



Reinventing Metro

Presentation to Cincinnati City Council

Committee on Climate, Environment, and Infrastructure - September 9, 2025

Representing Metro



Emi Randall, AICP, RLA

Senior Manager of Transit Planning
& Mobility-On-Demand



Sharyn LaCombe, AICP, ENV-SP

Senior Director of Bus Rapid Transit Planning &
Design



Reinventing Metro

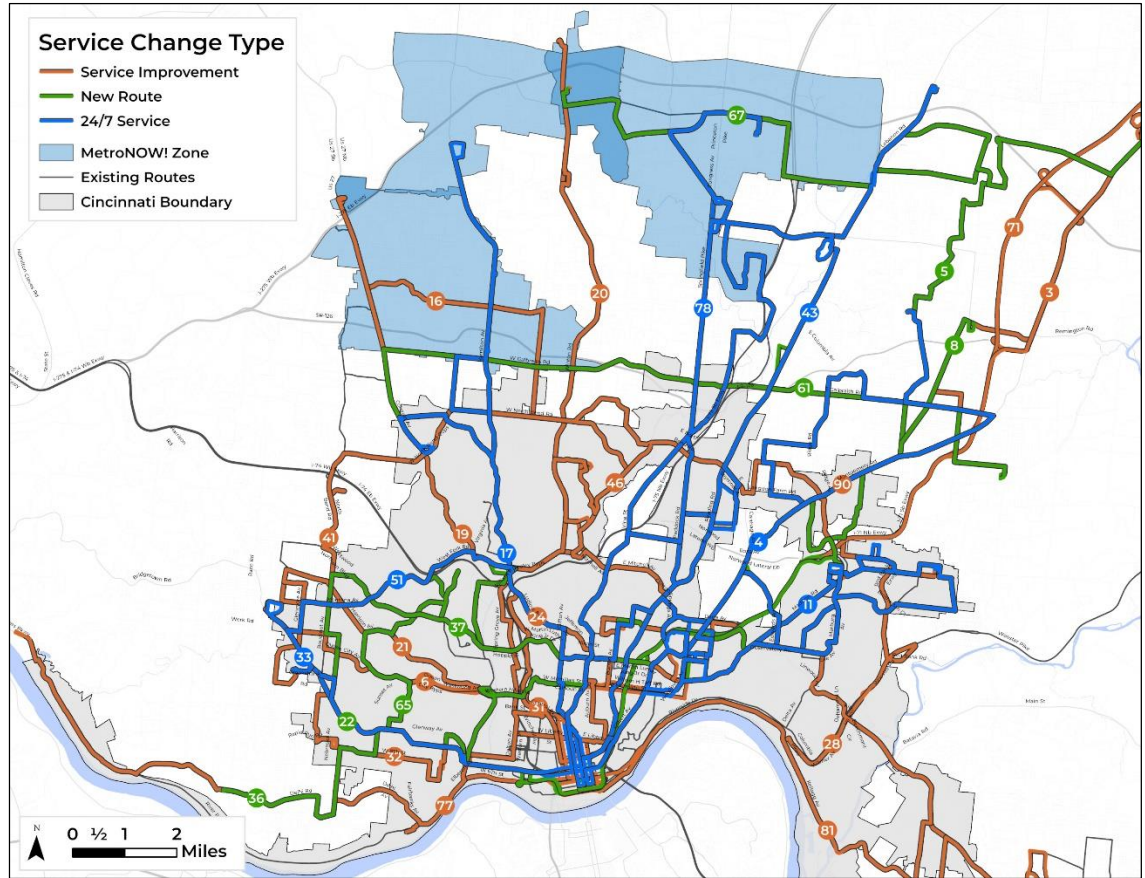
Reinventing Metro – Overall Service Improvements

- More frequency and span = faster travel
- More crosstown routes = more communities and job access
- More transit centers = safe, comfortable places transfer
- More new buses with free Wi-Fi, charging ports and other amenities = improved rider experience
- Expanded Access paratransit service
- More suburban job connectivity with MetroNow!
- Coming soon, More options for faster travel with Metro Rapid, Bus Rapid Transit (BRT) limited-stop service



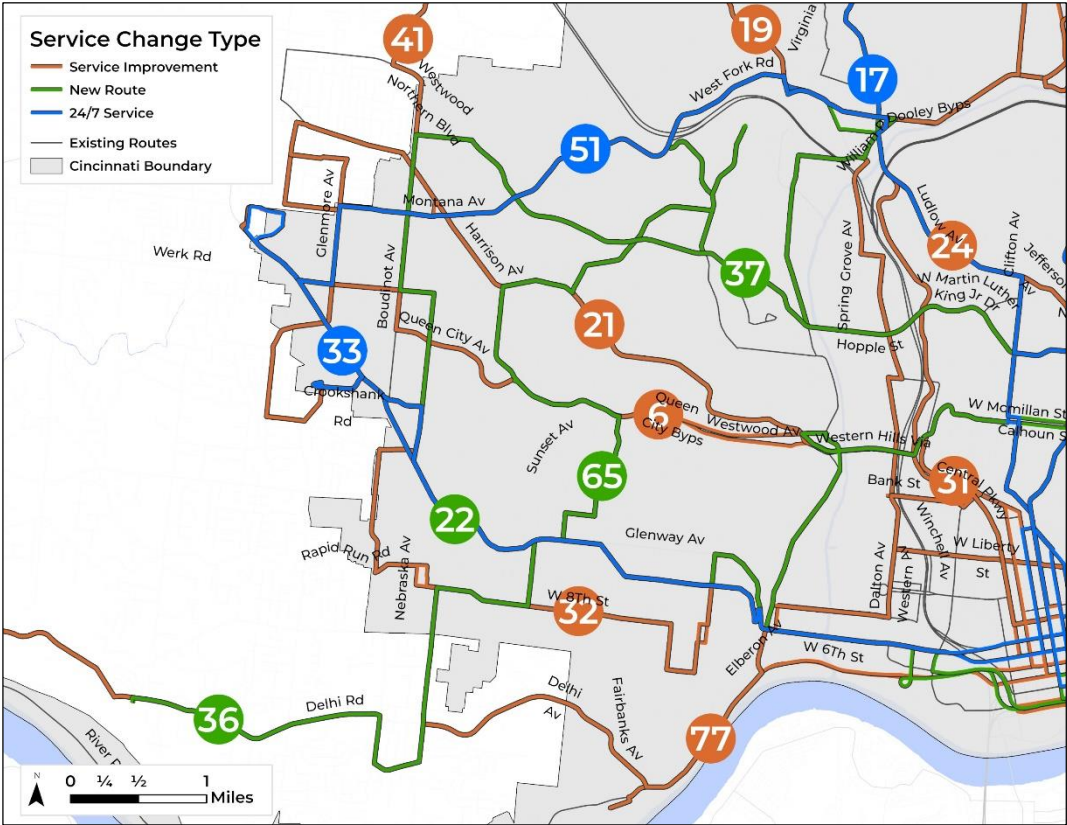
Reinventing Metro (Y1-Y4)

- **New Routes:**
Routes 5, 8, 22, 36, 37, 61, 65, 67
- **24-hour service:**
Routes 4, 11, 17, 33, 43, 51, 78
- **Increased Span of Service:**
Routes 6, 16, 19, 20, 21, 28, 32, 41, 77
- **Increased Weekend Frequency:**
Routes 4, 16, 17, 20, 21, 24, 28, 33, 43
- **Increased Weekday Frequency:**
Routes 4, 6, 11, 16, 17, 19, 20, 21, 24, 28, 31, 32, 33, 41, 43, 51
- **Streamlined Branches:**
Routes 4, 17, 43, 46
- **Areas with New Service:**
Sedamsville, Price Hills, Westwood, Roll Hill, South Fairmount, Delhi, Uptown, Oakley, Walnut Hills, Evanston, Kenwood Mall, Colerain, Bond Hill, Seven Hills, Sharonville, etc.



Service Changes - Westside

- **New Routes:**
 - Route 22 – Glenway – Madison
 - Route 36 – Delhi – Norwood Crosstown
 - Route 37 – Glenway Crossing – Oakley Transit Center Crosstown
 - Route 65 – Glenway Crossing – Northside Transit Center Crosstown
- **24-Hour Service:**
 - Route 33 – Western Hills – Reading Road
 - Route 51 – Glenway Avenue
- **Realignments:**
 - Route 77 – Converted from express to local service; extended west to Addyston and Sayler Park
- **Additional Span and Frequency Increases:**
 - Route 6 – Queen City Avenue
 - Route 19 – Colerain Avenue – Northgate/Auburn
 - Route 21 – Harrison Avenue Local
 - Route 32 – Covedale Local
 - Route 41 – North Avondale – Winton Hills Local
- **Extensions:**
 - Route 33 – Extended into Glenway Crossing Transit Center



Fixed-Route Ridership Growth

Change in demand

Compare changes in weekly ridership by transit agency, region, or system size

Search for...

COMPARE BY:

Size Region Agency

National (US) x

500,000-1.99M x

Southwest Ohio RTA x

Weekly ridership

4 weeks

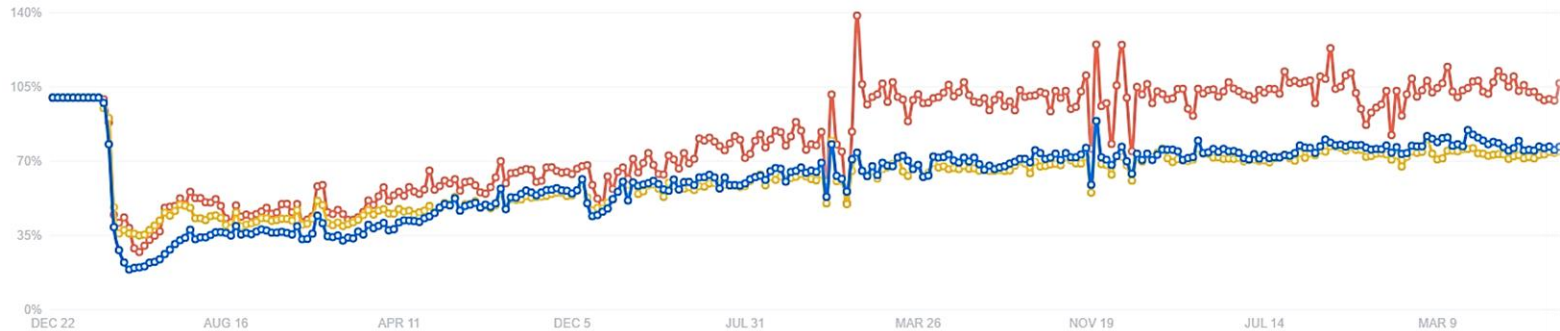
13 weeks

26 weeks

52 weeks

297 weeks

DOWNLOAD CSV



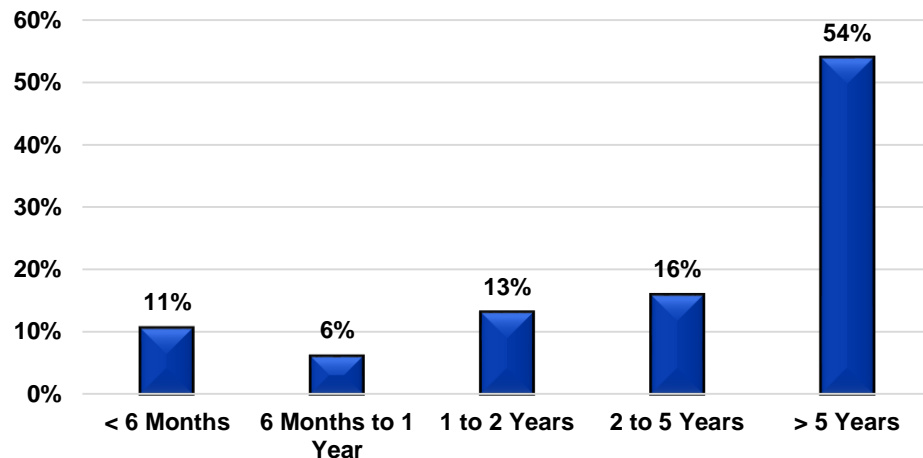
transit

- 100% of City of Cincinnati residents are within $\frac{3}{4}$ -mile of a fixed-route service
- ~82% of Hamilton County residents are within $\frac{3}{4}$ -mile of a fixed-route service

