

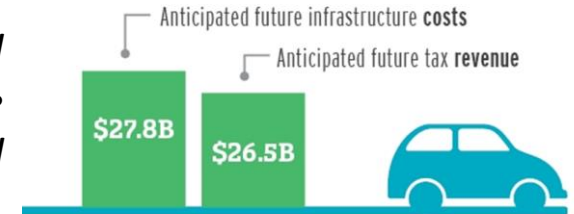
Transit Return on Investment Study for Omaha-Council Bluffs MAPA

April 19, 2018

Project Goals

Assess economic returns associated with existing and potential future transit services within the context of the Omaha region's ongoing economic and land development.

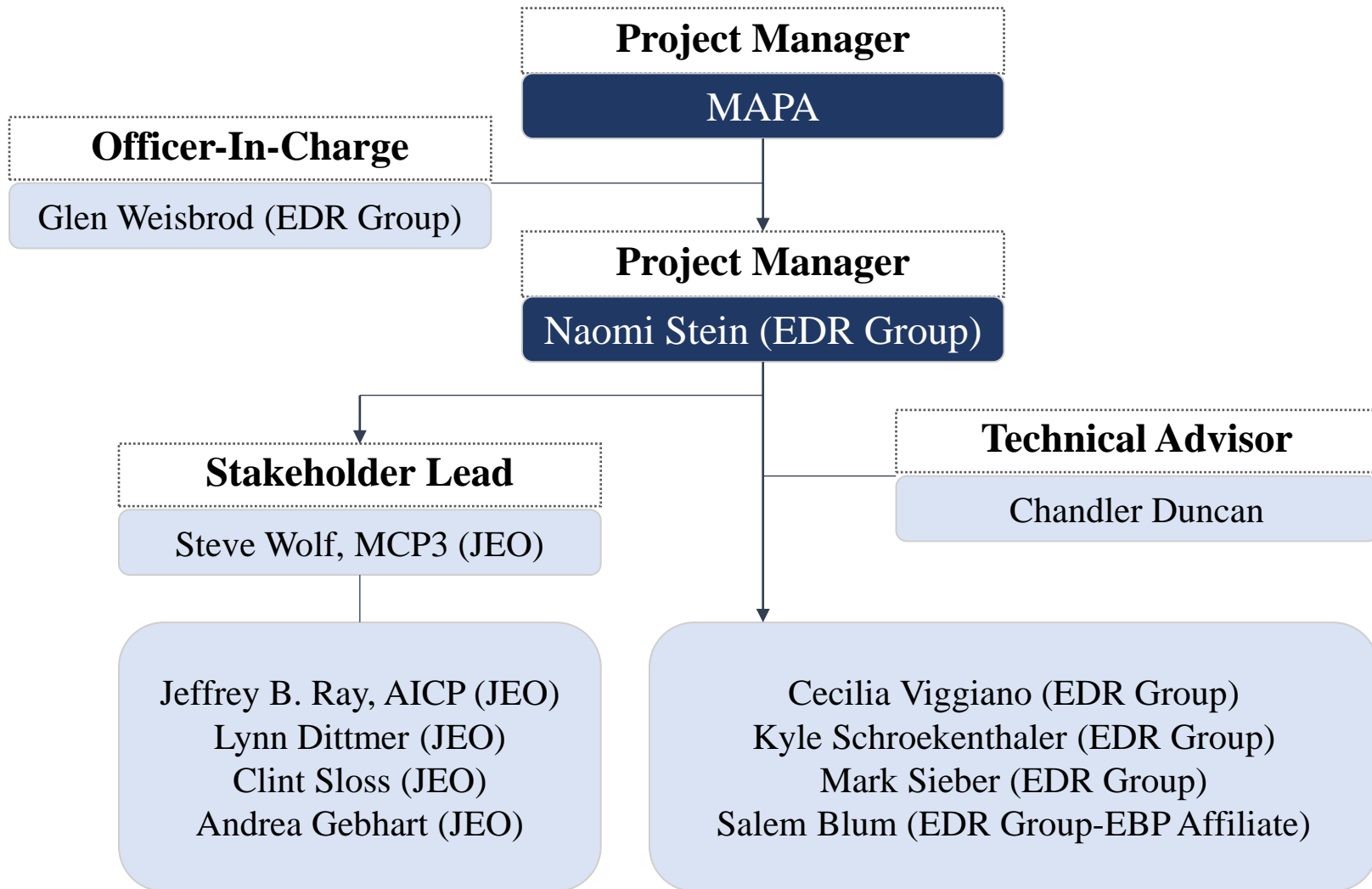
- Quantify the ROI of transit investment
- Provide a framework to support decision making over time in the context of an evolving economy & land use
- Establish buy-in from stakeholders regarding the definition and sources of return, aligning with community values



Costs to maintain auto-centric development will outpace our region's future tax revenues in 2050.



