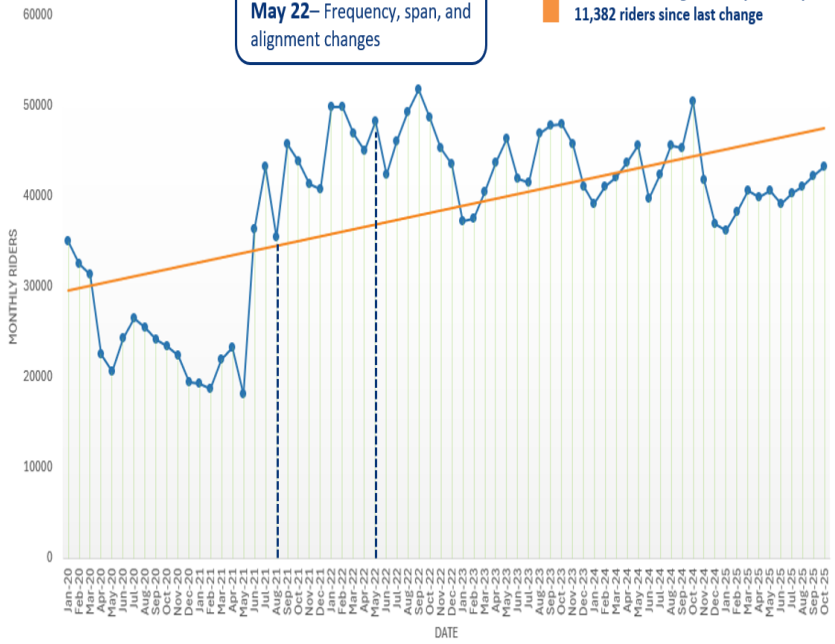
Route 43



Route 46

Aug 21 – Alignment changes
May 22– Frequency, span, and alignment changes

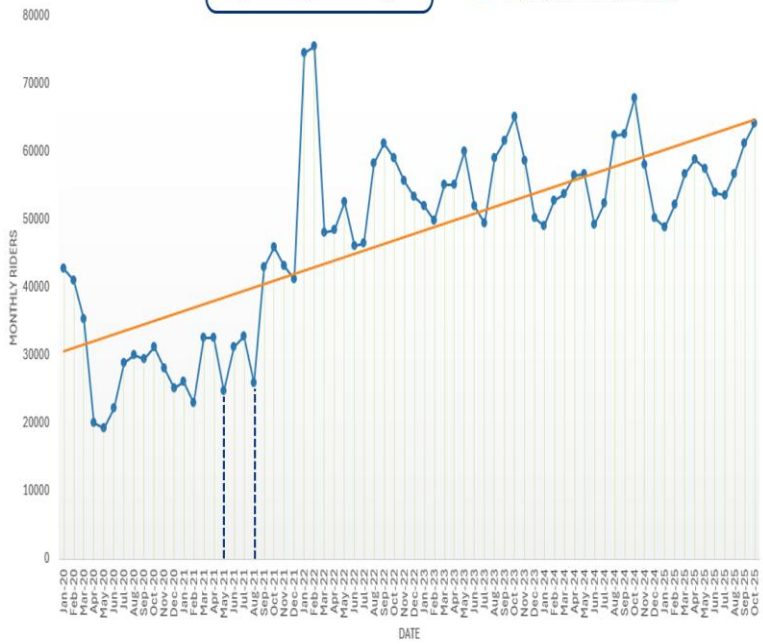
Increase of average monthly riders by 11,382 riders since last change



Route 51

May 21 – Span changes
Aug 21 – Alignment changes

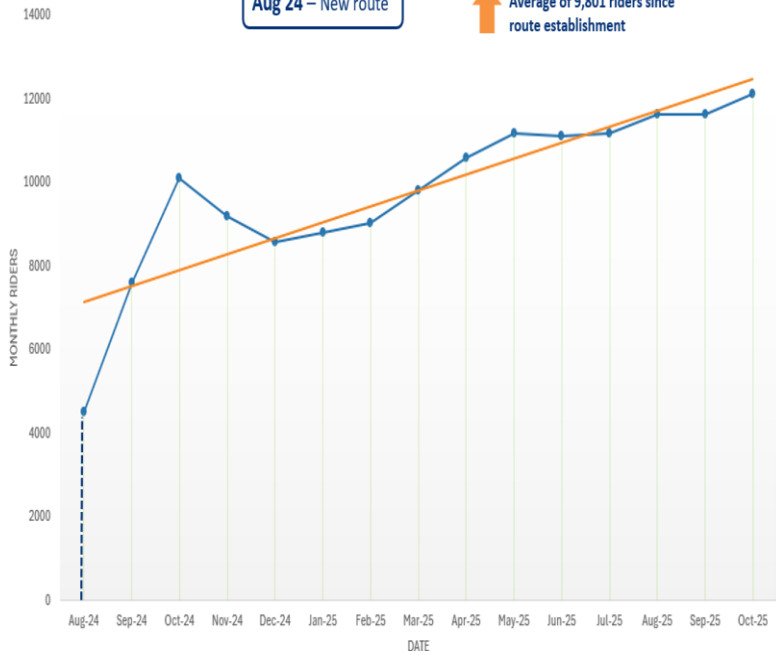
Increase of average monthly riders by 25,278 riders since last change



Route 61

Aug 24 – New route

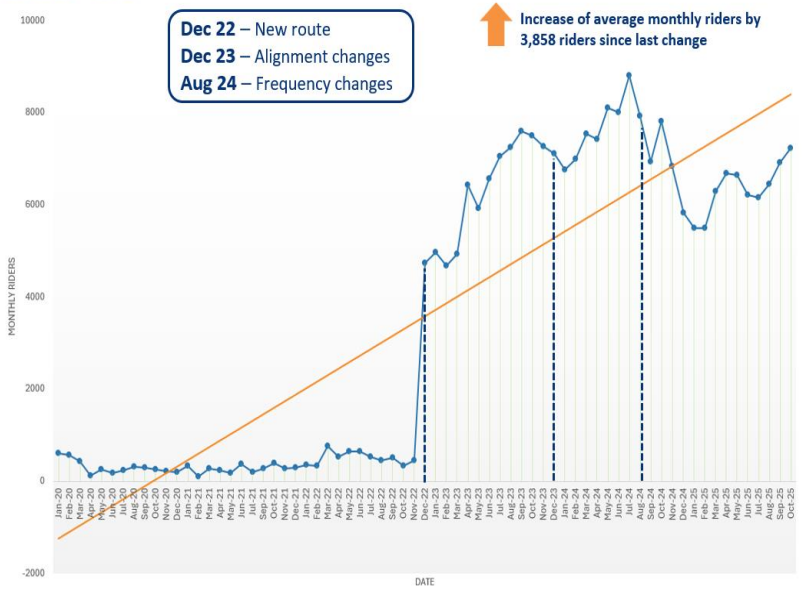
Average of 9,801 riders since route establishment



Route 67

Dec 22 – New route
Dec 23 – Alignment changes
Aug 24 – Frequency changes

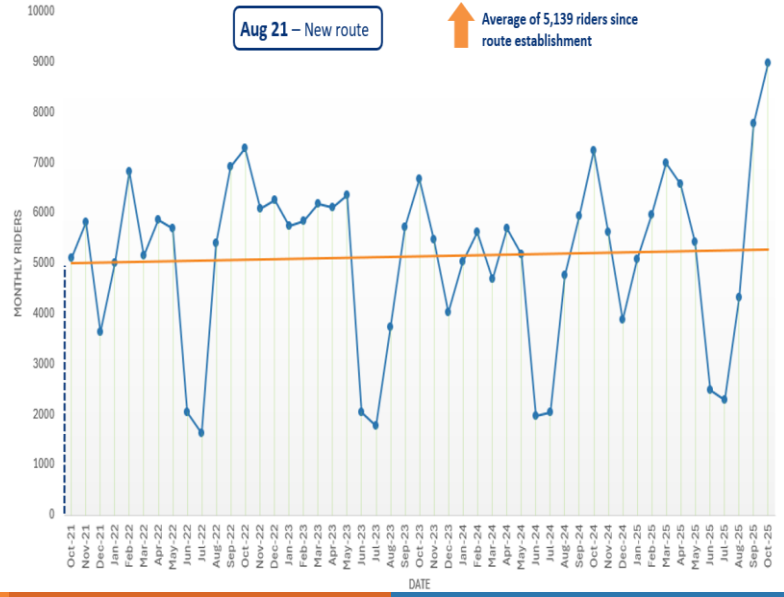
Increase of average monthly riders by 3,858 riders since last change



Route 65

Aug 21 – New route

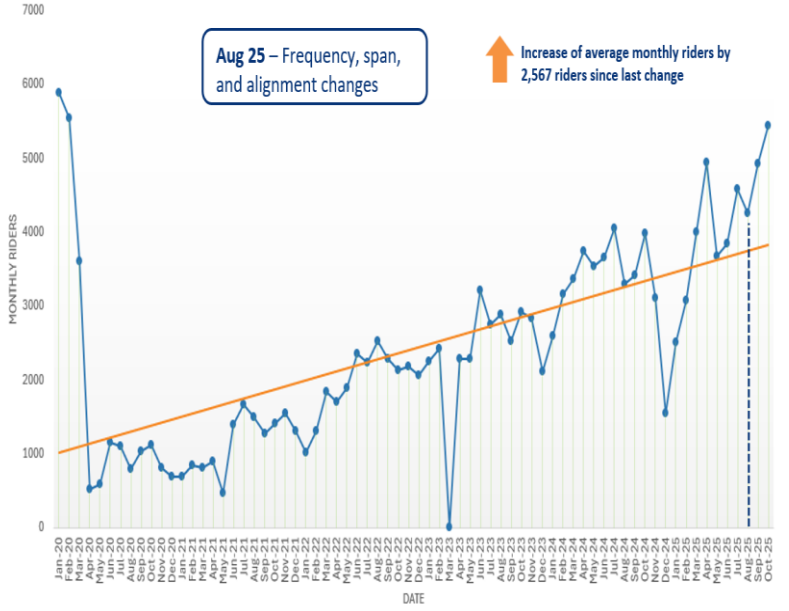
Average of 5,139 riders since route establishment



Route 71

Aug 25 – Frequency, span, and alignment changes

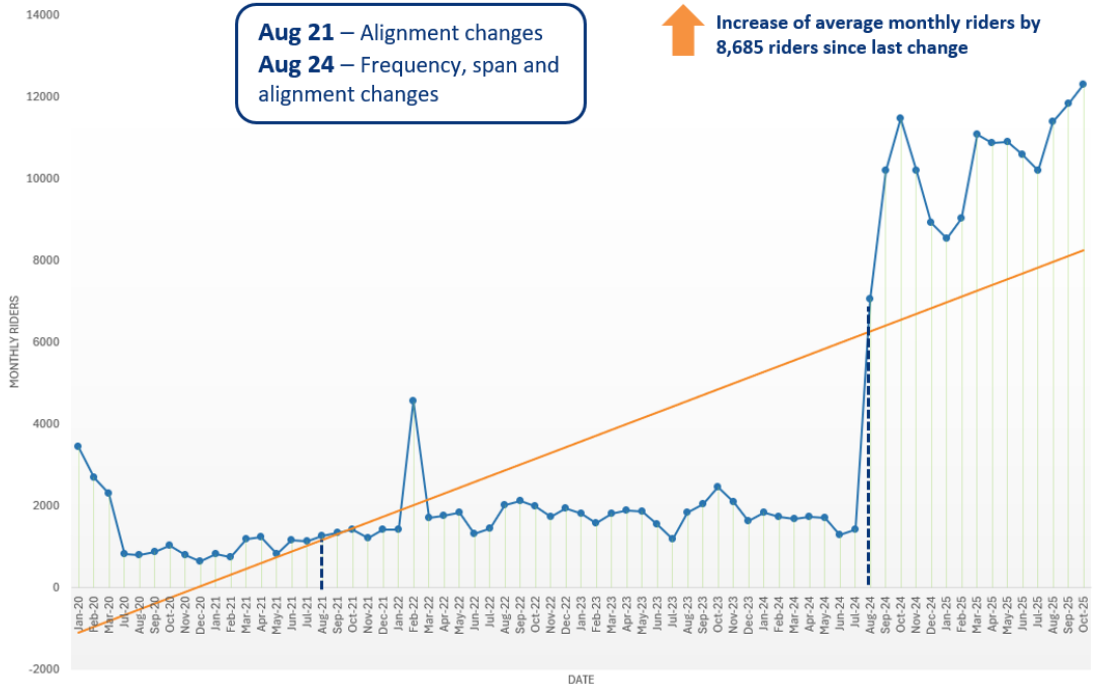
Increase of average monthly riders by 2,567 riders since last change



Route 77

Aug 21 – Alignment changes
Aug 24 – Frequency, span and alignment changes

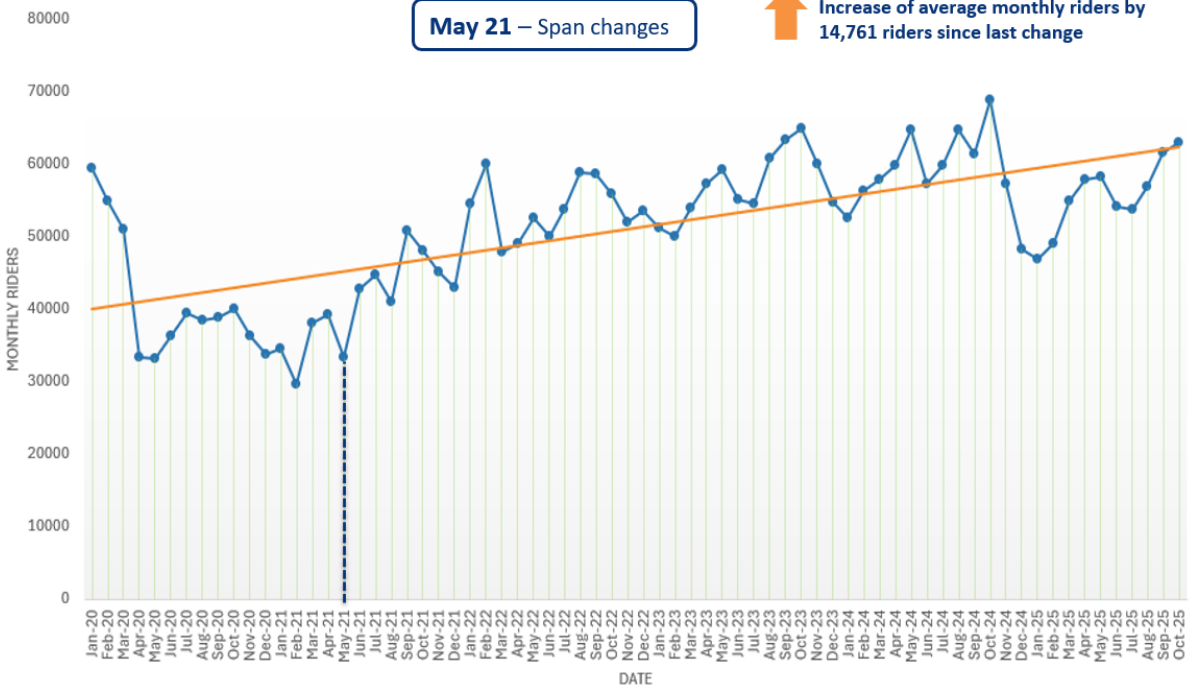
Increase of average monthly riders by 8,685 riders since last change



Route 78

May 21 – Span changes

Increase of average monthly riders by 14,761 riders since last change



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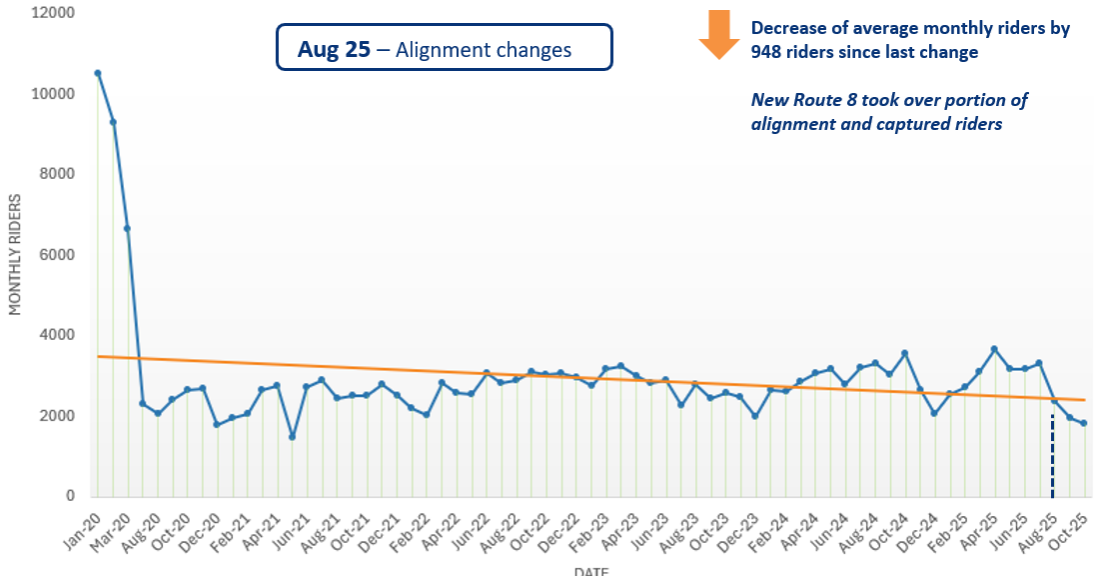
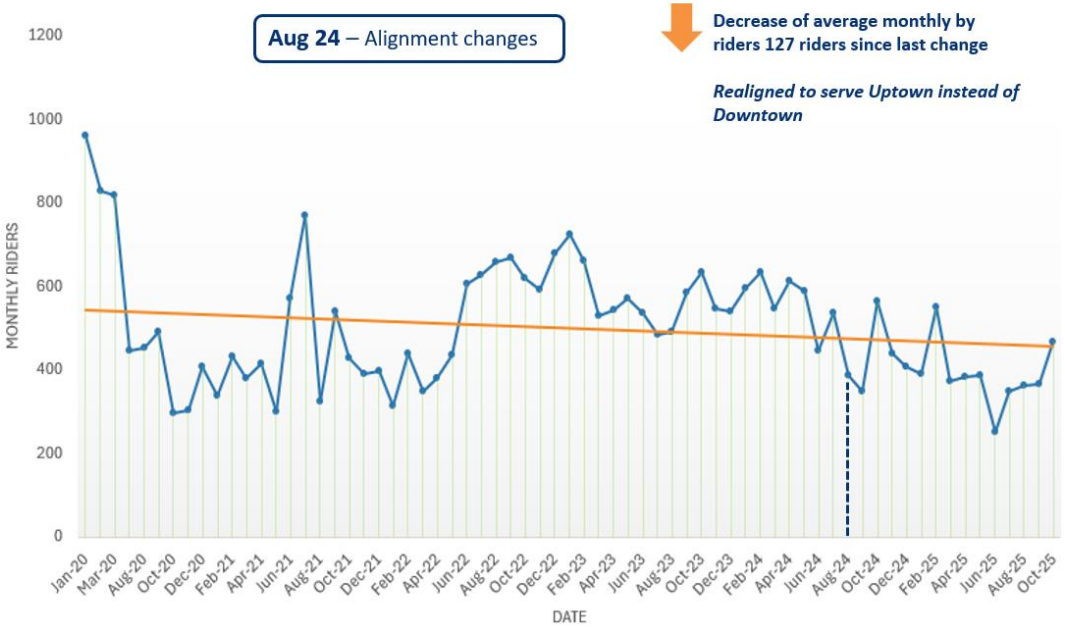
Route 2

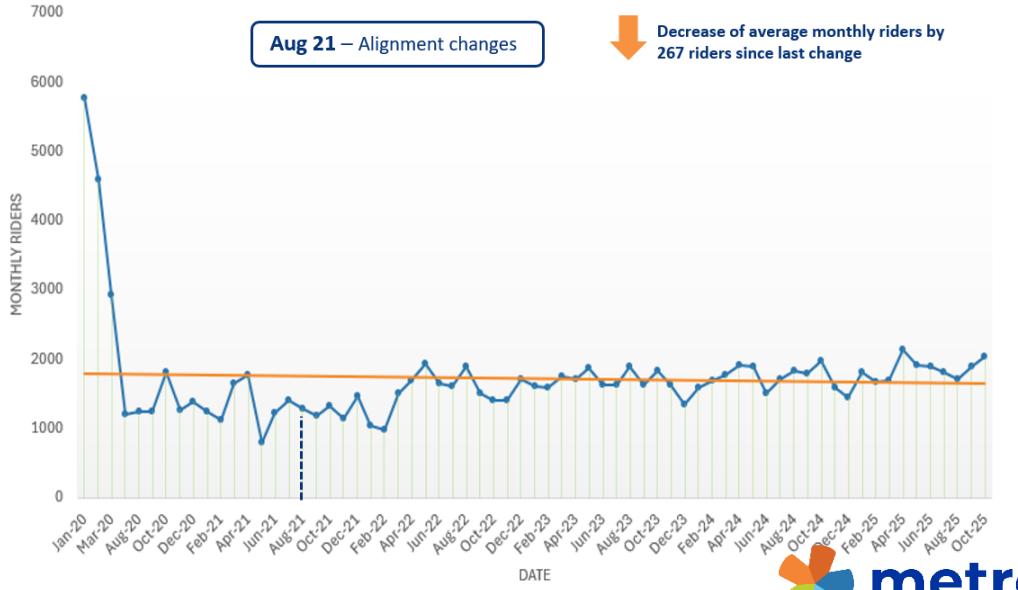
Route 3



Route 12



Route 23



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Initial Analysis—Findings

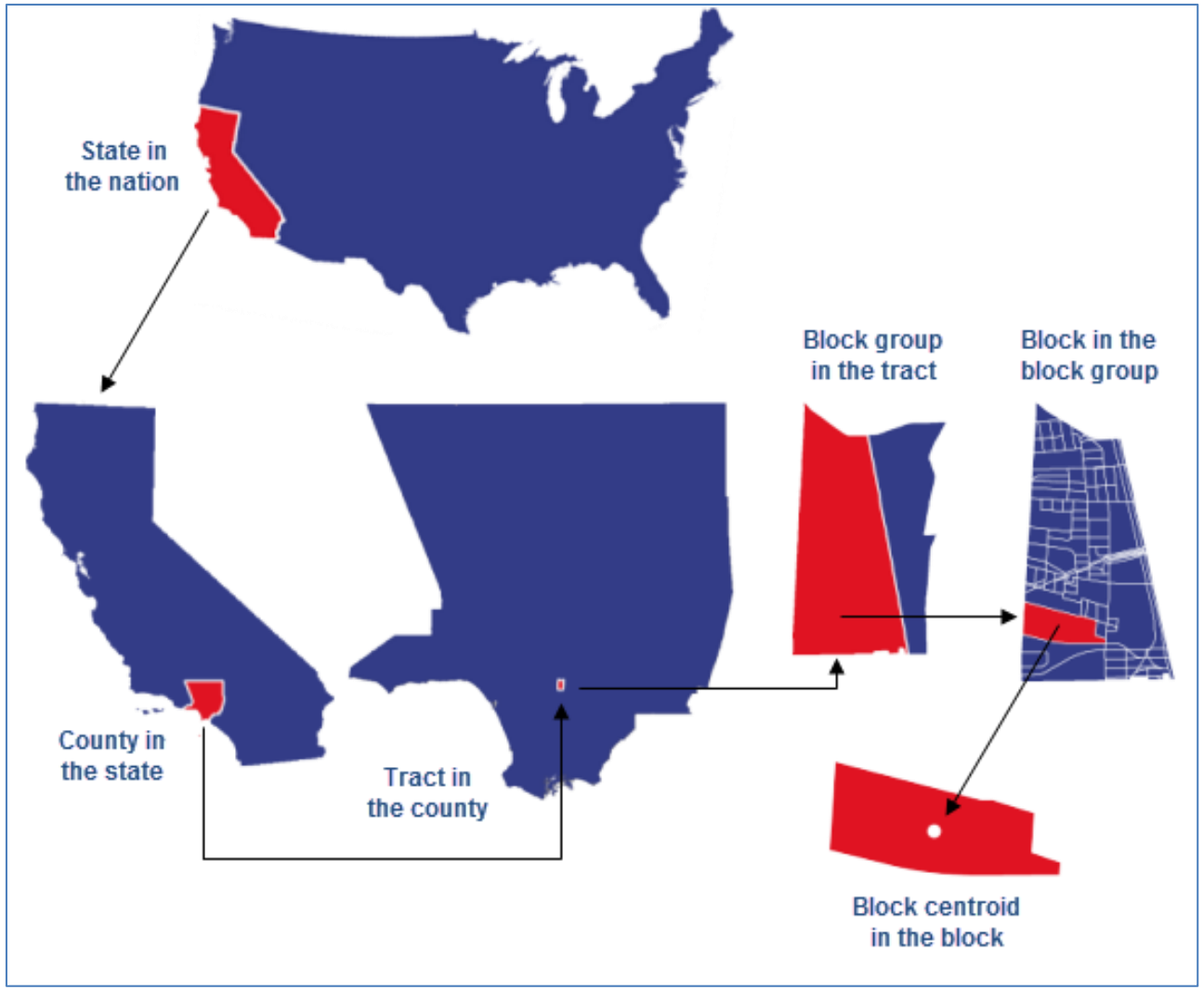
- From the time series chart and trend lines:
  - There is strong correlation between added service and ridership growth
  - Ridership has been increasing on most routes
  - Only 6 routes were flat or experiencing some decline in ridership

- However, not enough insights at this level of analysis
  - Spatial analysis is needed to look at data in added dimensions

NETWORK ANALYSIS—BY CORRIDOR

Corridor Analysis

- Quite often, there is more than one route on the same street.
- Routes impact each other
- Stops may serve cross routes as well
- The purpose of this initial exercise is to:
  - **Perform analysis on a corridor-basis**
  - **Capture all ridership in a corridor (regardless of route)**



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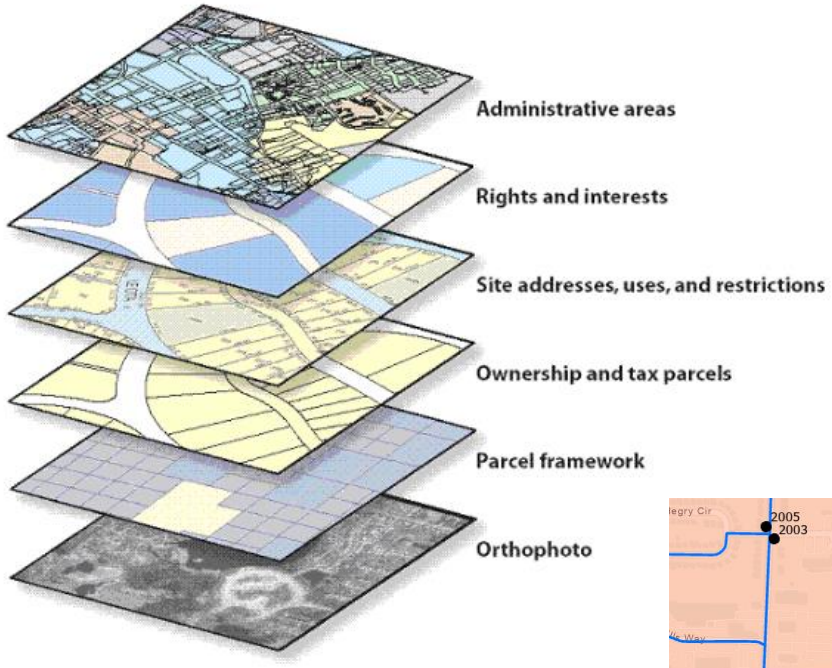
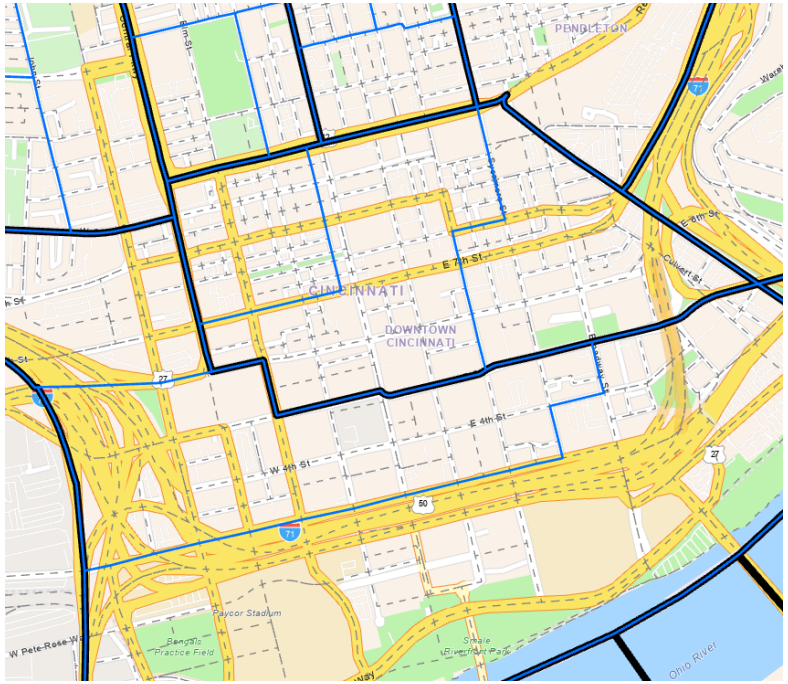
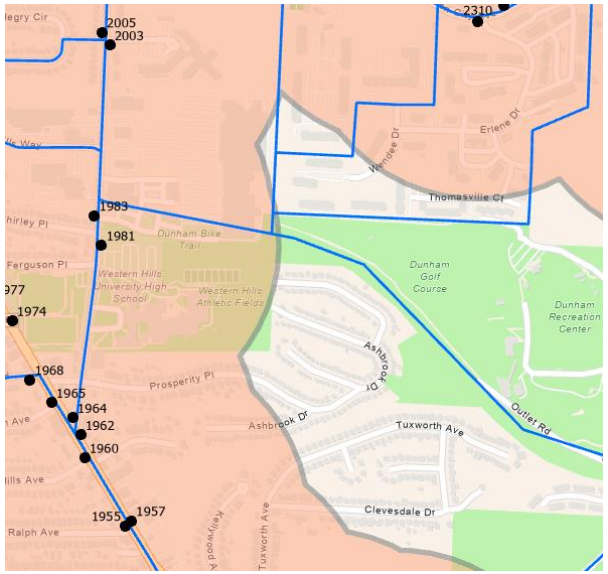
Challenges of Data

- Techniques (census/ block groups/ fishnet), etc..
  - Show GIS layers of these
  - Explain challenges with having different sizes/shapes
  - Show how we normalized data (aggregate data to block group):
    - Frequency
    - Span
    - Ridership