Fixed-Route Ridership Growth

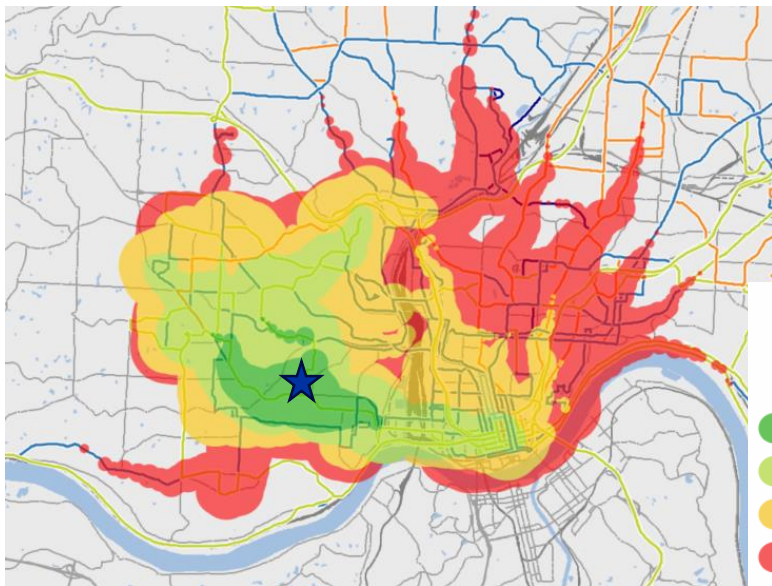
- Running More Service Every Day
 - 29% more Weekday service
 - 52% more Saturday service
 - 117% more Sunday service
- More Efficient Network
 - 23% time savings compared to 2019
- Attracting New Riders
 - 30% have been riding <2 years
- Access to Jobs
 - 50% of all county jobs have 24-hr service

Percentage of Metro Riders by Length of Time Riding

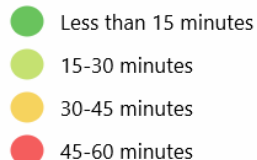


Population and Job Reach Impacts from Improvements

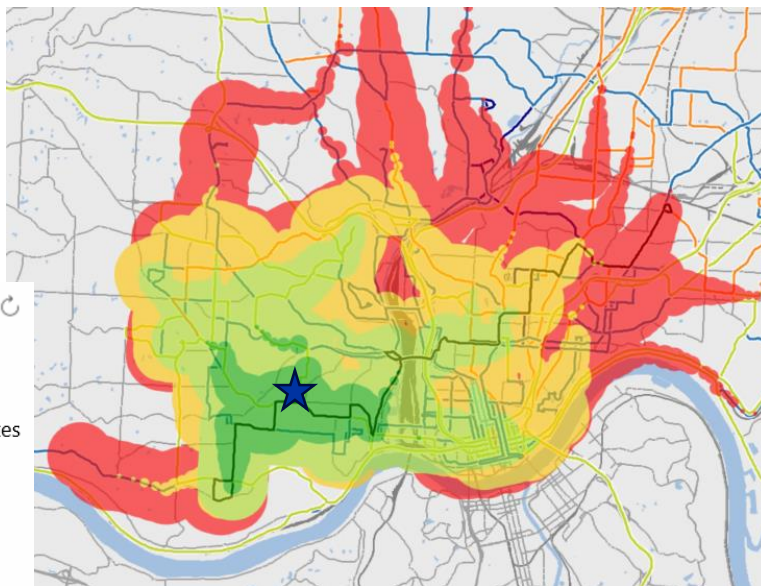
Before Changes



Travel time
from origin



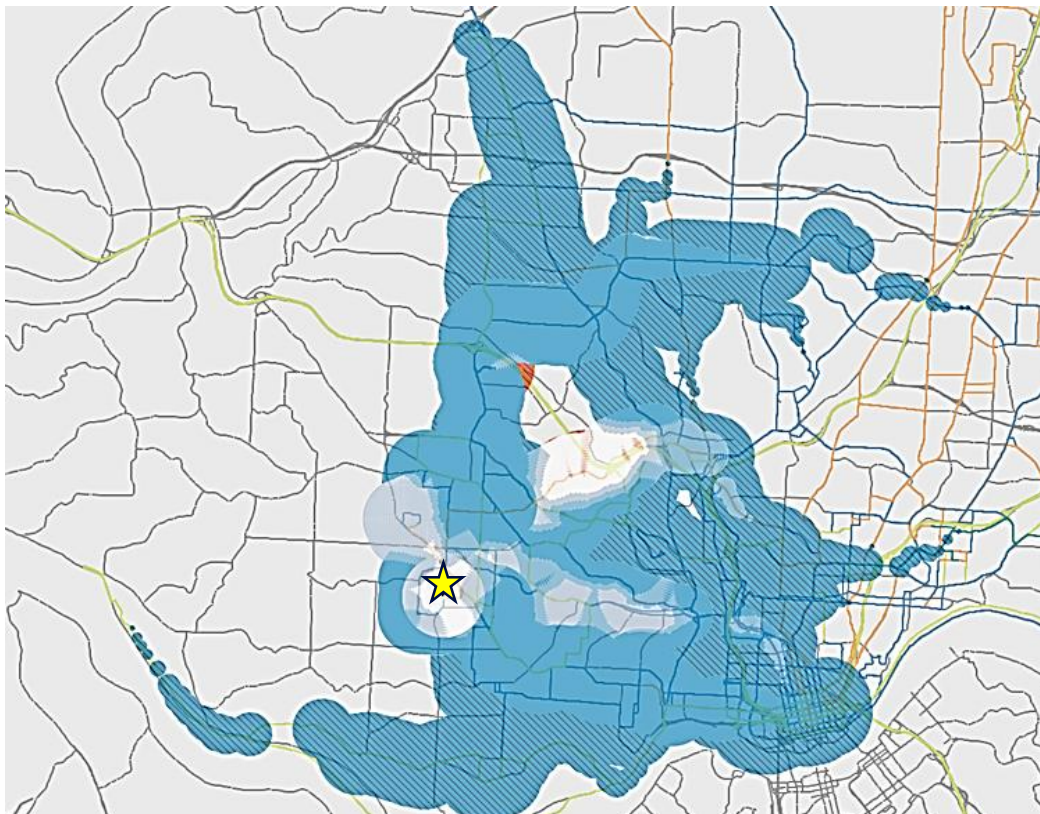
After Changes



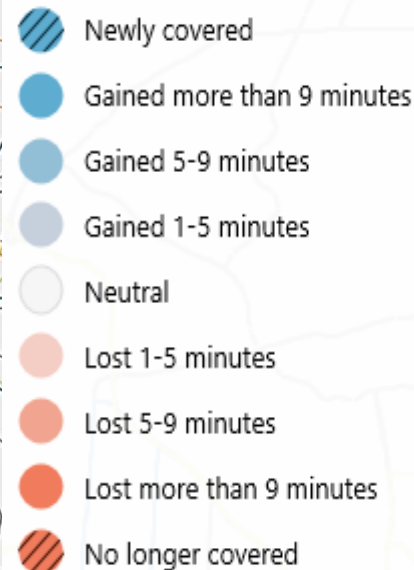
West Price Hill	Jobs Accessible Within 30-Minutes Bus Ride	Jobs Accessible Within 60-Minutes Bus Ride
Before	63,703	185,906
After	101,329	208,932
Increase	37,626 (+59%)	23,026 (+12%)

Reinventing Metro Travel Time Improvements

3:00PM – GLENWAY CROSSING TRANSIT CENTER

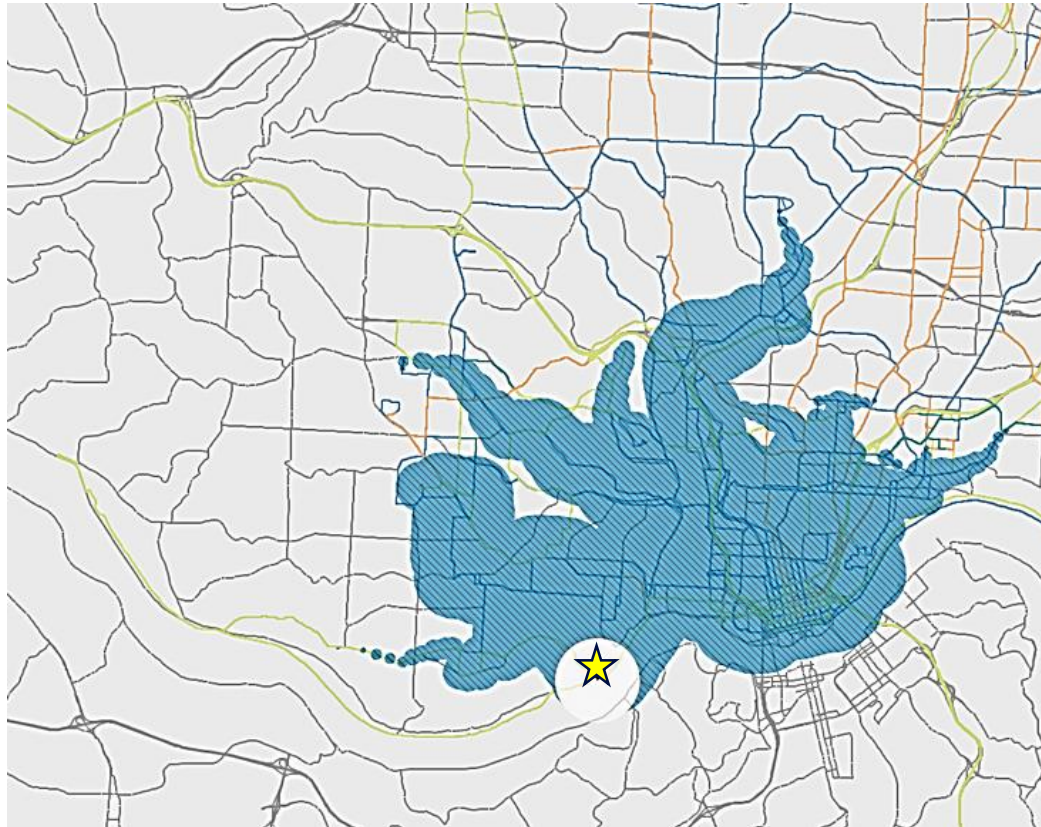


Scenario vs Base
Travel time
from origin

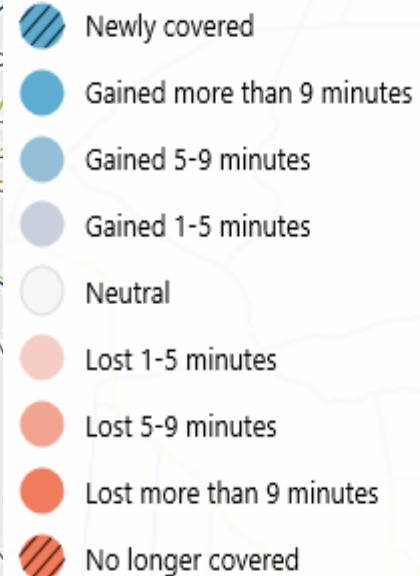


Reinventing Metro Travel Time Improvements

12:00PM – SEDAMSVILLE (Fairbanks Ave & Sedam St)



