



# City of Cincinnati

801 Plum Street  
Cincinnati, OH 45202

## Agenda - Final-revised

### Climate, Environment & Infrastructure

*Councilmember Meeka Owens, Chairperson*  
*Councilmember Mark Jeffreys, Vice-Chair*  
*Councilmember Jeff Cramerding, Member*  
*Councilmember Seth Walsh, Member*

---

Tuesday, December 3, 2024

10:00 AM

Council Chambers, Room 300

---

#### PRESENTATIONS

##### ENVIRONMENTAL ADVISORY BOARD (EAB) UPDATE

Van Sullivan - Chair of EAB, Senior Director of Programs and Climate Strategy at Green Umbrella

##### METRO UPDATE

Darryl Haley - CEO and General Manager

Andy Aiello - Deputy General Manager

Khaled Shammout - Chief Strategic Planning, Development & Innovation Officer

##### RED BIKE UPDATE

Doug McClintock = Executive Director

#### AGENDA

1. [202402451](#) **PRESENTATION** submitted by Councilmember Owens, from Metro, Darryl Haley; CEO & General Manger, Andy Aiello; Deputy Director Manager, Khaled Shammout; Chief Strategic Planning, Development & Innovation Officer, regarding December 2024 Metro update.  
**Sponsors:** Owens  
**Attachments:** [Presentation](#)
2. [202402478](#) **PRESENTATION** submitted by Councilmember Owens, regarding an update, from Red Bike, Executive Director, Doug McClintock.  
**Sponsors:** Owens  
**Attachments:** [Presentation](#)

#### ADJOURNMENT



# Metro Update

December 2024

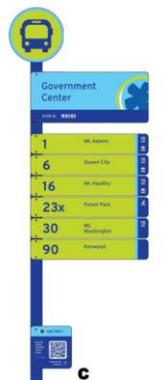
# Reinventing Metro Service Improvements

- **Increased frequency for faster service**
- **Increased span across most routes**
- **24-hr service on 7 routes**
- **7 new crosstown routes**
- **New & improved weekend service**
  - **Increased Saturday service by 35%**
  - **Increased Sunday service by 97%**
- **New Northside Transit Center**
- **Free Wi-Fi & charging ports on buses**
- **EV charging stations at transit centers**



# Bus Stop Improvements

- Added 145 benches & 26 shelters since 2022
- 400 benches & 205 shelters total
- Bus Stop Enhancement Project in partnership with UC DAAP underway for 4K bus stops
- Improved customer amenities (wayfinding, real-time signs, etc.)



# MetroNow! On-Demand Service



## Service in two zones:

- Springdale/Sharonville zone
- Colerain/Northgate zone
- 75K+ trips taken so far
- #1 destination in both zones is Kroger



## More zones coming soon:

- Zone 3: Forest Park/Pleasant Run to launch early 2025
- Zone 4: Evendale/Blue Ash/Kenwood to launch late 2025



# Metro Transit Infrastructure Fund

**25% of Issue 7 levy proceeds benefit transit-related infrastructure improvements, including roads, bridges, and sidewalks in Metro's service area.**

- **Awarded \$317 million to 100+ projects since 2021**
- **In 2024, 9 projects from 7 jurisdictions totaling \$19.2M + \$14.5M for WHV are pending**



Before



After

Village of Addyston - Main St.



Before



After

Lincoln Heights - Wabash Ave & Legget St.



