2020 01061

Reinventing METRO

The Metro Rider

August 2020

METRO RIDING IS BELIEVING.

Why we are here

SORTA's Mission

Regional transportation connecting people and places, driving economic growth and expanding quality of life choices.

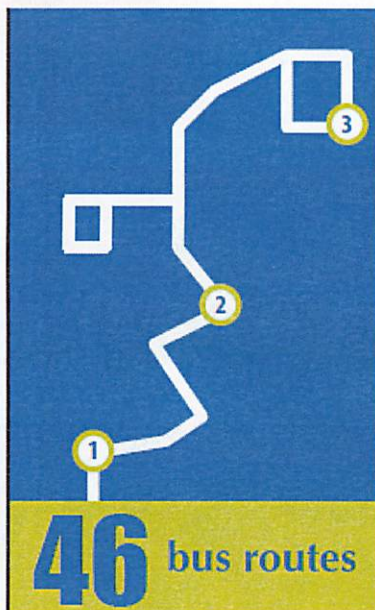**Reinventing** METR⬡

Who we serve

METRO

Annual Ridership

14 million
PASSENGER TRIPS

1 in 5

Downtown workers commute on Metro

46 bus routes

ACCESS

Annual rides

227,000

2,700
Eligible riders.

Service eligibility based on criteria set by Americans with Disabilities Act.
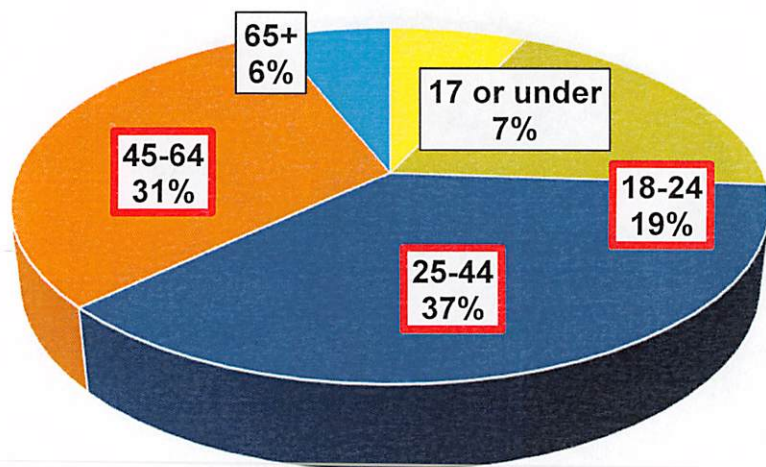
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2018 Metro Ridership Survey

- Metro conducted an On-board Rider Survey in 2018

- Conducted by third-party market research provider, WYZERR

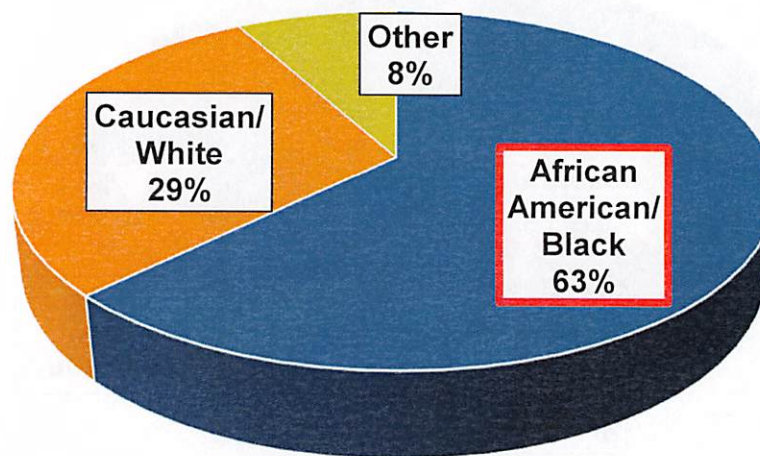- 4,621 responses
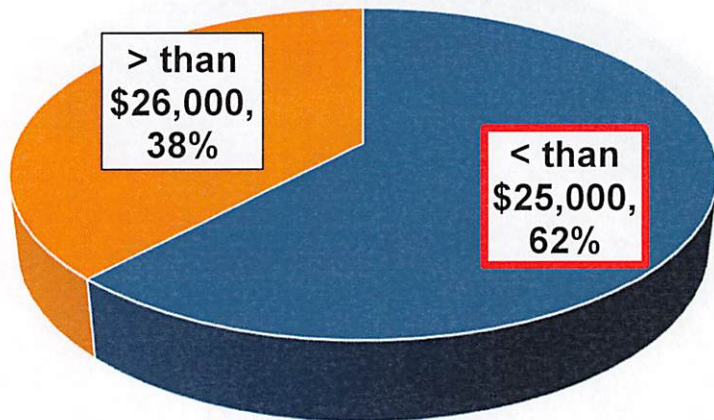
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Who are our riders?