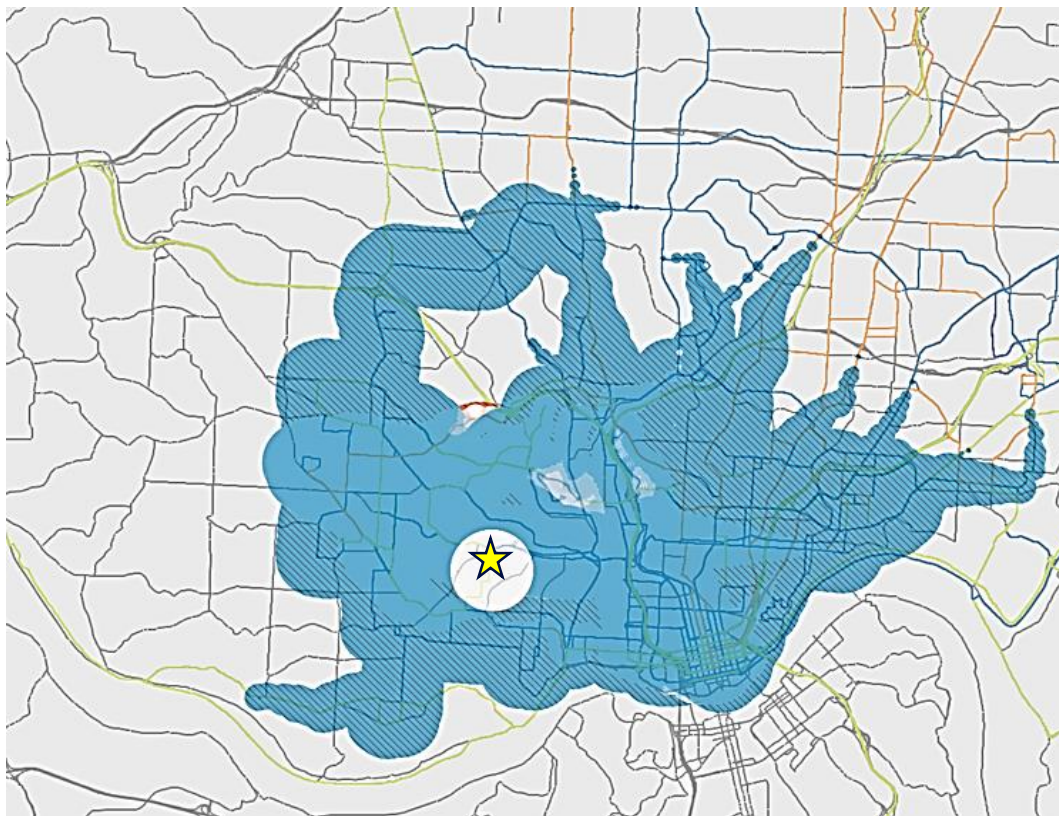
Scenario vs Base
Travel time
from origin












Reinventing Metro Travel Time Improvements



7:00AM – WESTMONT APARTMENTS on WYOMING AVE



Scenario vs Base
Travel time
from origin

-  Newly covered
-  Gained more than 9 minutes
-  Gained 5-9 minutes
-  Gained 1-5 minutes
-  Neutral
-  Lost 1-5 minutes
-  Lost 5-9 minutes
-  Lost more than 9 minutes
-  No longer covered



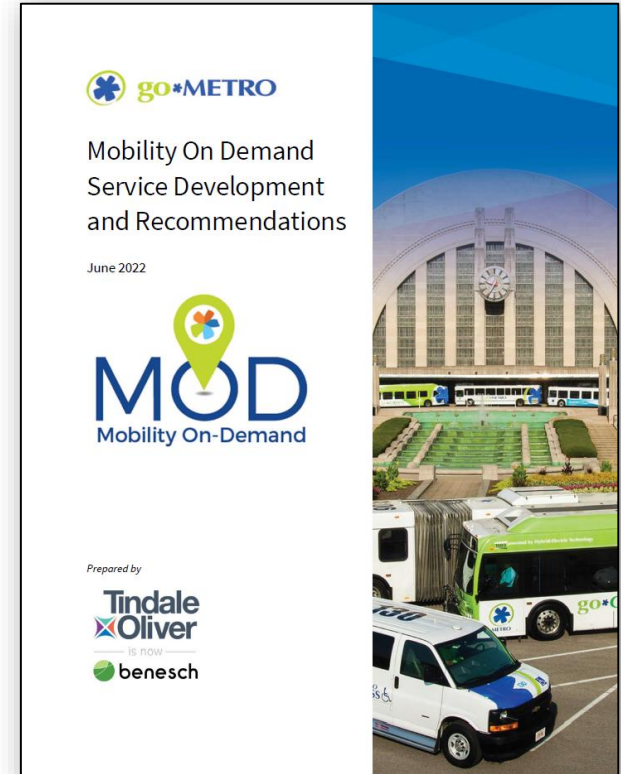
MetroNow!

MetroNow!: Study and Recommendations

Goals & Objectives



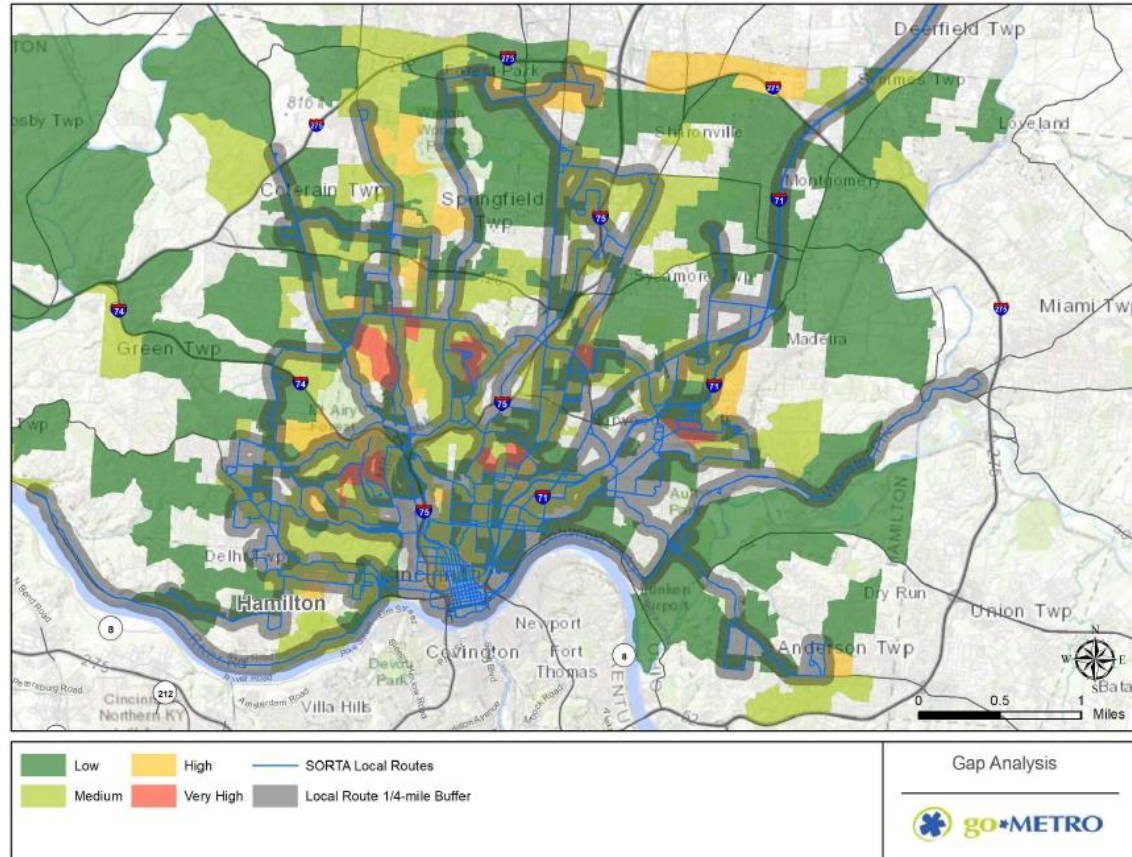
- Connect People & Places
 - First/last mile connections with Fixed Route
 - Directness of travel
 - Localized mobility
 - Connecting jobs, housing and activity centers
- Drive Economic Growth
 - Employment, shopping, healthcare & education
- Improve quality of life for individuals & communities
 - Eliminate transportation as a barrier
 - Expand mobility choices
 - Facilitate access locally and regionally via connections



Data Analysis

Selection of Zone Areas

- Concentration of persons with mobility needs
- Absence of transit service within walking distance
- Proximity (within 2-3 miles) of fixed-route service
- Ability to meet mobility goals
 - Localized mobility
 - First mile/last mile
 - Eliminate transportation as a barrier



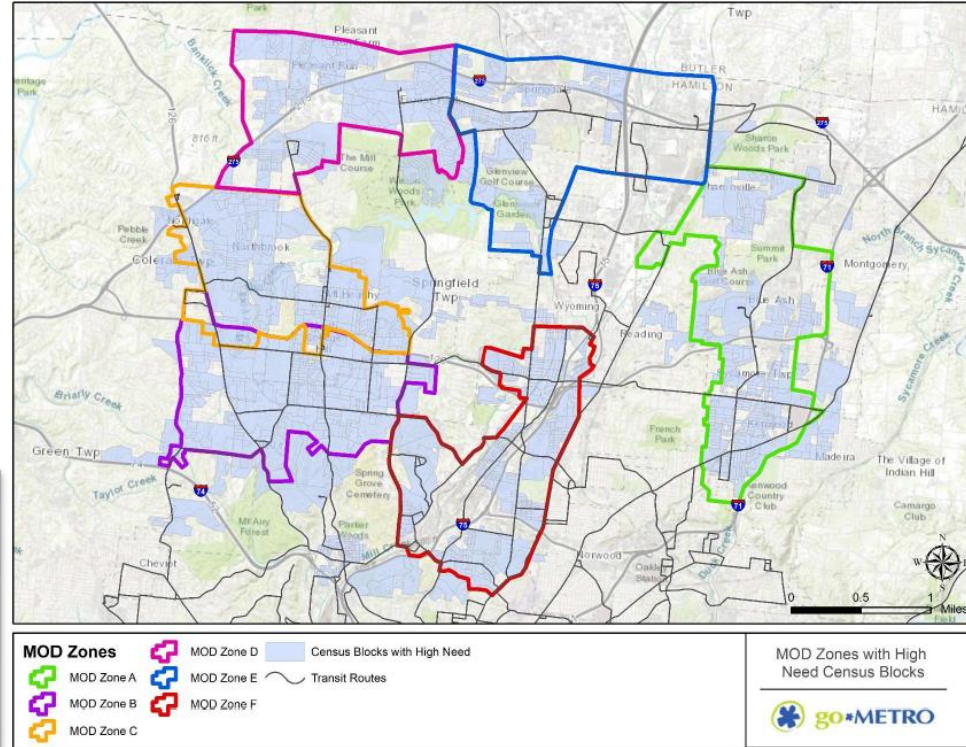
Zone Spatial Optimization

Optimization of Zone Areas

- Aggregating spatial areas with identified mobility need
- Service focal points within areas (mobility hubs such as retail centers)
- Travel Distance (2-3 mile trips)
- Coverage Percentage (ability to meet demand)