2. Team Organization

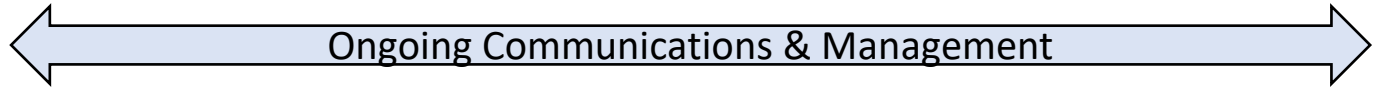


Overview of the Work Plan

Task 1 Project Management & Administration



Kickoff



Task 2 Stakeholder Outreach & Input

Stakeholder Interviews (up to 20)

Case Studies (2-4)

Stakeholder Committee Support (4 meetings)

Community Advocacy

Task 3 Data Gathering and Research

Data Collection

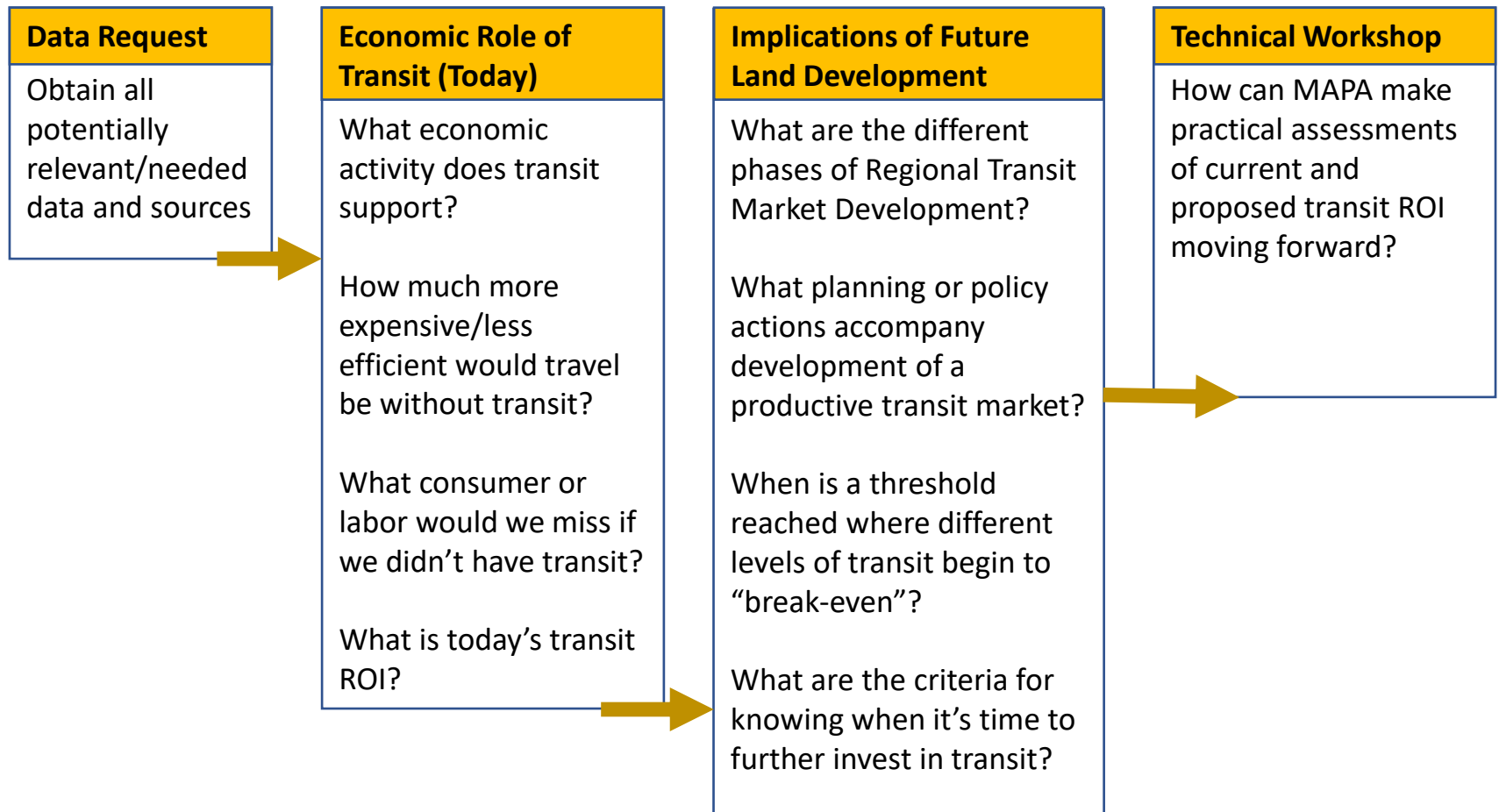
Economic Role of Transit (Today)