AGE

- 65+ 6%
- 17 or under 7%
- 18-24 19%
- 25-44 37%
- 45-64 31%

RACE

- Other 8%
- Caucasian/White 29%
- African American/Black 63%

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Who are our riders?

HOUSEHOLD INCOME

> than $26,000, 38%

< than $25,000, 62%

EMPLOYMENT STATUS

Retired 8%

Homemaker 2%

Unemployed 10%

Student 11%

FT/PT Employed 69%

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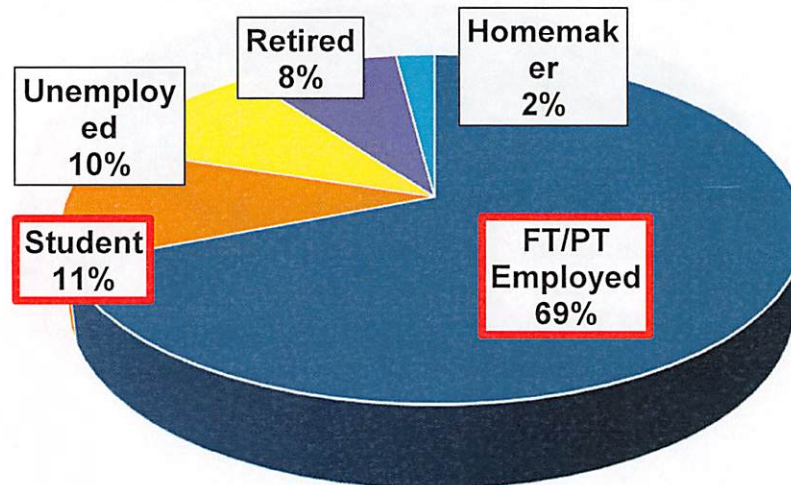
Who are our riders?

WHAT'S THE PURPOSE OF THEIR RIDE

48%	11%	10%	8%	7%	3%	11%
Work	School	Shopping	Medical	Recreational	Services	Other
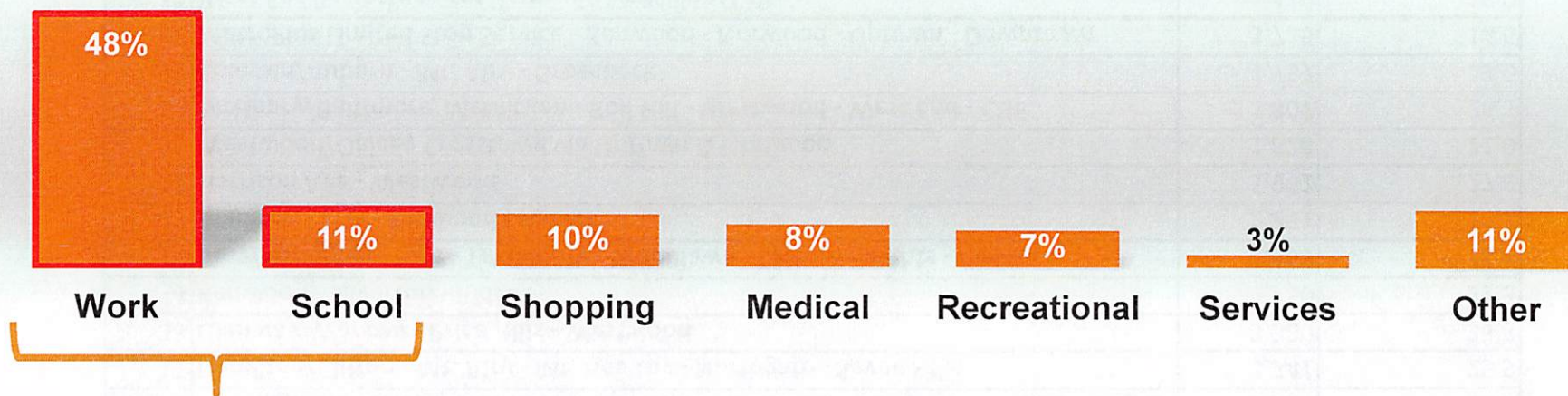
to/from work & school = 59%