Point-to-Point spatial optimization model

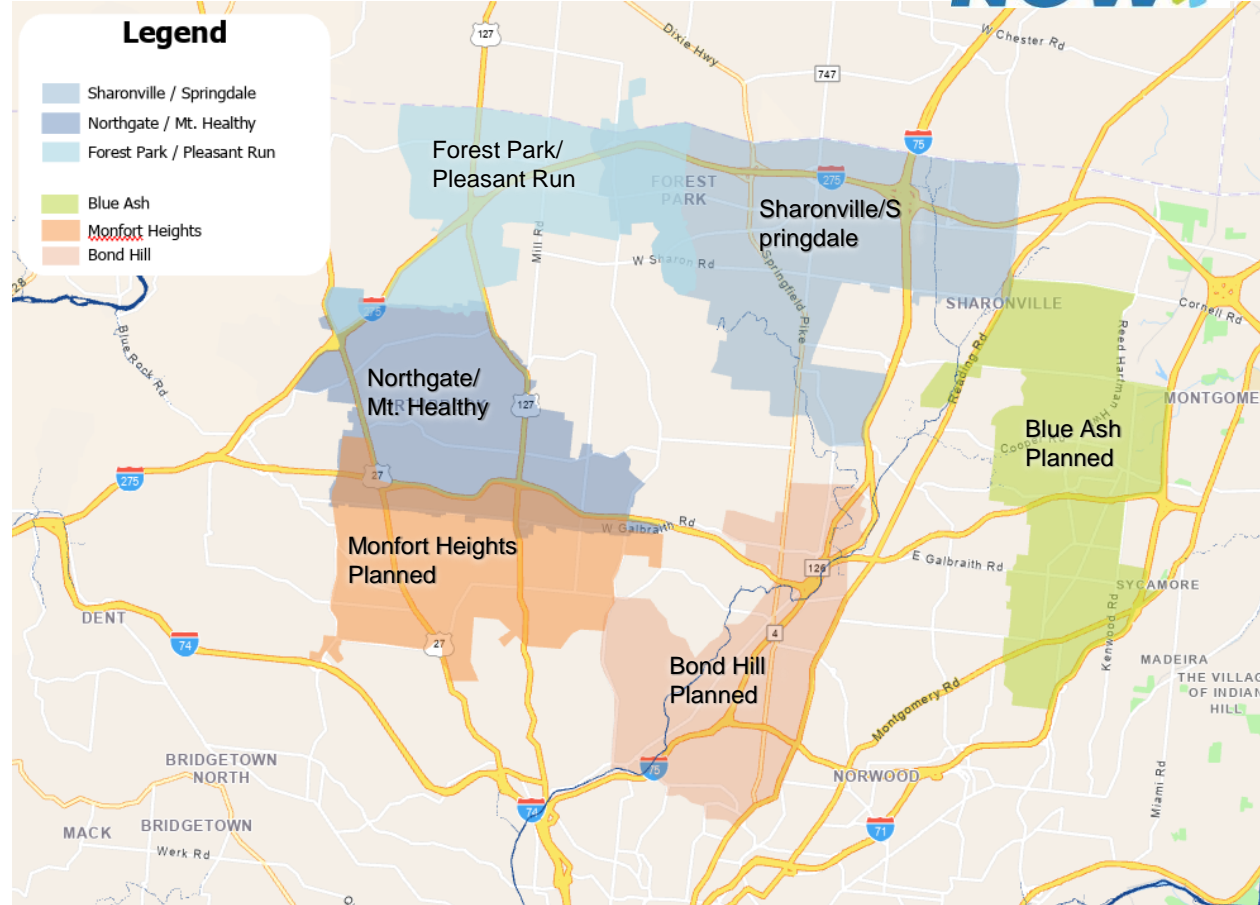
$$\begin{aligned}
 & \text{Minimize} && \sum_i \sum_{j \in N_i} \alpha_i d_{ij} z_{ij} \\
 & \text{Maximize} && \sum_j \beta_j x_j \\
 & \text{Subject to} && \sum_{j \in N_i} z_{ij} \leq 1 \quad \forall i \\
 & && z_{ij} \leq x_j \quad \forall i, j \in N_i \\
 & && \sum_j x_j = p \\
 & && \sum_i \sum_{j \in N_i} \alpha_i z_{ij} \geq \lambda \sum_i \alpha_i \\
 & && x_j = \{0,1\} \quad \forall j \\
 & && z_{ij} = \{0,1\} \quad \forall i, j \in N_i
 \end{aligned}$$



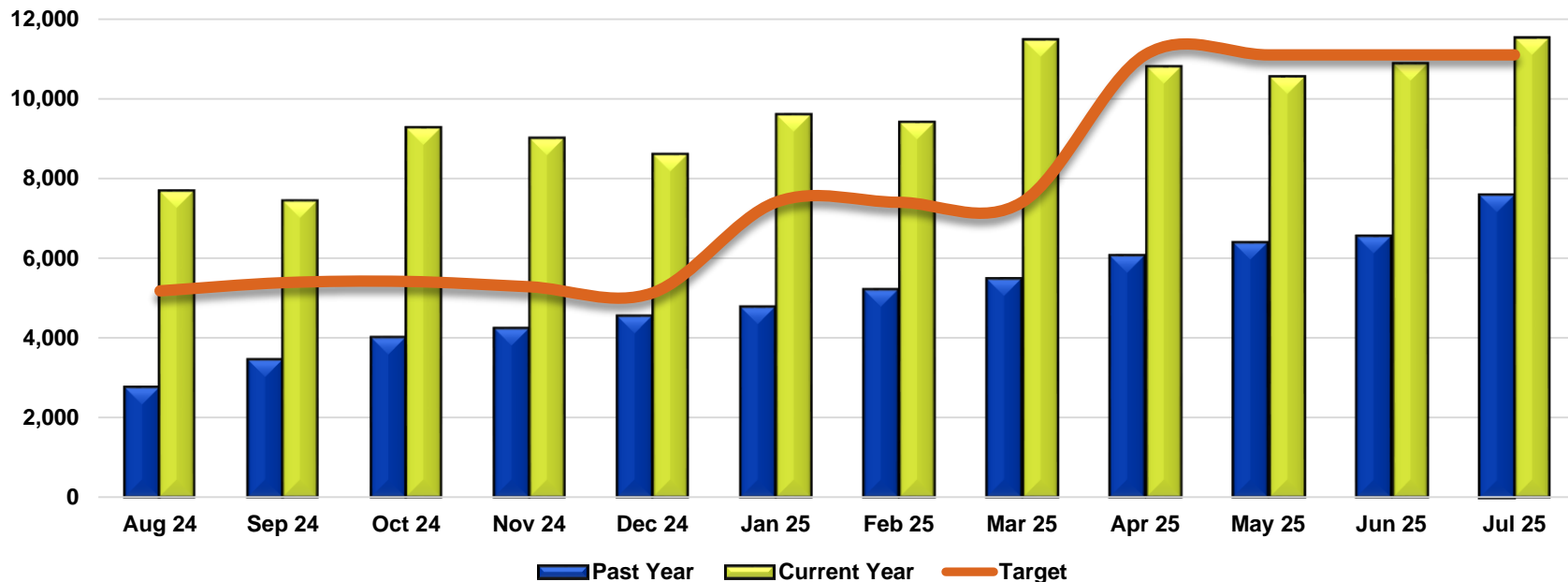
MetroNow! Service



- Innovative, new service using smaller vehicles serving suburban communities.
- Launched in Springdale/Sharonville May 22, 2023
- Launched in Northgate/Mt. Healthy on July 11, 2023.
- Expanded Zone boundaries in March of 2024.
- Weekend Service Hours expanded from 6 pm to 9 pm.
- Launched in Forest Park/Pleasant Run on June 8th, 2025
- Six zones total when service fully rolls out.



Total MetroNow! Ridership

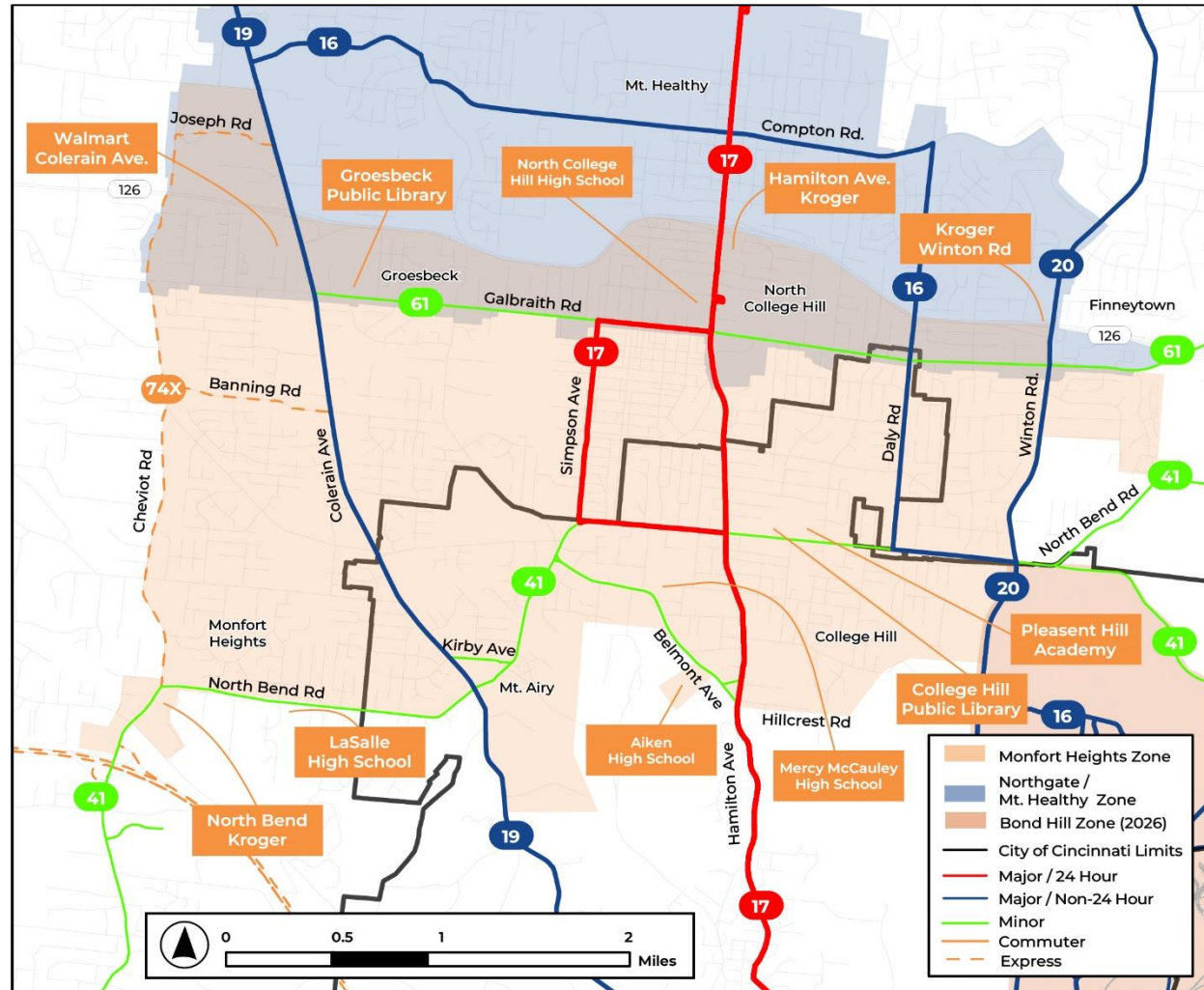


MetroNow	Jul 25 Ridership	Jul 25 Budget	% Budget Variance	Jul 24 Ridership	Jul 25 vs. 24 % Variance
Total	11,524	11,100	3.8%	7,578	52.1%
Total (YTD)	74,232	66,600	11.5%	42,015	76.7%