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Calculate Span Using R Script

```r
# ================================================
# GTFS Stop-Level Service Span Analyzer (Ultra-Safe Hybrid Version)
# Calculates per-stop service span for each route/direction
# Works with feeds using departure_time or arrival_time
# Handles blank, malformed, and 24+ hour times
# ================================================

library(tidyverse)
library(lubridate)
library(tidytransit)
library(stringr)

# === File Path ===
gtfs_path <- "C:/Users/Max.Linder/OneDrive - Metro/Documents - Planning Team/Planning/P and S Shared/Deep Dive (September 2025)/GTFS List/aug 2023.zip"

# === Load GTFS ===
message("📦 Reading GTFS...")
gtfs <- read_gtfs(gtfs_path)

# === Join tables and safely handle time fields ===
message("🕒 Preparing stop schedule data...")
stop_sched <- gtfs$stop_times %>%
  left_join(gtfs$trips,  by = "trip_id") %>%
  left_join(gtfs$routes, by = "route_id") %>%
  left_join(gtfs$stops,  by = "stop_id") %>%
  mutate(
    # ✅ Choose whichever field exists and clean blanks
    raw_time = dplyr::na_if(trimws(coalesce(departure_time, arrival_time)), ""),

    # ✅ Validate: keep only HH:MM or HH:MM:SS
    raw_time = ifelse(grepl("^\\d{1,2}:\\d{2}(:\\d{2})?$", raw_time), raw_time, NA),

    # ✅ Split into hours, minutes, seconds and compute seconds manually
    dep_sec = suppressWarnings(
      as.numeric(str_split_fixed(raw_time, ":", 3)[,1]) * 3600 +
        as.numeric(str_split_fixed(raw_time, ":", 3)[,2]) * 60 +
        as.numeric(ifelse(
          str_split_fixed(raw_time, ":", 3)[,3] == "",
          0,
          str_split_fixed(raw_time, ":", 3)[,3]
        ))
    )
  ) %>%
  filter(!is.na(dep_sec))

# === Quick route-level summary ===
message("📊 Valid time summary by route:")
route_summary <- stop_sched %>%
  group_by(route_id, route_short_name) %>%
  summarise(
    n_trips = n_distinct(trip_id),
    n_stops = n_distinct(stop_id),
    min_time = min(dep_sec, na.rm = TRUE),
    max_time = max(dep_sec, na.rm = TRUE),
    .groups = "drop"
  )
print(route_summary %>% arrange(route_short_name))

# === Calculate service span per stop (split service windows) ===
message("🧮 Calculating stop-level spans...")
gap_threshold <- 3600  # 1 hour gap defines a new service window
```

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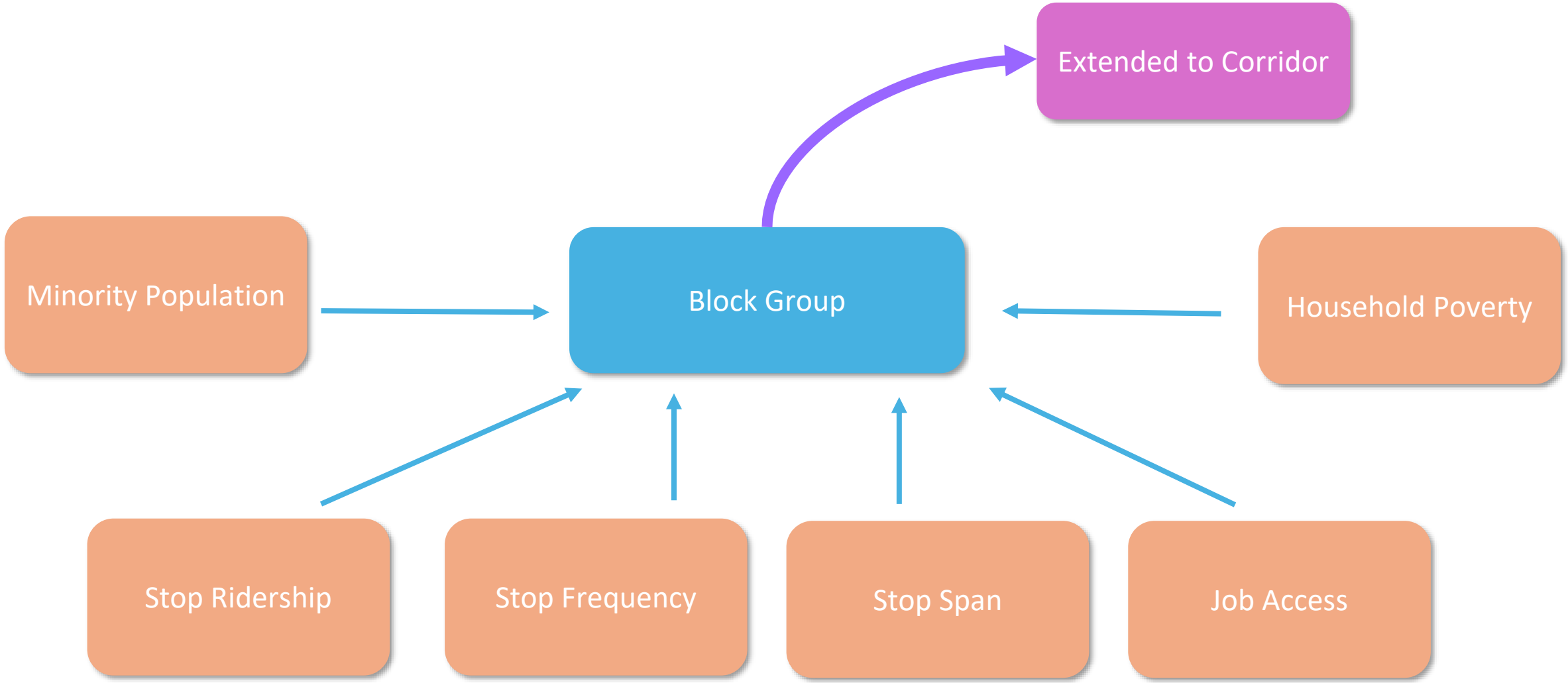
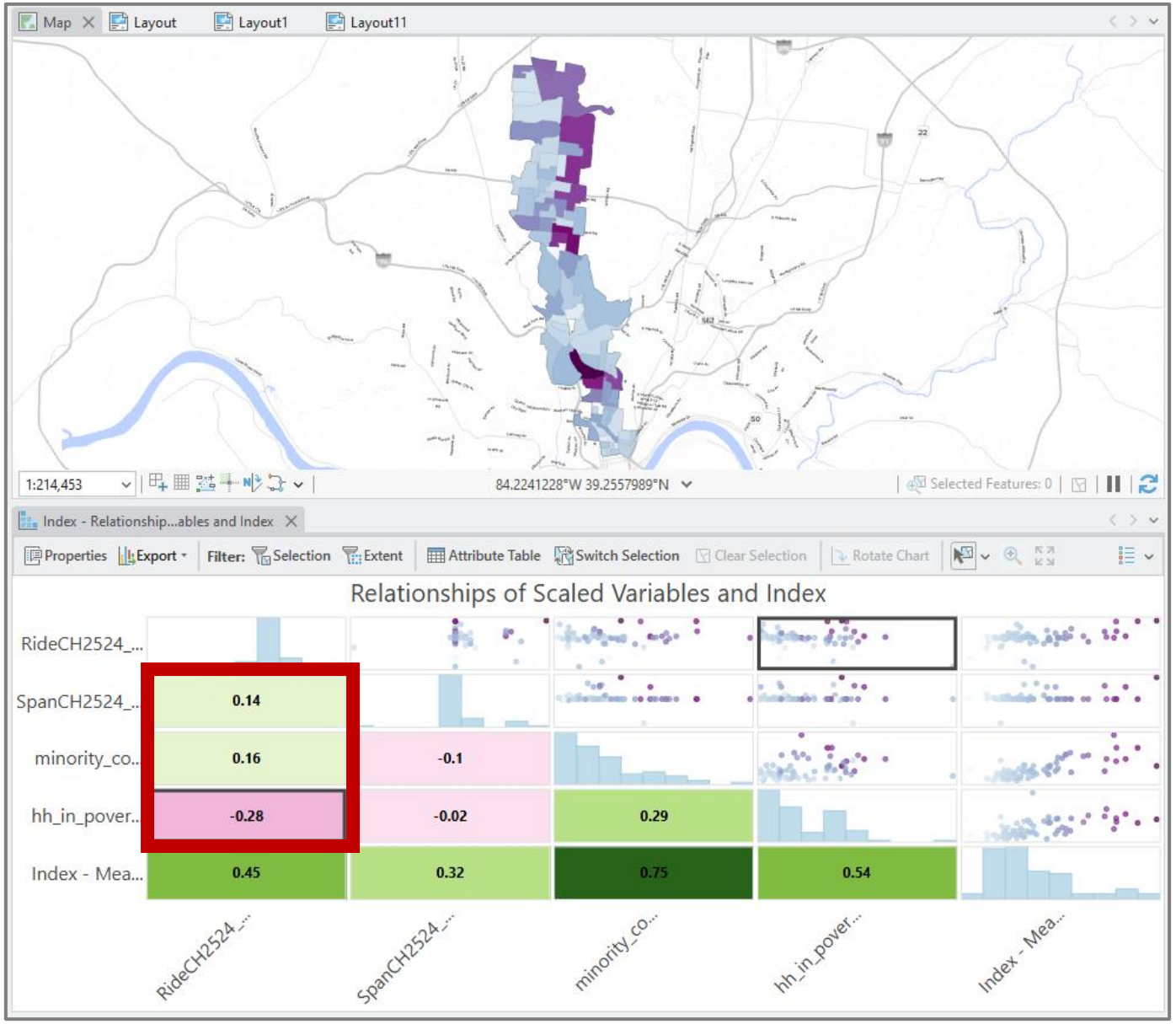
GIS Model: Data Structure



Route 17: Span (2025 vs. 2024)



Colors on maps only represent the scope of analysis, not a specific metric

Corridor Demographics

Household Poverty	8,786
Total Households	36,329
Minority Population	44,255
Total Population	87,776

Span and frequency had little to do with ridership growth. Metro's effort to increase university ridership caused a positive increase in ridership

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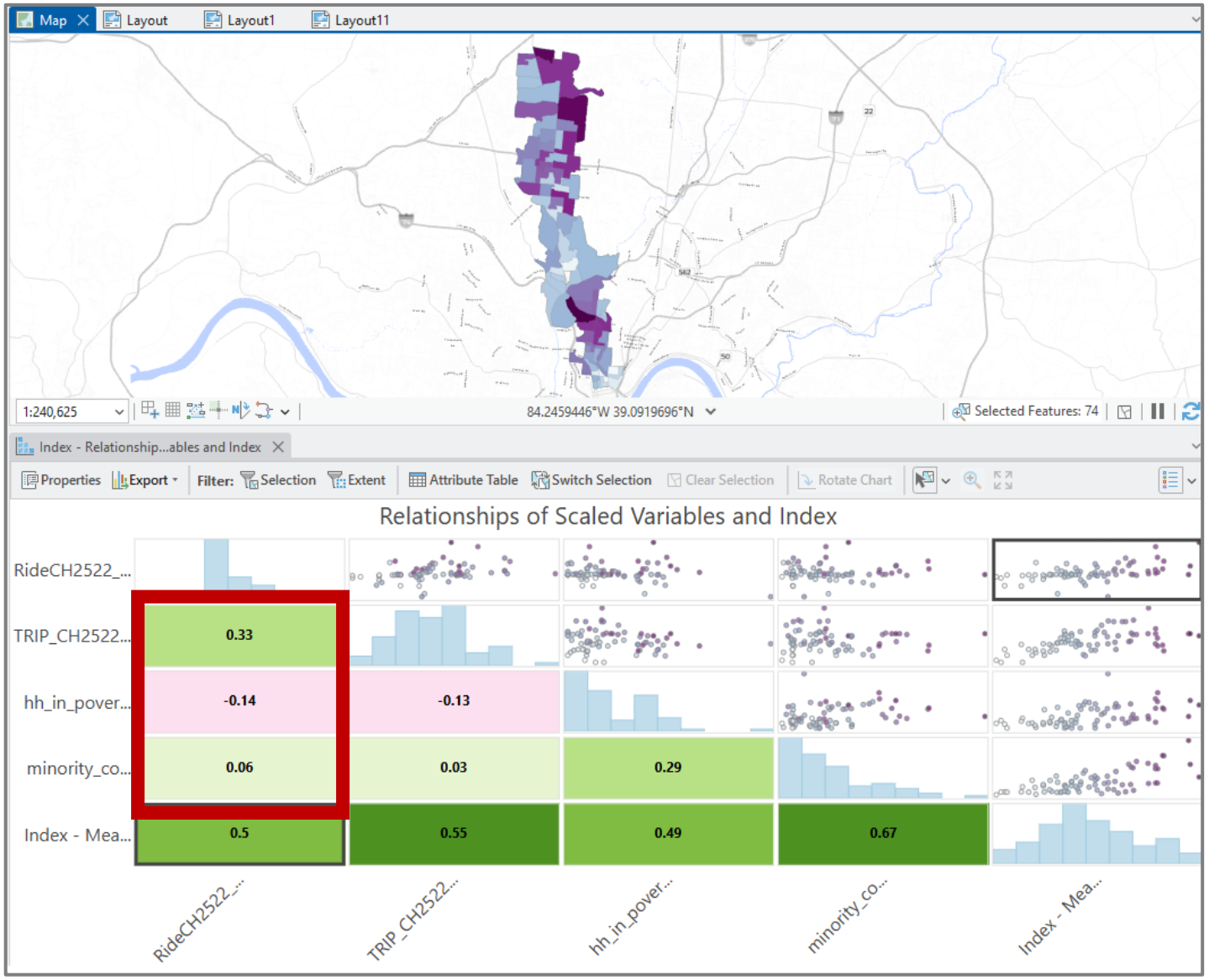
Route 17: Frequency



Colors on maps only represent the scope of analysis, not a specific metric

Corridor Demographics

Household Poverty	8,786
Total Households	36,329
Minority Population	44,255
Total Population	87,776

The frequency increase is associated with other service changes. This route is an example of where land use has a greater effect than other variables, as it runs in areas with high population density and is located close to a major university

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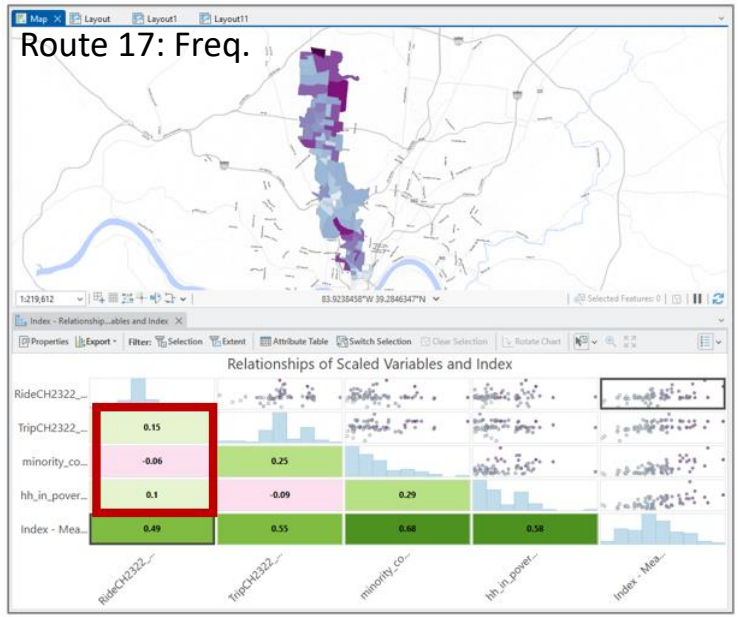
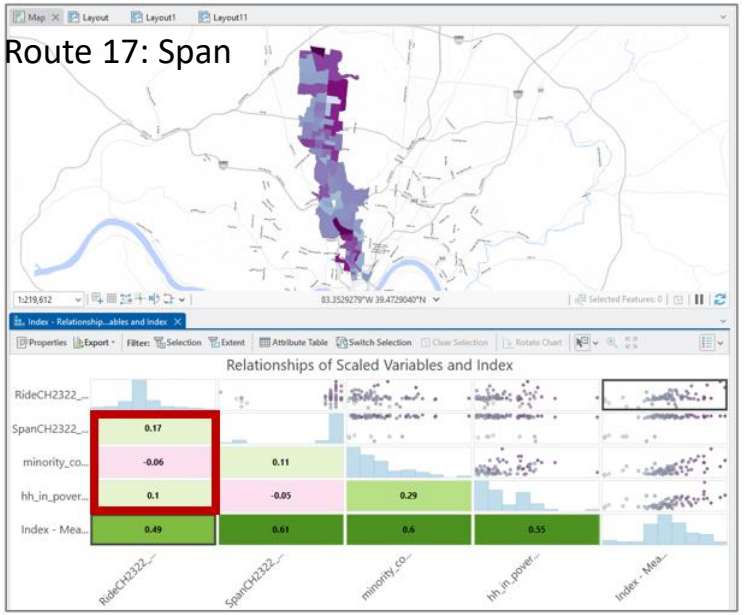
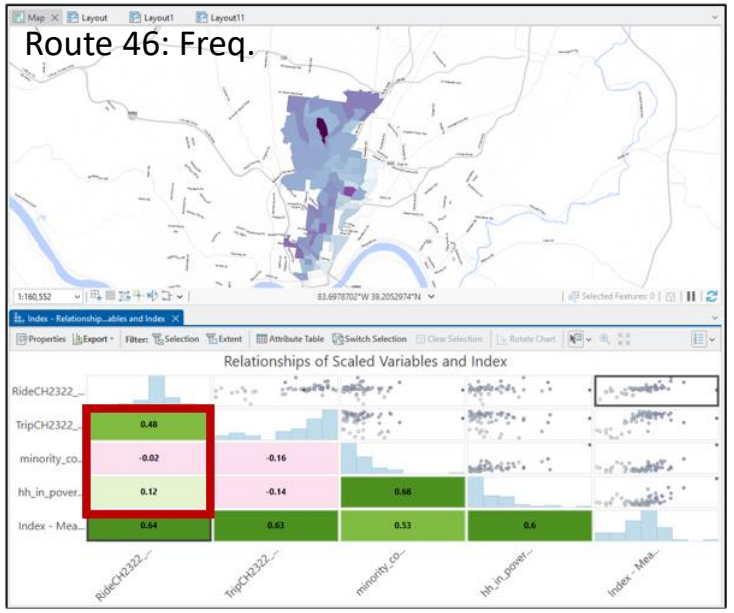
Frequency and Span Analysis (2023 vs. 2022)







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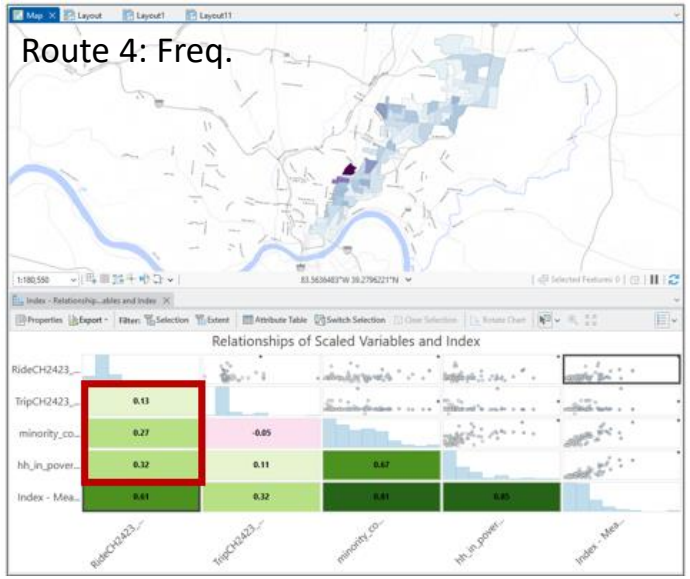
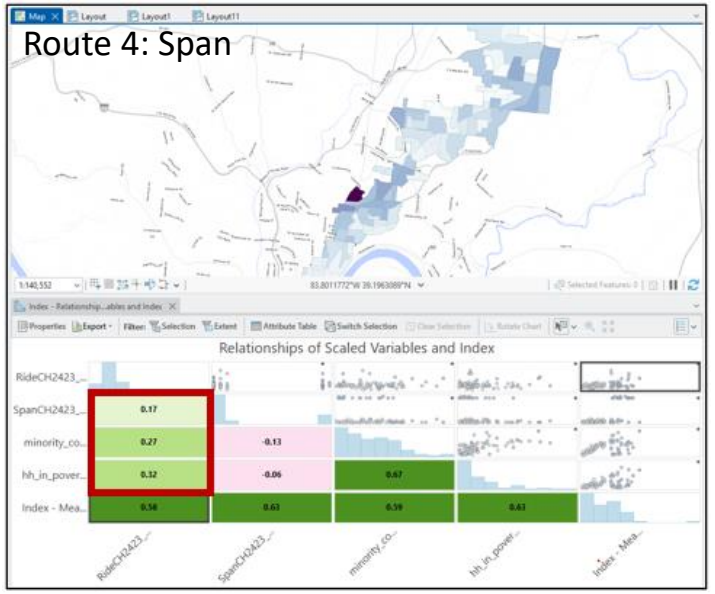
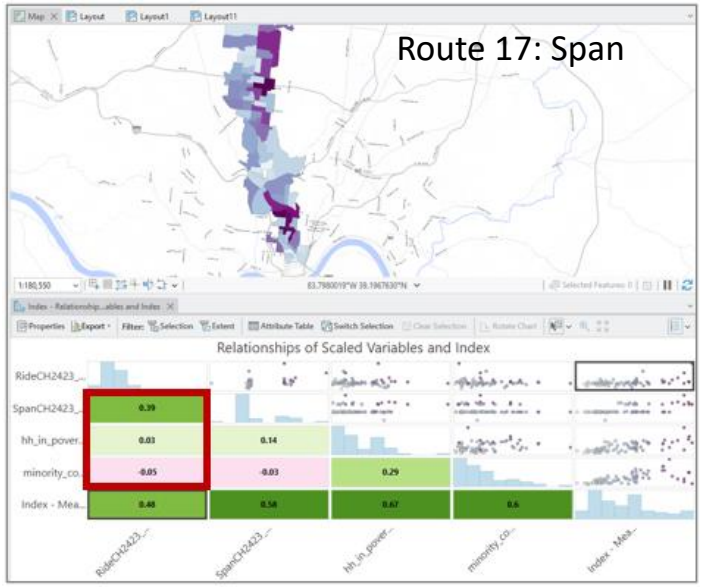
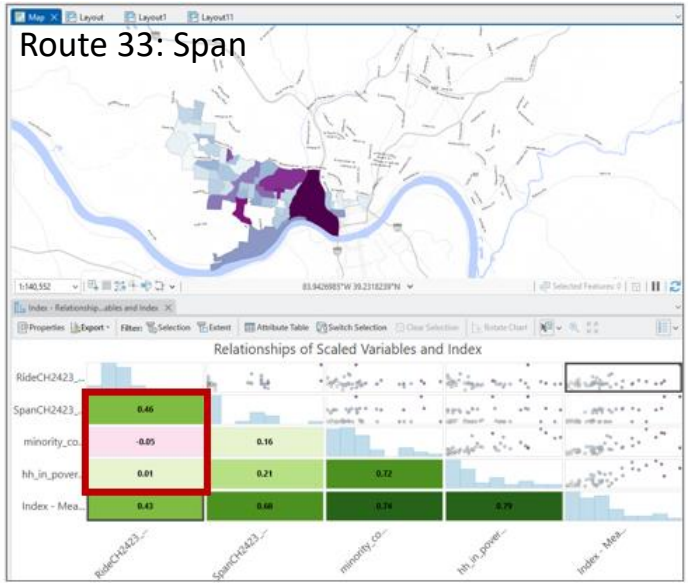
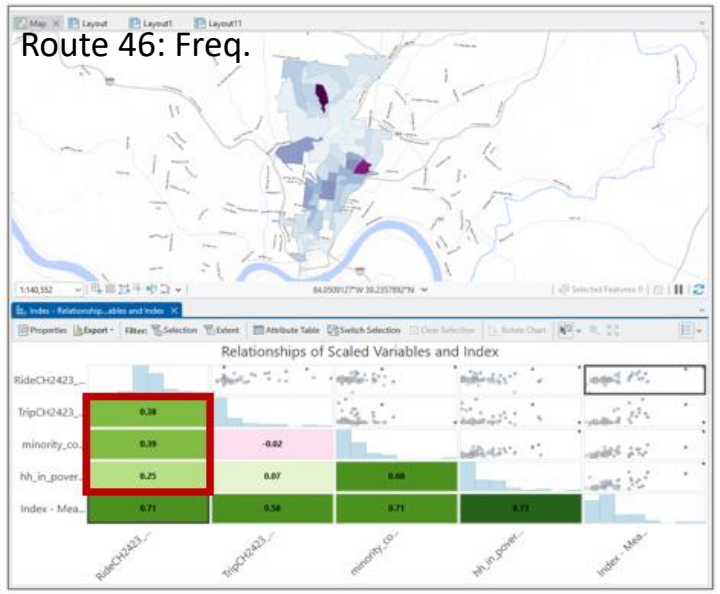
Additional Span and Frequency Analysis (2024 vs. 2023)

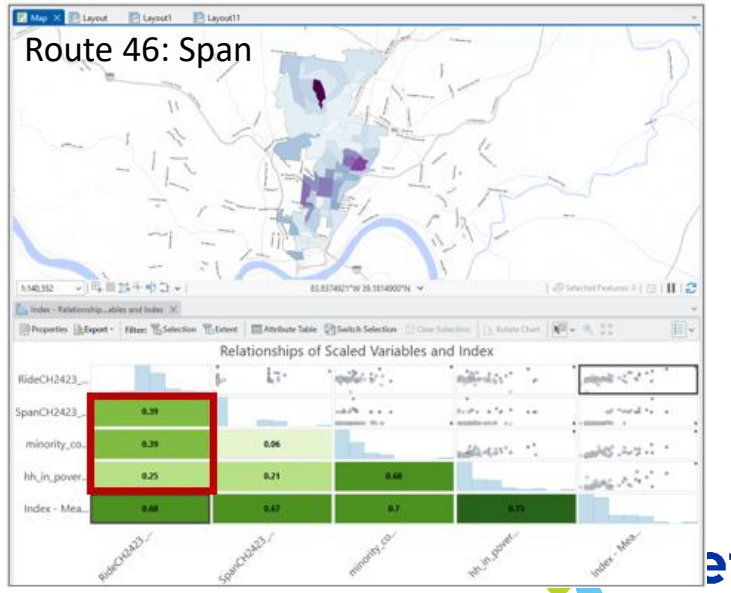












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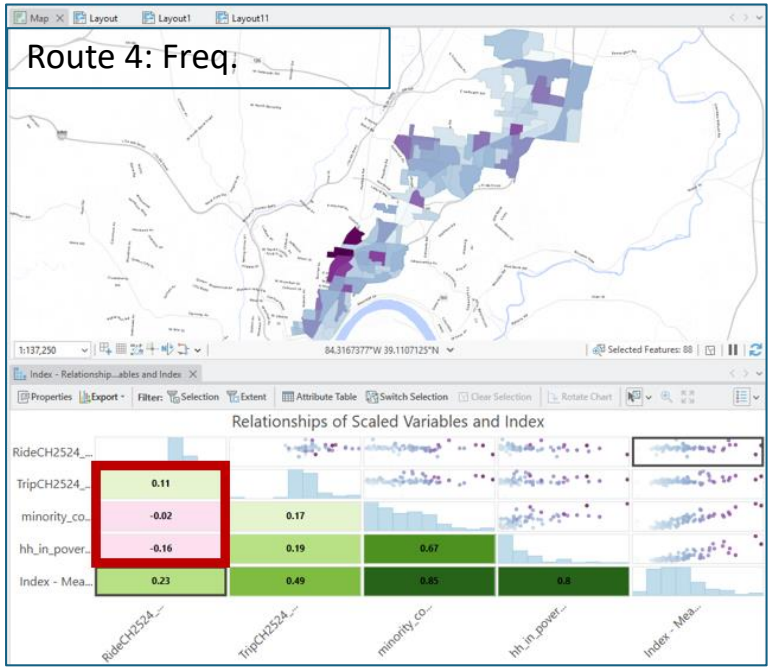
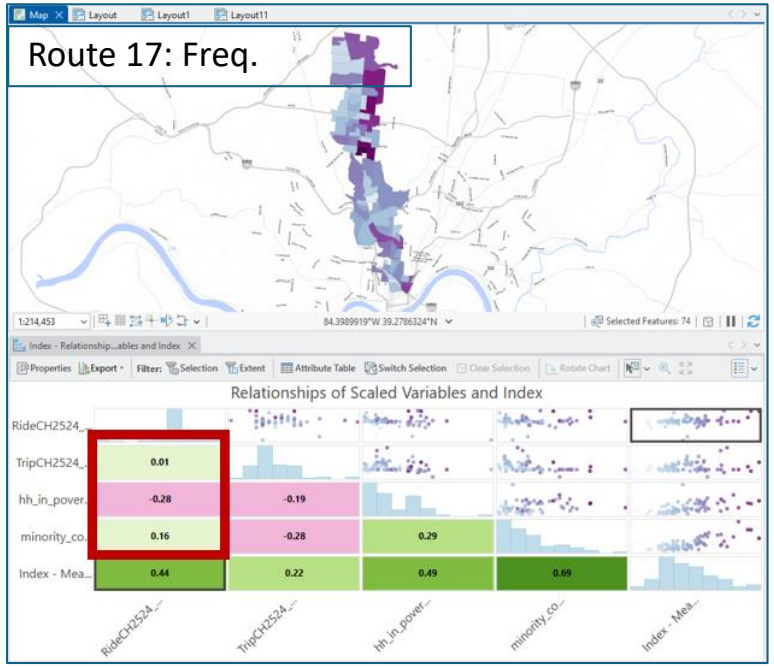
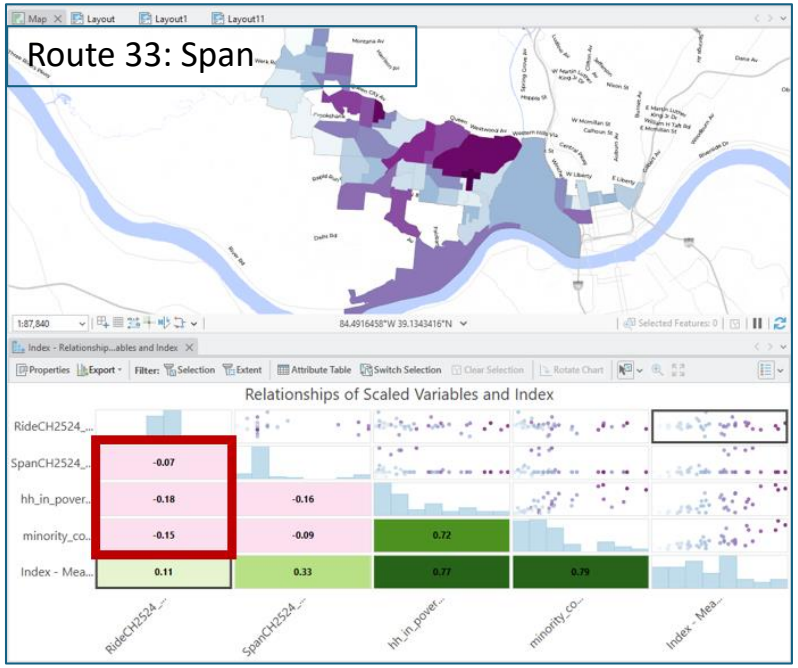
Additional Span and Frequency Analysis (2025 vs. 2024)