Top ridership routes

Route	Route End of Line	Avg Daily Boardings	Boardings Per Revenue Hour
43	Reading Rd/Paddock/W. Mitchel - Lockland - Evendale - Bond Hill - Winton Terrace	5,294	28.3
17	Hamilton/Clifton - Mt. Airy - Mt. Healthy - Northgate - Seven Hills	3,741	25.9
33	Glenway/Warsaw - Price Hills - Westwood	3,380	35.8
4	Kenwood - Silverton - Ridge	2,750	22.3
78	Vine/Springfield Pike - Tri-County - Woodlawn - Lincoln Heights - Paddock	2,263	21.8
11	Madison - Erie - Kenwood Layover	2,231	24.3
21	Harrison Ave - Westwood	1,962	27.8
51	Westwood/Oakley Crosstown via Uptown & Norwood	1,824	21.0
64	McHenry/Baltimore/McMicken - Roll Hill - Westwood - West End - CUF	1,807	26.1
19	Colerain/Auburn - Mt. Airy - Groesbeck	1,737	23.0
90	MetroPlus Limited Stop Service - Kenwood - Norwood - Uptown - Downtown	1,715	14.6
31	West End/Evanston Crosstown via McMillan/Taft	1,419	18.9
32	W. 8th/Delhi Pike - Sayler Park - Covedale - Price Hills	1,321	24.1
6	Queen City - Westwood	1,152	24.2
27	Beekman/Kirby - Northside - S. Cumminsville - West End	1,125	23.2
24	Linwood/Beechmont - Anderson - Mt. Washington via Uptown	1,119	16.6
46	Vine/Highland/Burnet - Corryville - Avondale - Zoo	1,084	19.6