Monfort Heights Zone

Launching 2026/2027

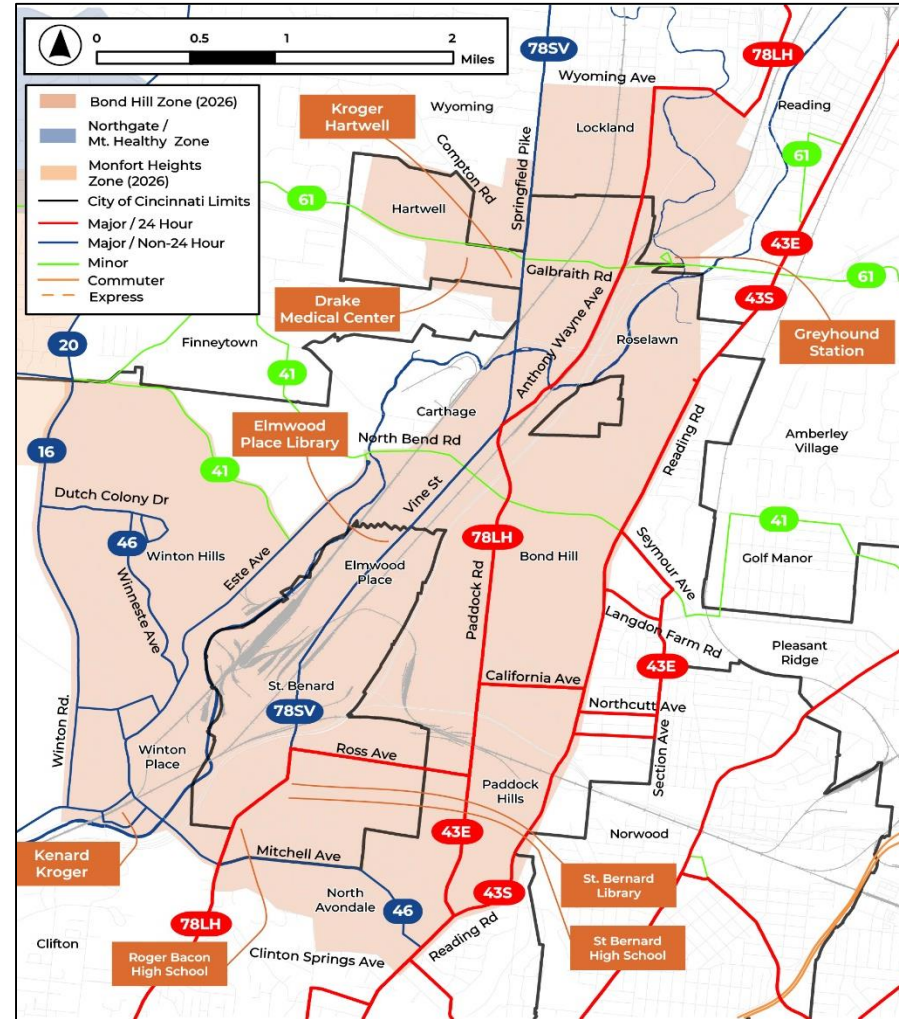
- First Zone serving the City of Cincinnati
- Monfort Heights zone will serve five communities, including Monfort Heights, Groesbeck, Mt. Airy, College Hill, and North College Hill.
- The Monfort Heights zone will have connection to seven different transit routes; 16, 17, 19, 20, 41, 61, and 74X.
- This zone will also have access to the Hamilton Avenue BRT in 2028.



Bond Hill Zone

Launching 2026/2027

- Second Zone serving the City of Cincinnati
- Bond Hill zone will serve nine communities which include; Arlington Heights, Bond Hill, Carthage, Elmwood Place, Lockland, North Avondale, Roselawn, Saint Bernard, and Winton Hills.
- The Bond Hill zone will have connection to ten different bus routes; 14X, 16, 27, 41, 43, 46, 47, 53, 61, and 78.
- This zone will also connect to the Reading Road BRT in 2028.





Bus Stop Improvements

Bus Stop Improvements

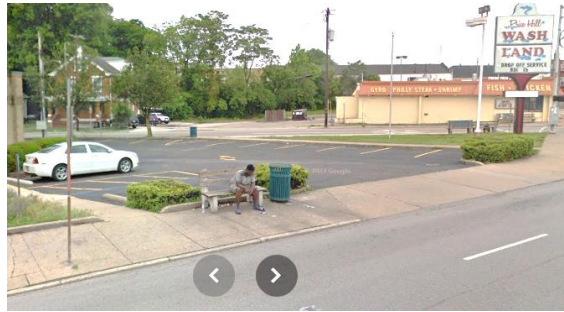
Cincinnati DOTE/Metro Planning Coordination

- Bi-Monthly meetings with DOTE

Coordination on bench / shelter placement, ADA pad installation, and improved sidewalk accessibility

- Street project coordination

Harrison Avenue
Glenway Avenue
Warsaw Avenue
Westwood Northern



Before – IVR 2743 (Warsaw/Glenway)

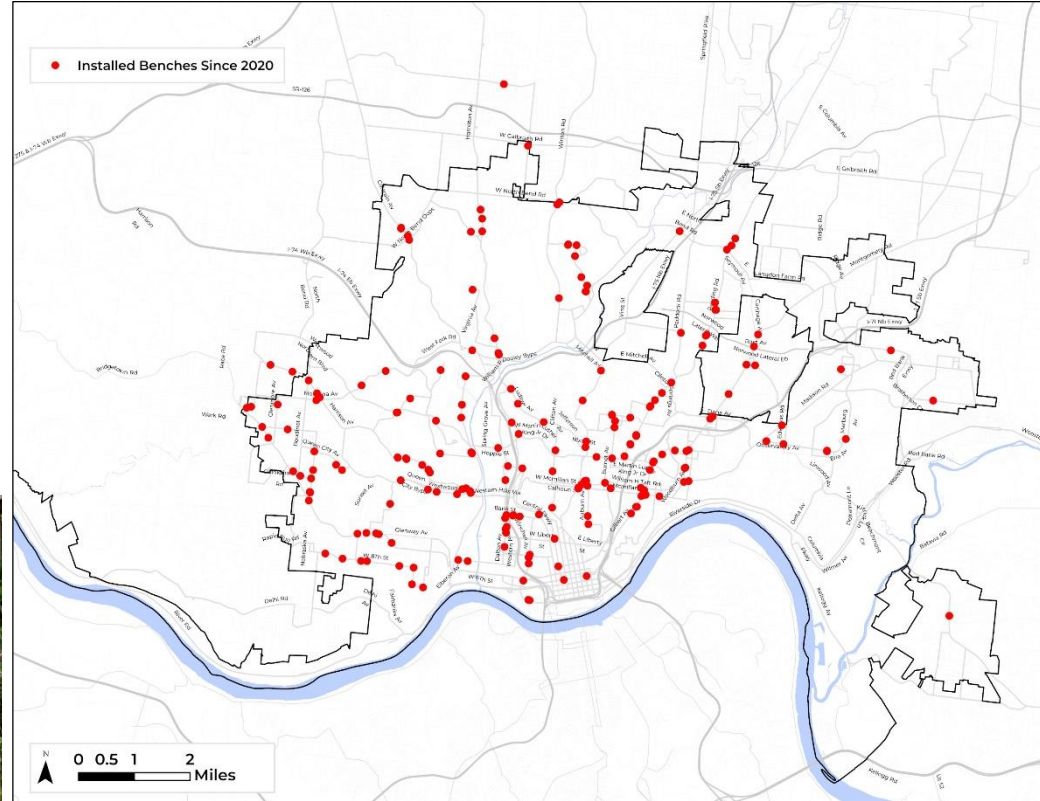


After



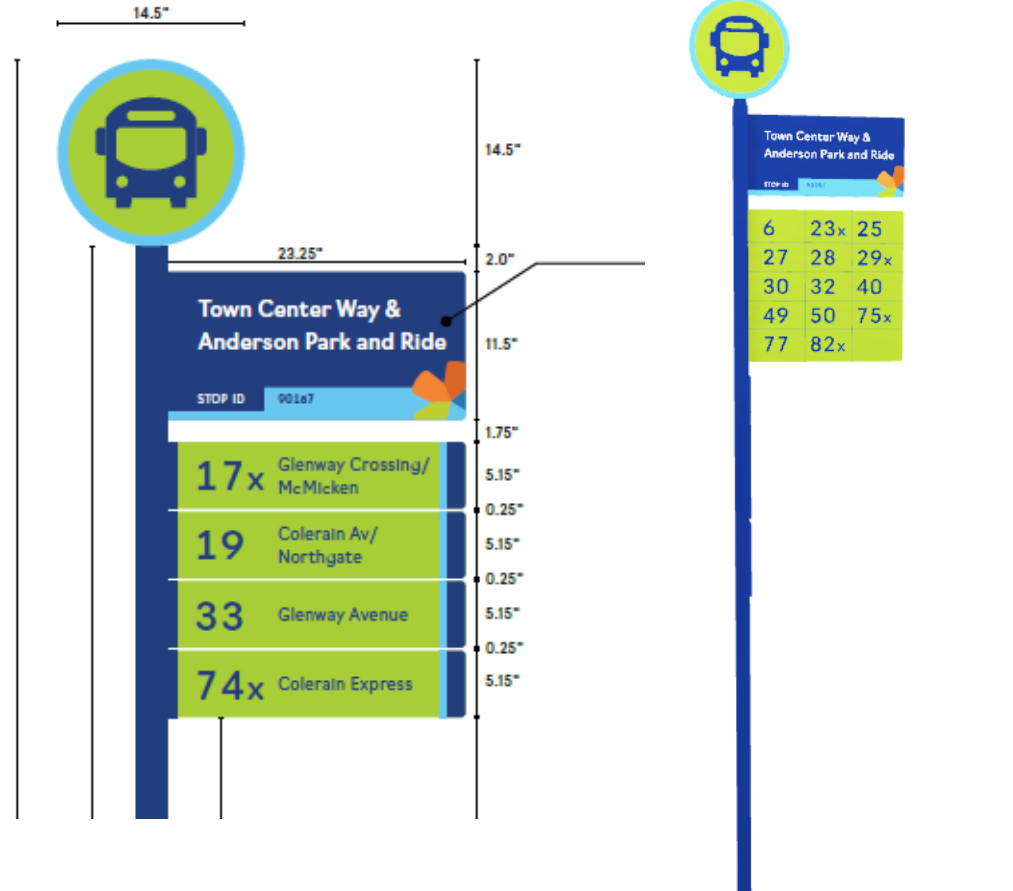
Bus Stop Improvements

- 207 benches currently installed, 93 waiting installation for 2025
- 49 shelters currently installed, 150+ currently in federal review
- Small benches (simme-seats) at narrow ROW locations
- **Number of benches installed in the Westside - 82**



New Bus Stop Signs Coming in Q4 2025!

- Reflective at night (topper)
- Braille pad
- Wayfinding
- Painted on both sides
- Partnered with DAAP to design
- All 4,000 stops
- Out on RFP now





Future Plans

Metro Planning Efforts

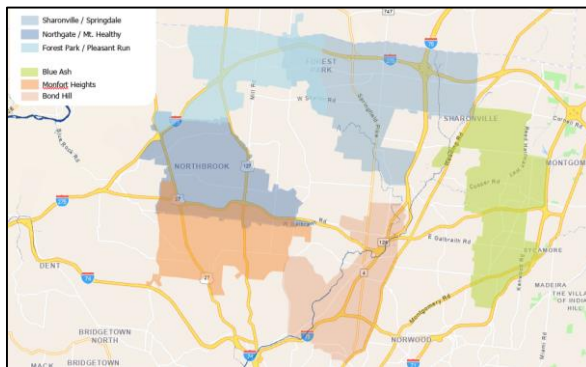
Long Range Transit Plan

- Currently Underway
- 2025-2040 Planning Horizon
- Assess trends impacting future conditions and mobility needs
- Assess technology and mobility services for future
- **Public Engagement Efforts coming soon!**



Future Plans for Cincinnati

- **2 BRT lines** in design to provide faster regional service and alleviate overcrowding on the busiest lines
- **10 additional bus routes** in planning to provide enhanced 'crosstown' service and faster, more direct service to all
- **Additional MetroNow! zones**
- **New Transit Centers** to build a multi-nodal network
- Acquiring **electric vehicles** and charging infrastructure
- Better integration with **regional transit** providers in Northern Kentucky and northern suburbs



Thank you!