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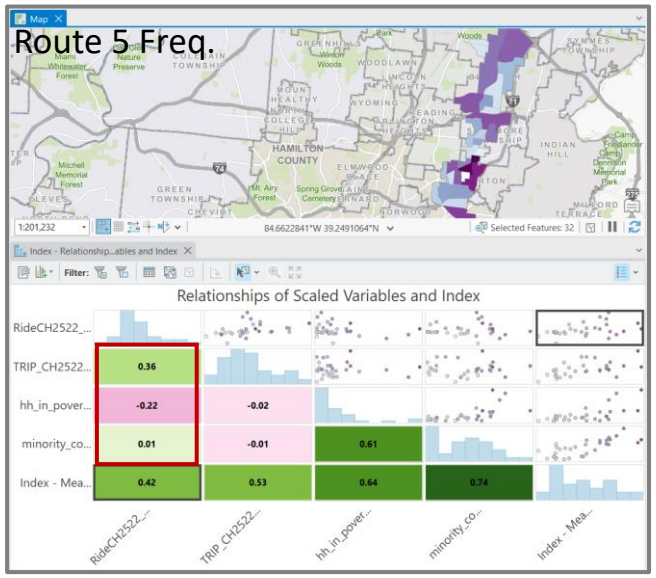
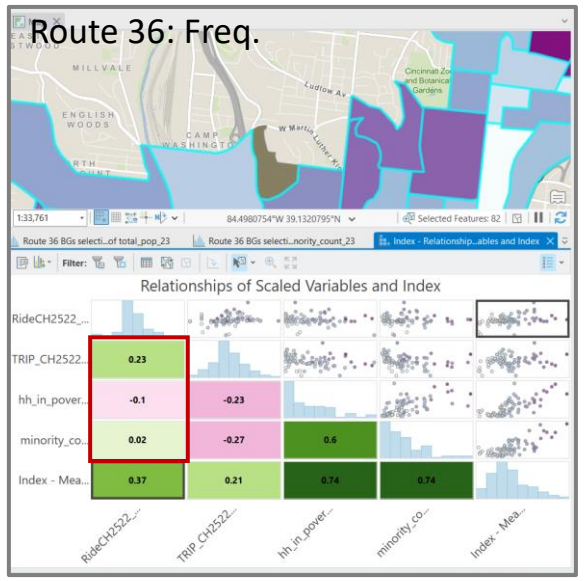
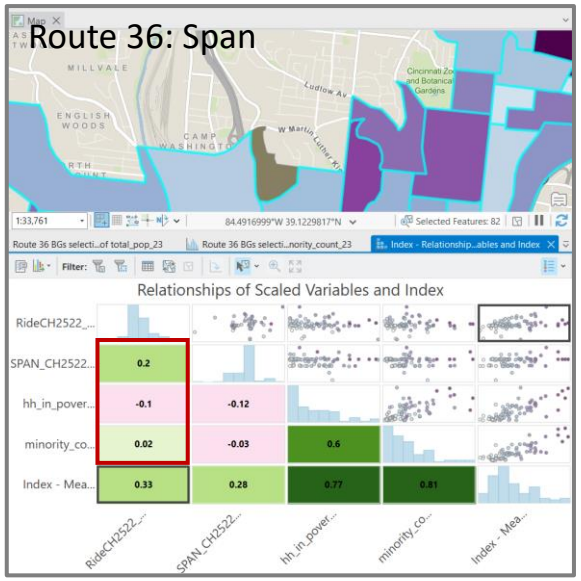
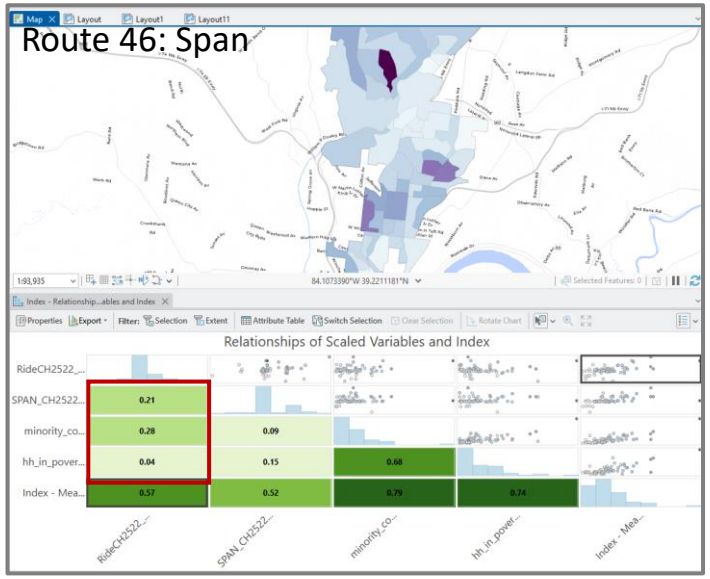
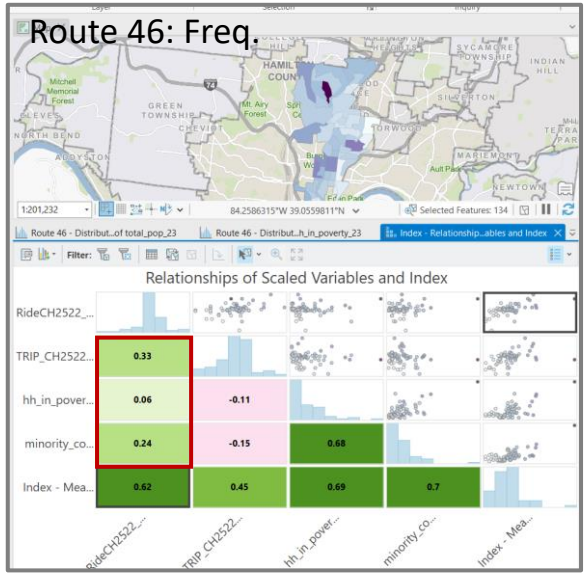
Frequency and Span Analysis (2025 vs. 2022)











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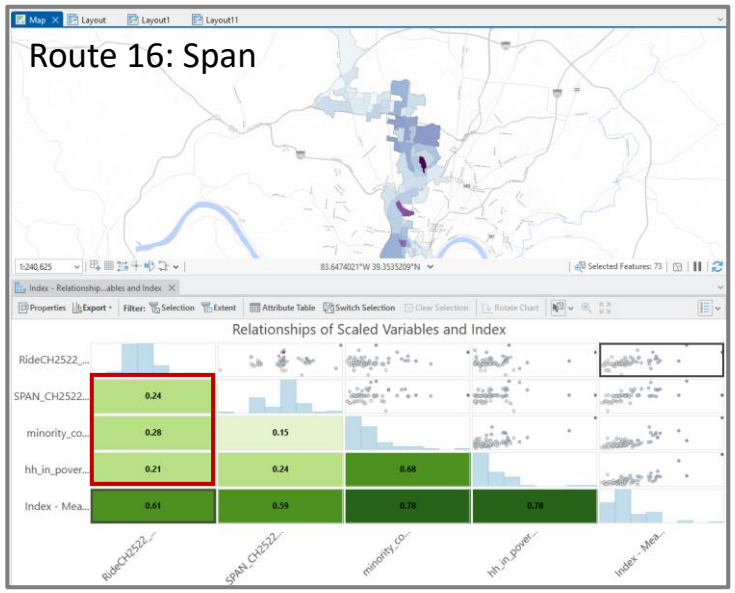
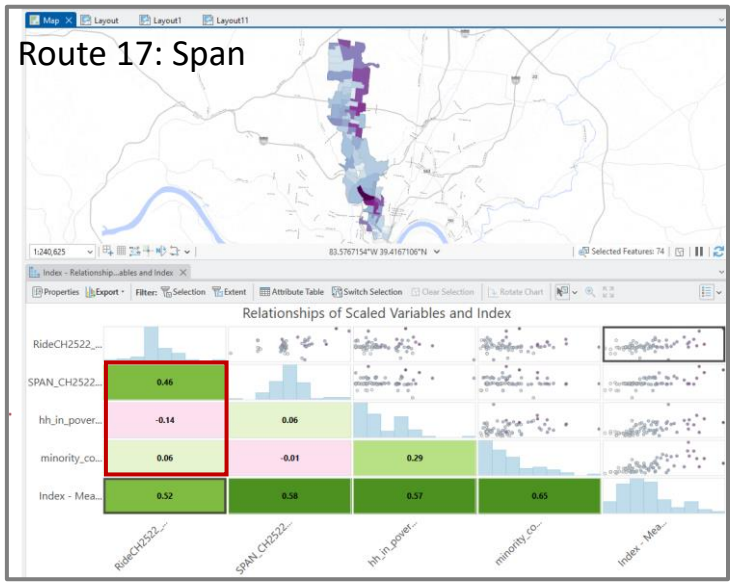
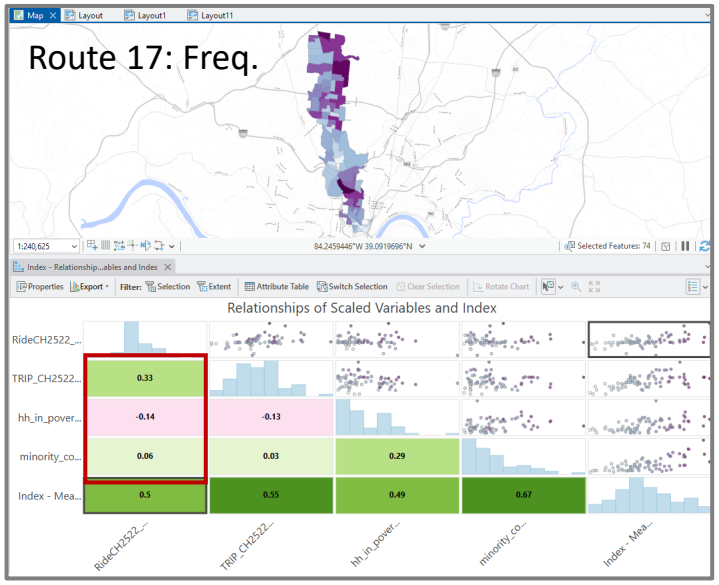
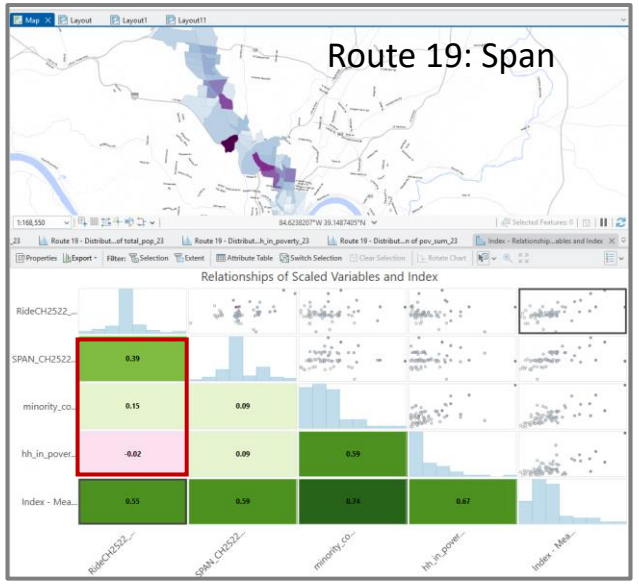
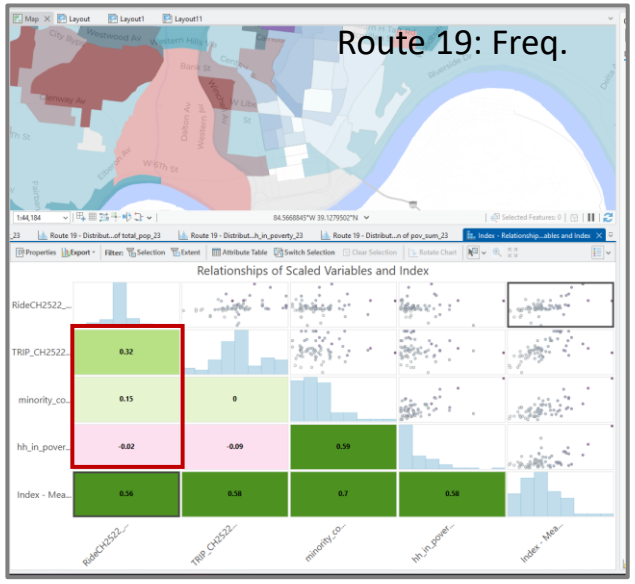
Frequency and Span Analysis (2025 vs. 2022)











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Key Takeaways

- Systemwide, span and frequency are the strongest service drivers of ridership change. Where Metro added hours and/or trips, ridership generally responded.
- The ridership response varies by corridor and community context. Some routes respond more to added trips, while others respond more to longer service hours. For example, in high-poverty areas, people are more sensitive to the span of service than frequency
- Service investments showed clear returns on several corridors (Route 36 and Route 46), including cases where span expanded without a major alignment change and still produced measurable gains.
- Land use and major activity centers can outweigh service variables. Corridors near high-density areas and major institutions (university-adjacent service) can see ridership shifts driven by destination strength and surrounding development as much as by service levels.
- Year-over-year results show that external forces matter. In some years, ridership growth (or decline) was driven more by university-focused initiatives or broader political/economic conditions than by span/frequency alone.

Statistical Summary

Variable	33	46	17	4
Population	53,053	63,282	87,776	83,366
Households	22,653	27,023	36,329	39,871
Poverty	5,708	9,119	8,786	7,189
Percent Poverty	25.2%	33.7%	24.2%	18.0%
Minority	32464	35121	44255	33410
Percent Minority	61.2%	55.5%	50.4%	40.1%
Frequency (25-22)	-0.29	0.33	0.33	0.14
Span (25-22)	0.09	0.21	0.46	0.14
Frequency (25-24)	-0.44	0.11	0.01	0.11
Span (25-24)	-0.07	0.17	0.14	0.19
Frequency (24-23)	0.12	0.38	0.2	0.13
Span (24-23)	0.46	0.39	0.39	0.17
Frequency (23-22)	0.07	0.48	0.15	0.46
Span (23-22)	0.06	-0.02	0.17	0.05

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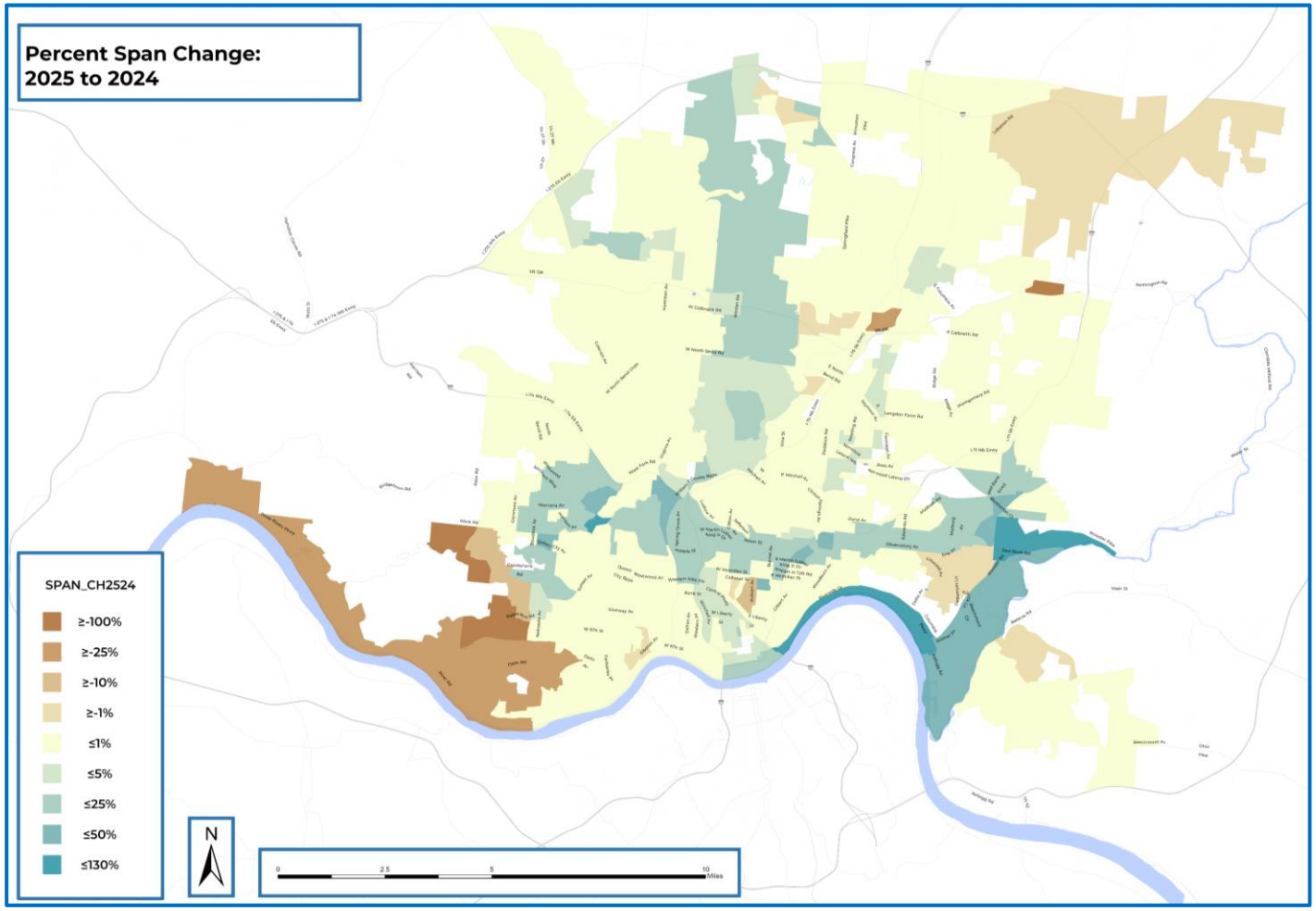
NETWORK ANALYSIS—BY ENTIRE SERVICE AREA

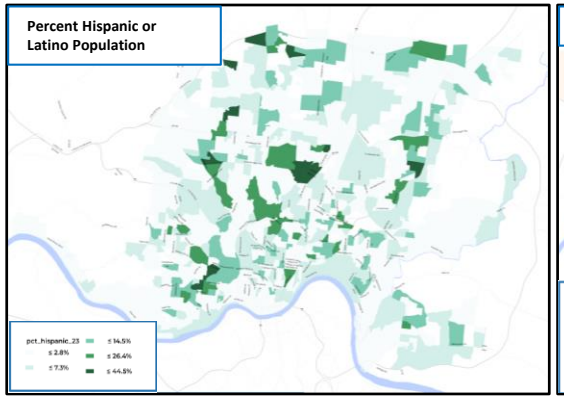
Service Area Analysis

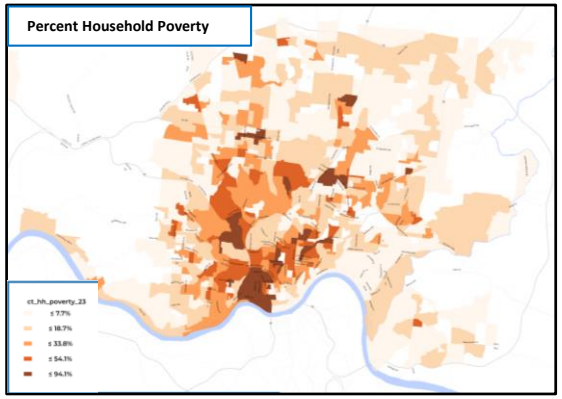
- The purpose of this initial exercise is to:
  - This analysis is looking at the entire network
  - **Determining holistic impact of service changes on ridership**

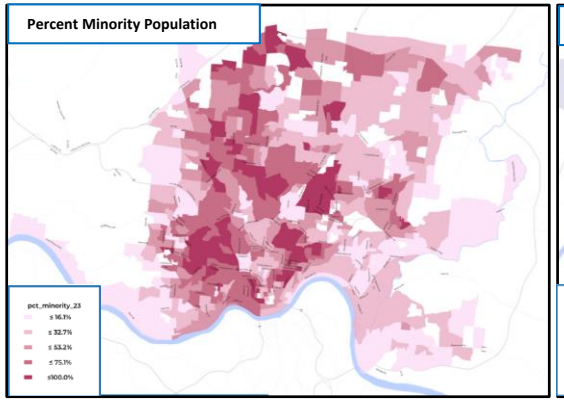
- **Data Used in this exercise:**
  - **Same data used for Corridor Analysis**
  - **All block groups within service area were used**

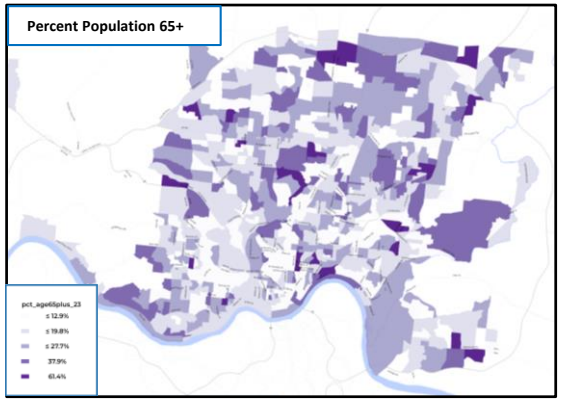
Span Percent Change (2025 vs. 2024)











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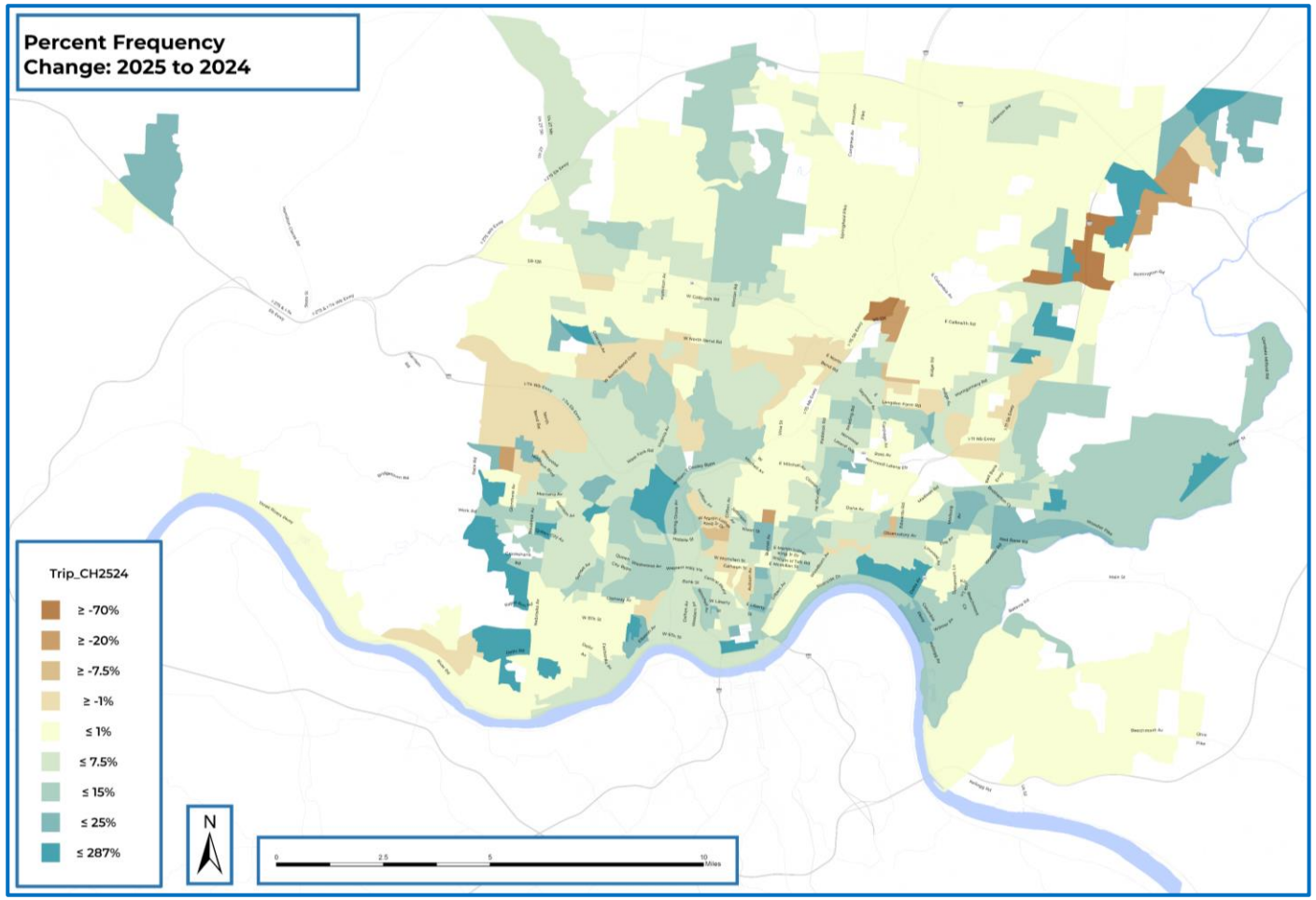
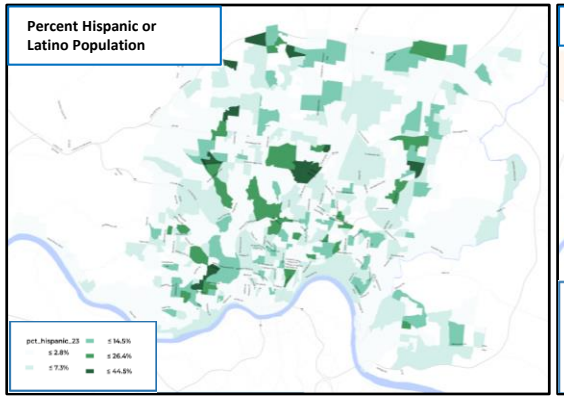
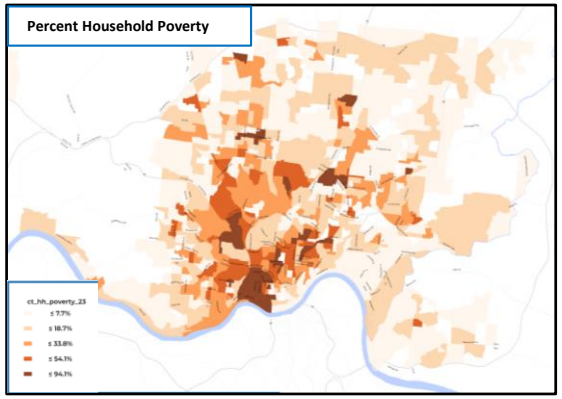
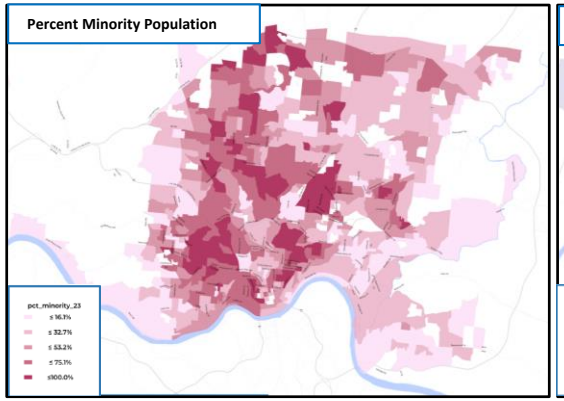
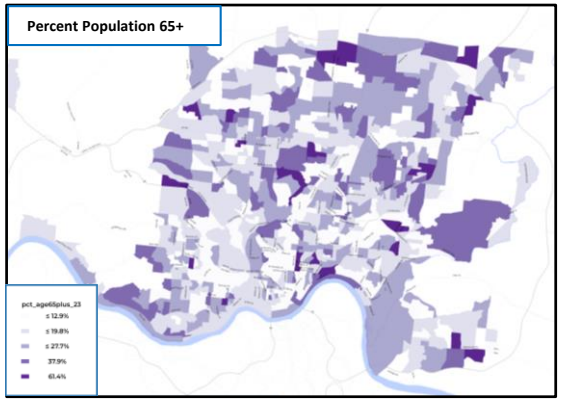
Frequency Percent Change (2025 vs. 2024)











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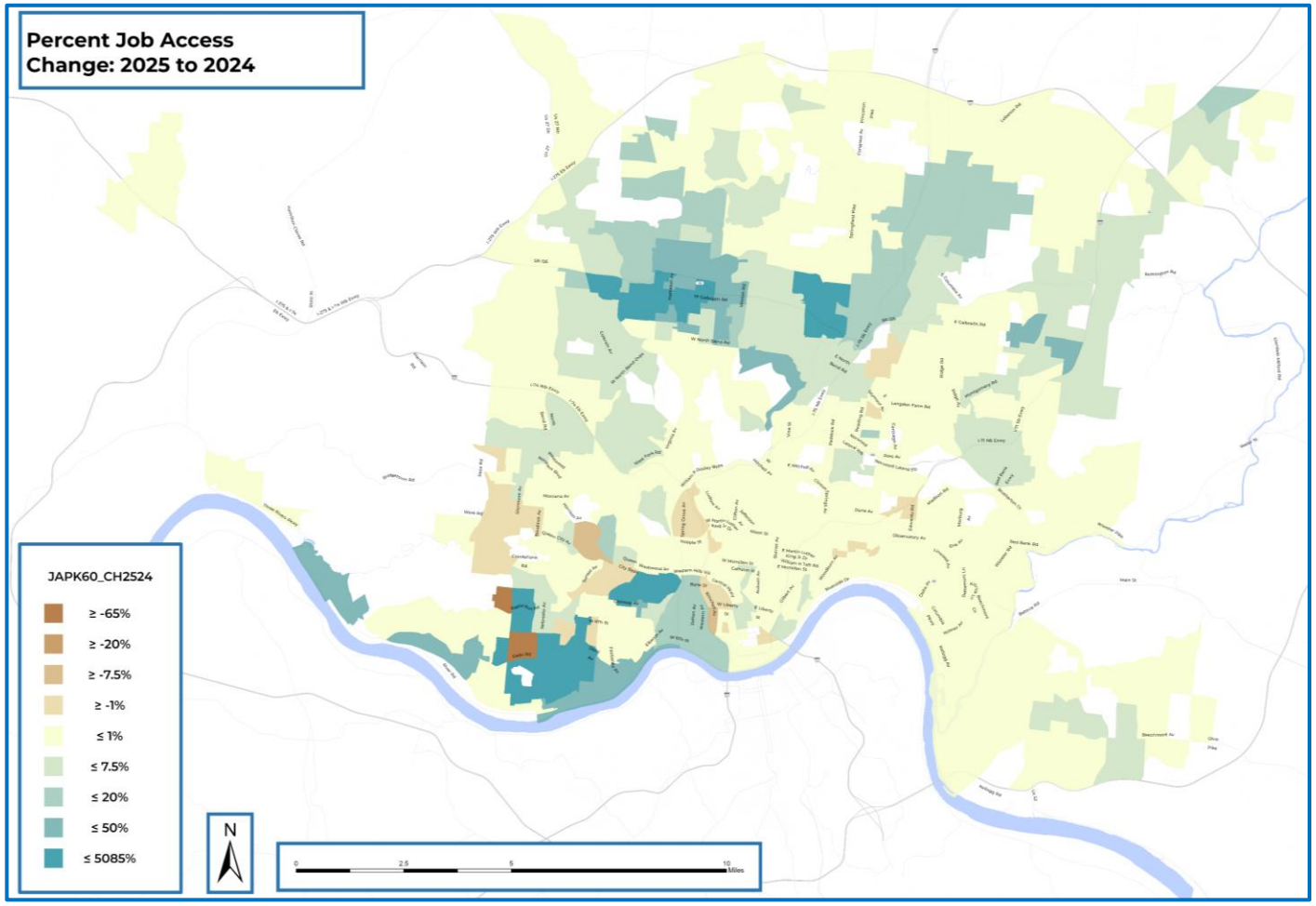
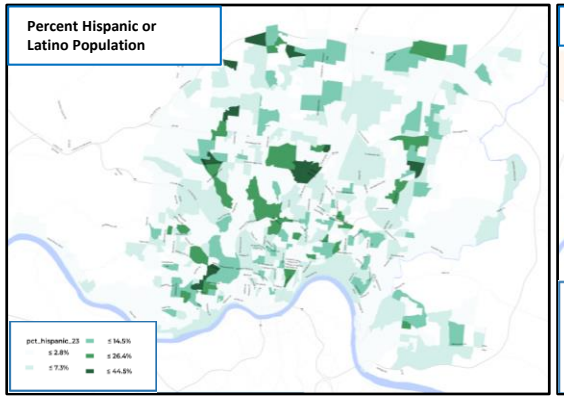
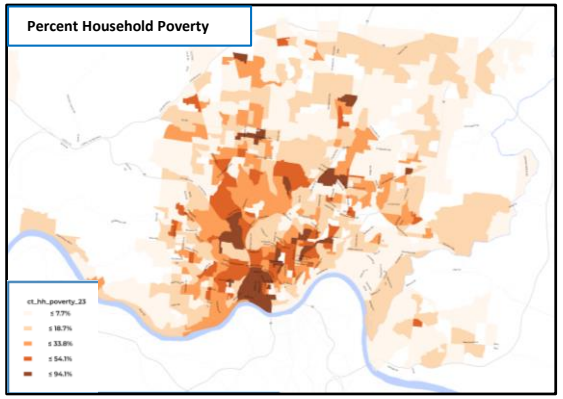
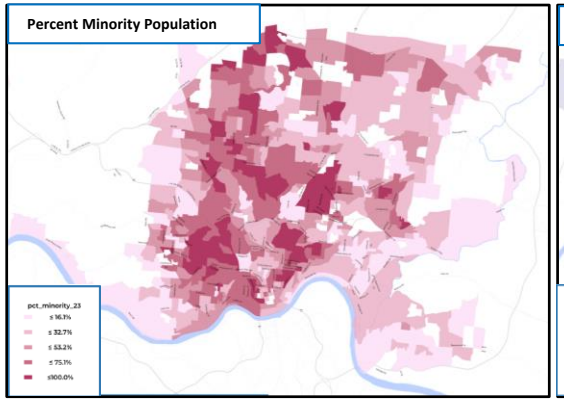
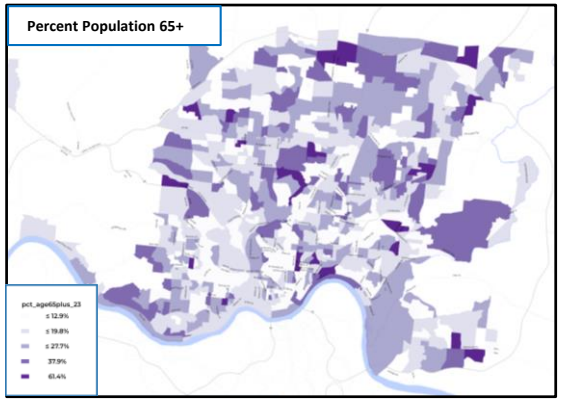
Job Access Percent Change (2025 vs. 2024)