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Daily Boardings by Stop 2019
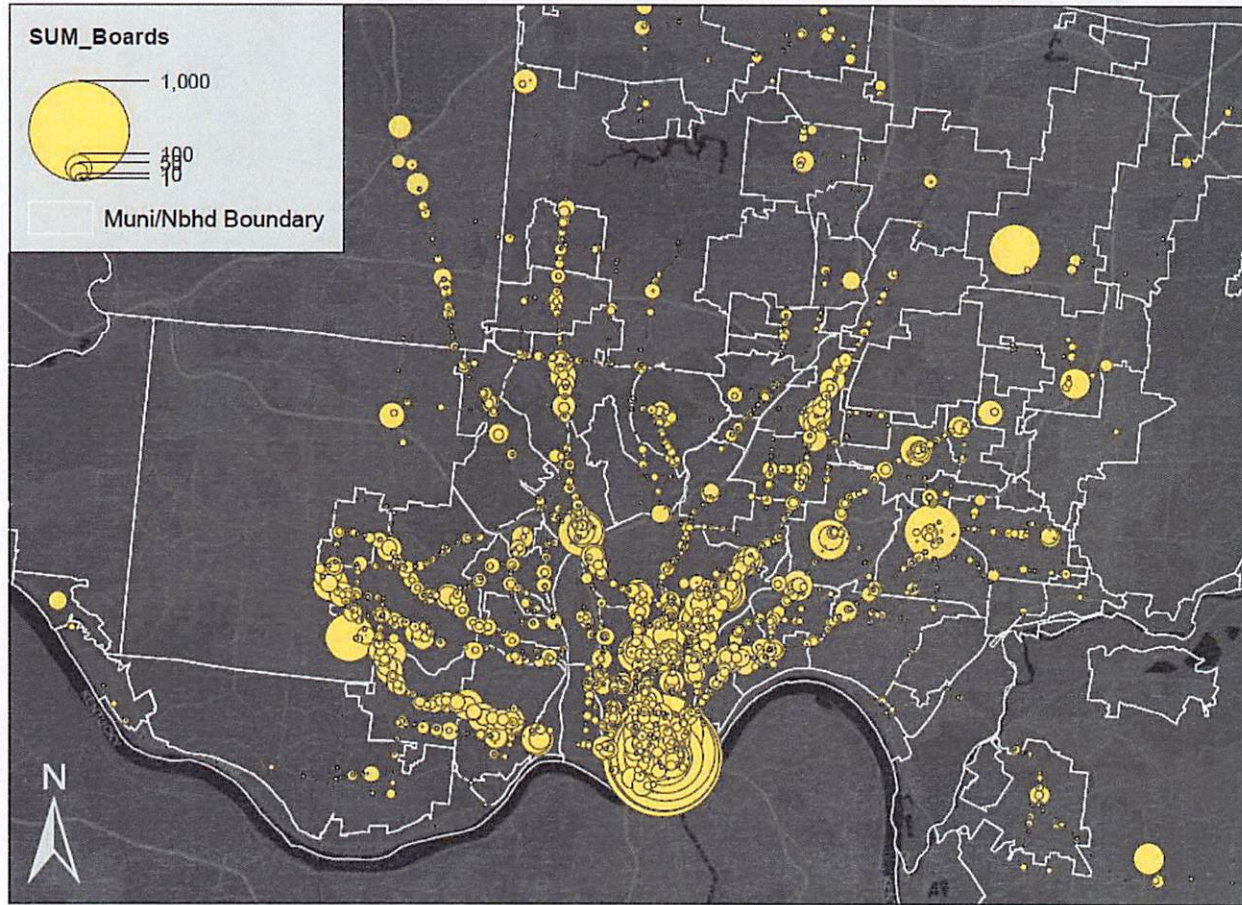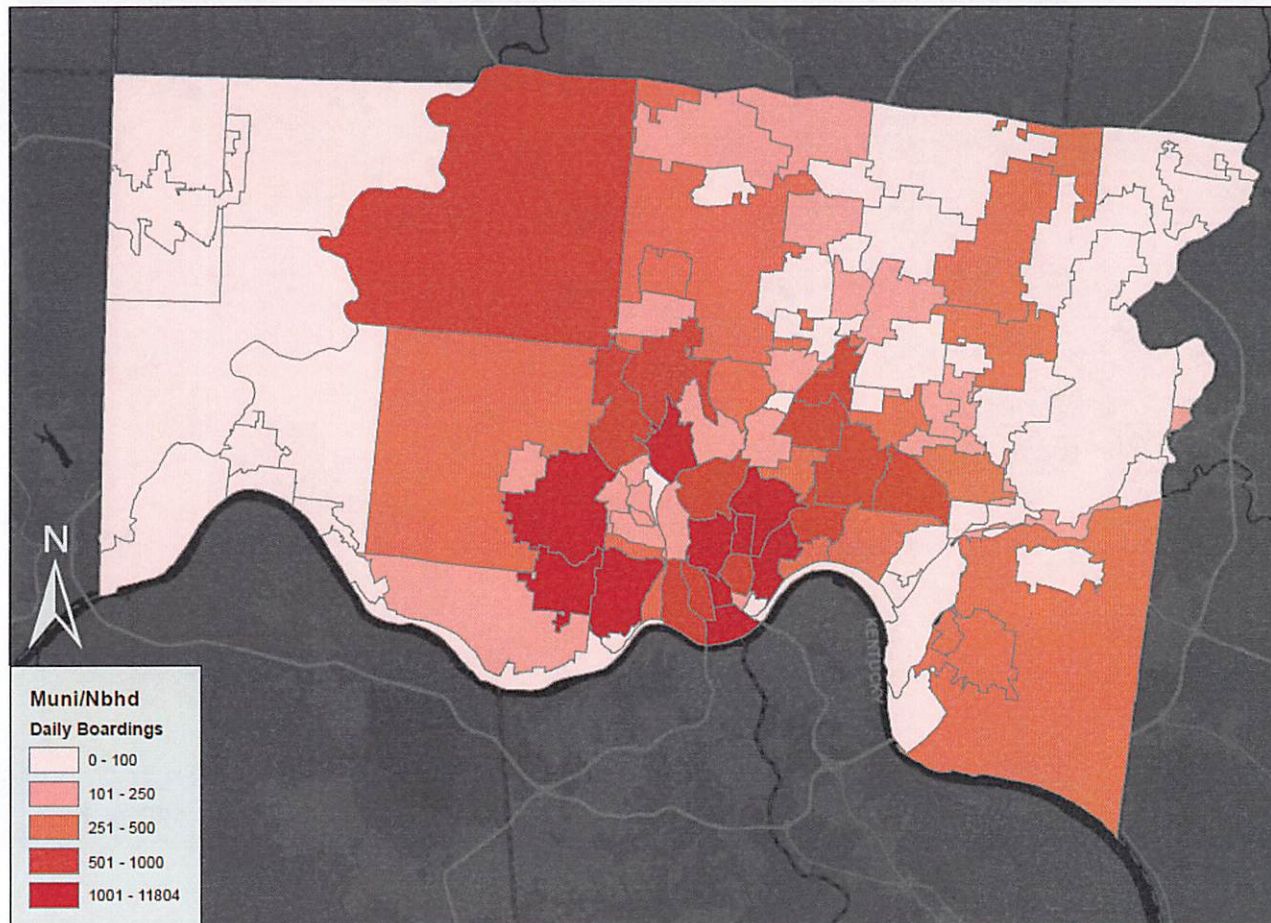