# Reinventing Metro Service Improvements IMPACT

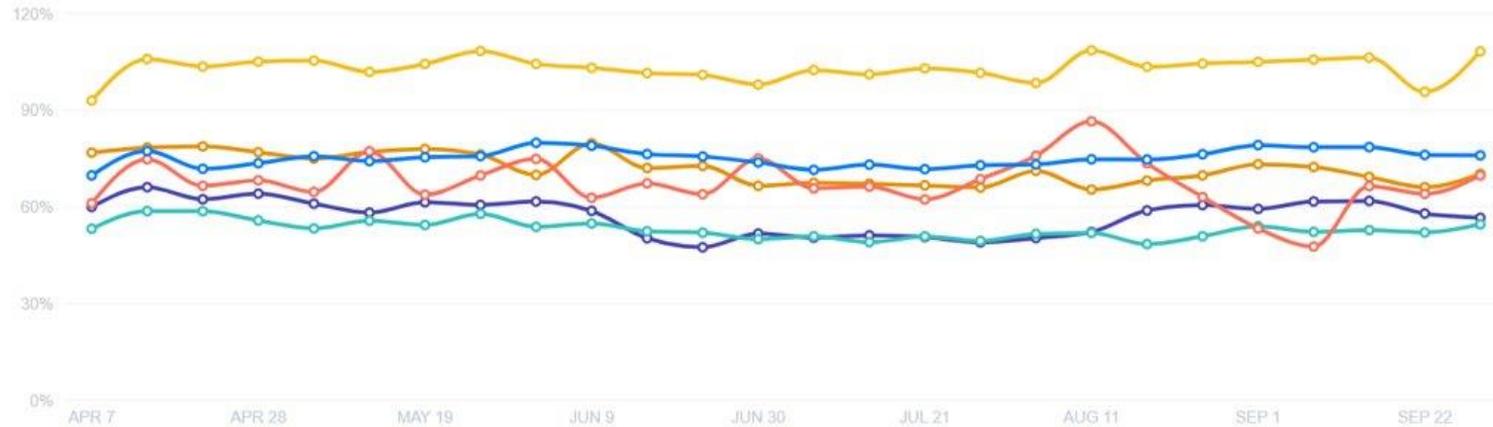
# Leading the Nation in Ridership Recovery



COMPARE BY:

**Size** Region Agency

- National (US) ×
- Southwest Ohio RTA ×
- Indianapolis Public Trp Corp ×
- Central Ohio Transit Auth ×
- Greater Dayton Regional TA ×
- Greater Cleveland Reg TA ×