Agenda

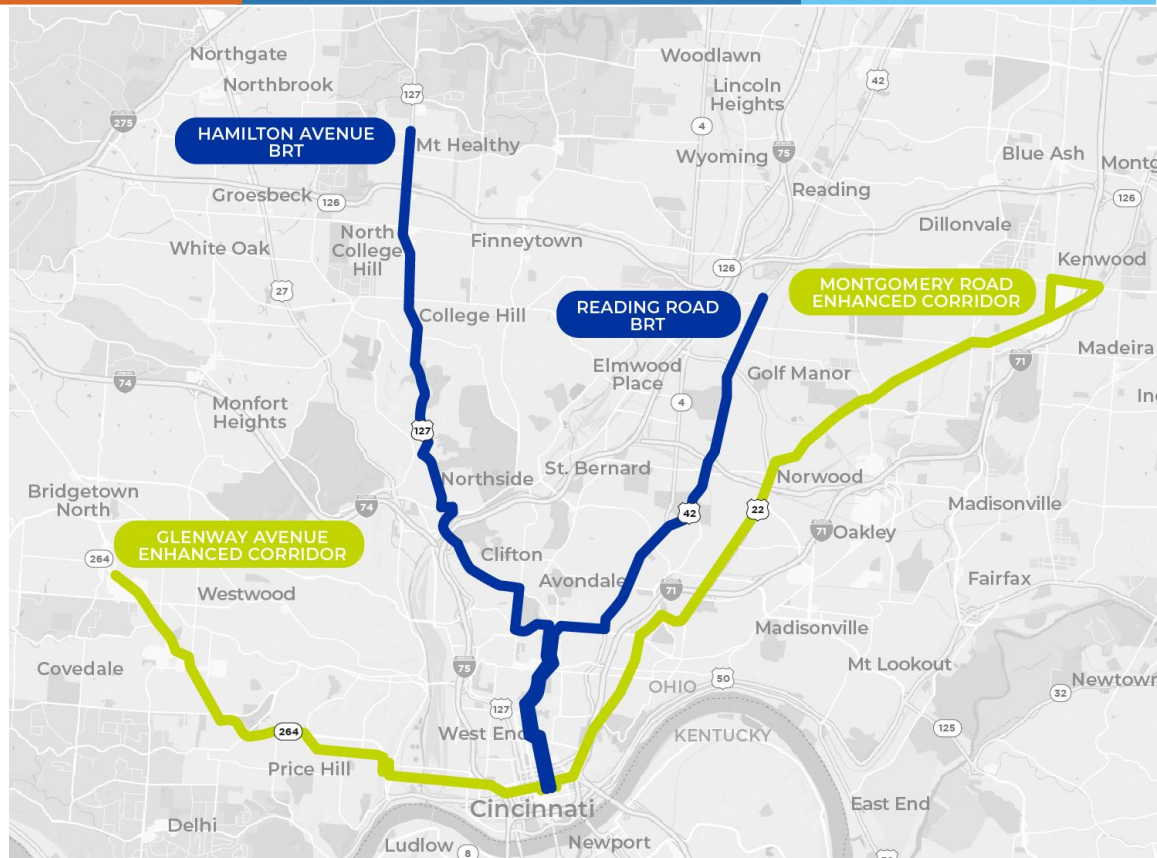
- Goals and Objectives
- Background and History
- Project Design and Engineering Progress
- Coordination with City Departments
- Upcoming Public Engagement

Goals & Objectives

Goal	Objective
Attract riders and increase mode share	<ul style="list-style-type: none">- Design for frequent, reliable service- Decrease travel times
Enhance network connectivity	<ul style="list-style-type: none">- Provide BRT connectivity to other Metro Services (Access, MetroNOW, fixed route) and pedestrians, bicyclists, and automobiles
Provide equitable access to frequent service	<ul style="list-style-type: none">- Station siting in areas with greatest propensity to ride- Station siting at areas of high existing ridership- Design prototypical stations to create identifiable station locations- Coordinate BRT operations with other Metro Services
Ensure constructability and compatibility with the built environment	<ul style="list-style-type: none">- Incorporate input from Project Stakeholders- Minimize and mitigate impacts- Inform the community about the trade-offs, benefits, and potential impacts of the project- Develop consensus with Project Partners to execute third party agreements
Support economic development	<ul style="list-style-type: none">- Locate stations to serve population/employment centers- Obtain support from economic development community- Encourage transit-oriented development opportunities

- Reinventing METRO Plan (2018)

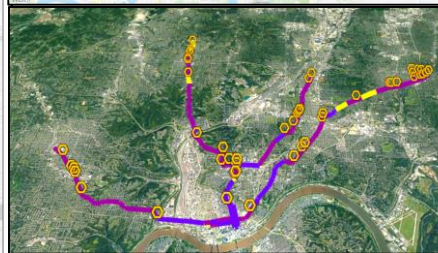
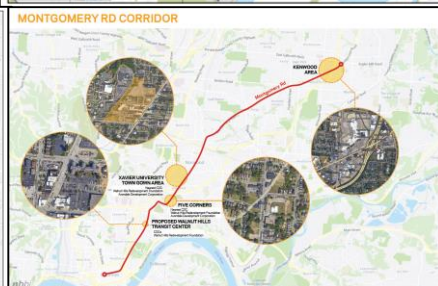
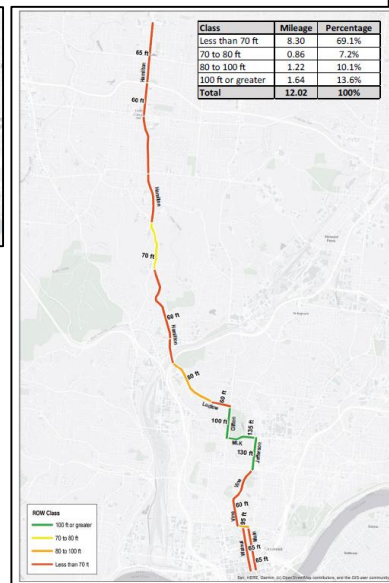
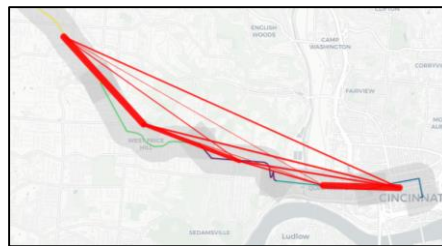
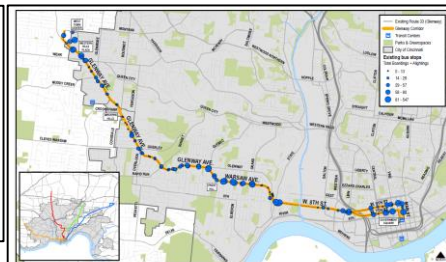
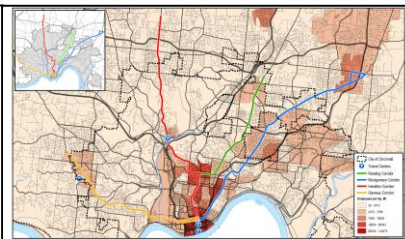
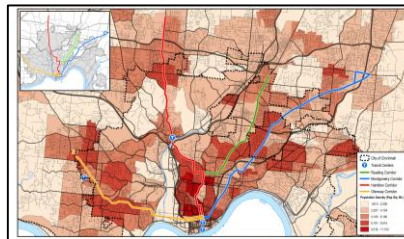
- Dedicated and expanded revenue source (2020)
- BRT study (2022-2023)
- Locally Preferred Alternatives (2023)



Resulting BRT and enhanced corridors

Evaluation Criteria

- ✓ Population & Density
- ✓ Demographics by Block Group
- ✓ Environmental Justice - Low Income - Minority - Zero Car Household Areas
- ✓ Employment Density & Activity Centers
- ✓ Transit Ridership & Performance
- ✓ On-Off Activity by Bus Stop
- ✓ Transit Delay Hotspots
- ✓ Corridor Travel Patterns (all modes)
- ✓ Traffic Conditions / Volumes, Left Turn Movement Locations, Delay Hotspots
- ✓ Roadway Geometry / Lanes / Parking
- ✓ Community & Neighborhood Plans and Initiatives
- ✓ Regional Plans
- ✓ Parcels with Development



Transit and Traffic Performance

Corridor	Existing Ridership	Transit Delay and Reliability	Intermodal Facilities & Service	Total Score
Glenway	2.0	4.0	2.7	8.7
Hamilton	4.0	3.0	3.3	10.3
Reading	4.0	2.5	3.0	9.5
Montgomery	2.0	3.0	2.3	7.3

Corridor	Traffic Conditions / Congestion	Roadway Geometry	Total Score
Glenway	2.7	3.5	6.2
Hamilton	2.3	3.6	5.9
Reading	2.7	4.0	6.7
Montgomery	2.0	3.8	5.8

Ridership, Connections, Coordination and TOD

Existing Ridership (Daily/Mile)

Glenway	3,400	360
Hamilton	5,800	500
Reading	6,400	760
Montgomery	3,200	260

Corridor	Jurisdictions	TOD Opportunities	Total Score
Glenway	4.5	1.5	6
Hamilton	3.5	2	5.5
Reading	4.5	3	8.5
Montgomery	1.5	1	2.5

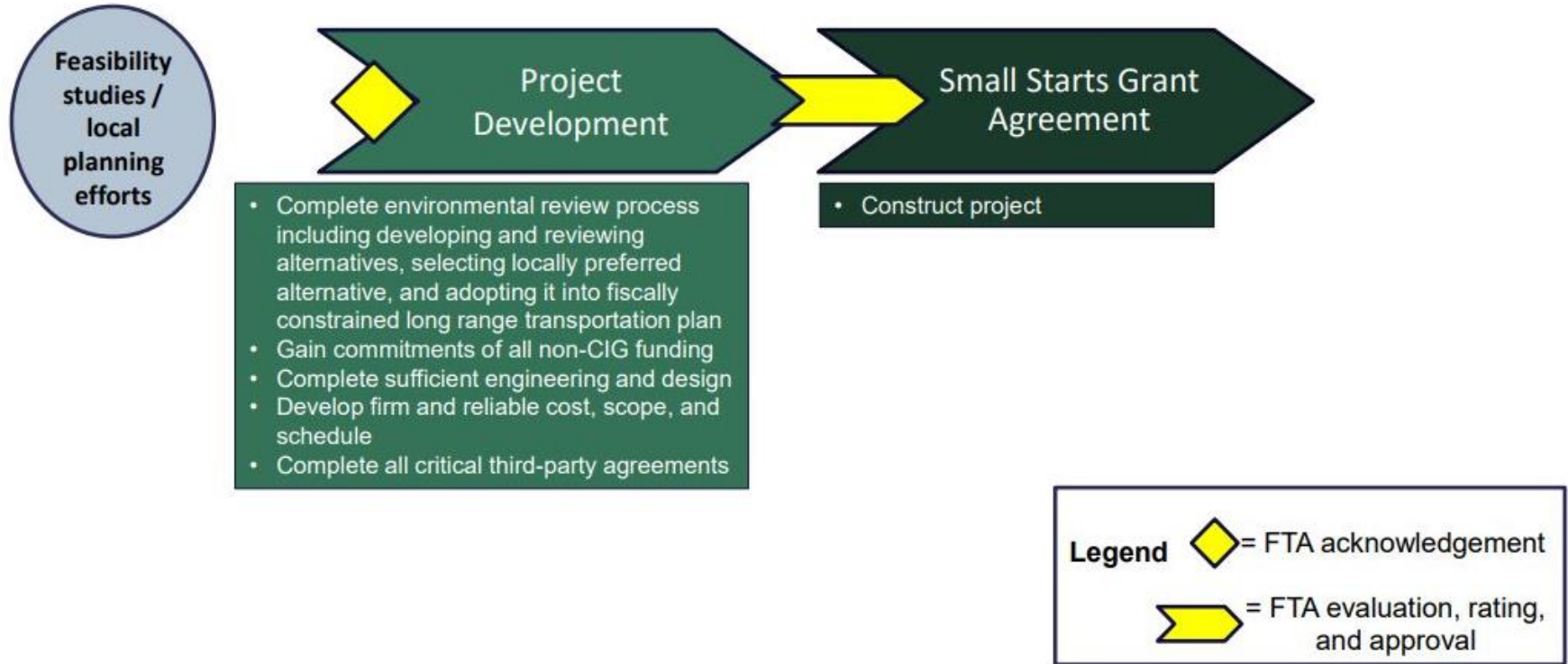
Intermodal Centers / Connections

Glenway	Government Square Glenway Crossing Transit Center
Hamilton	Government Square Northside Transit Center Planned North College Hill Transit Center MetroNow Zone B MetroNow Zone C
Reading	Government Square Planned Uptown Intermodal Center MetroNow Zone F
Montgomery	Government Square Planned Walnut Hills Transit Center MetroNow Zone A