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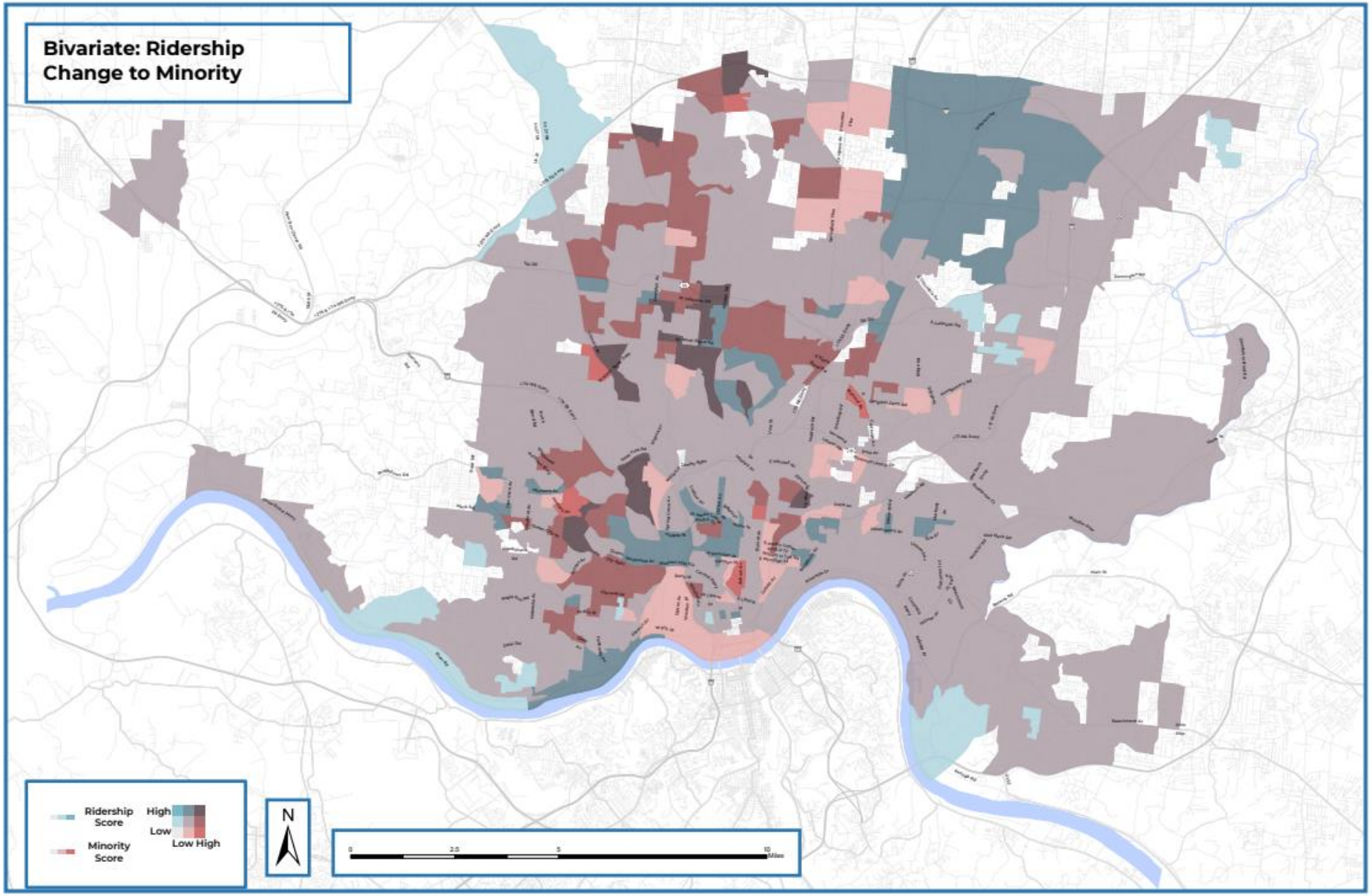
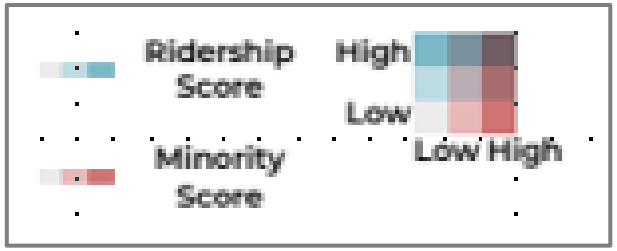
Bivariate Maps (2025 vs. 2022)



- Service that was introduced in minority areas generally produced a positive ridership response, most noticeably on the West Side and in Avondale/Evanston, along the Colerain corridor, and in College Hill.



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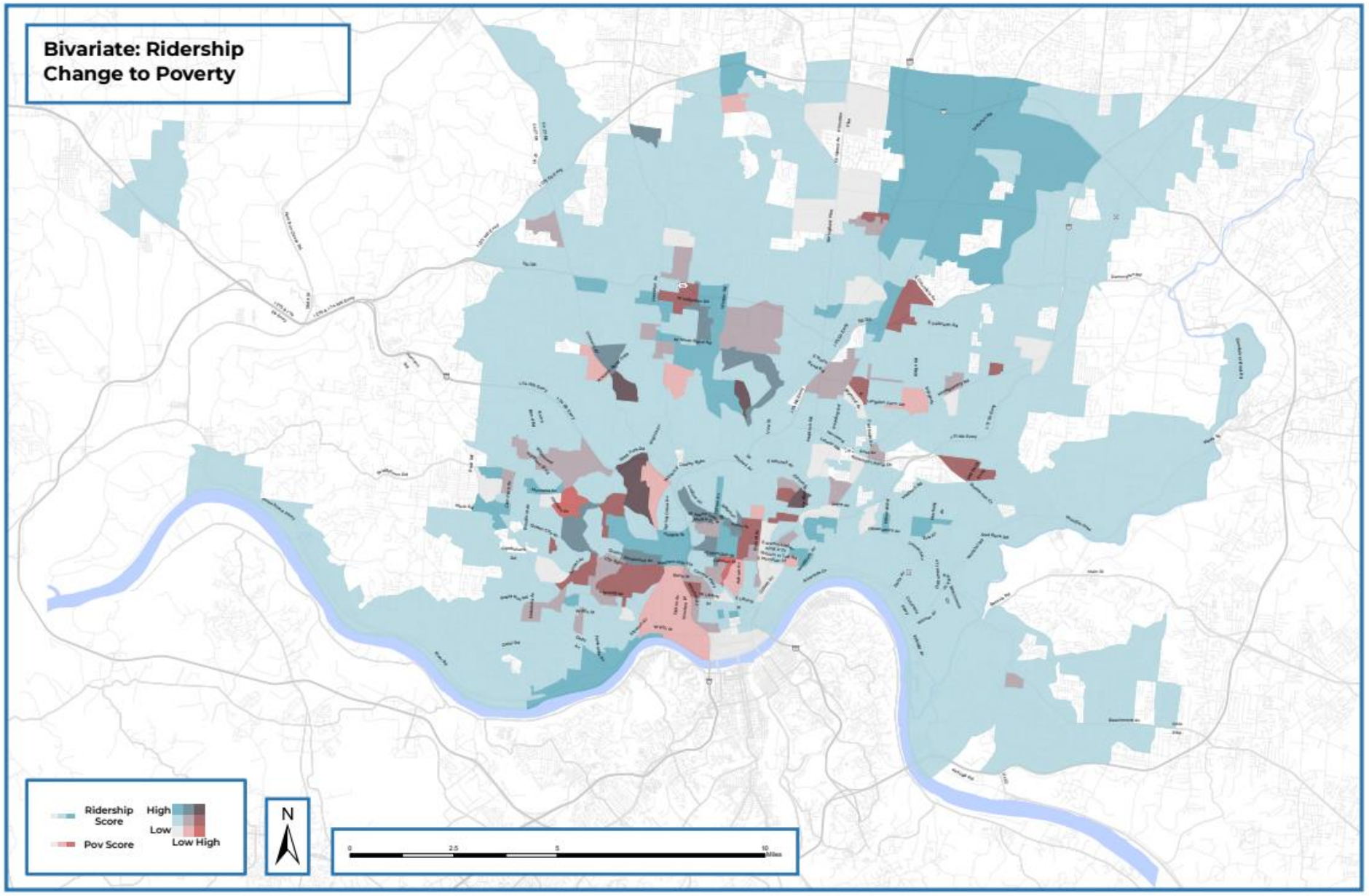
Bivariate Maps (2025 vs. 2022)



- Service that was introduced in areas with higher concentrations of poverty generally produced a positive ridership response, most noticeably on the West Side, along with a few other pocketed areas where demand appears to have been underserved.

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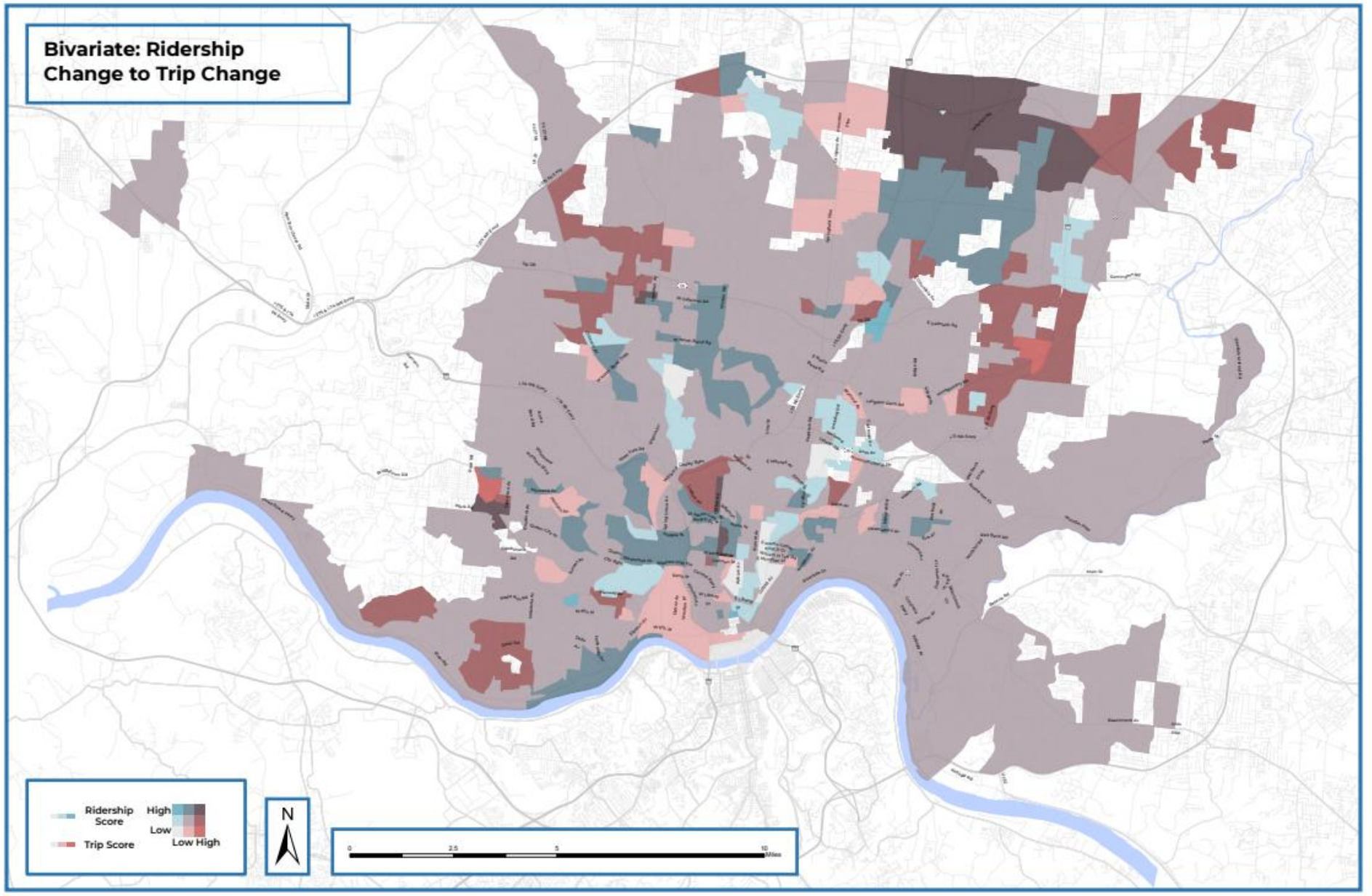
Bivariate Maps (2025 vs. 2022)



- Changes to service frequency generally produced noticeable ridership gain, particularly along the Lick Run Greenway, in Sedamsville, and along the Hamilton Avenue corridor.

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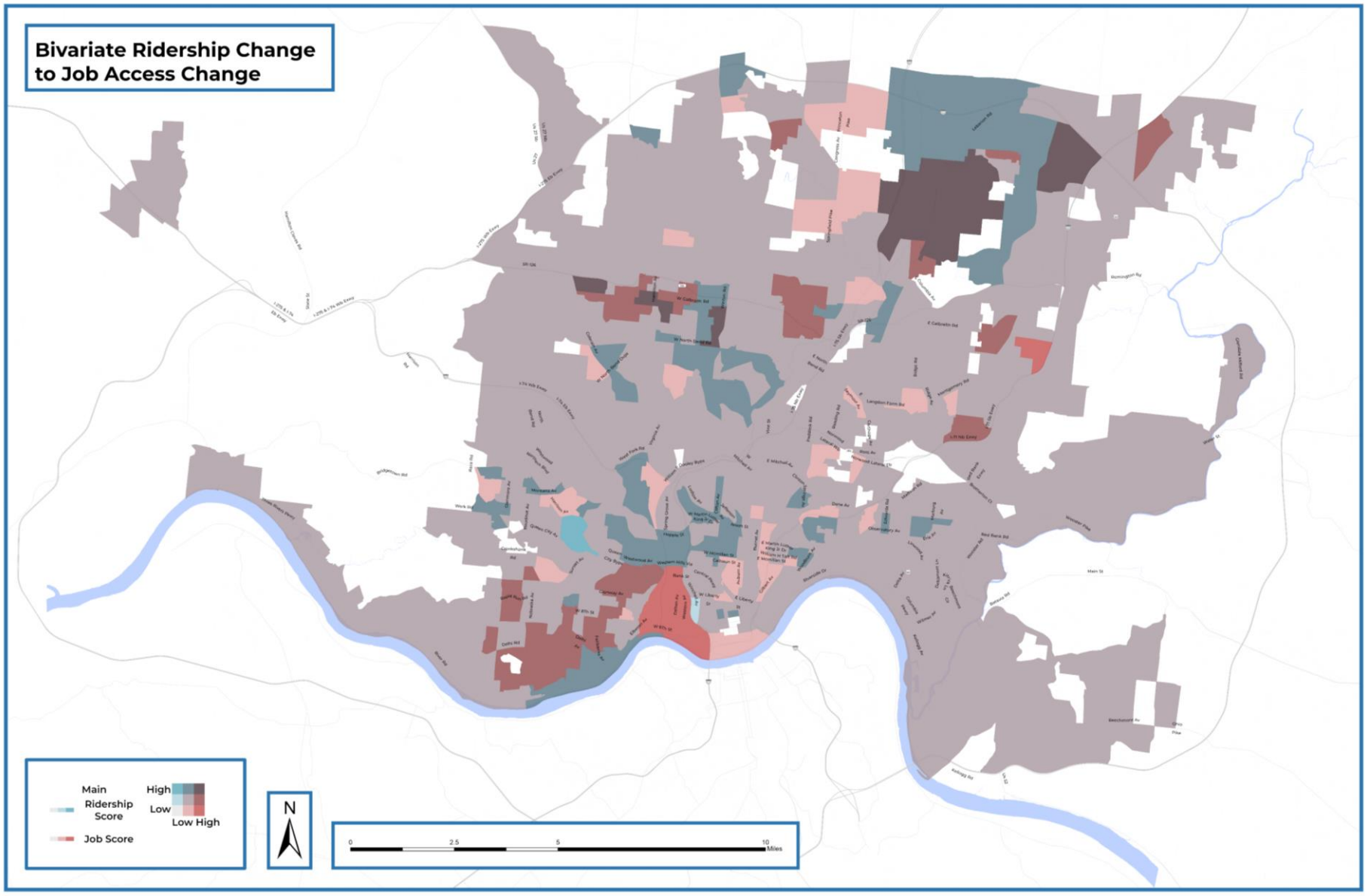
Bivariate Maps (2025 vs. 2022)



- Ridership appears to benefit when job access increases, for example, along the Harrison Avenue corridor, as well as in Uptown, Springdale, and Sharonville.

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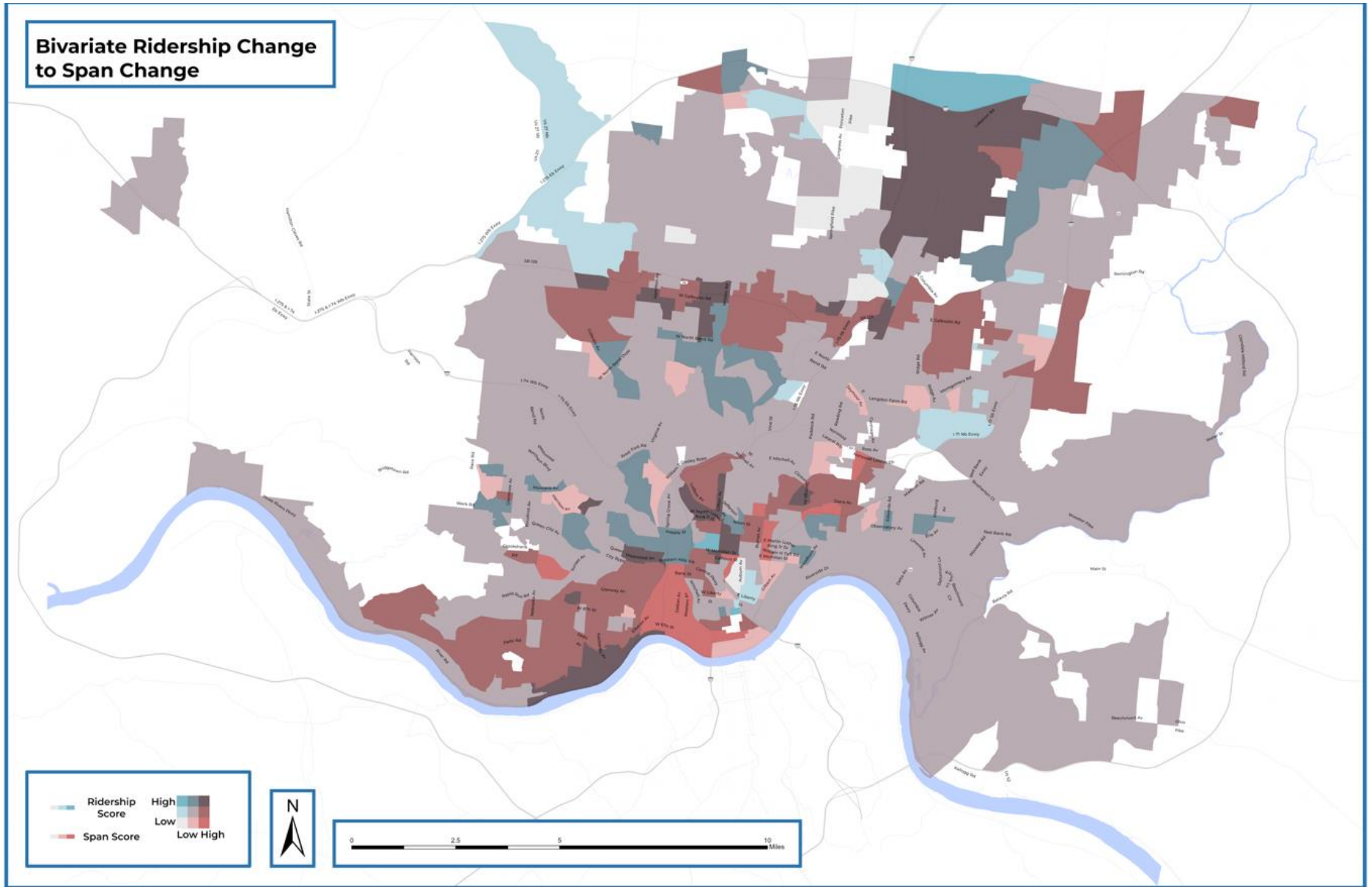
Bivariate Maps (2025 vs. 2022)



- Span appears to be one of the largest drivers of ridership growth; you can clearly see this on the maps with the introduction of new routes (like the 61 and the 36), the conversion of the 77 to a local route on the West Side, and the move to 24-hour service on the 17 along Ludlow Avenue.

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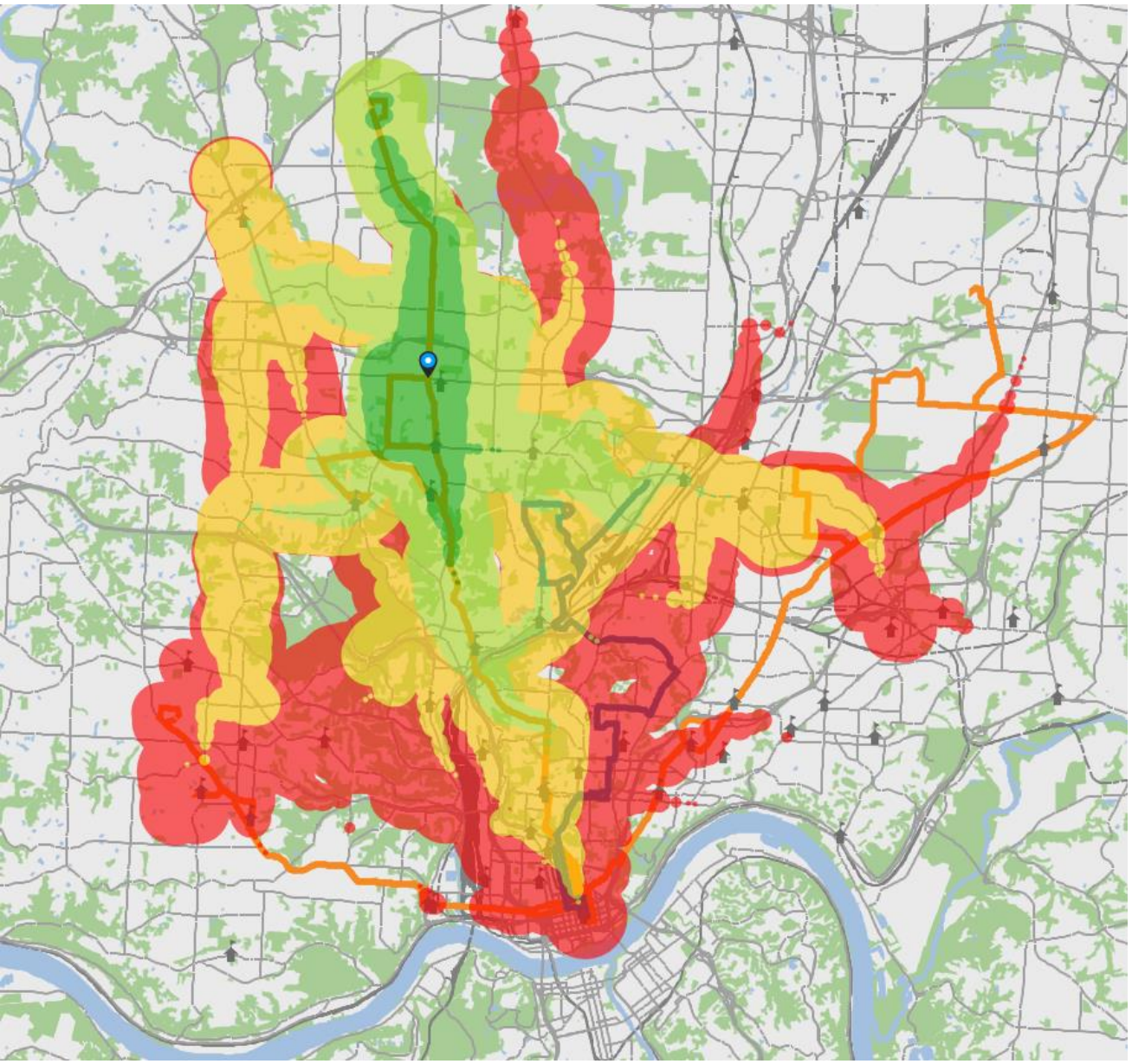
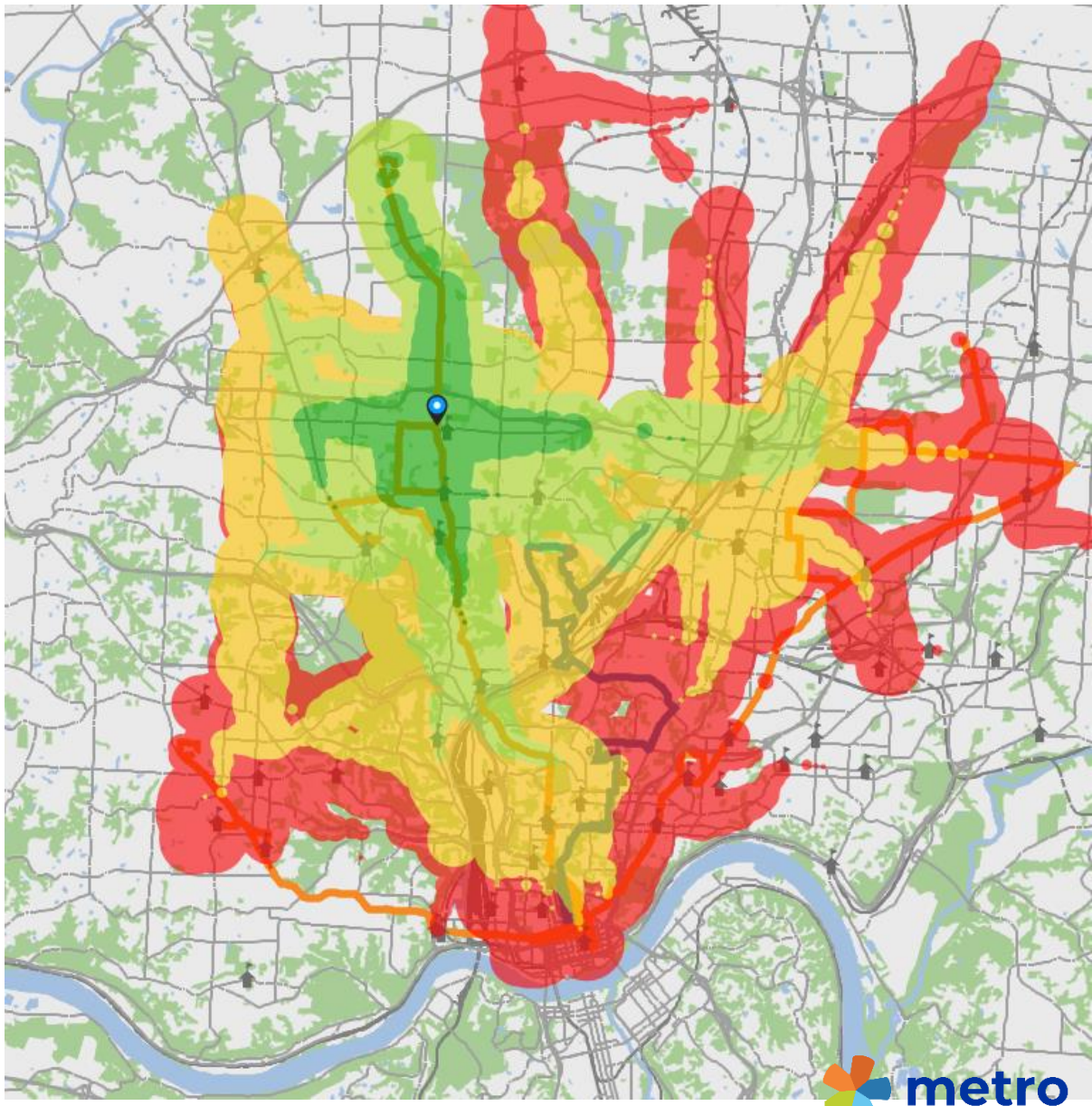
Actual Service Improvements Support Analysis

Hamilton & Galbraith (2025 vs. 2023)