**13.1M rides in 2023**  
**32% increase over 2022**

**30% of riders have been using Metro for less than two years**  
*\*2024 Passenger survey*

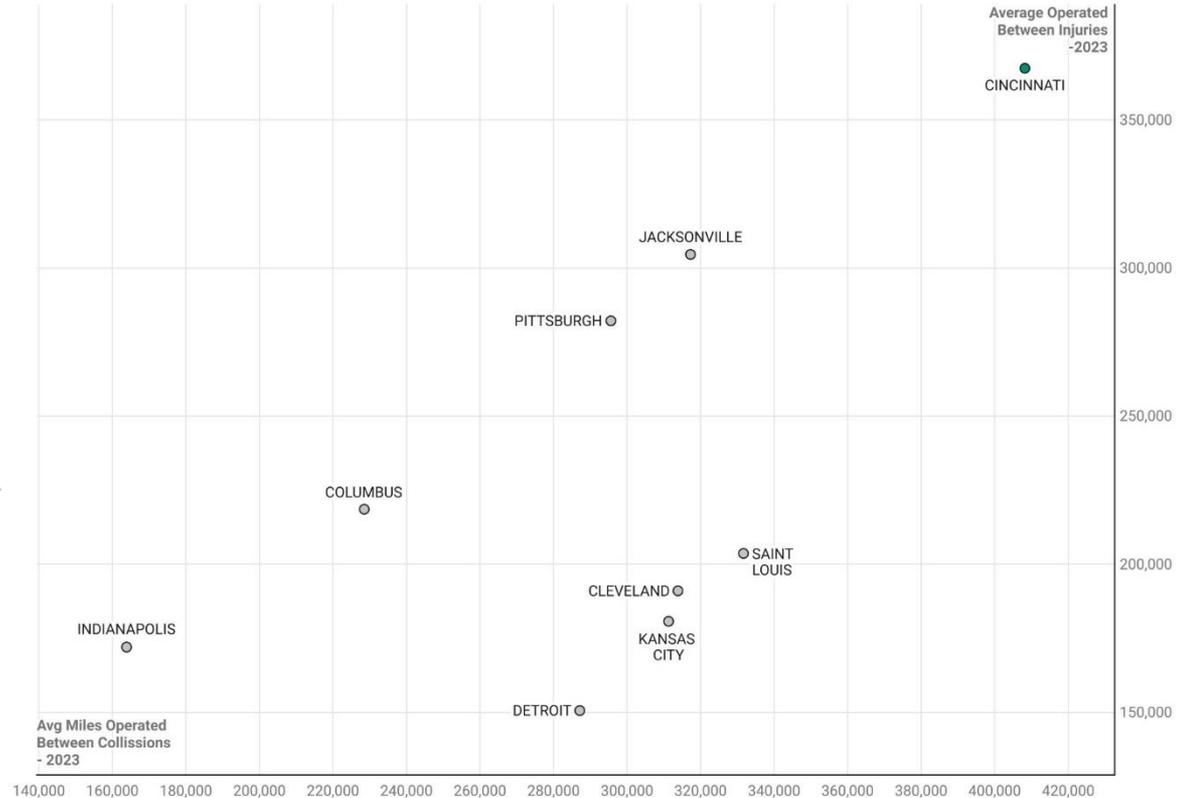
# Who we are: Leading Safety

## Peer Comparison | Average Miles Operated Between Injuries and Collisions, 2023

FOR 2023

**#1**  
MOST MILES OPERATED  
BETWEEN COLLISIONS  
398,519 TOTAL MILES

**#1**  
MOST MILES OPERATED  
BETWEEN INJURIES  
358,667 TOTAL MILES



Created with Datawrapper

# Metro's DBE Program



Year	XBE Contracts	XBE Spend
2019	4	\$72,000
2020	13	\$626,517
2021	30	\$902,745
2022	40	\$4,300,000
2023	70	\$8,600,000





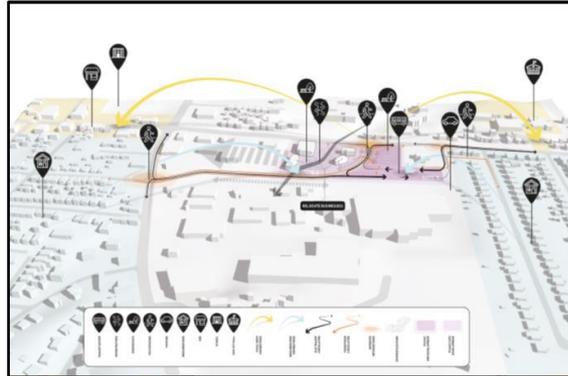
# What's Next?

# Coming Soon: New Transit Centers

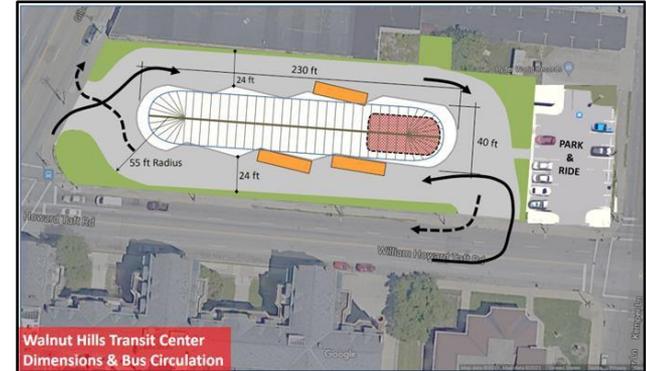
## North College Hill



## Uptown



## Walnut Hills



# Bus Rapid Transit (BRT)

- In design phase of BRT along Reading Rd. & Hamilton Ave
- Community Engagement underway

- Limited stops & faster travel
- Smart traffic signals
- Bus-only lane and infrastructure enhancements
- Same-level boarding
- Off-board payment
- Reduces congestion and pollution
- Spurs econ. development along corridors



# Bus Rapid Transit (BRT) Timeline



**SUMMER  
2024**

- New Interactive Website for Information and Feedback

**FALL  
2024**

- Station Enhancement Input

**WINTER  
2025/2026**

- Corridor Design Completion

**2026**

- Construction Begins

**FALL  
2027**

- Reading Corridor Service Begins

**SUMMER  
2028**

- Hamilton Corridor Service Begins

# Regional Paratransit Collaboration

**Partnering with 7 counties to enhance regional paratransit service for individuals with disabilities:**

- **Improve coordination of administrative functions**
- **Integrate new technologies regionally**
- **Coordinate and expand service available**
- **Metro service is now included in statewide GOhiocommute.com website**
- **Coming early 2025: “One Call, One Seat” Pilot**