Final Evaluation Results

Corridor	Total Score	Step 2 Development
Glenway	35.9	Enhanced Corridor
<i>Hamilton</i>	<i>42.7</i>	<i>BRT Corridor</i>
<i>Reading</i>	<i>48.7</i>	<i>BRT Corridor</i>
Montgomery	27.6	Enhanced Corridor

FTA Small Starts Grant Process



Project Design Progress

Preliminary Design

- Station Locations
- BRT Lanes

Engagement

- Project Partners
- Businesses
- Community Councils
- Stakeholders

Traffic Impacts

- Intersection Modeling
- Advanced Traffic and Transit Analysis

Environmental

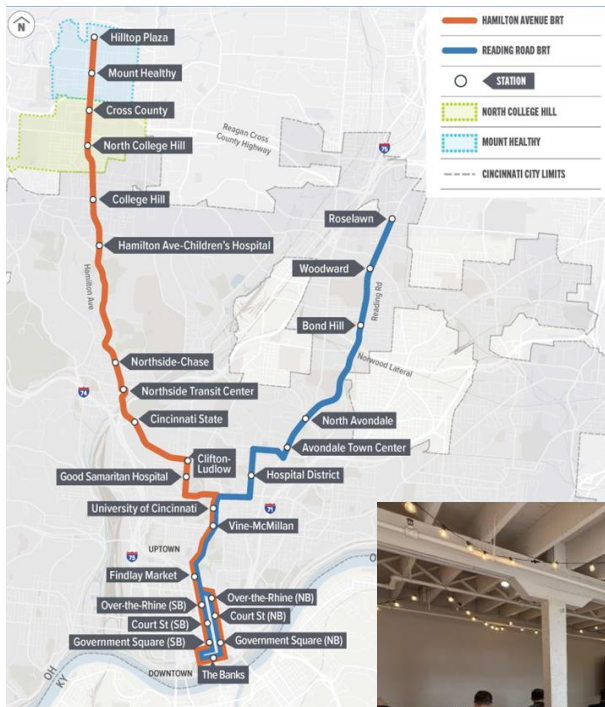
- Environmental Approvals

Advanced Design

- Agreements
- CMAR



Partner & Stakeholder Coordination



Reading

- City of Cincinnati
- City of Cincinnati
- City of N.College Hill
- City of Mount Healthy
- ODOT
- Hamilton County

- 3CDC
- The Port Authority
- Avondale Dev. Corporation
- University of Cincinnati
- Cincinnati State University
- Cincinnati Children's
- UC Health
- Good Samaritan/Tri-Health
- Christ Hospital
- Cincinnati MHA
- Numerous Community Councils
- Numerous Business Associations





121 BRT Events & Meetings

STAKEHOLDER ADVISORY COMMITTEE...

BUSINESS, HUMAN SERVICE, OR ACADEMIC

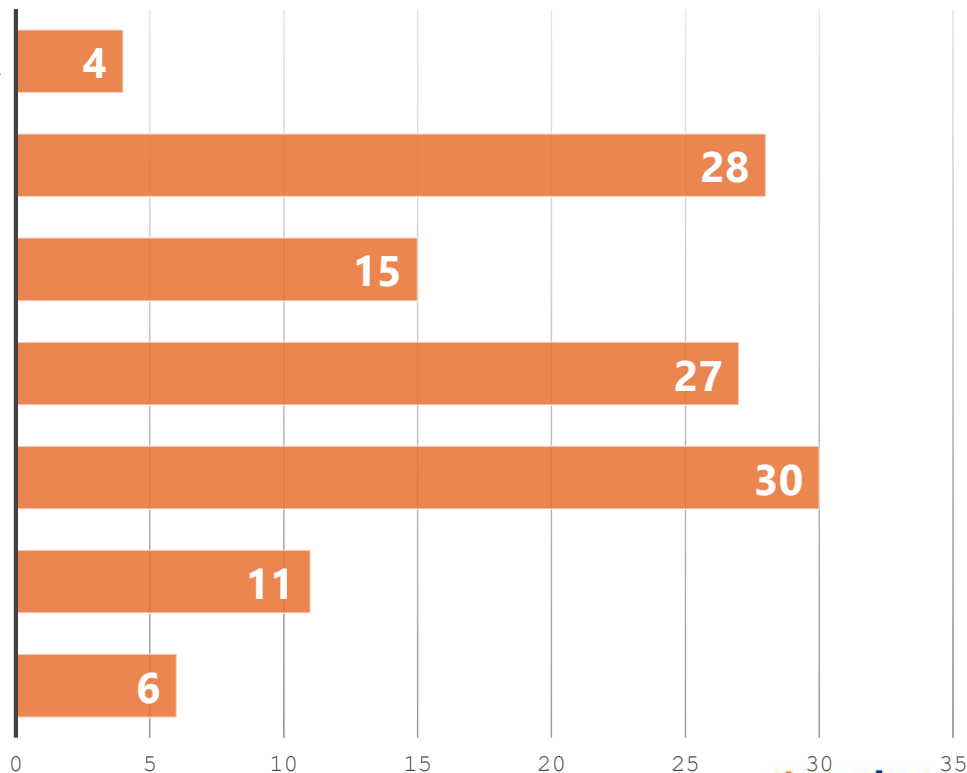
COMMUNITY COUNCIL PRESENTATIONS

METRO STAFF OPEN HOUSE

PUBLIC EVENT

PUBLIC WORKSHOP/OPEN HOUSE

SPECIAL INTEREST GROUP



40 **5,183 participants**

Station Locations

- Critical input from project partners and stakeholders
- Four Rounds of Public Open Houses over the last year
- Connectivity with existing metro services, pedestrian, bike, and other modes
- Foster economic development and redevelopment by working with project partners (cities/townships), community development authorities, the Port, and 3CDC



Lane Configurations

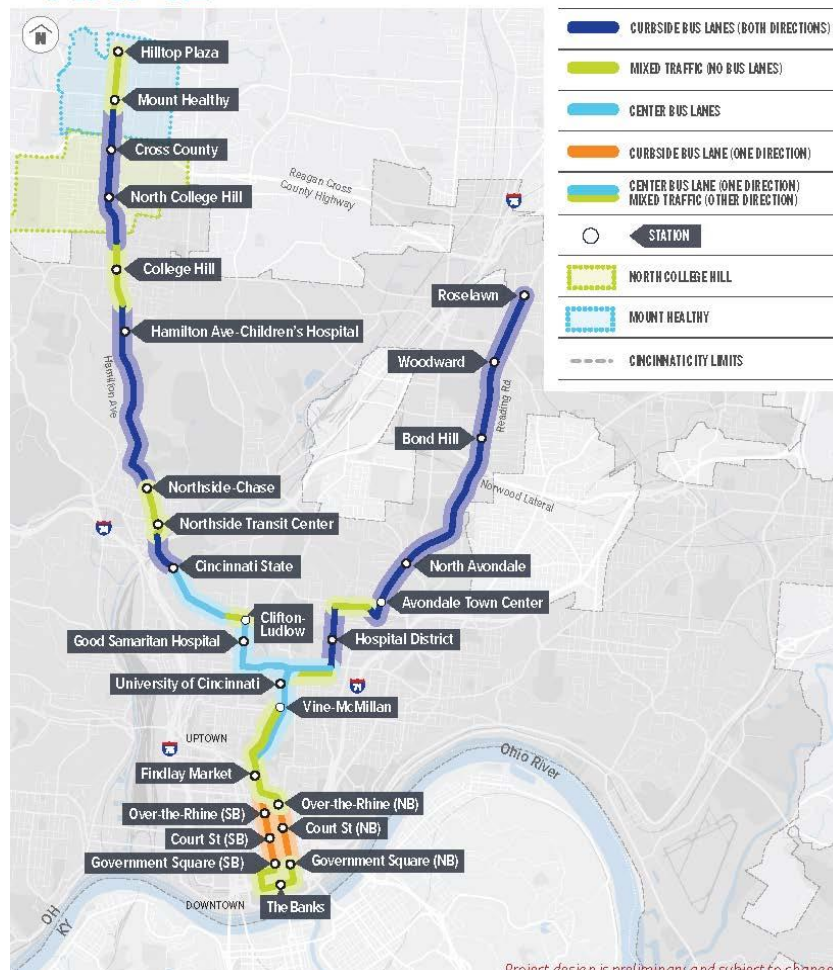
Reading – 9.2 miles, with 7.8 miles of BRT lanes

Hamilton – 8.8 miles, with 7.3 miles of BRT lanes

Project partners have jurisdiction and own this public right of way. Close coordination is underway.