Mar 2023



Mar 2025

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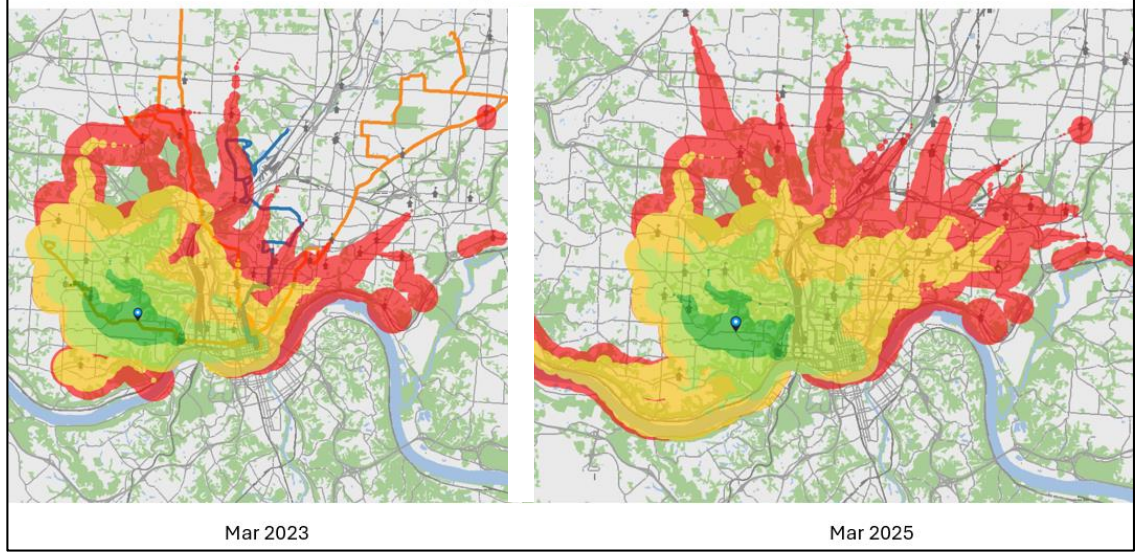
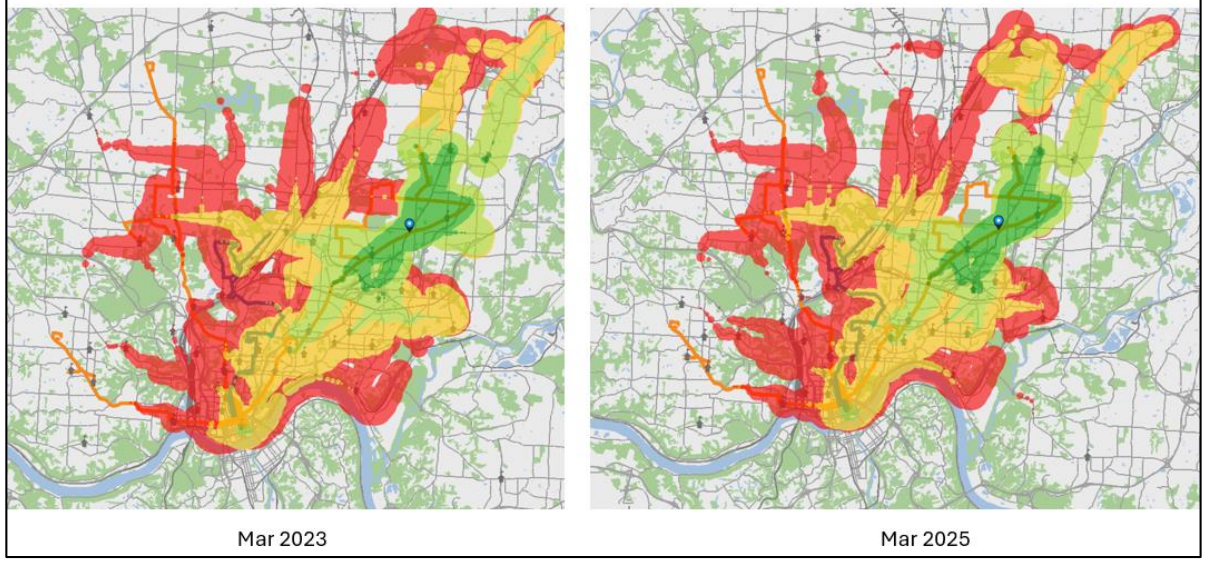
Additional Maps (2025 vs. 2023)

Glenway & Warsaw



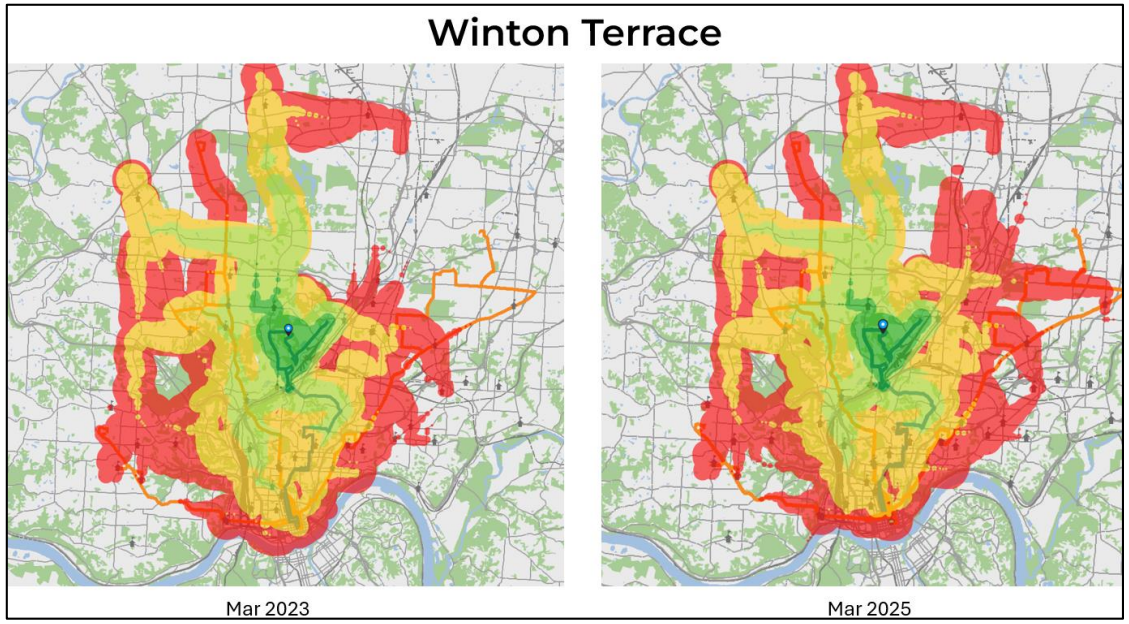
Mar 2023 Mar 2025

Montgomery @ Silverton



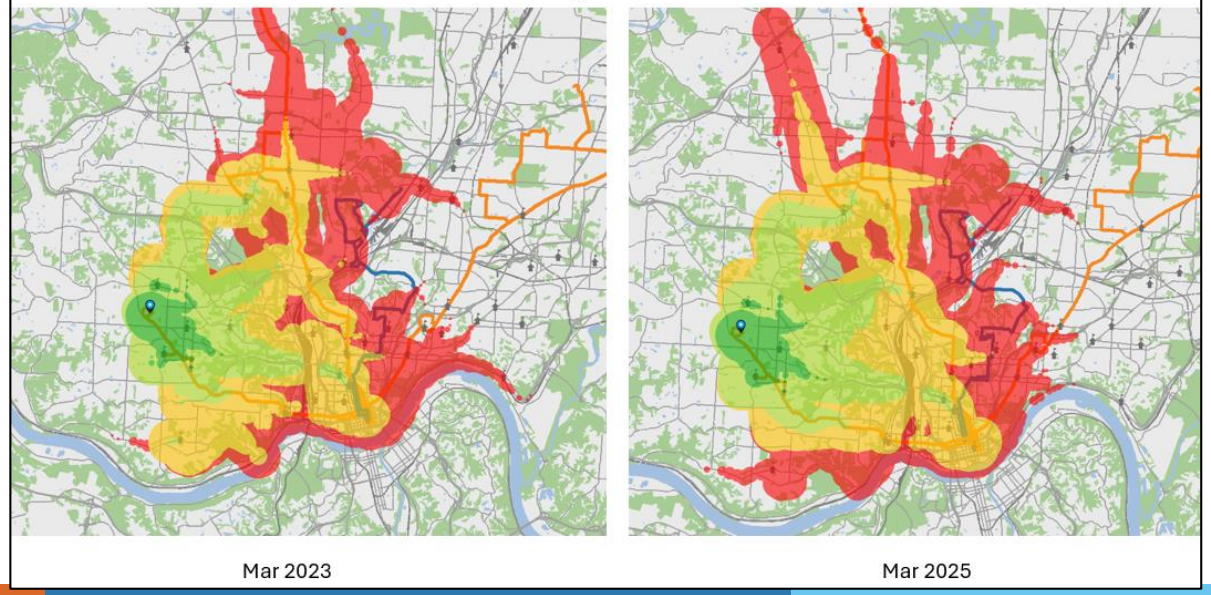
Mar 2023 Mar 2025

Winton Terrace



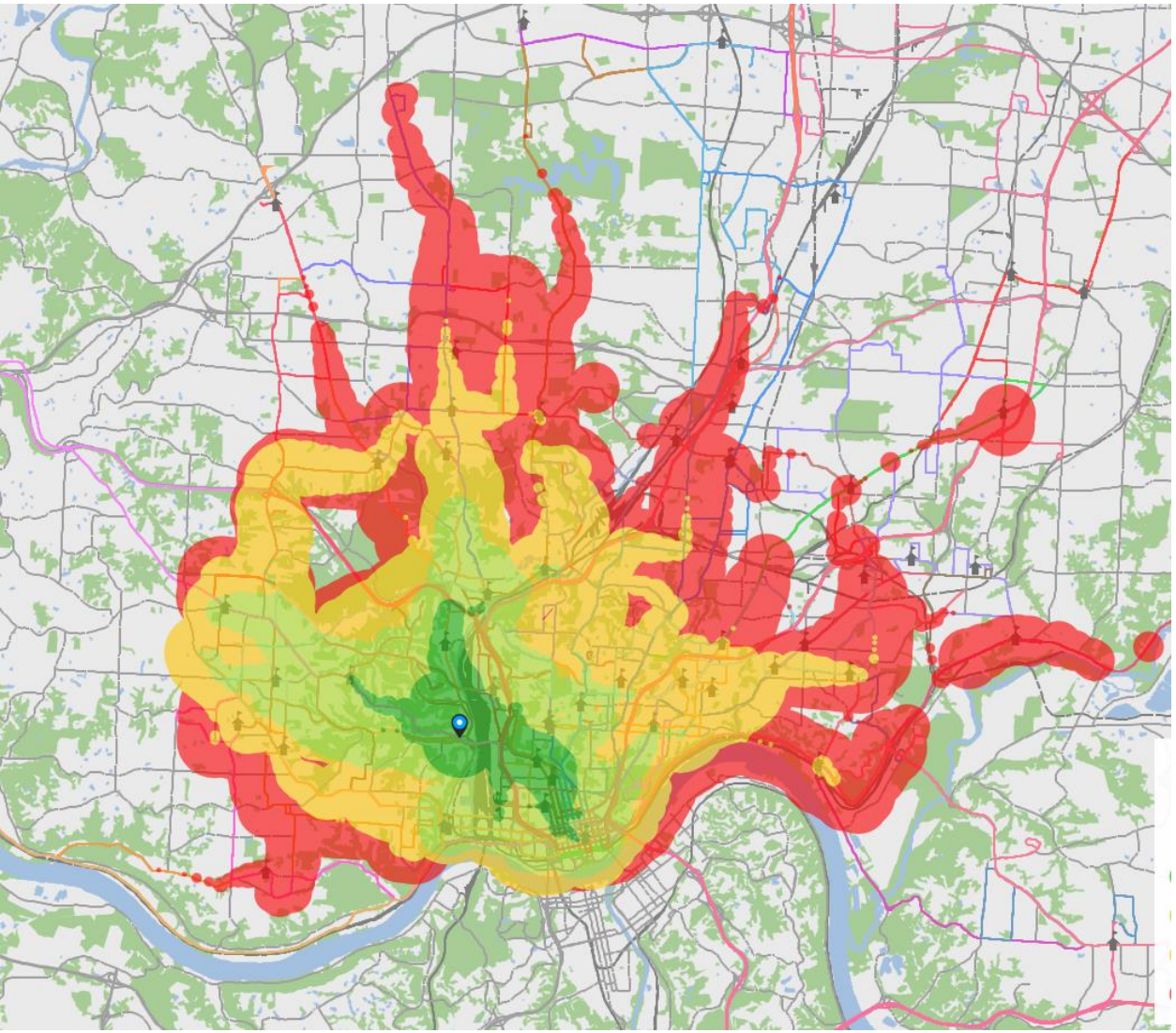
Mar 2023 Mar 2025

Glenway & Parkcrest

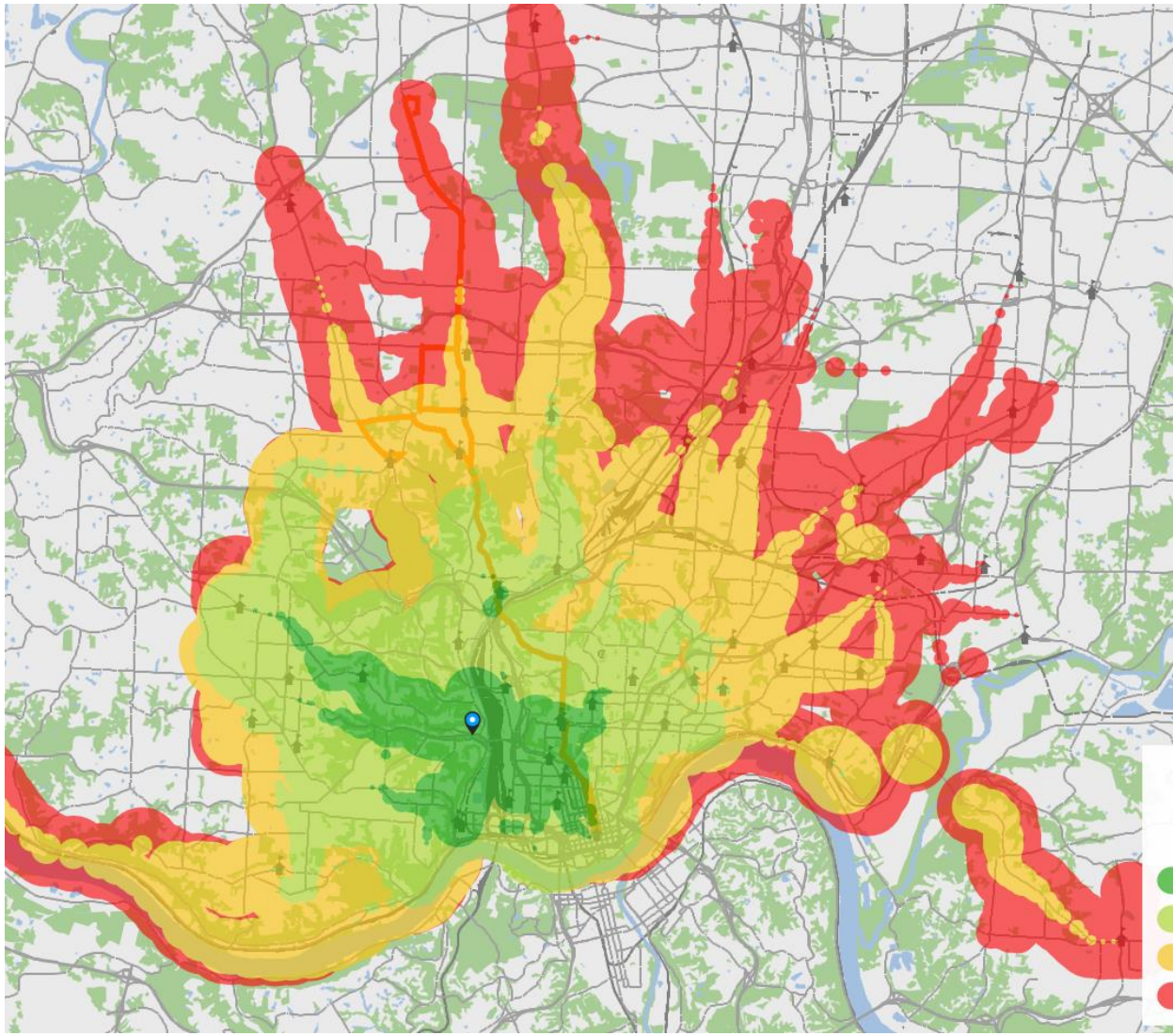


Mar 2023 Mar 2025

South Fairmount/Lick Run (2025 vs. 2022)



Mar 2022



Mar 2025

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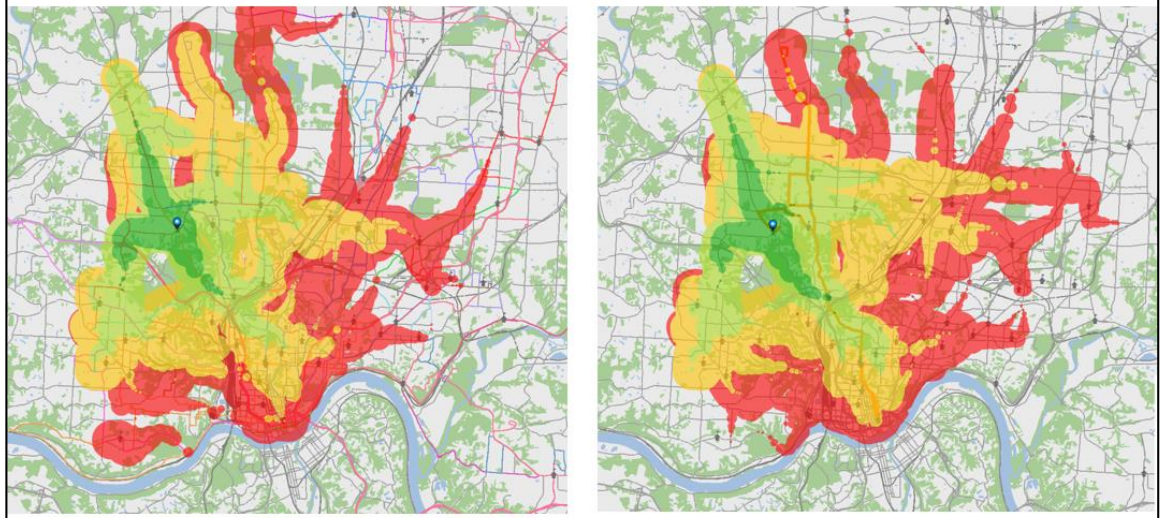
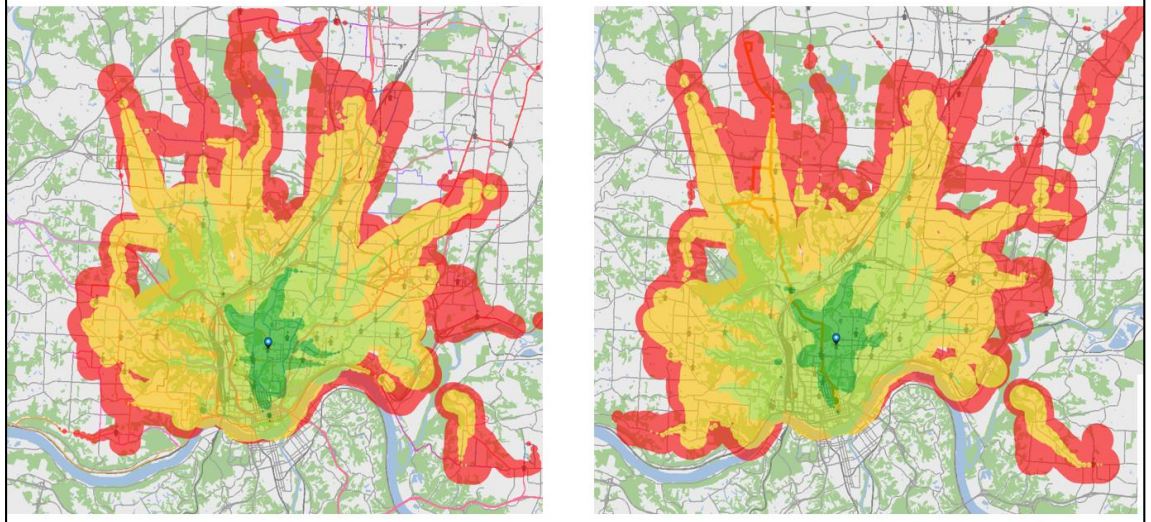
Additional Maps (2025 vs. 2022)

Mt. Airy



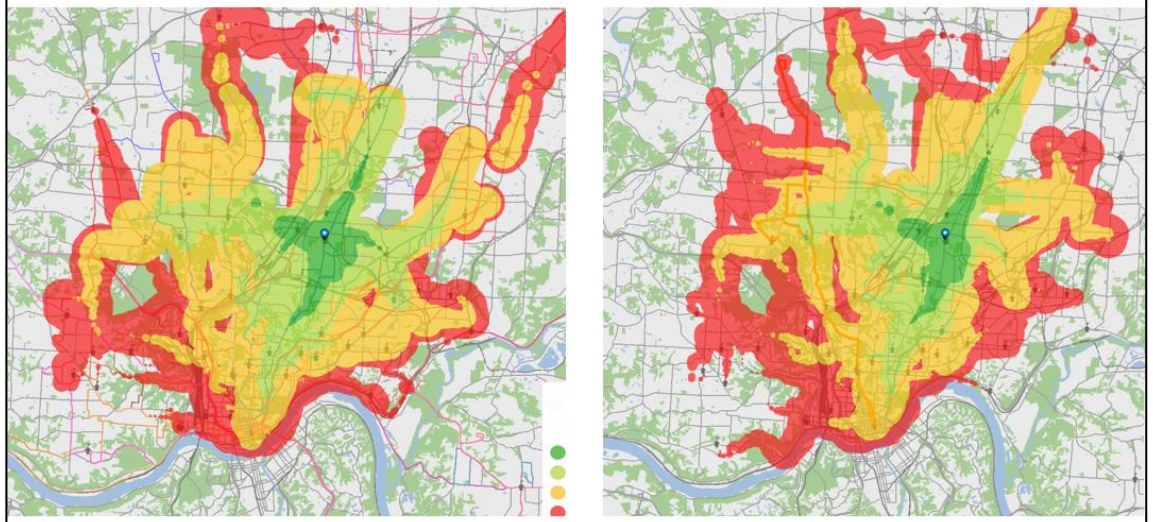
Mar 2022 Mar 2025

UC/Jefferson



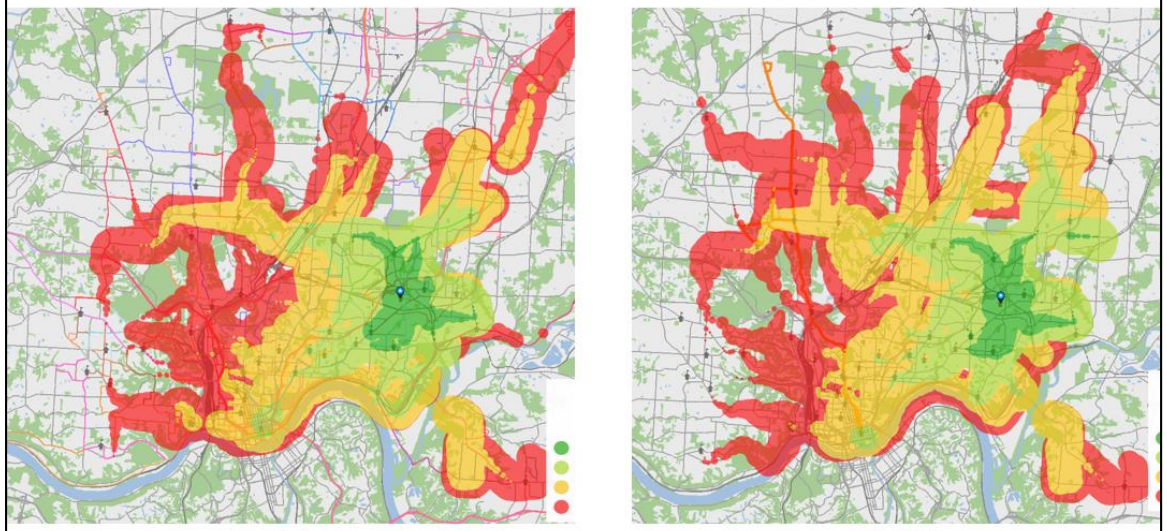
Mar 2022 Mar 2025

Bond Hill



Mar 2022 Mar 2025

Oakley Transit Center

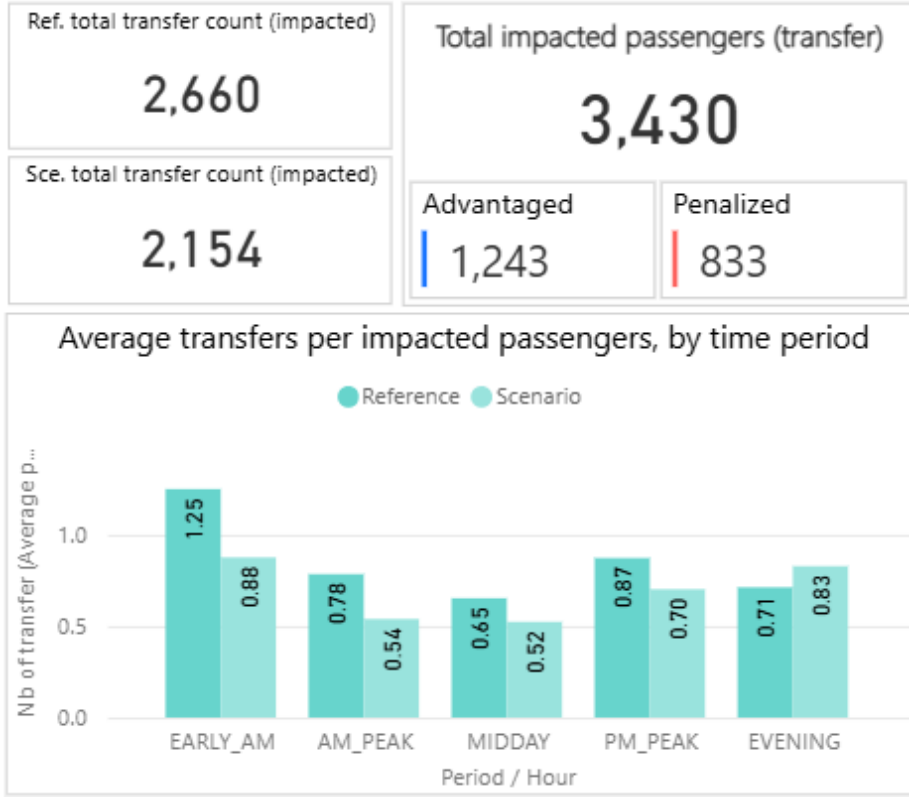


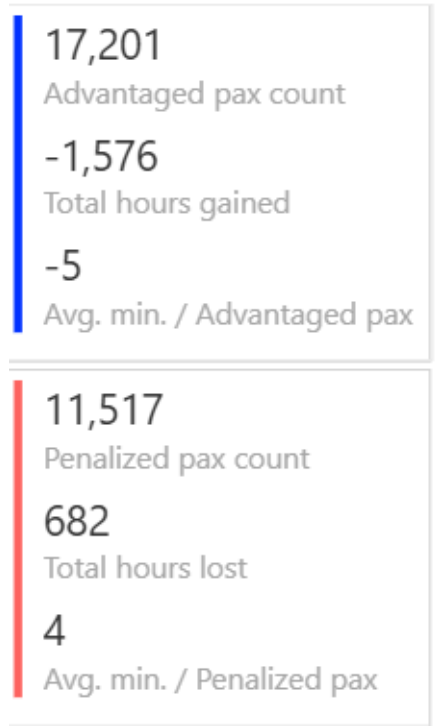
Mar 2022 Mar 2025

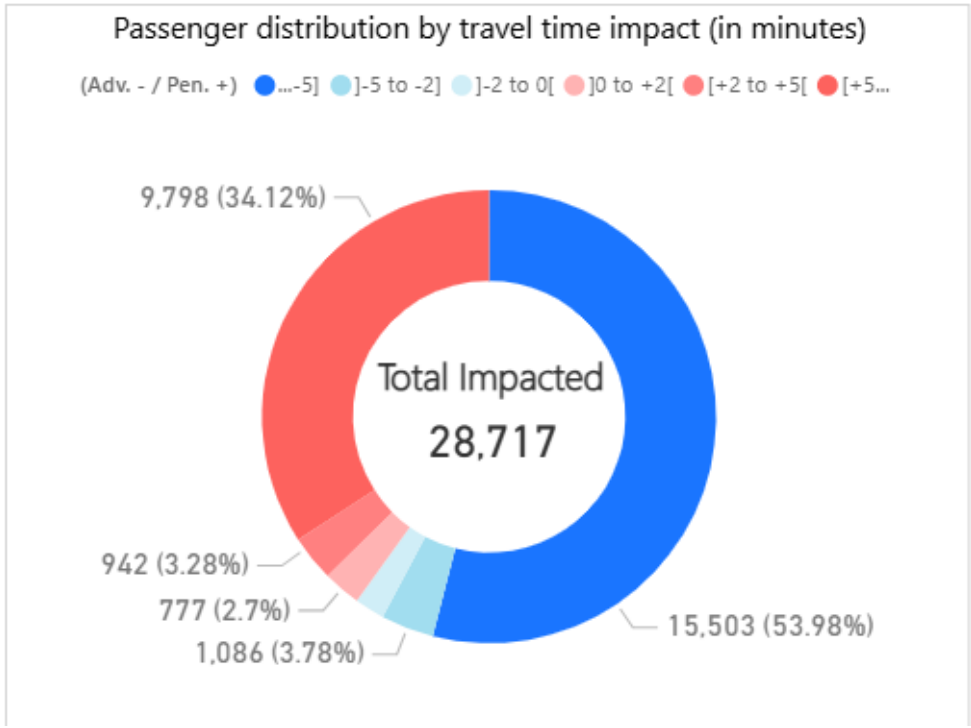
CIS ANALYSIS

August 2021 compared to August 2019
Source: OKI Data

Riders have fewer transfers in the early AM due to new crosstown service (37, 65)
More frequency in general reduced travel time for all riders