# CPS Rider Program

- **2024-25 school year, Metro transports 11,000 CPS 7<sup>th</sup>-12<sup>th</sup> grade students daily (up 23% from 2023).**
- **70% of students have a direct route (compared to 60% during Xtra service).**
- **Metro provides weekly reports to CPS of pass data to identify students that could use the system in a more direct manor.**
- **Metro & CPS continues to communicate rider expectations to students and work together to resolve issues on the system as they arise.**
- **Metro is engaged with CPS, the City, CPD and other partners to identify and implement solutions that support our passengers, our youth and our community.**





# THANK YOU

Metro  
525 Vine St., Suite 500  
Cincinnati, OH 45202

@CincinnatiMetro



# Red Bike Update

December 3rd, 2024



# Current Situation

**Ridership Summary – May to October Comparison (system was paused January - April 2024)**

## **Total Rides**

2022 – 70,218

2023 – 99,218

2024 – 94,593

## **Go Ridership**

2022 – 18,411

2023 – 34,905

2024 – 51,139 (46.5% increase year over year, 54% of total rides this year)

Note: Top 5 destinations for Go Ridership include the Shelterhouse & the Kroger on Court Street

## **Financial Position**

Funding through April 2024 – current cash on hand ~\$240K



# Operations Update

## Season-long averages:

- Average of 426 bikes on the street on every day of operations
- An average 48% Bike to Dock Ratio throughout the season
- 72% of the deployed fleet has been e-bikes
- On any given morning, only 11% of e-bikes needed a battery swap
- 73% of the fleet has been inspected in the last 30 days

**REDBIKE**



## Work Completed Since Reopening in Spring 2024

- **Study by One Source** – funded by Interact for Health – a non-profit consulting firm to benchmark Red Bike’s performance vs. other peer programs.
- **Develop a *Strengthen & Sustain Plan*** – Developed by RB with a coalition of partners including CM Jeffreys, Pete Metz (Chamber), Andy Aiello (Metro), John Yung (Haile Foundation).
  - This plan has been shared with partners at foundations (Haile, GCF, Interact for Health), NKY, Cincinnati Metro, administration, Mayor, others for input.
  - **Target:** have 3-year funding commitment while in parallel prove out “below the line” upside opportunities such as sponsorships, corporate partnership, Metro integration, hotel packages.

**REDBIKE**



# One Source Consulting Update



# Project Core Assumptions

Red Bike serves a **public good**. That fact remains an important core value for funders, philanthropists, and public/private partners.

Relative comparison shows **no major outliers**, particularly on expenses.

Red Bike should operate in current footprint (vs expand into new neighborhoods) until operations are stable & the financial model to expand or modify operations exists.