READING ROAD & HAMILTON AVENUE BRT



Station Renderings



Side/Curb Stations

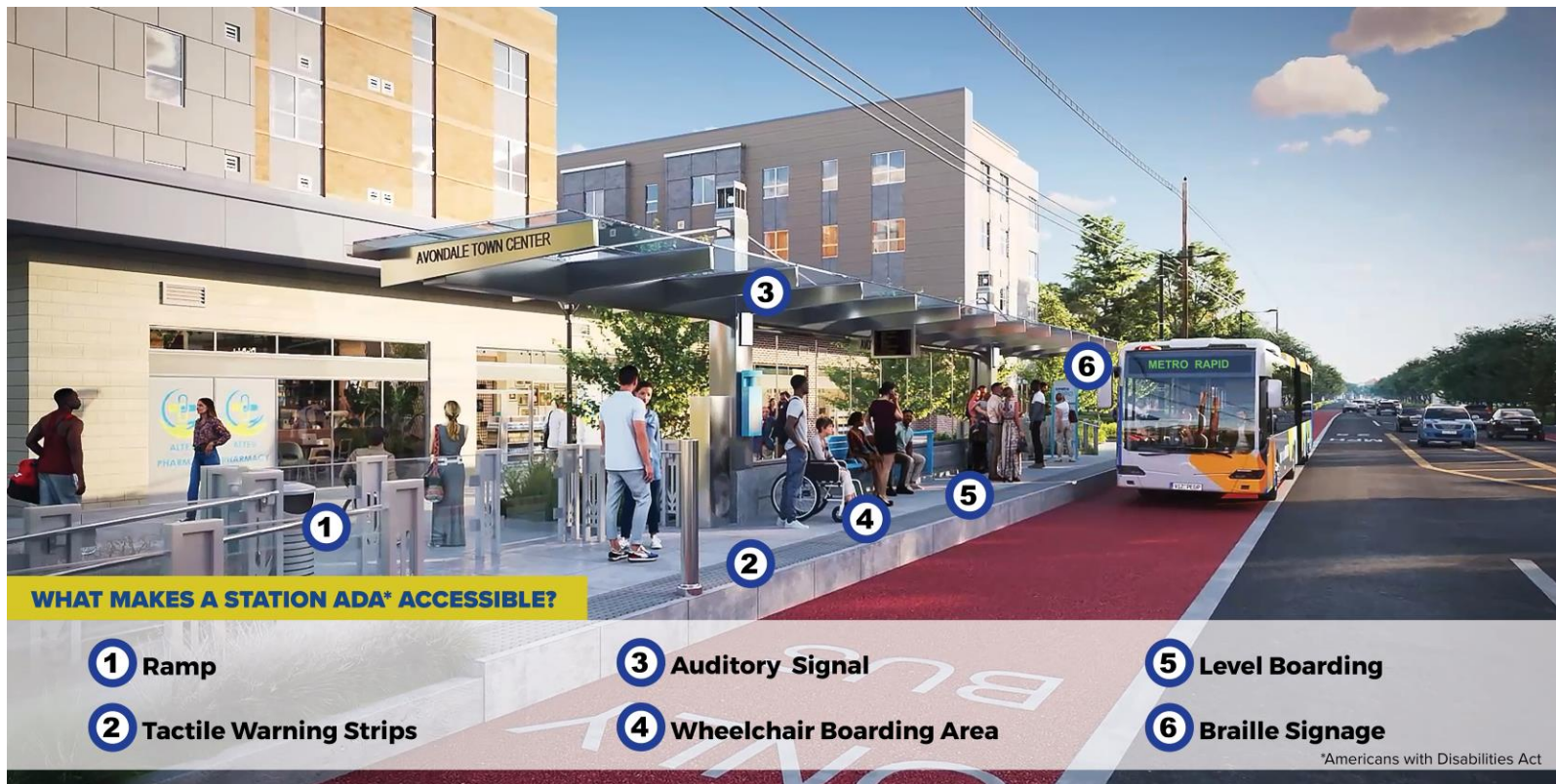


Neighborhood Business District Stations

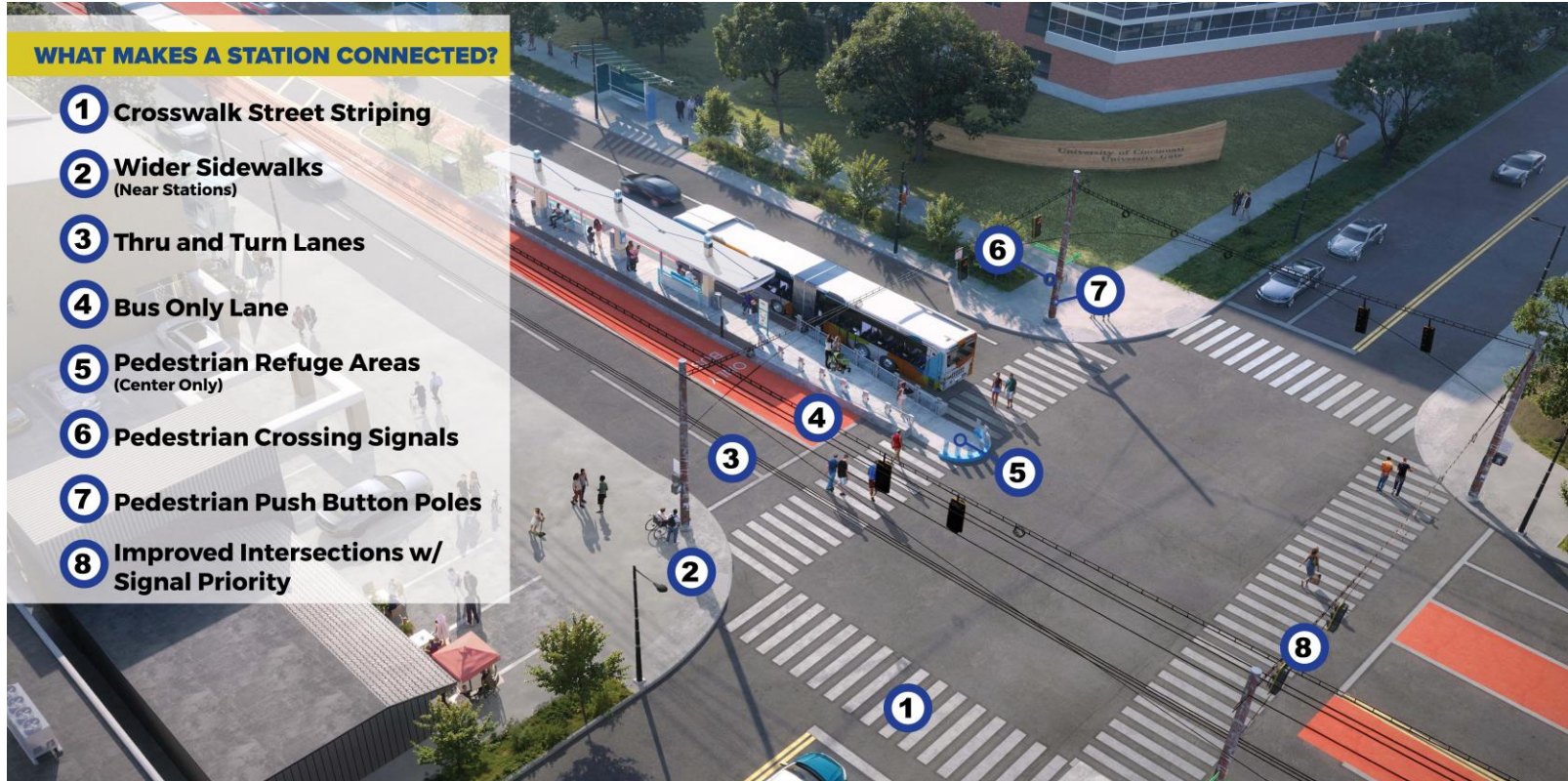


Center Stations

All Stations Accessible

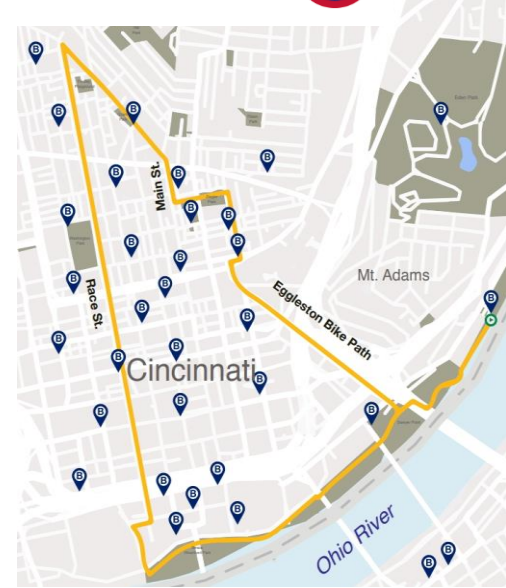
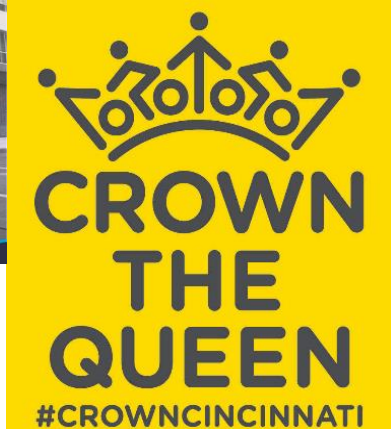


All Stations Connected





Community Coordination



Design Progress

- University of Cincinnati lane configuration
- Continuing Coordination with City of Cincinnati
- Traffic Impacts
- Streetcar Coordination
 - Transit lane for combined Streetcar and BRT
- Street Tree Impacts
 - Utilizing the input from the meeting with the City on July 10, along with the lane width analysis and input from IRT meetings to inform and refine the design
- Reducing Minor Acquisitions
- Quantifying Parking Losses/Identify Replacements



Fall Outreach



- Final Station Locations*
- Community Benefits/Impacts
- Postcard Mailing to 32,000 residents
- MetroRapid Stakeholder Advisory Group - September 24
- 86 Representatives from more than 50 organizations:
 - City, Port, 3CDC, Development Corporations, Business Associations, Community Council Representatives

Fall Outreach

PUBLIC OPEN HOUSES

- Tangeman University Center Atrium, September 25 (Thursday)
- Avondale Town Center Holloman Center for Social Justice, September 29 (Monday)
- Downtown Library, September 30 (Tuesday)
- College Hill Recreation Center, October 1 (Wednesday)

We'd love to see you at an open house!

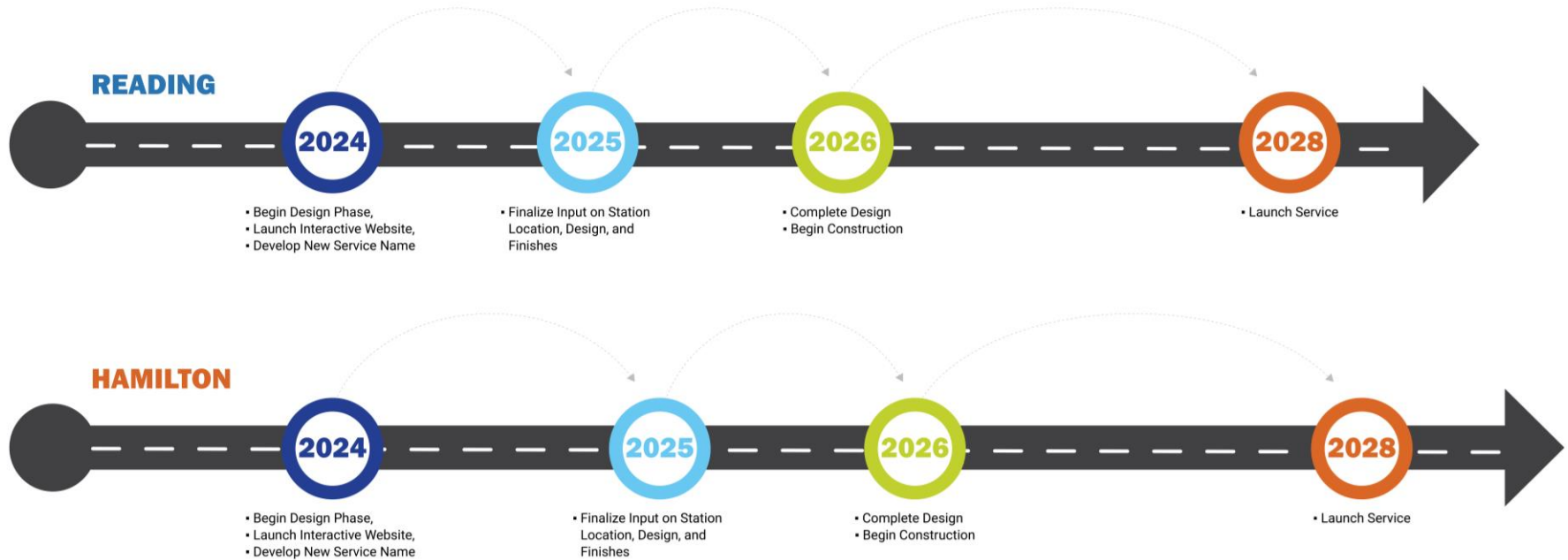


COMMUNITY COUNCIL MEETINGS

- Scheduling October and November at all Community Council's crossed by the MetroRapid

Downtown
Over-the-Rine
Mt. Auburn
Corryville
CUF (Clifton Heights, University Heights, Fairview)
Clifton
Neighborhoods of Uptown
Avondale
North Avondale
Paddock Hills
Bond Hill
Roselawn
Northside
College Hill
North College Hill
Mt. Healthy

Timelines



Thank you!