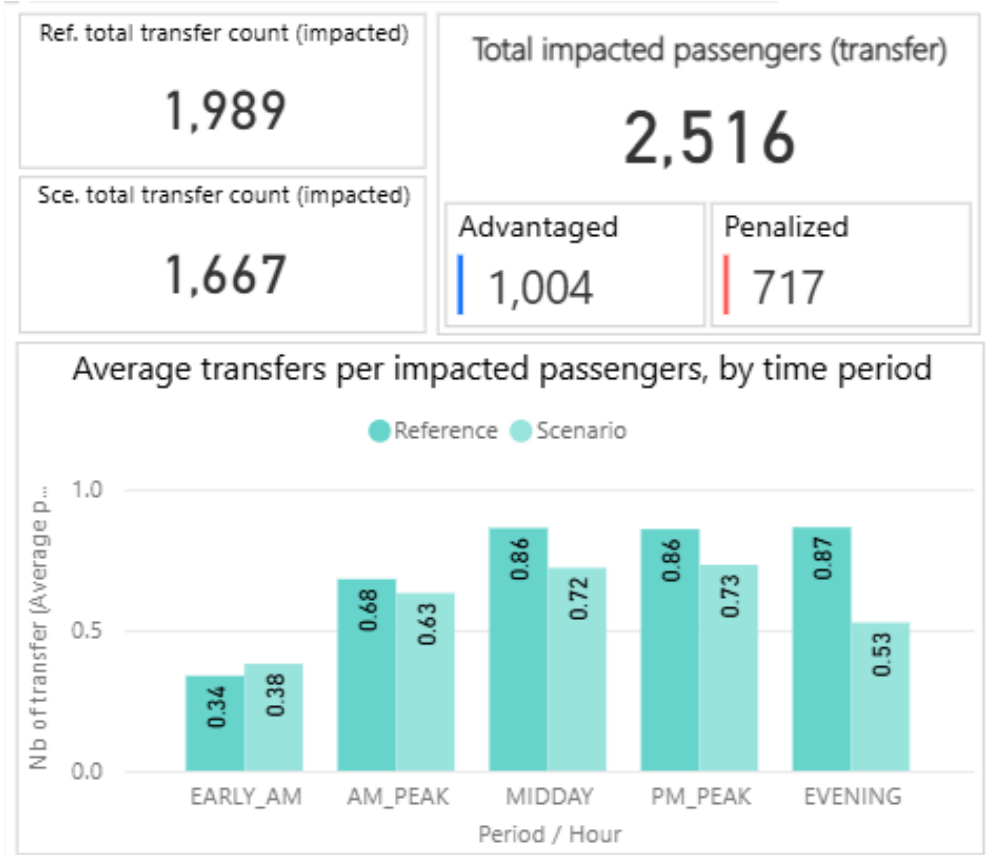


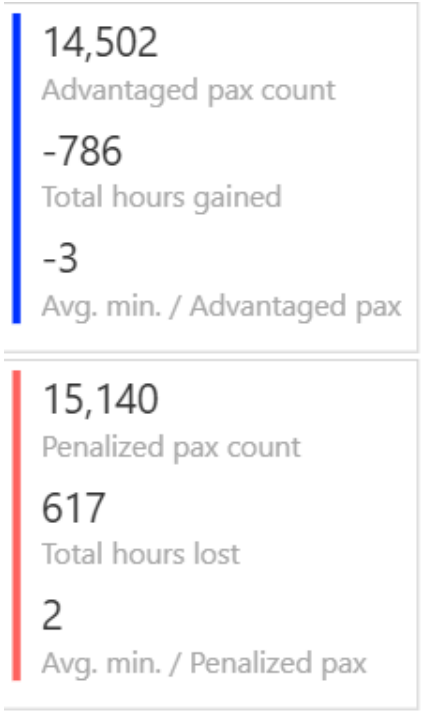


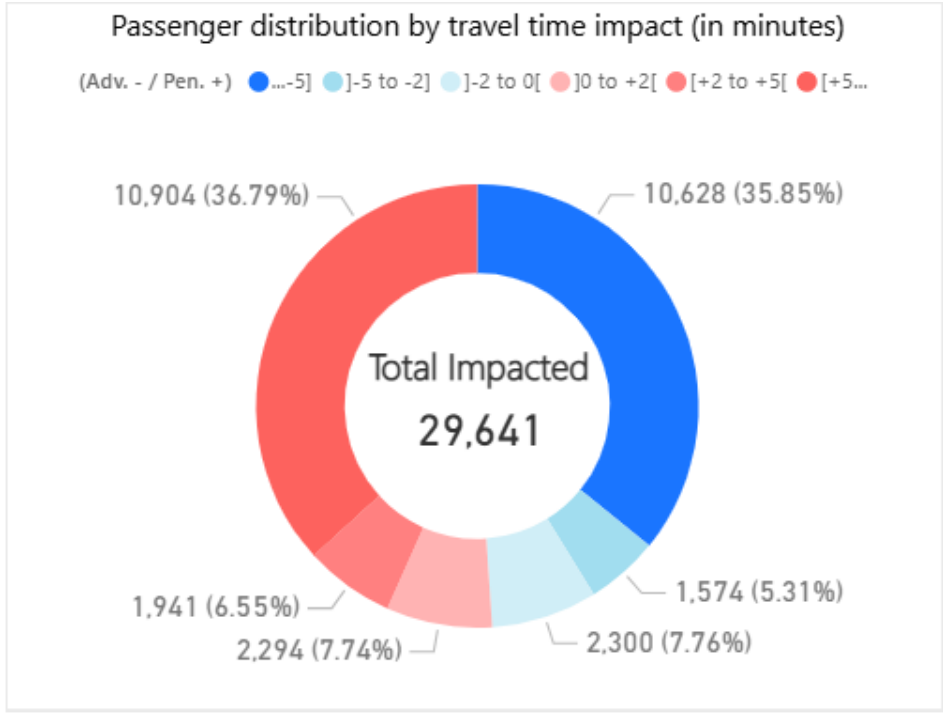


August 2025 compared to August 2024
Source: OKI Data

New all-day service for crosstown Route 37 greatly reduced the need to transfer downtown, resulting in lower transfers for a majority of riders







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Impact on Ridership from Spatial Demographic Factors

- Areas with high low-income populations were more sensitive to span changes
  - Extending the hours of service produced more ridership than frequency increases did in low-income areas
  - Creating new routes produced more ridership in low-income areas than higher-income areas
- Areas with high higher-income populations were more sensitive to the frequency of service
  - Changes to frequency of existing service on routes in higher-income areas impacted ridership more than extending service hours or adding new routes
  - Lower scheduled wait times seem to increase usage of transit in choice riders
- Areas with high minority populations were more sensitive to all service changes
  - Both improvements to frequency of existing service and the amount of new service improved ridership significantly compared to whiter areas
  - Hispanic populations were more sensitive to span, and ridership increases occurred faster in those areas

Impact on Ridership from Spatial Demographic Factors

- Frequency reductions in higher-income areas reduced ridership more than in lower-income areas
  - MetroPlus on Montgomery Rd from Kenwood to Uptown and Downtown was reduced in frequency from every 15m to 30m in late-2022
  - Ridership fell by more than 50% and continues to decline over time
  - Some riders switched to other trips or to a different, but many did not
  - Route 46 in Winton Hills, Avondale, and Corryville was majorly re-aligned to cover more area in 2021 and had a frequency reduction on its trunk in 2022
  - The alignment change increased ridership but the frequency reduction did not significantly negatively impact ridership

Impact on Ridership from Spatial Access Factors

- Reducing travel times to dense job centers improved ridership significantly
  - Ridership changes in areas where job accessibility improved within 30m and 60m travel time saw larger ridership increases than other areas, especially job access within 30 minutes
  - Crosstown service to Uptown, Oakley, and Norwood produced significantly more ridership than service to outlying job centers
- Reducing travel times along one corridor also increased ridership in peripheral lower-income areas
  - Lower wait times between buses and speeding up service increased rides on the improved route and on connecting routes
  - Higher-income areas requiring a transfer to a new or improved route saw lower ridership increases than higher-income areas directly along the improved route (e.g. Hyde Park and Oakley on routes 24 and 37 vs. Blue Ash on routes 4, 5, and 67)
- Reducing travel times in denser areas produced more ridership than lower-density areas
  - Lower density areas have higher vehicle ownership rates for all income groups than denser areas due to longer spatial distances to destinations
  - Reductions in travel times from less dense or higher-income areas produced less new ridership than denser, lower-income areas

Service Changes Impact on Ridership

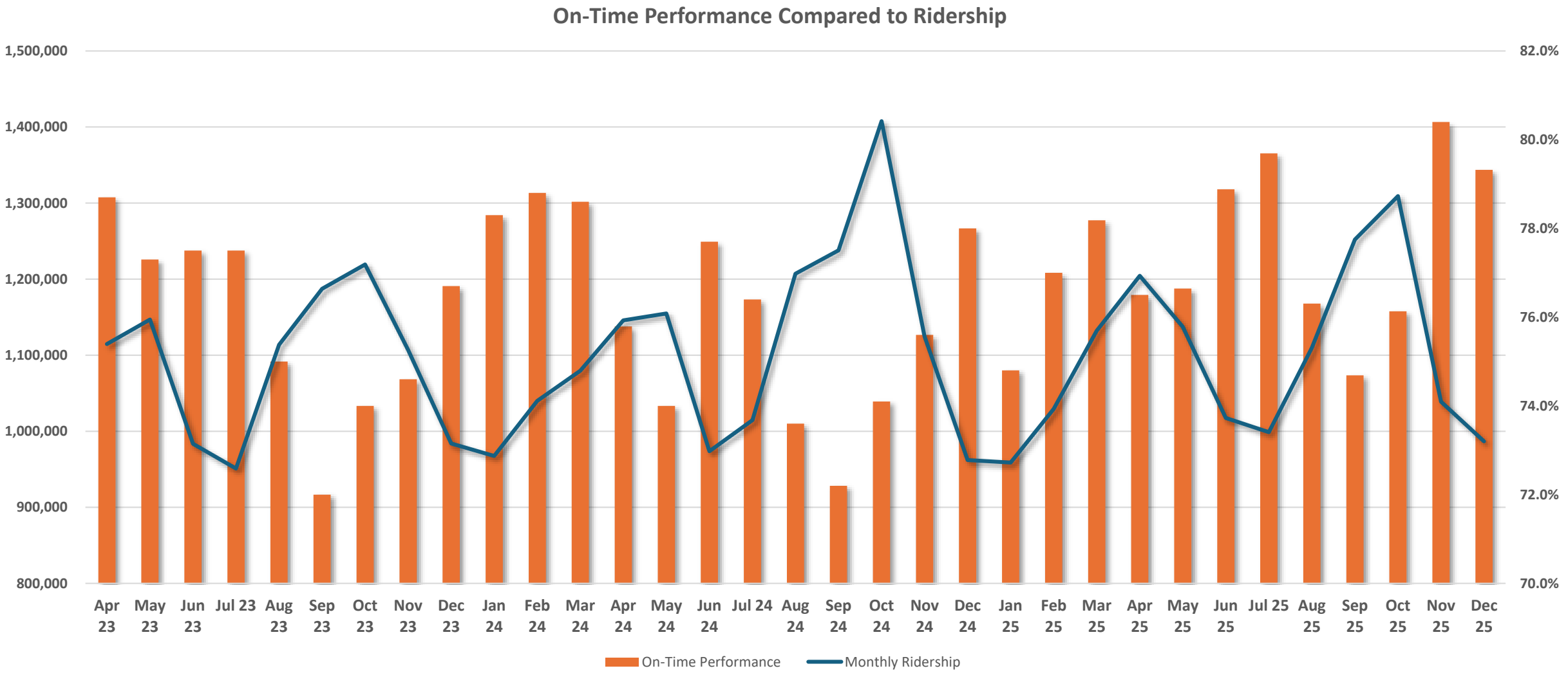
- Direct routes from higher-density areas to job and shopping centers produced the most amount of new ridership
  - Customers' stated and revealed preferences show a strong preference for one-seat rides
  - Direct connections to centers like Downtown, Uptown, Western Hills, Colerain, and Oakley produced significantly more rides than other areas
- Reduction of transfers and of transfer wait times produced new ridership
  - Reducing the number of transfers needed and lowering wait times through frequency improvements produced significant ridership increases
  - Transfers at transit centers grew faster than transfers elsewhere
- Frequency improvements on the heaviest arterial routes produced more ridership in denser areas, especially connecting Downtown and Uptown
  - Major 24-hour routes all saw frequency and span improvements 7 days a week in 2021
  - Denser corridors like 17 – Hamilton, 33 – Glenway, and 43 – Reading saw higher ridership increases especially on weekends
  - Less dense corridors like 4 – Montgomery, 11 – Madison, and 78 – Vine St saw less ridership gain and little growth on weekends

Service Changes Impact on Ridership

- Service improvements in western areas produced more ridership than other areas
  - New crosstown routes connecting western areas to central areas produced more ridership than similar new connections from eastern and northern neighborhoods
  - Improved frequencies and more service produced more new ridership in western neighborhoods and Uptown than similar improvements in eastern neighborhoods
- Service improvements in denser areas produced more ridership than suburban areas
  - New crosstown routes within Cincinnati and inner suburbs produced significantly more new ridership than crosstown routes in suburban areas
  - Frequency and span changes in denser areas in both the city and suburbs impacted ridership more than in lower density city and suburban areas
- Overnight service improvements had larger impact in lower-income areas
  - Areas with a lower-income population produced much more ridership overnight than all other areas
  - Overnight ridership activity is concentrated around Downtown, Uptown, western neighborhoods, and Reading Rd
  - Higher-income areas have little overnight ridership

IMPACTS OF OTP & MISSED TRIPS

OTP - Overall


On-Time Performance Compared to Ridership
1,500,000
1,400,000
1,300,000
1,200,000
1,100,000
1,000,000
900,000
800,000
82.0%
80.0%
78.0%
76.0%
74.0%
72.0%
70.0%
Apr 23
May 23
Jun 23
Jul 23
Aug 23
Sep 23
Oct 23
Nov 23
Dec 23
Jan 24
Feb 24
Mar 24
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Feb 25
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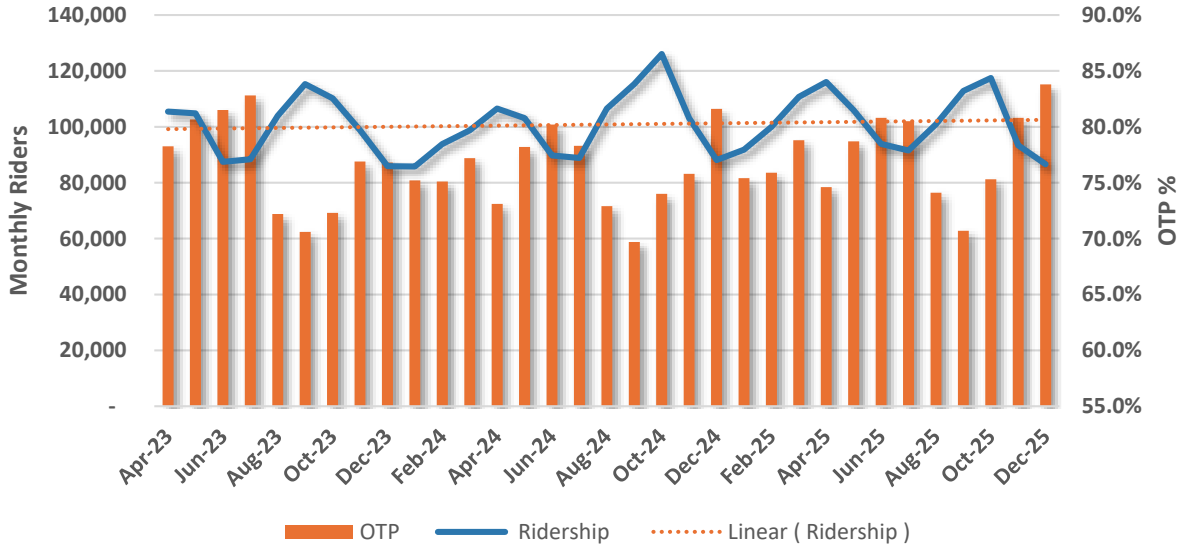
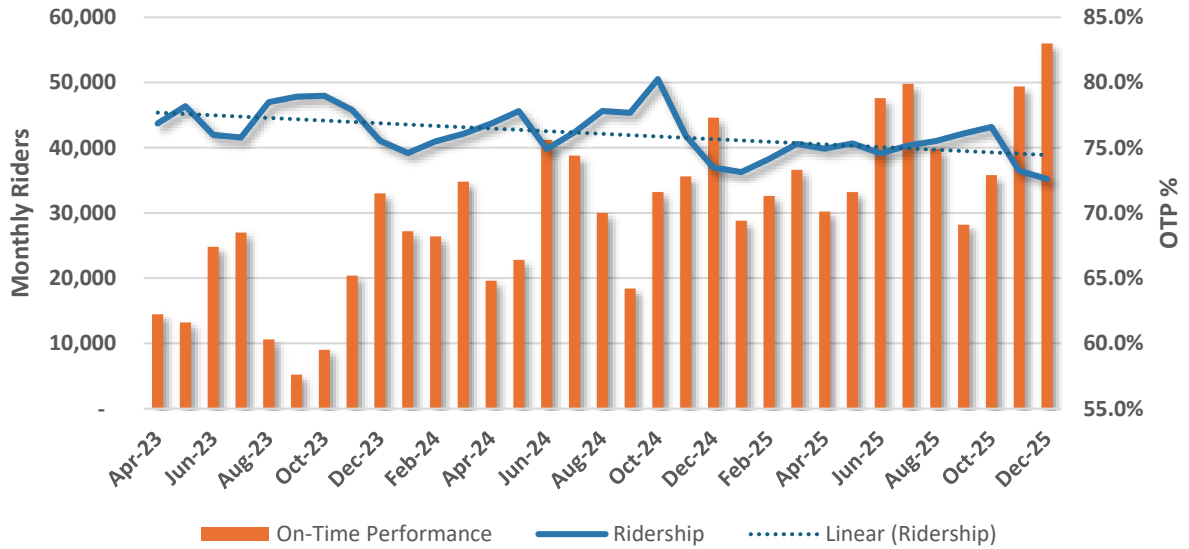
Oct 25
Nov 25
Dec 25
On-Time Performance
Monthly Ridership

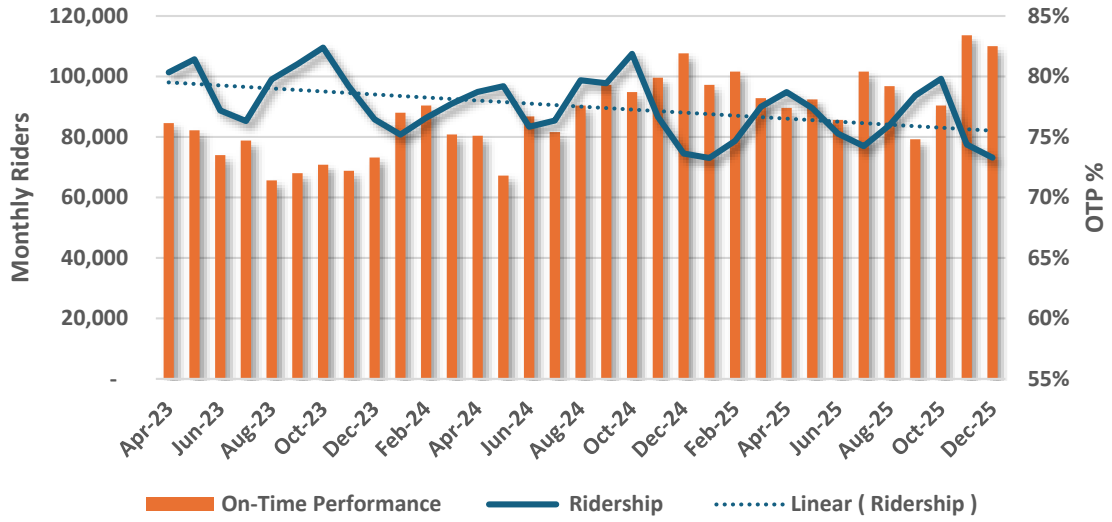
Route 17: OTP Compared to Ridership



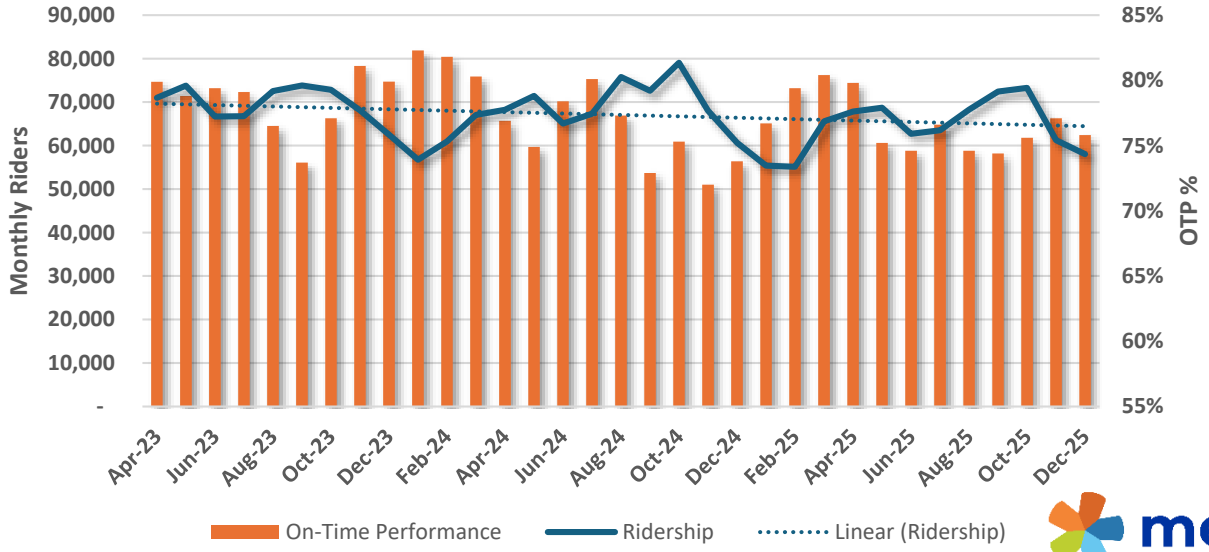
Route 46: OTP Compared to Ridership



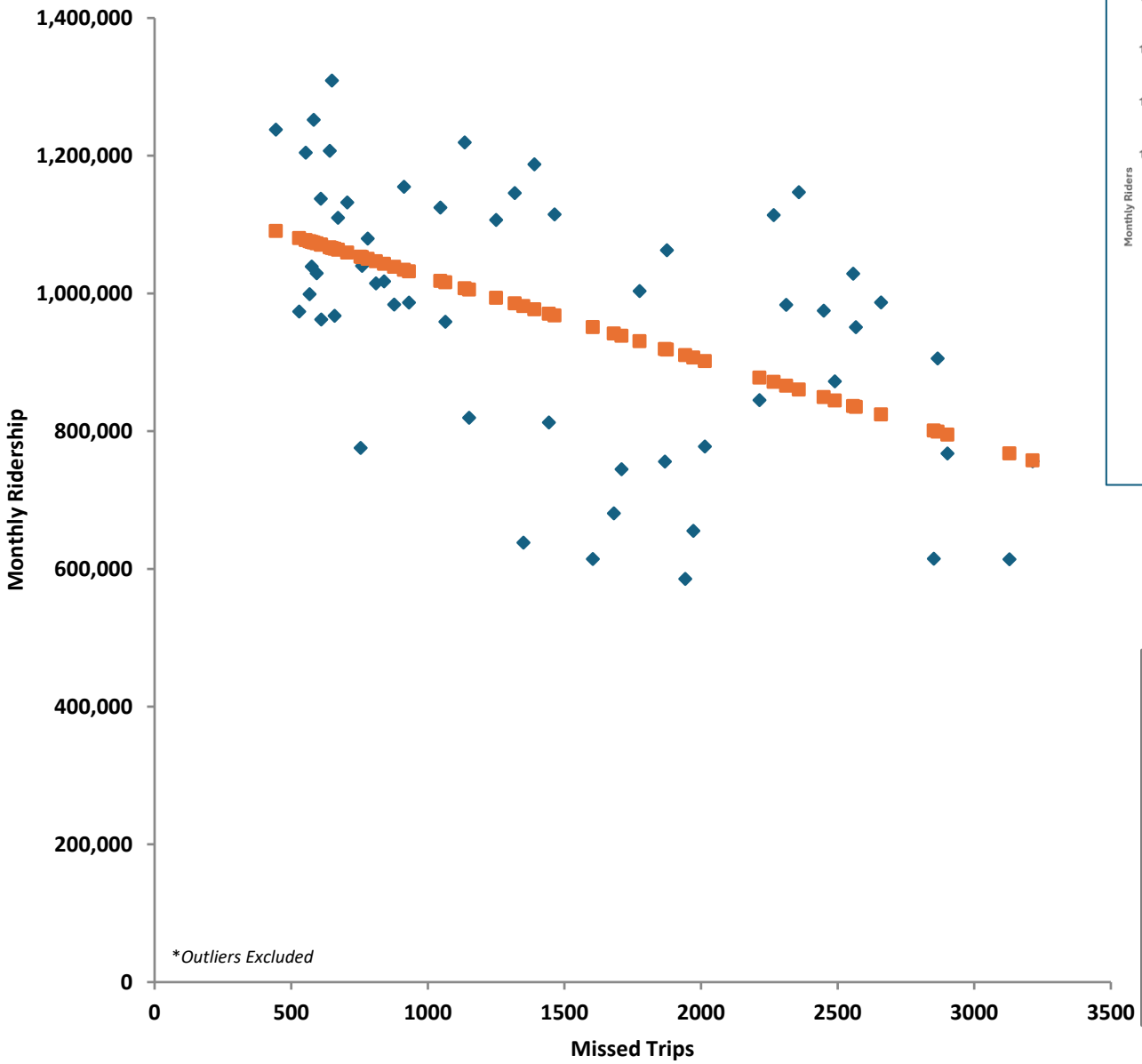
Route 33: OTP Compared to Ridership

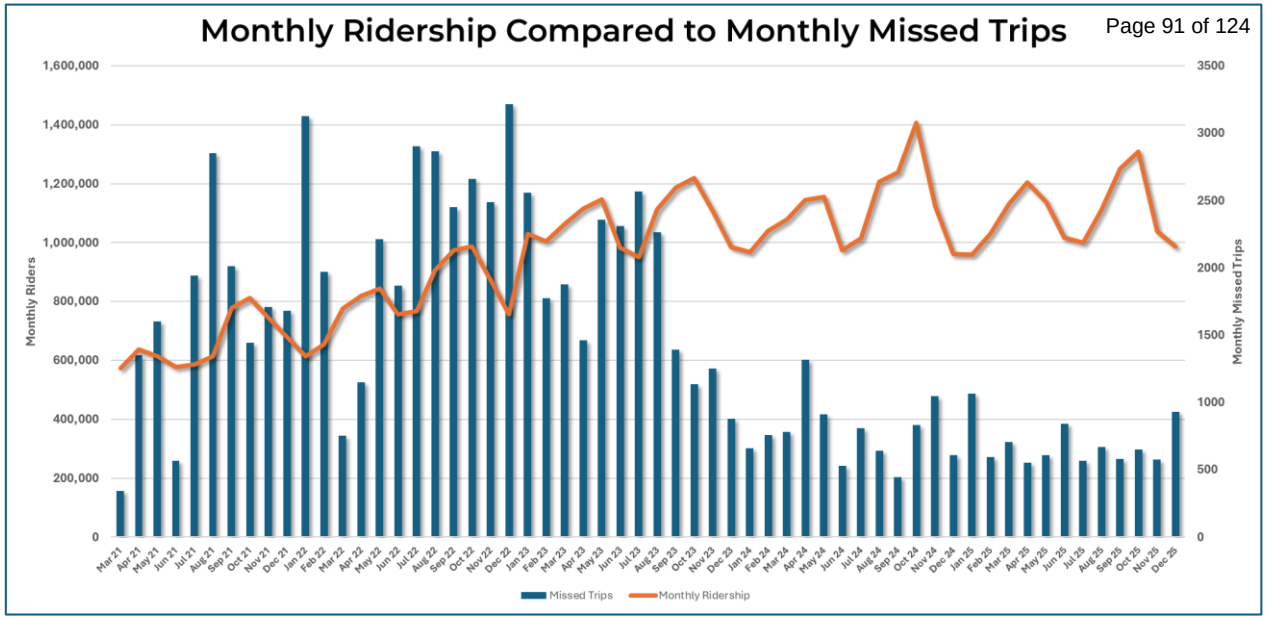


Route 4: OTP Compared to Ridership



Missed Trips Line Fit Plot





- Monthly Ridership
- Predicted Monthly Ridership

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.518775176
R Square	0.269127683
Adjusted R Square	0.25533764
Standard Error	163580.6097
Observations	55

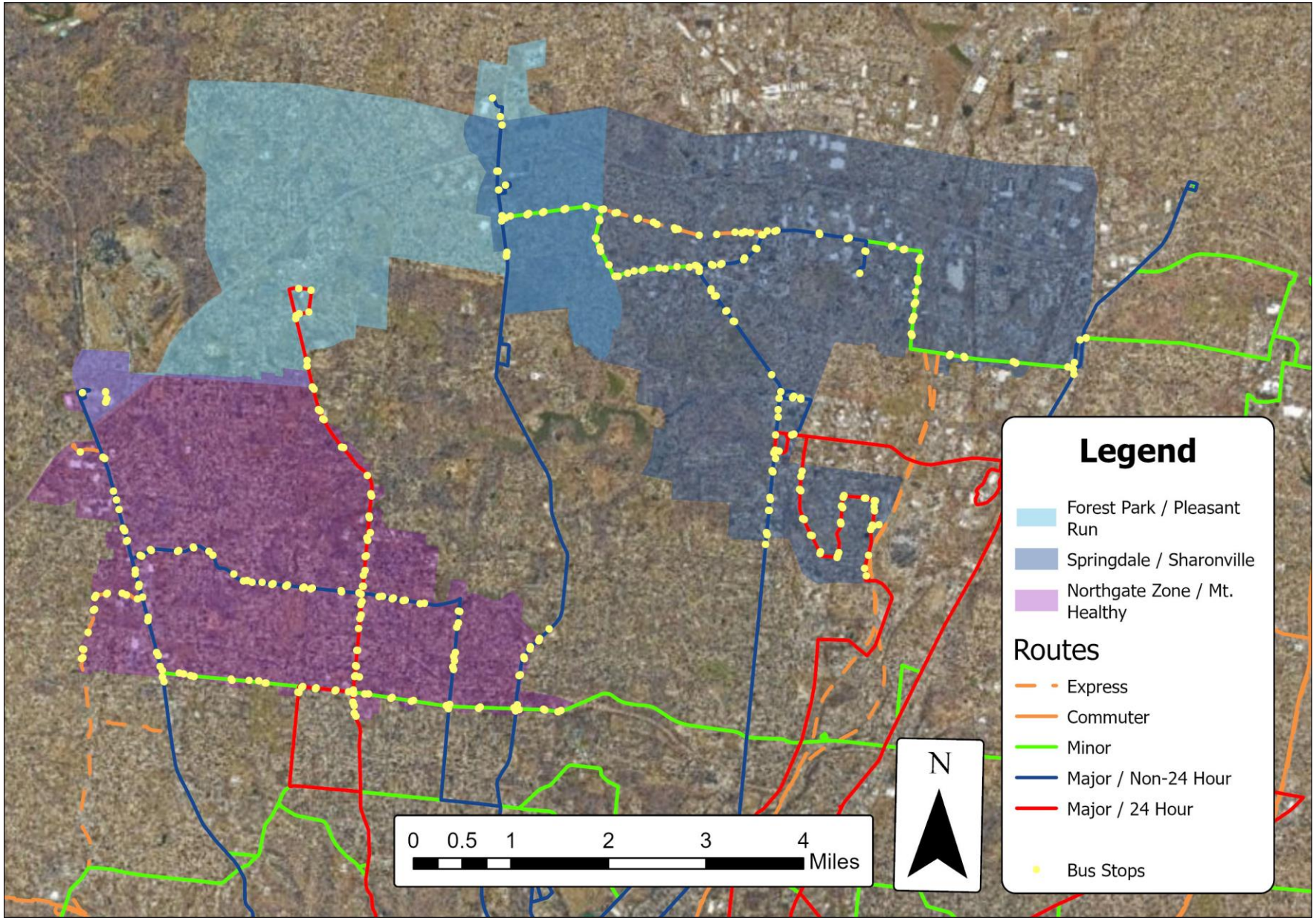
ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	5.22223E+11	5.22223E+11	19.51609	4.9571E-05
Residual	53	1.41821E+12	26758615871		
Total	54	1.94043E+12			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*.ower 95.0%*	*Upper 95.0%*
Intercept	1143951.523	45734.58677	25.01283172	5.12E-31	1052219.56	1235683.487	1052219.6	1235683.487
Missed Trips	-120.2742654	27.2255303	-4.41770147	4.96E-05	-174.88176	-65.66676699	-174.8818	-65.66676699

IMPACT OF METRONOW!

MetroNow! Bus Stop Analysis



Comparing Ridership from April 23'
(before zones were launched)
to September 25'
(28 months of Springdale/Sharonville
26 months of Northgate/Mt. Healthy
15 months of Forest Park/Pleasant Run)

464 Bus Stops

11 Route
- 5
- 16
- 17
- 19
- 20
- 23X
- 43
- 61 (Launched August of 24')
- 67
- 74X
- 78

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MetroNow! Bus Stop Analysis

		April of 2023		September of 2025		By Route		Stops Within Route	
Zone	Route	Ridership	Fixed Route Ridership Within Zone	Sep-25	Fixed Route Ridership Within Zone	Total Change	Growth %	Total Change	Growth %
Springdale/Sharonville	5	8,905	33	11,687	141	2,782	31.2	108	327.3
	23	1,718	1,335	1,894	1,542	176	10.2	207	15.5
	43	103,311	141	111,095	1,281	7,784	7.5	1,140	808.5
	67	6,421	4,275	6,908	5,199	487	7.6	924	21.6
	78	57,299	8,610	61,508	9,255	4,209	7.3	645	7.5
Northgate/Mt. Healthy	16	36,359	6,840	48,854	9,423	12,495	34.4	2,583	37.8
	17	105,462	15,153	112,828	18,021	7,366	7.0	2,868	18.9
	19	61,310	11,343	71,092	12,324	9,782	16.0	981	8.6
	20	31,182	7,155	37,061	10,275	5,879	18.9	3,120	43.6
	61	N/A	N/A	11,618	5,352	11,618	New Route	5,352	New Route
	74	1,959	528	2,218	759	259	13.2	231	43.8
Grand Total		**413,926**	**55,413**	**476,763**	**73,572**	**62,837**	**15**	**18,159**	**33**

More public transit options = more ridership.