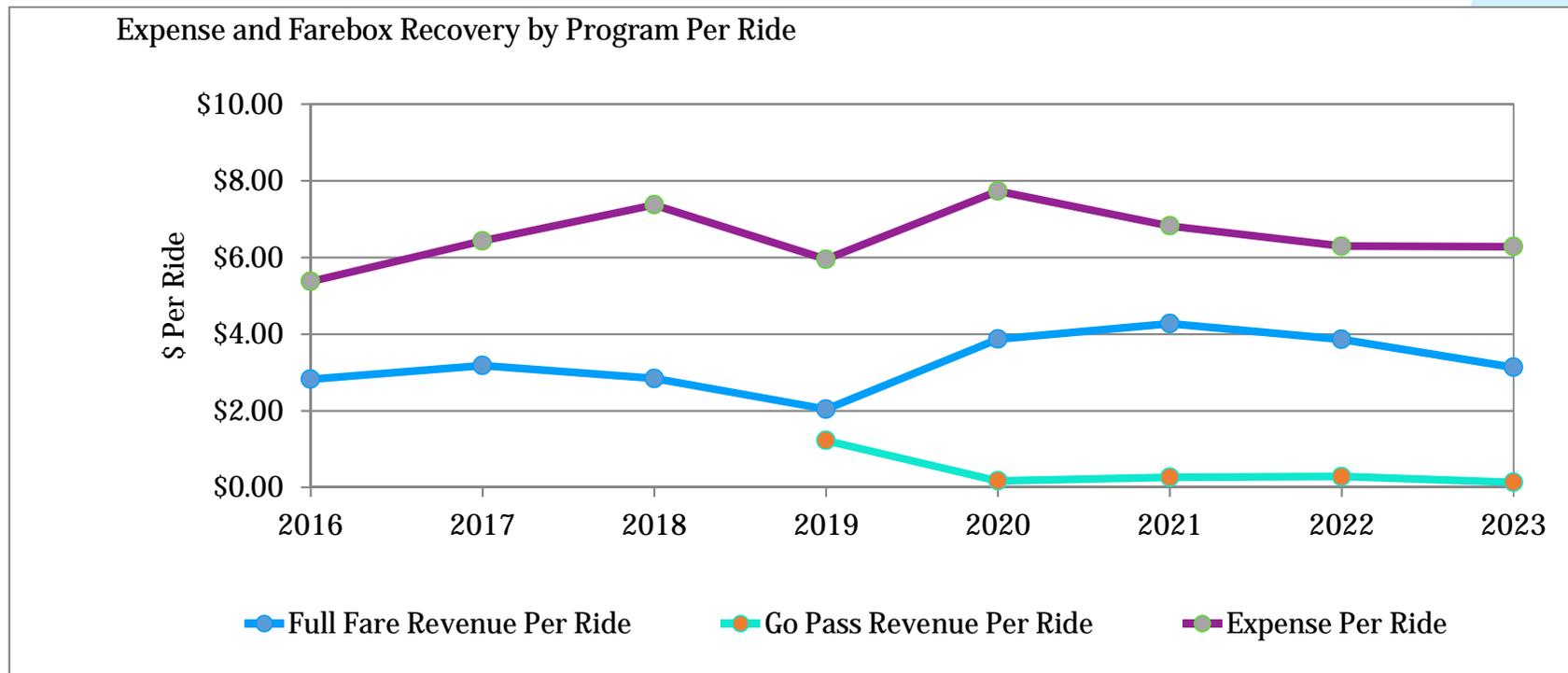
Loss of key corporate sponsor creates options for new models of funding.

Current funding partners play pivotal role in next three years.

New funding options expand support and geographic ownership.

Red Bike is a piece of larger transportation systems; opportunity to be integrated carries benefits and change.

# Go & Full Fare Expense and Revenue Comparison



7

# New Core Assumptions

---

- Red Bike requires subsidy for all users – farebox covers ~37% of overall costs per ride
- Go program requires further subsidy for low user cost
- Recent farebox increases help offset decline in users – jury still out for 2025
- Evaluation underway for full fare users to determine if targeted increases are useful and practical – but additional farebox revenue will not cover operating costs
- Linkage with Metro locations opens possibilities
- New corporate and public partnerships explored – sponsorship, station marketing, underwriting
- 2024 closure, transitions will require marketing efforts/\$ to increase full fare ridership revenue

# Public Partnerships

---

- New partnerships based on linkage to overall transit operations and unique Red Bike role – first/last mile
- Connections needed for Northern Kentucky (15% source of rides)
- Corporate/Business Sponsorships need to include local station sponsorship, general citywide use and tied to visibility program
- Travel and hospitality options include visitor amenities and enhanced Cincinnati image for outdoor visitors
- Potential system expansions to include local universities could be gamechanger but will take time to explore and funds to execute
- Philanthropic partnerships can invest in Go program and access for underserved neighborhoods to achieve philanthropic and civic goals.

# Possible Sustainable Annual Support Structure

## Proposed Funding Commitment

• Farebox Recovery	\$300,000
• City of Cincinnati	\$125,000
• Metro	\$125,000
• NKY Community Partners	\$75,000
• Go Program Support	\$175,000
<b>Total Budget:</b>	<b>\$800,000</b>

Farebox adjustments & new riders
Civic Commitment
Integration of public transit
15% of system riders
Subsidy for Go program riders

## Below the line upside:

• Corporate Sponsorships	\$100,000+
• Corporate/Tourist Partnerships	\$50,000
• Others...	

Station sponsorship, corporate visibility
Ticket sales, marketing options

**Note:** with new support structure will come a change in the governance model with board representation



# Next Steps

- Three-year commitments for public partnerships discussions underway
- Expanding support in Northern Kentucky critical for next cycle of funding
- Philanthropic options identified and pursued for 2025-2028
- Fare box evaluation for full fare/multiple users presents 2025 farebox options for implementation
- New governance structure implemented
- Pilot Metro integration into wider transportation system