Implications of Future Land Development

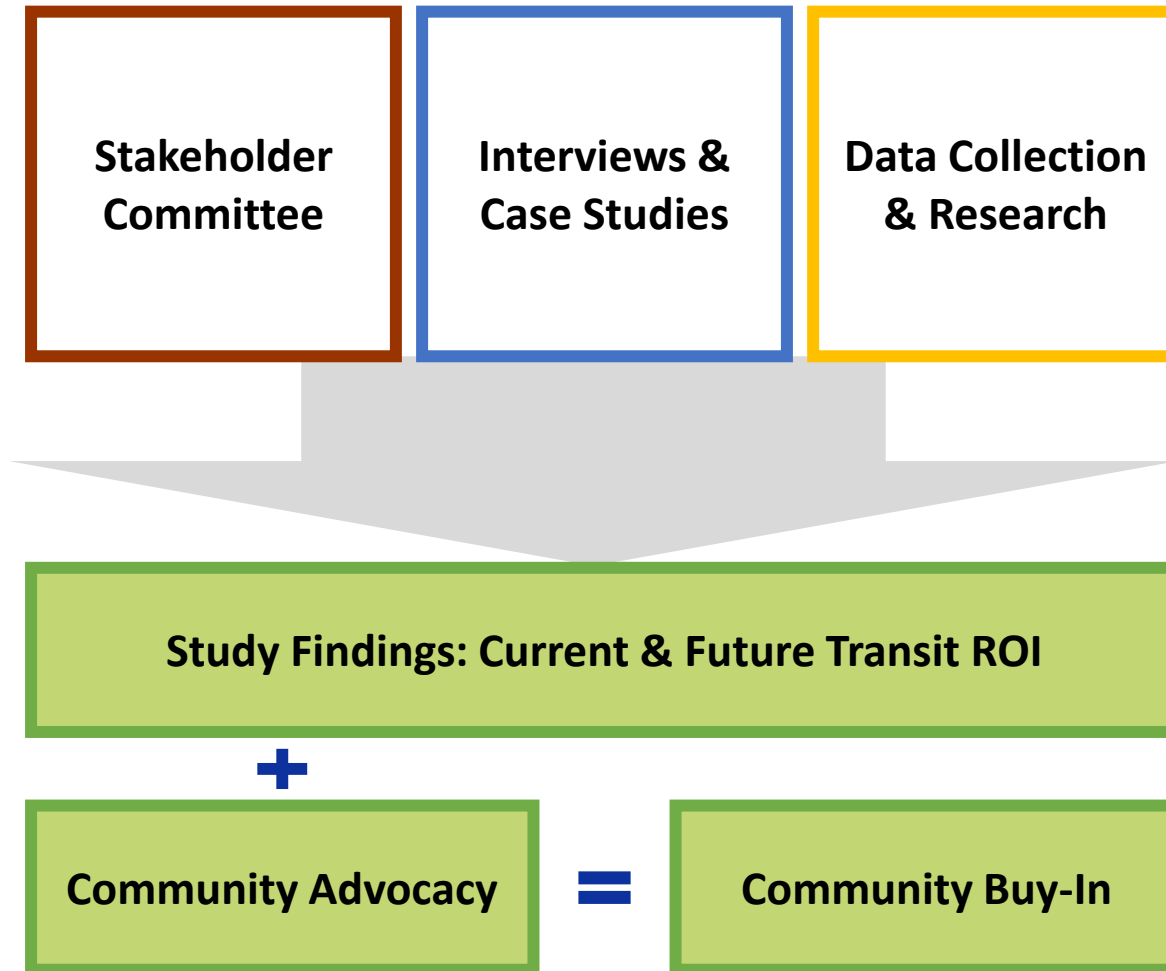
Technical Workshop, Toolkit

Task 4 Final Report & Documentation

MAPA ROI Methodology



Elements of Work



Interviews & Case Studies

Identify Case Study Subjects Through Up to 20 Scanning Interviews (3 Iterations)

1. **Where Should we Look for Return?**
(start with general economic development groups)
2. **What Does the Return Look Like?**
(talk to specific industry/trade/developer groups)
3. **How does it make a difference?**
(interview or visit specific development sites)

2-4 Focus Groups on Case Study Subjects

1. Dialogue among **different stakeholders** with a common interest in a particular stakeholder topic industry or area
2. Findings reveal important linkages and relationships driving ROI

Data Mining on Case Study Subjects

1. Open-Source Media Reporting on topics related to transit case study subjects/industries/areas
2. Descriptive economic statistics and forecasts from economic or transportation data supporting issues raised in interviews and focus groups about case study subjects.

Case Study Findings/Conclusions

1. Description of How Transit ROI Occurs in the Community today
2. Assessment of key sources of transit ROI for future economic, business and fiscal performance
3. Specific measures of ROI for use in future planning, and important development thresholds or “tipping points” where ROI is likely to change

Integrated MAPA ROI Study Process