SUM_Boards

1,000

100
70
10

Muni/Nbhd Boundary

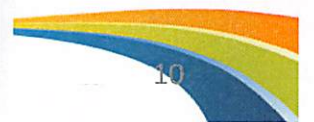Service Layer Credits: Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community
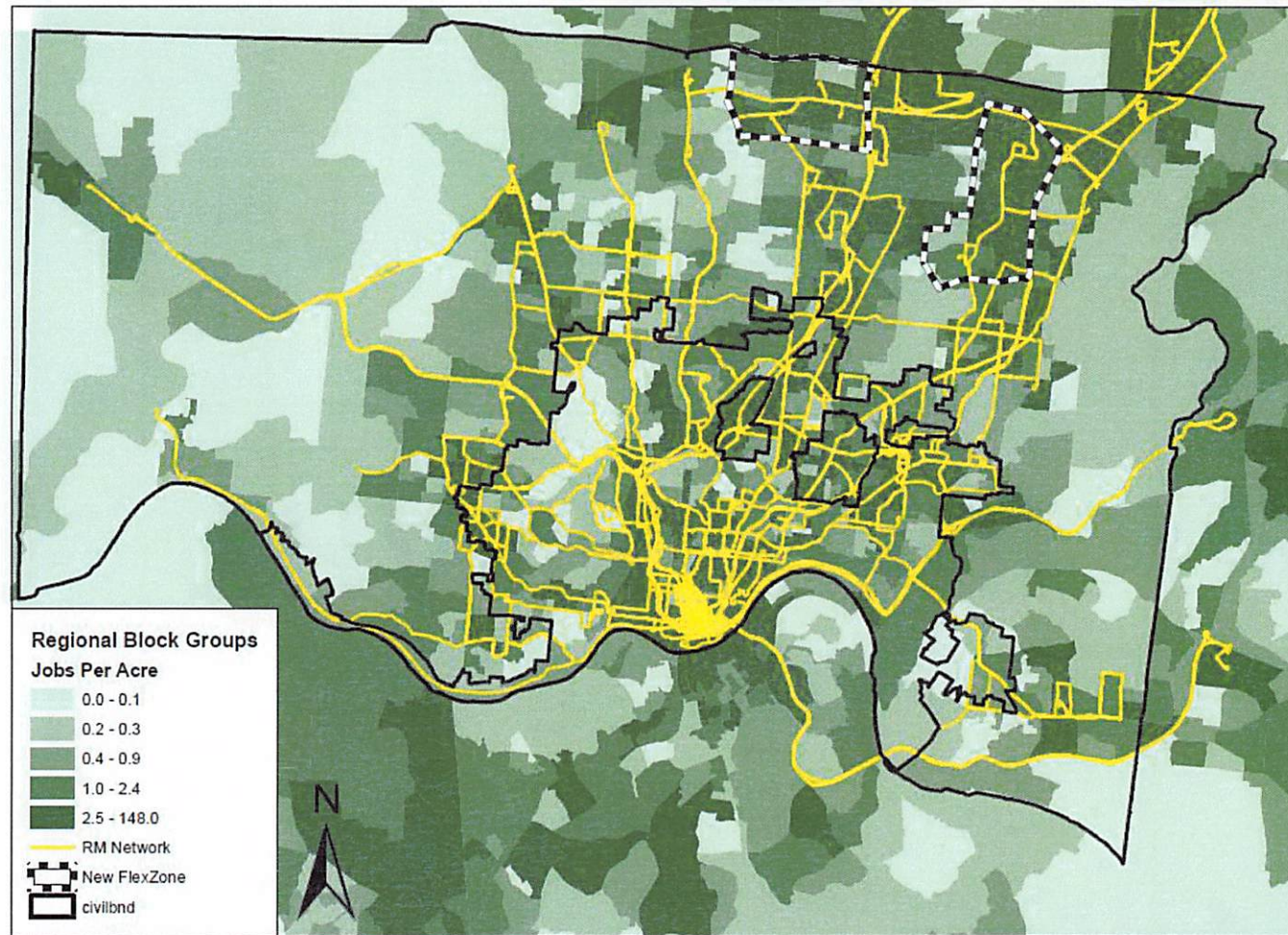
Boardings by Municipality/Neighborhood 2019

Service Layer Credits: Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

Jobs Per Acre with Reinventing Metro Network

Regional Block Groups
Jobs Per Acre
- 0.0 - 0.1
- 0.2 - 0.3
- 0.4 - 0.9
- 1.0 - 2.4
- 2.5 - 148.0
- RM Network
- New FlexZone
- civilbnd

THANK YOU!

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