62,837 more fixed route riders within the MetroNOW! zones from September 25' to April 23'

Fixed Route bus stops within MetroNOW! zones saw an average of 33% growth in ridership in 28 months.

Route 5 and 43 grew the most. All 4 Stops within downtown Sharonville.

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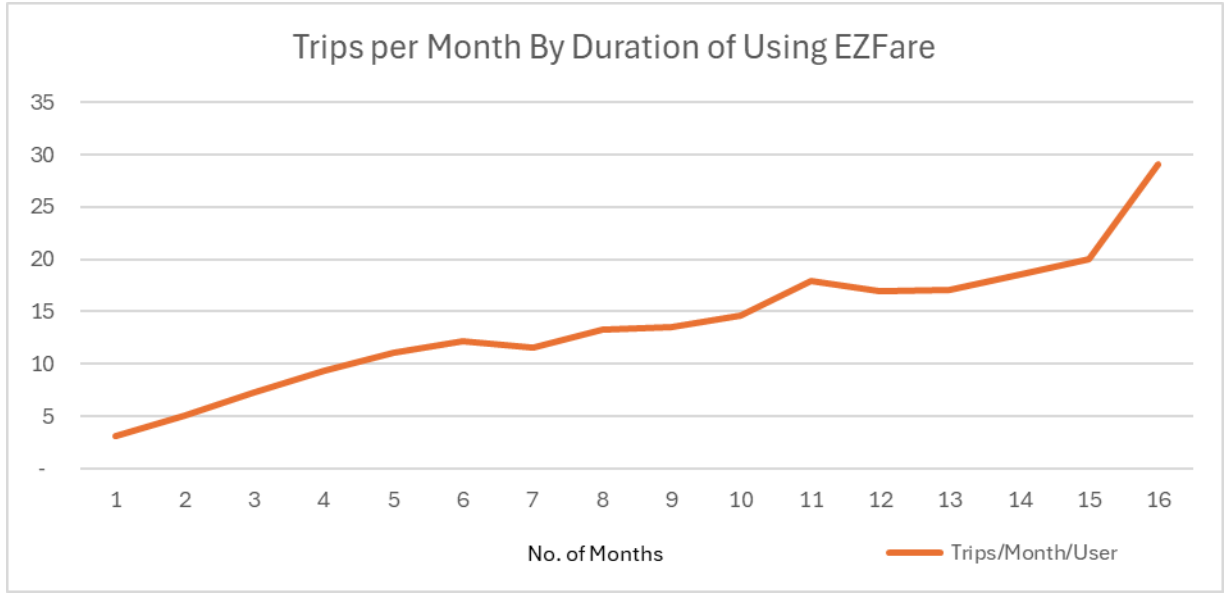
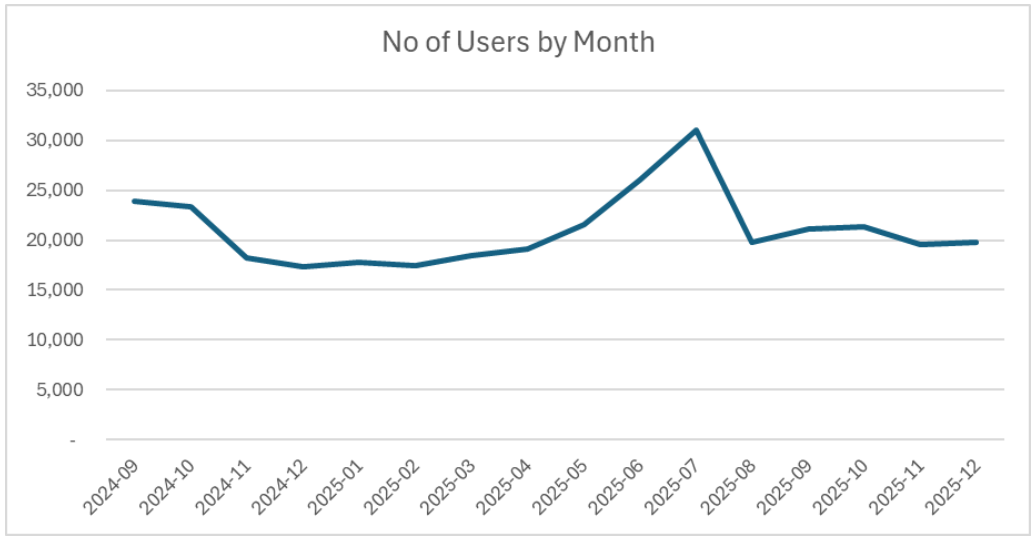
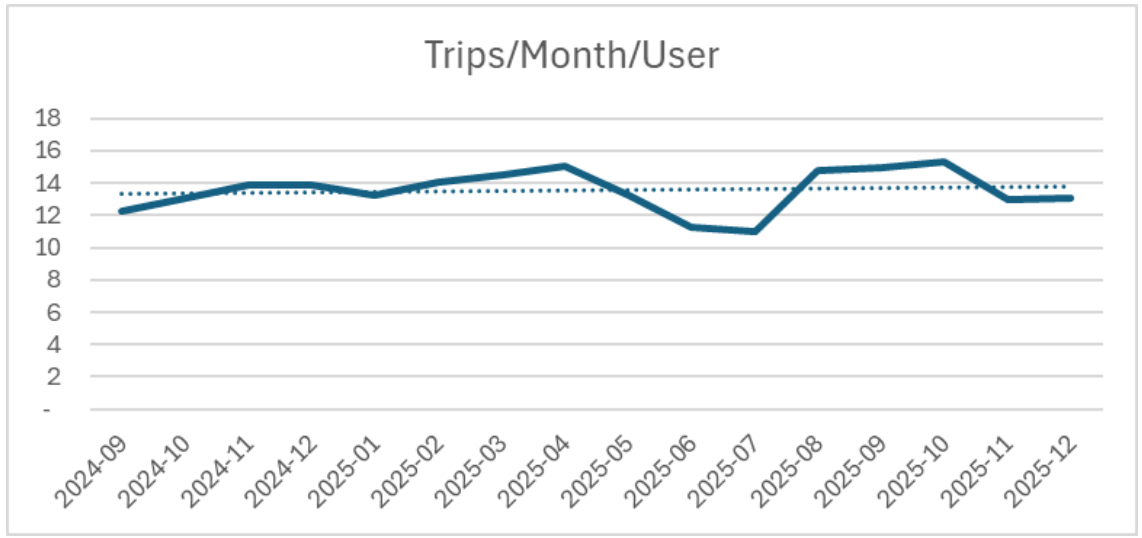
IMPACT OF FARE PAYMENT APP

Fare Payment App Usage

- Analyzed 16 months worth of Masabi data (scans)
  - Sept 2024 - Dec 2025
  - About 4.5 million records
- The longer a customer is in the program, the more trips/month they make
- July ‘25 hurt us, but we are not worse than before July ‘25 I terms of number of users







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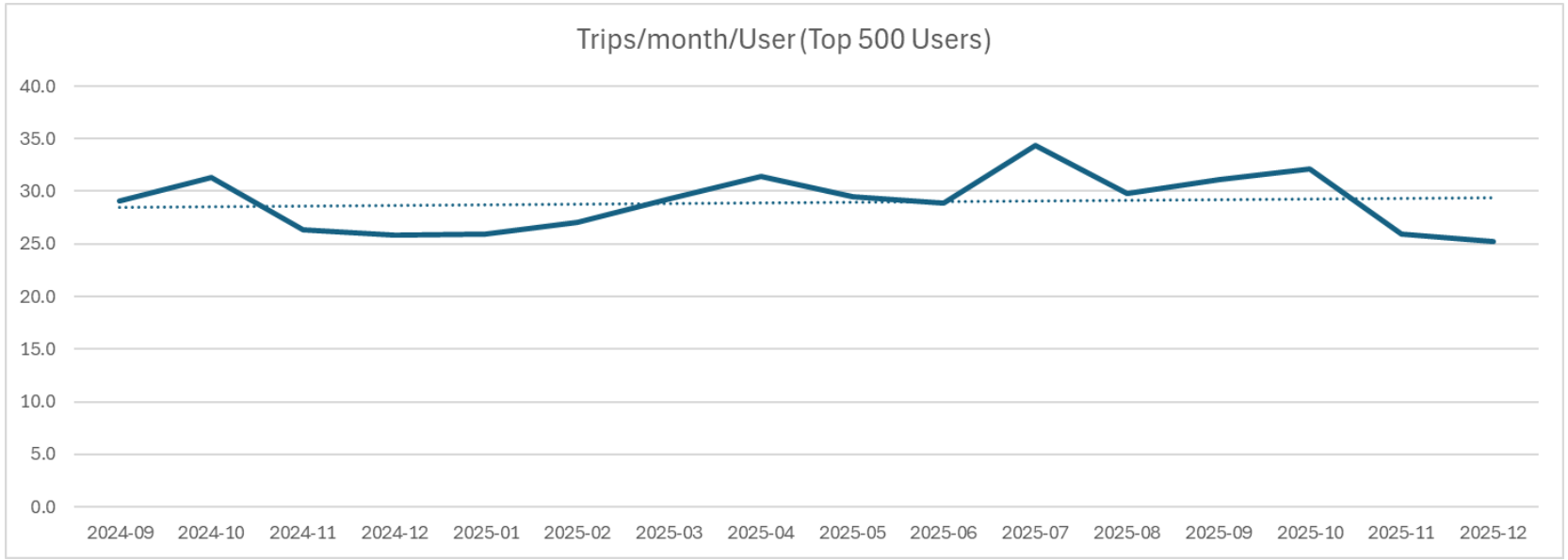
Fare Payment App Usage

- Analyzed the 500 top users' behavior (these are the biggest users)
- This is over 230,000 records
- Frequent users are not making fewer trips than a year ago

Month	Tot Trips/ Month	Trips/month/ User
2024-09	14,552	29.1
2024-10	15,652	31.3
2024-11	13,185	26.4
2024-12	12,902	25.8
2025-01	12,950	25.9
2025-02	13,508	27.0
2025-03	14,630	29.3
2025-04	15,714	31.4
2025-05	14,768	29.5
2025-06	14,459	28.9
2025-07	17,195	34.4
2025-08	14,885	29.8
2025-09	15,568	31.1
2025-10	16,078	32.2
2025-11	12,956	25.9
2025-12	12,595	25.2
Total	**231,597**	



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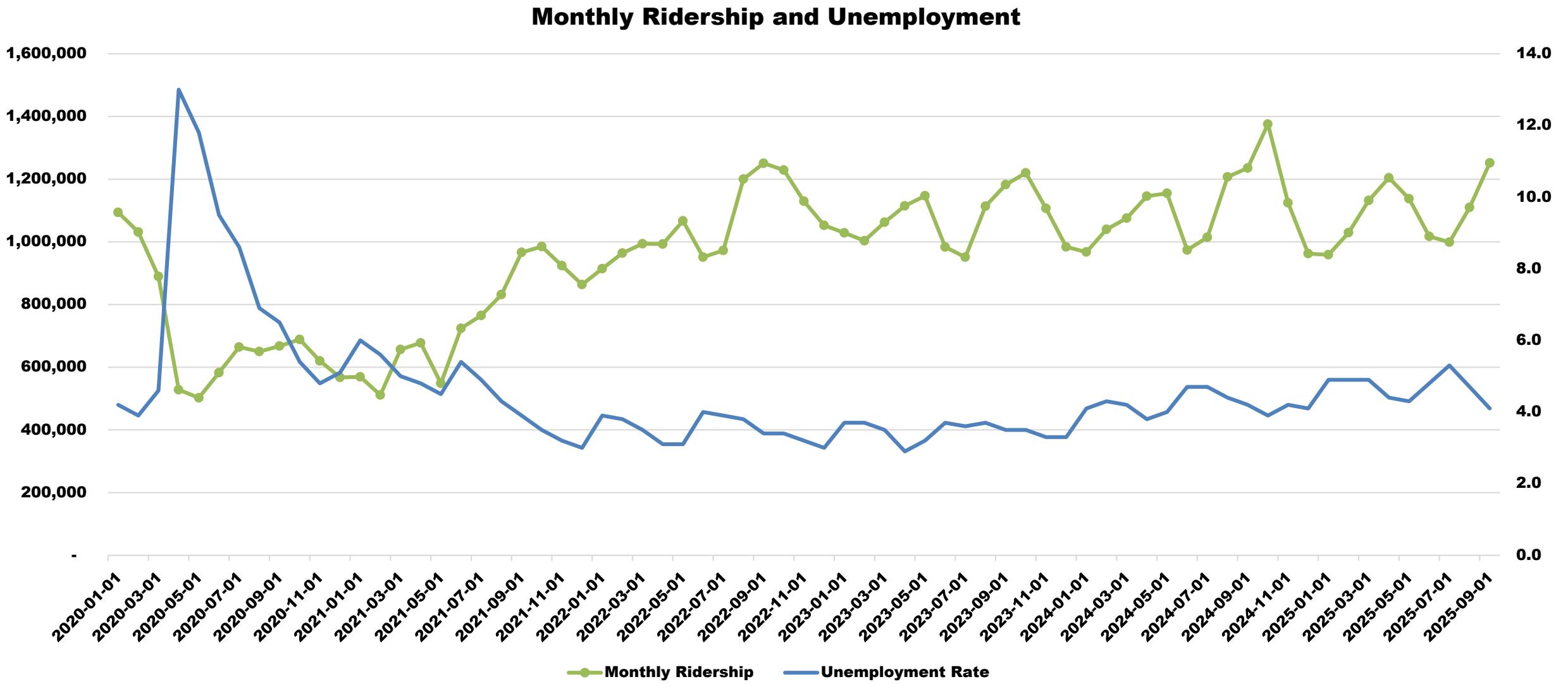
EXTERNAL FACTORS

Unemployment Rates & Ridership

Monthly Unemployment & Monthly Ridership



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Monthly Unemployment & Monthly Ridership

- Regression analysis using Ridership as the Dependent Variable (Y) and Unemployment Rate as the Independent Variable (X)
- **Unemployment Rate explains 42% of Ridership Variability (Change variability)**
- P-value indicating highly statistically significance

SUMMARY OUTPUT					
Regression Statistics					
Multiple R	0.647813496				
R Square	0.419662326				
Adjusted R Square	0.41100057				
Standard Error	165774.2817				
Observations	69				
ANOVA					
	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	1.33146E+12	1.33146E+12	48.45002676	1.78164E-09
Residual	67	1.84123E+12	27481112478		
Total	68	3.1727E+12			
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*
Intercept	1316291.394	54933.00134	23.96175999	1.41421E-34	1206644.664
Unemployment Rate	-78033.83442	11210.78276	-6.960605344	1.78164E-09	-100410.6505

22-23

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.17782783							
R Square	0.03162274							
Adjusted R Square	0.00038476							
Standard Error	103120.158							
Observations	33							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	1	10764743666	10764743666	1.012317058	0.322137747			
Residual	31	3.29647E+11	10633766940					
Total	32	3.40412E+11						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	1219804.1	128907.3	9.5	0.0	956896.0	1482712.2	956896.0	1482712.2
X Variable 1	-31511.9	31319.6	-1.0	0.3	-95388.8	32364.9	-95388.8	32364.9

23-25

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.352790772							
R Square	0.124461329							
Adjusted R Square	0.084664117							
Standard Error	95841.09619							
Observations	24							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	1	28726672692	28726672692	3.127388115	0.090852675			
Residual	22	2.02081E+11	9185515719					
Total	23	2.30808E+11						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	1472715.34	230056.6599	6.401533171	1.92885E-06	995607.0285	1949823.7	995607.029	1949823.651
X Variable 1	-116234.6199	65727.12092	-1.768442285	0.090852675	-252544.3258	20075.086	-252544.33	20075.086

22-25

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.126867387							
R Square	0.016095334							
Adjusted R Square	-0.00678617							
Standard Error	106680.7036							
Observations	45							
ANOVA								
	df	*SS*	*MS*	*F*	*Significance F*			
Regression	1	8005476122	8.01E+09	0.703421	0.4062749			
Residual	43	4.89373E+11	1.14E+10					
Total	44	4.97379E+11						
	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	1173325.9	108896.0	10.8	0.0	953716.1	1392935.7	953716.1	1392935.7
X Variable 1	-23022.9	27450.7	-0.8	0.4	-78382.4	32336.6	-78382.4	32336.6

Monthly Unemployment & Monthly Ridership

Estimated real impact

–41.6k to –54.4k riders

per +1 percentage point unemployment (per month)

Key takeaways

- Projections match actual ridership extremely closely (within 161 riders at most).
- Error variability decreases with the longer window (Std dev: 41,417 → 24,372).
- Negative coefficients imply ridership falls as unemployment rises.
- We are losing 3.8 to 4.3% of ridership per percentage point of unemployment

Note: values shown as absolute magnitude of ridership decrease.

Window	Sensitivity (riders per +1pp)	Error vs actual	Std dev
FY22–FY23	-122,250	88	41,417
FY23–FY25	-54,400	-161	31,662
FY22–FY25	-41,600	17	24,372

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Impact of Unemployment on Ridership—Other Research

Gomez-Ibanez (1996) / National Transit Demand Research

While the study focusses on employment rather than unemployment directly, it provides an elasticity that helps infer unemployment's negative impact:

- **Ridership elasticity to employment ≈ +1.24 to +1.75**
  → *Every 1 % drop in employment (roughly equivalent to a rise in unemployment)* could reduce ridership by roughly **1.24 % to 1.75 %** for MBTA (Boston).
- This suggests that **rising unemployment (lower employment)** reduces ridership significantly through lost commuter trips. National Acade...

Study: *Gomez-Ibanez (1996), "Big-City Transit Ridership, Deficits and Politics: Avoiding Reality in Boston."*

National Acade...

- New Jersey Transit study showed up to 4.9% ridership loss for every 1% increase in unemployment
- National historic average is 2.69% loss due to 1% increase in unemployment

> After average fare, the unemployment rate proved to be the variable most strongly related to transit ridership.

As study from the Congressional Office of Technology Assessment (Princeton Univ. Publication)

Ridership Trends and Rider Demographics

Selected Hispanic Block Groups (BG)

Day Type	Average Change Per BG - July	Average Change Per BG - August	Average Change Per BG - September	Average Change Per BG - October	Average Change Per BG - November
Weekday - All	-1.1	-3.7	0.0	-6.1	-7.3
Weekday - Hispanic	-3.4	-48.6	-3.4	-11.8	-17.6
Saturday - All	-0.7	-5.6	0.0	-5.9	-2.1
Saturday - Hispanic	-3.1	-35.9	-0.8	-14.8	-10.1
Sunday - All	-0.9	-0.4	-1.7	-8.8	-3.6
Sunday - Hispanic	-4.0	-12.4	-6.4	-18.4	-7.6

Total Change in Hispanic BGs vs. All Other BGs – Weekday (daily, on & off)

Block Group Daily Average

Block Group	July Chg. (25-24)	August Chg. (25-24)	September Chg. (25-24)	October Chg. (25-24)	November Chg. (25-24)
All Block Groups (Hispanic Incl.)	-561	-1,948	-18	-3,212	-3,809
Expected Hispanic Share at 4%	-22.4	-77.9	-0.7	-128.5	-152.3
Hispanic Block Groups (Hispanic Only)	-109	-831	-182	-325	-379
All Other BG (Hispanic not incl)	-451	-1,117	164	-2,888	-3,430

Monthly Total Change for All Hispanic Block Groups

Hispanic Only Block Group	July Chg. (25-24)	August Chg. (25-24)	September Chg. (25-24)	October Chg. (25-24)	November Chg. (25-24)
Weekday	-1,197	-17,107	-1,197	-4,154	-6,195
Saturday	-149	-1,723	-38	-710	-485
Sunday	-154	-476	-246	-707	-292

**Transit Centers are excluded*

Hispanic or Latino people compose 4% of our ridership according to our Fixed Route Rider Demographic Survey (Fall 2024) - approximately 1,962 daily riders. Yet in Hispanic geographies, the ridership declined at a higher rate.

The analysis is indicating a 1.84% loss of ridership from this community.

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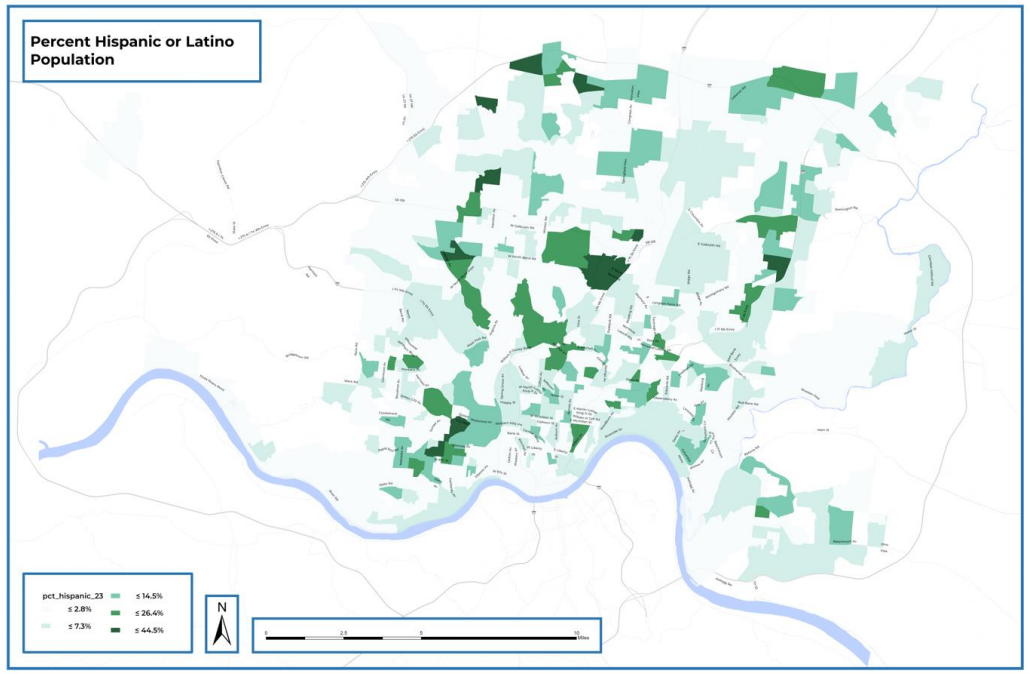
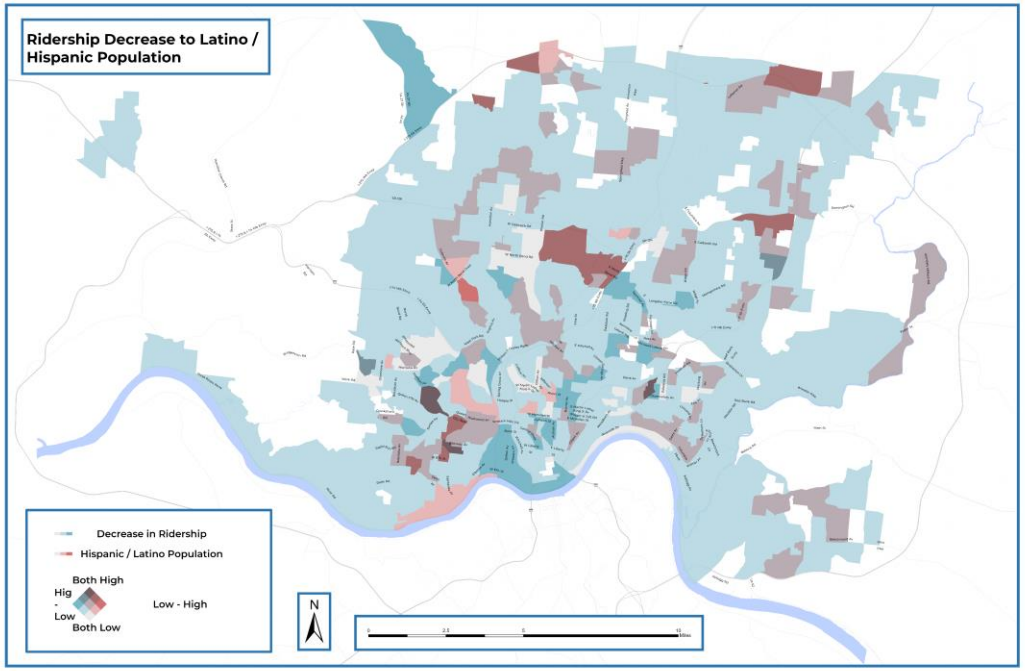
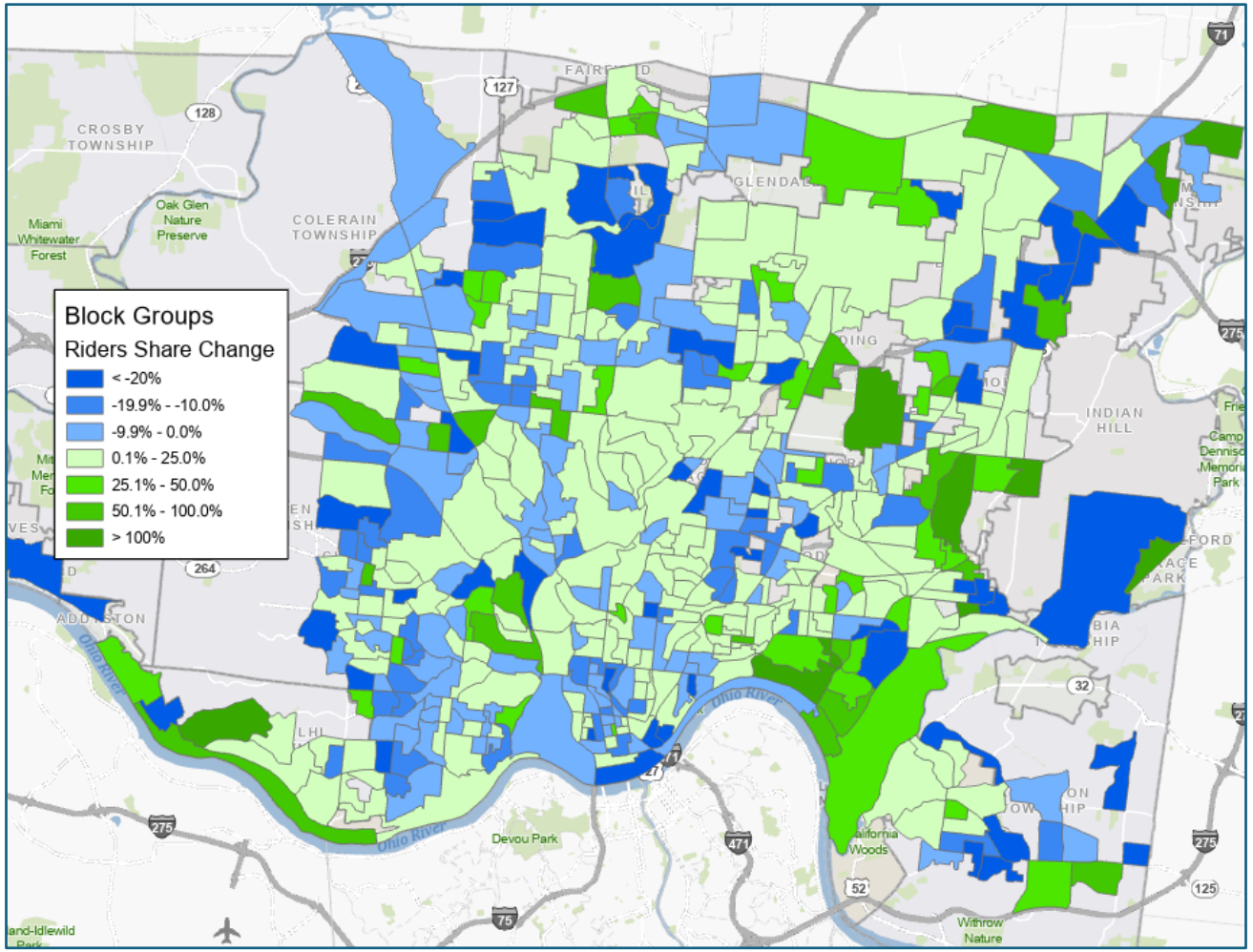
Ridership Trend Compared to Hispanic Population







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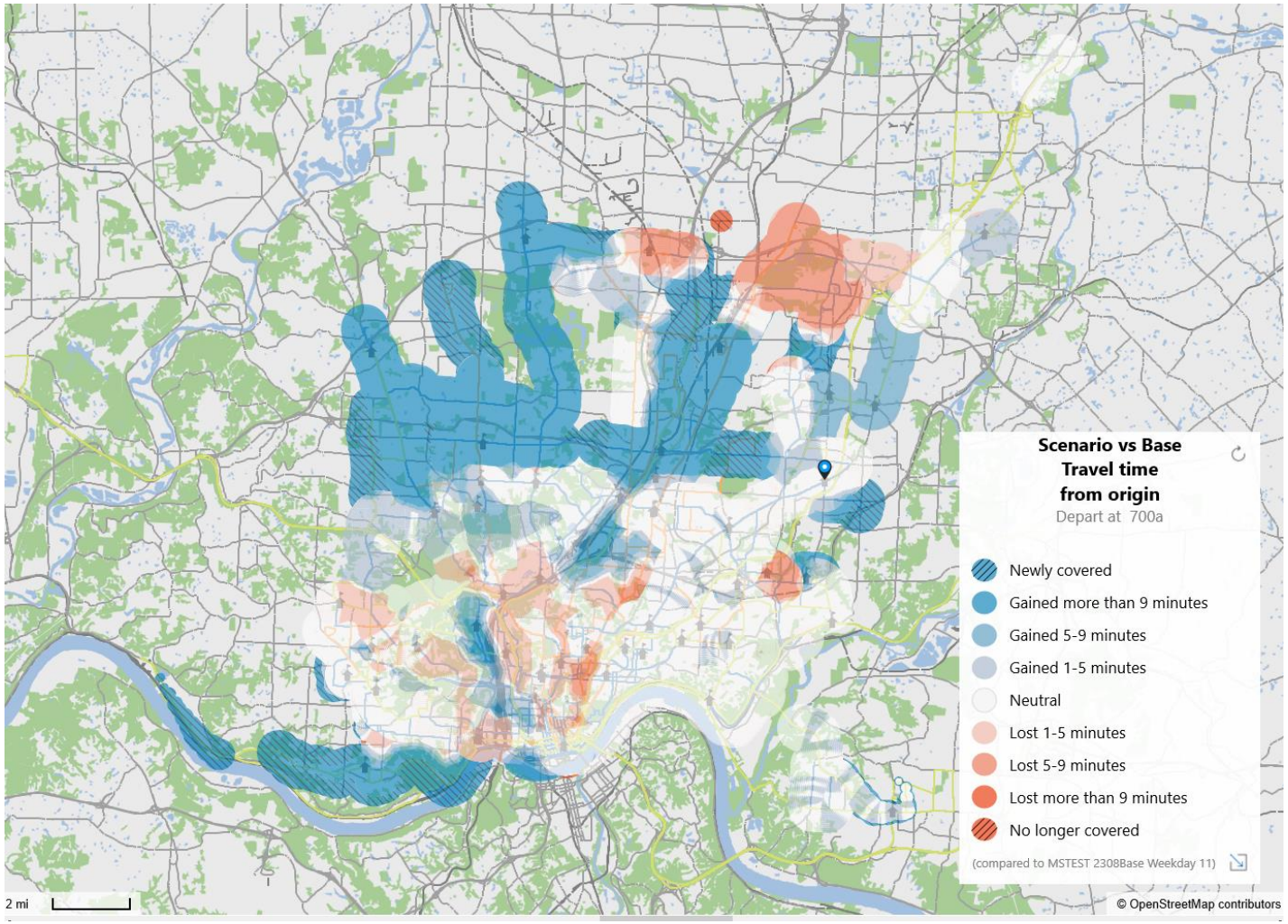
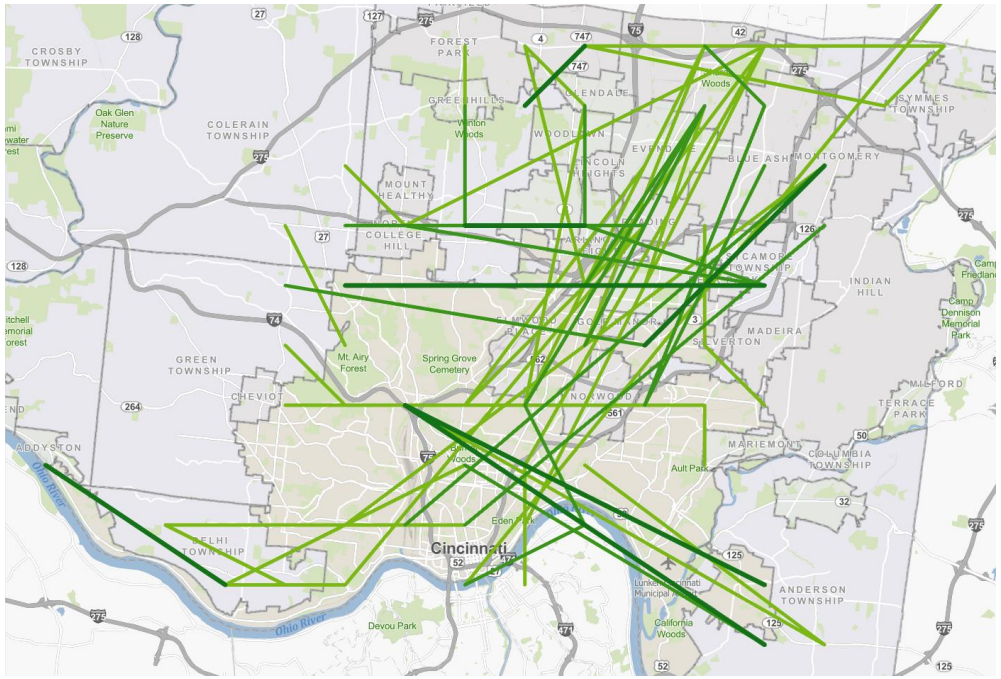
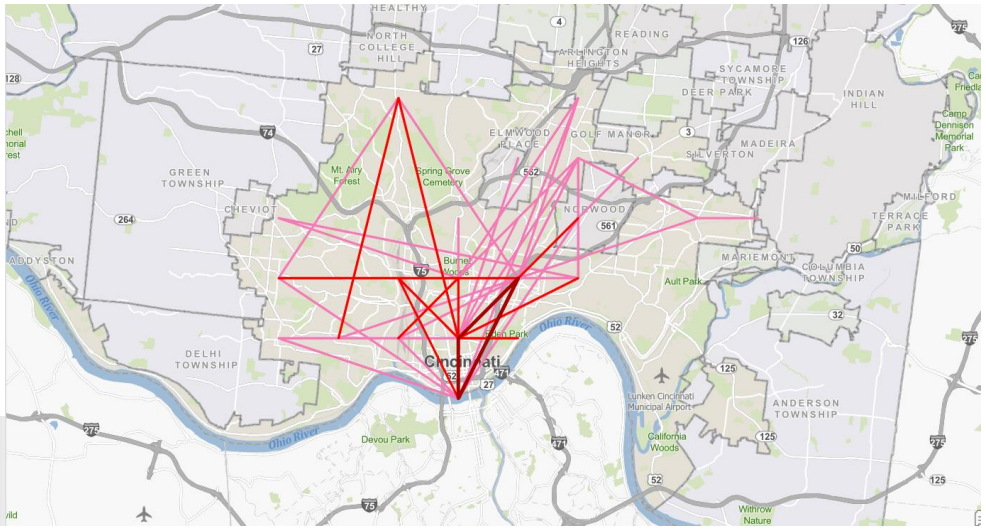
Adoption of New Service

Kenwood March 2023 to March 2025







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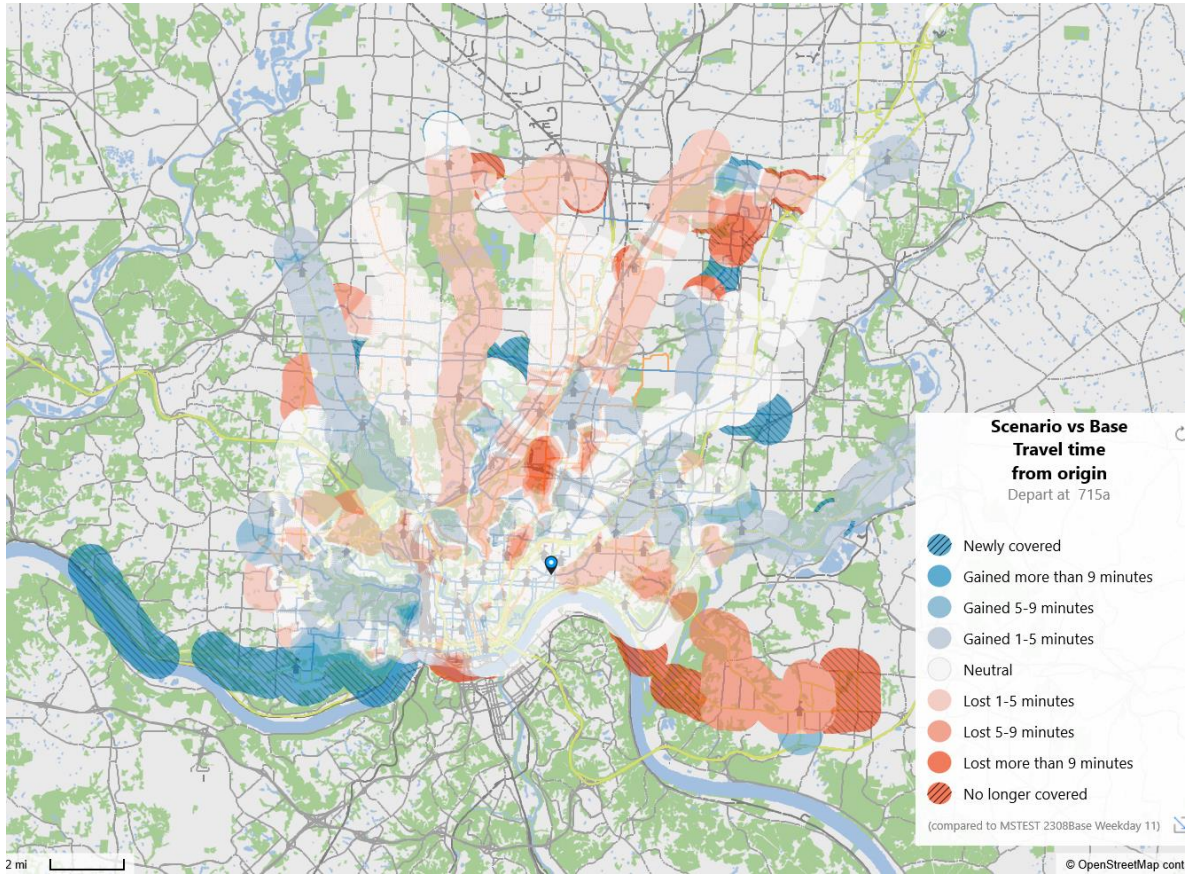
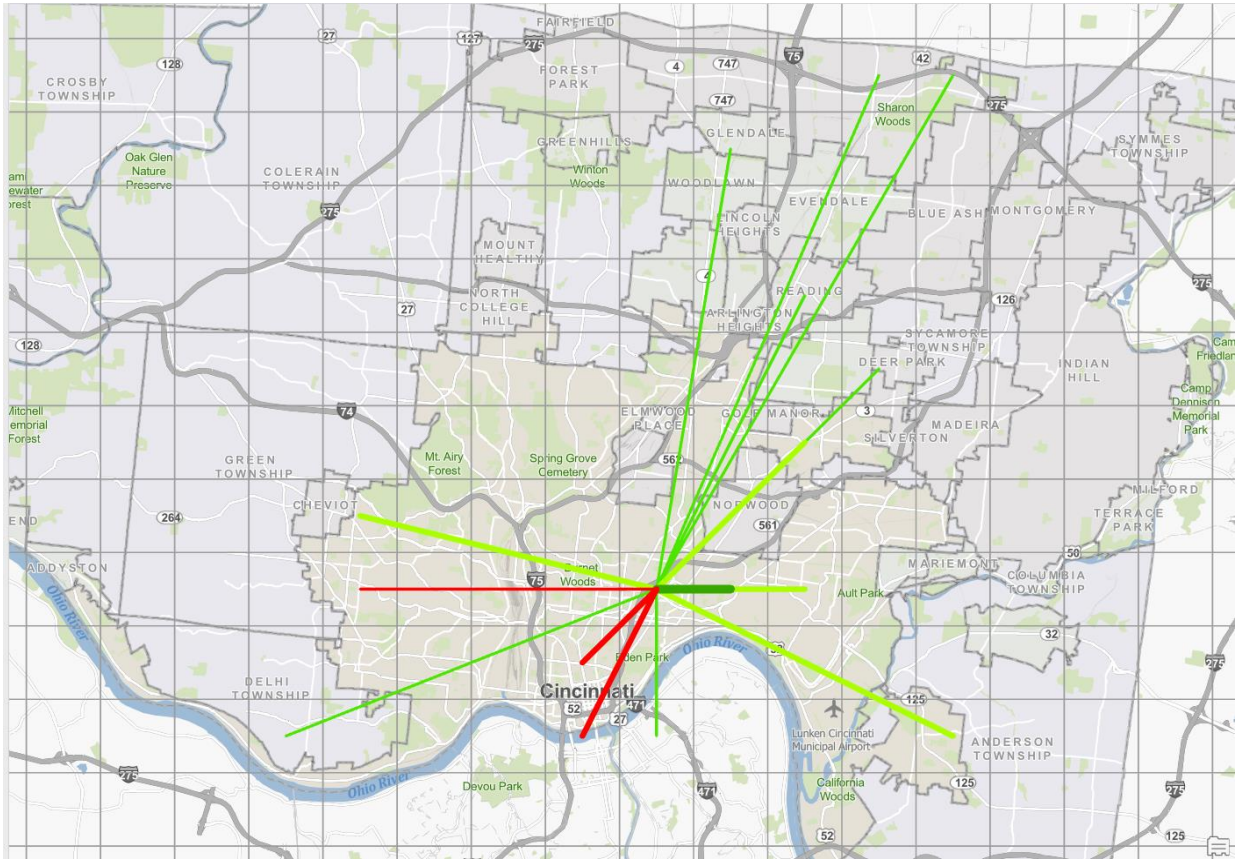
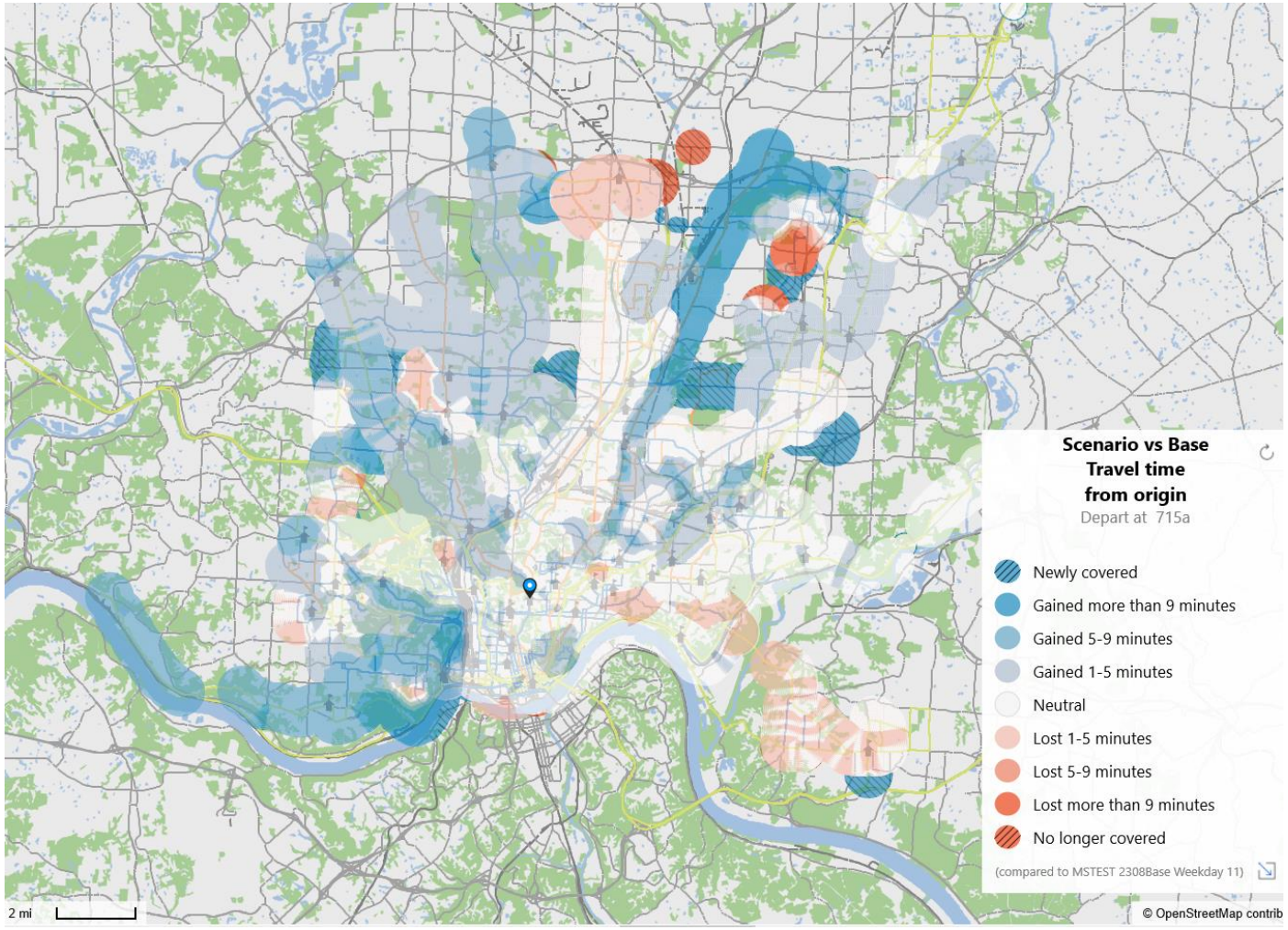
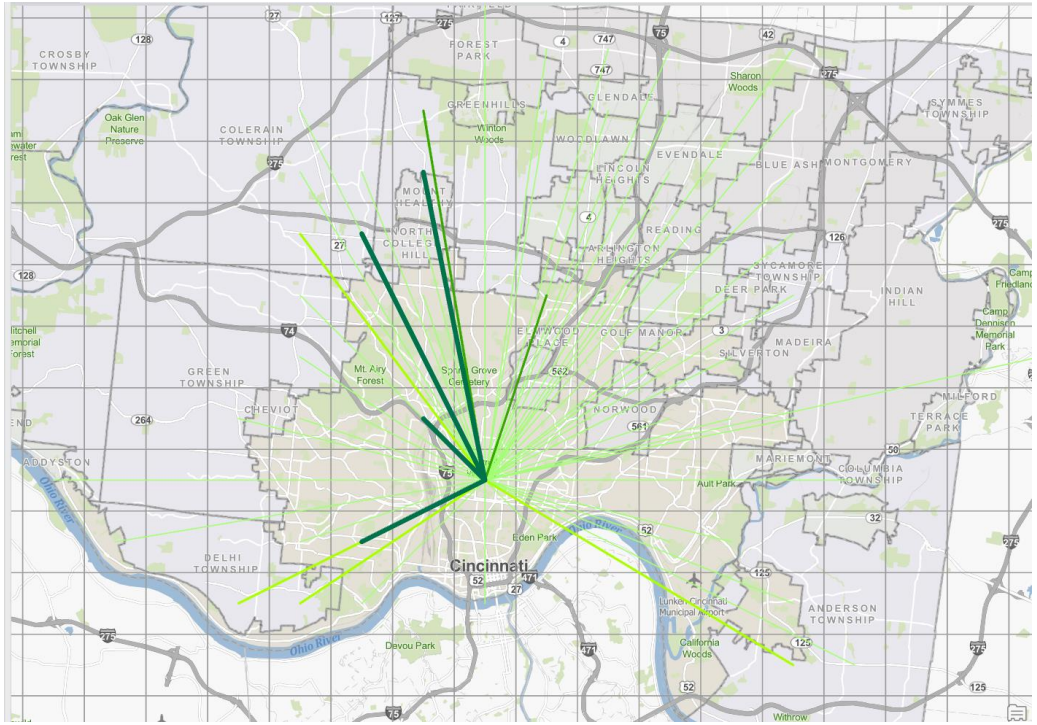
Walnut Hills March 2023 to March 2025





Uptown March 2023 to March 2025





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THANK YOU

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Project	Method	Vendor	Award	Term	Funding
099-2024-SS* ***Rider Rewards Program***	Sole Source Award / Contract Modification	Velocia Inc.	$314,500 (O) $300,000 (M) $614,500	1 year Feb 2026 – Feb 2027	Budgeted Local Operating
005-2026-SS* ***Bus, Service Vehicle & Cell Service***	Sole Source Award	Verizon Wireless	$785,044	3 year Feb 2026 – Jan 2029	Budgeted Local Operating
006-2026-SS* ***Kings Island Family Day***	Sole Source Award	Kings Island Company	$354,000	6 months Mar 2026 – Aug 2026	Budgeted Local Operating
135-2025-RFP ***BRT Independent Cost Estimating Services***	Request for Proposals (RFP)	SRF Consulting Group	$1,597,138	3 year Feb 2026 – Jan 2029	Budgeted Local Capital

**denotes non-competitive or non-negotiable award*

Metro MAX Spend Summary (Maximizing Access for XBE's)

Total Awards for Month	***$3,036,182***
Total MAX Spend for Month	***$0***
Addressable Awards	***$0***
Effective MAX Participation Rate	***0%***
2026 Total Spend	***$11,704,328***
2026 MAX Spend	***$0***
2026 Total Addressable Spend	***$0***
2026 Effective MAX Part. Rate	***0%***

BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2026-xx

APPROVAL OF CONTRACT NO 099-2024 RIDER REWARDS PROGRAM (EZFARE MOBILE TCKETING

WHEREAS:

1. Metro has a transit ridership rewards program that incentivizes the current and potential riders to use public transit more frequently by promoting sustainable mobility and addressing environmental and congestion concerns.

2. Metro's current contract with Masabi includes optional add-on services, including the Velocia software used to run the rider rewards program.

3. The proposed contract modification would extend the software and app services needed to continue operating that program.

4. SORTA staff recommends approval to execute Contract No. 099-2024 on behalf of Metro with Velocia, Inc., with a total not to exceed value increasing the total not to exceed value from $314,500 to $614,500, an increase of $300,000.

5. The expenditure will be financed using local operating funds.

THEREFORE, BE IT RESOLVED:

6. The board authorizes the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute Contract No. 099-2024 on behalf of Metro with Velocia, Inc., with a total not to exceed value increasing the total not to exceed value from $314,500 to $614,500, an increase of $300,000.

BOARD OF TRUSTEES ACTION ITEM

DATE: February 17, 2026

FROM: Jason Roe, Director of Procurement
Steve Anderson, Sr. Director of Transit Development & Innovation

PROJECT NO.: 099-2024 Rider Rewards Program (EZfare Mobile Ticketing)

REQUEST: Contract Award

BACKGROUND

Metro has a transit ridership rewards program that incentivizes current and potential riders to use public transit more frequently by promoting sustainable mobility and addressing environmental and congestion concerns. The software/application encourages riders to take extra rides based on their demographic and/or usage patterns with discounted Metro fares, discounted mobility options (Uber, Lime, etc.) and/or discounted offers for everyday products such as coffee or fast food, etc.

BUSINESS PURPOSE

Metro's current contract with Masabi includes optional add-on services, including the Velocia software used to run the rider rewards program. The proposed contract modification would extend the software and app services needed to continue operating that program.

PROJECT FINANCING

The budget for the project is $300,000 and is included in the approved FY2026 Operating budget.

The contract is structured as an indefinite delivery / indefinite quantity ("IDIQ") contract since the exact amount to be purchased and the exact unit price is based on variables such as campaign options, ridership, and consumption. As such, the final project cost of $614,500 is flat to budget.

PROJECT PROCUREMENT

The EZFare Mobile Ticketing contract awarded to Masabi was competitively procured through NEORide. This is a sole source award to Velocia Inc. for the optional services of the Masabi agreement. No market competition is required for these services.

PROJECT DIVERSITY

This project is a sole source award with no subcontracting opportunities. As such, no vendor diversity goal has been established.

RECOMMENDED BOARD ACTION

Staff recommends the Board of Trustees approve a resolution authorizing the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute a modification to Contract No. 099-2024, on behalf of Metro with Velocia Inc., increasing the total not to exceed value from $314,500 to $614,500, an increase of $300,000.

BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2026-xx

APPROVAL OF CONTRACT NO 005-206 BUS, SERVICE VEHICLE & CELLULAR SERVICE

WHEREAS:

1. Metro requires reliable cellular and Wi-Fi service to ensure consistent connectivity for internal devices and operational staff productivity and enables seamless access to digital tools.

2. Providing secure and accessible Wi-Fi for customers improves their overall experience and supports the agency's commitment to delivering high-quality, customer-focused service.

3. This service provides essential wireless connectivity across all agency operations.

4. SORTA staff recommends approval to execute Contract No. 005-2026 on behalf of Metro with Verizon Wireless, with a not to exceed value of $785,044.

5. The expenditure will be financed using local operating funds.

THEREFORE, BE IT RESOLVED:

6. The board authorizes the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute Contract No. 005-2026 on behalf of Metro with Verizon Wireless, with a not to exceed value of $785,044.

00BOARD OF TRUSTEES ACTION ITEM

DATE:	February 17, 2026
FROM:	Jason Roe, Director of Procurement
	Pat Giblin, Sr. Director of IT
PROJECT NO.:	005-2026 Bus, Service Vehicle & Cellular Service
REQUEST:	Contract Award

BACKGROUND

Metro requires reliable cellular and Wi-Fi service to ensure consistent connectivity for internal devices and operational staff productivity and enables seamless access to digital tools. Additionally, providing secure and accessible Wi-Fi for customers improves their overall experience and supports the agency's commitment to delivering high-quality, customer-focused services.

BUSINESS PURPOSE

This service provides essential wireless connectivity across all agency operations. It supports cellular and Wi-Fi service on all revenue vehicles, ensures reliable connectivity for organizational iPads, and enables consistent communication through cellular phones and related equipment. Maintaining this infrastructure is critical for operational efficiency, real time data access, employee communications, and delivery of high-quality service to our customers.

PROJECT FINANCING

The cost of services is estimated at $21,806 per month and included within the approved FY2026 Operating budget and included in the Metro financial plan.

The 36 month budgeted amount for the contracted services is $785,044, local funds will be applied, no additional funding will be utilized.

PROJECT PROCUREMENT

The contract is a sole source award and is exempt from the competitive process. As such, no vendor outreach was conducted. Procurement has determined that the service costs are fair and reasonable based on state contract pricing and past rates for the same services. Verizon remains the current provider, and the overall cost increase reflects the addition of more devices and expanded Wi-Fi service. The per-device and internet-only fees remain unchanged from the previous contract.

The term of the contract is set to expire on January 31, 2029.

SMALL BUSINESS ENGAGEMENT

The contract is a sole source procurement. 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 Director of Procurement to execute Contract No. 005-2026, on behalf of Metro with Verizon Wireless, with a not to exceed value of $785,044.

BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2026-xx

APPROVAL OF CONTRACT NO 006-2026 KINGS ISLAND FAMILY DAY

WHEREAS:

1. Metro hosts an annual Family Day to celebrate and appreciate employees.

2. This year staff can choose to attend on either Saturday, August 8, or Sunday August 9.

3. Metro's Family Day will take place at Kings Island and will include tickets to the park, a meal, and parking.

4. SORTA staff recommends approval to execute Contract No. 006-2026 on behalf of Metro with Kings Island Company, with a not to exceed value of $354,000.

5. The expenditure will be financed using local operating funds.

THEREFORE, BE IT RESOLVED:

6. The board authorizes the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute Contract No. 006-2026 on behalf of Metro with Kings Island Company, with a not to exceed value of $354,000.

BOARD OF TRUSTEES ACTION ITEM

DATE: January 17, 2026

FROM: Jason Roe, Director of Procurement
Adriene Hairston, Chief Human Resources Officer

PROJECT NO.: 006-2026, Kings Island Family Day

REQUEST: Contract Award

BACKGROUND

Metro hosts an annual Family Day to celebrate and appreciate employees. This year, staff can choose to attend on either Saturday, August 8, or Sunday, August 9.

BUSINESS PURPOSE

Metro's Family Day will take place at Kings Island and will include tickets to the park, a meal, and parking. A purchase agreement is needed to secure reduced ticket pricing and catering services for the event. The Family Day will be on August 8 and 9, 2026.

PROJECT FINANCING

The budget for this project is $354,000 and is included in the approved 2026 Operating Budget. The itemized ticket price is below:

Year	No. of Employees	Admission	Meal	Parking Fee	Total per Employee	No. Tickets per Employee	Total Cost
2026	**1,200**	**$35.00**	**$37.25**	**$1.50**	**$73.75**	**4**	**$354,000**
2025	1,100	$35.00	$34.16	$1.50	$70.66	4	$310,904
2024	1,100	$35.00	$28.83	$1.50	$65.33	4	$288,332

The 2026 cost per person is 4.5% higher than 2025 prices, due primarily to annual price increases from the vendor and additional meal options for employees.

The final project cost of $354,000 is flat to budget.

The project will be financed with local operating funds.

PROJECT PROCUREMENT

This is a sole source award. No market competition is available for this event.

PROJECT DIVERSITY

This project is a sole source award with no subcontracting opportunities. As such, no vendor diversity goal has been established.

RECOMMENDED BOARD ACTION

Staff recommends the Board of Trustees approve a resolution authorizing the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute Contract No. 006-2026, on behalf of Metro with Kings Island Company, with a not to exceed value of $354,000.

BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2026-xx

APPROVAL OF CONTRACT NO 135-2025 BRT COST ESTIMATING SERVICES

WHEREAS:

1. The Southwest Ohio Regional Transit Authority (SORTA), pursuant to the Reinventing Metro Plan, is currently in the design phase of the Reading Road Corridor Bus Rapid Transit ("BRT") project which represents approximately $120 million investment in BRT infrastructure in metropolitan Cincinnati, Ohio.

2. This project is funded, in part, through a Federal Transit Authority ("FTA") grant.

3. The Metro BRT service will provide a high frequency, limited stop service that uses specialized vehicles on dedicated right of way to transport passengers along both corridors.

4. SORTA staff recommends approval to execute Contract No. 135-2025 on behalf of Metro with SRF Consulting Group, with a not to exceed value of $1,597,138.

5. The expenditure will be financed using local capital funding.

THEREFORE, BE IT RESOLVED:

6. The board authorizes the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute Contract No. 135-2025 on behalf of Metro with SRF Consulting Group, with a not to exceed value of $1,597,138.

BOARD OF TRUSTEES ACTION ITEM

DATE: January 20, 2026

FROM: Jason Roe, Director of Procurement

Sharyn LaCombe, Sr. Director of Bus Rapid Transit Planning

PROJECT NO.: 135-2025 BRT Cost Estimating Services

REQUEST: Contract Award

BACKGROUND

The Southwest Ohio Regional Transit Authority (SORTA), pursuant to the Reinventing Metro plan, is currently in the design phase of the Reading Road Corridor Bus Rapid Transit ("BRT") project which represents approximately $120 million investment in BRT infrastructure in metropolitan Cincinnati, Ohio. This project is funded, in part, through a Federal Transit Authority ("FTA") grant. The Metro BRT service will provide a high frequency, limited stop service that uses specialized vehicles on dedicated right of way to transport passengers along both corridors. The goals of BRT include attracting new riders, improved transit speed, enhanced transit network connectivity, equitable access to frequent services and economic development.

BUSINESS PURPOSE

The Independent Cost Estimating (ICE) Consultant will provide SORTA with additional FTA required support in developing production-based independent cost estimates for the BRT project. These services will be provided as needed throughout the preconstruction phase at development milestones (i.e. 30%, 60%, and 100%). This procurement includes ICE services for the Reading Road Corridor BRT project, and an optional scope, at SORTA's sole discretion for the Hamilton Avenue Corridor BRT.

PROJECT FINANCING

The budget for the ICE consultant services is $1,597,138 and is included in the approved FY2026-2028 Capital budget.

The contract is structured as cost plus fixed fee contract with negotiated fees for hourly rates, overhead percentage and profit percentage. Since the exact amount of effort required is unknown the contract value is based on negotiated assumptions. As such, the final project cost of $1,597,138 is flat to budget.

PROJECT PROCUREMENT

Procurement staff determined that a Request for Proposals ("RFP") was an appropriate methodology. Under this method, responses are evaluated based on the criteria outlined in the solicitation and ranked from highest to lowest. The vendor scoring the highest is considered as proposing the best value to Metro and selected for award.

Staff targeted vendors known to have the capabilities necessary to perform the requirements of the contract in addition to those notified through Metro's e-procurement system. 50 vendors downloaded solicitation materials and 7 submitted responses.

Proposals were evaluated based on the criteria included in the solicitation and ranked from highest to lowest. The highest ranked vendor is considered as proposing the best value to Metro. The outcome of the evaluation process is shown below:

Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Total Score (Max Score 1000)
SRF Consulting Group	903.1	940.1	890.1	**911.15**
PMA Consultants, L.L.C.	781.2	841.2	916.2	**846.19**
Kimley-Horn and Associates, Inc.	737.1	797.1	847.1	**793.81**
Stanton Constructability Services	699.5	709.5	819.5	**742.81**
Innovative Contracting and Engine…	639	539	864	**680.69**
ELLE Consultants Incorporated	508.4	228.4	803.4	**513.36**
Life Member Number 6150	420.8	400.8	550.8	**457.47**

SMALL BUSINESS ENGAGEMENT

On October 3rd, 2025, the Department of Transportation issued an Interim Final Rule that amends portions of DBE Circular 49 CFR Part 26. The Department of Transportation currently prohibits recipients of DOT funds from setting a contract goal until a re-evaluation of DBE vendors in the UCP directories are completed. As a result of this interim final rule, this project did not have a specific contract goal assigned. Bidders/proposers were strongly encouraged to make efforts to include small and disadvantaged businesses in the performance of this contract to maximize participation of certified small businesses as subcontractors, subconsultants, and suppliers.

RECOMMENDED BOARD ACTION

Staff recommend the Board of Trustees approve a resolution authorizing the CEO/General Manager/Secretary-Treasurer or the Director of Procurement to execute Contract No.135-2025, on behalf of Metro with SRF Consulting Group, with a not to exceed value of $1,597,138.