



# Transit Return on Investment Study for Omaha-Council Bluffs MAPA

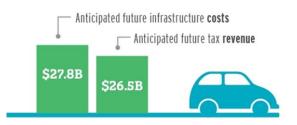
April 19, 2018



## **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



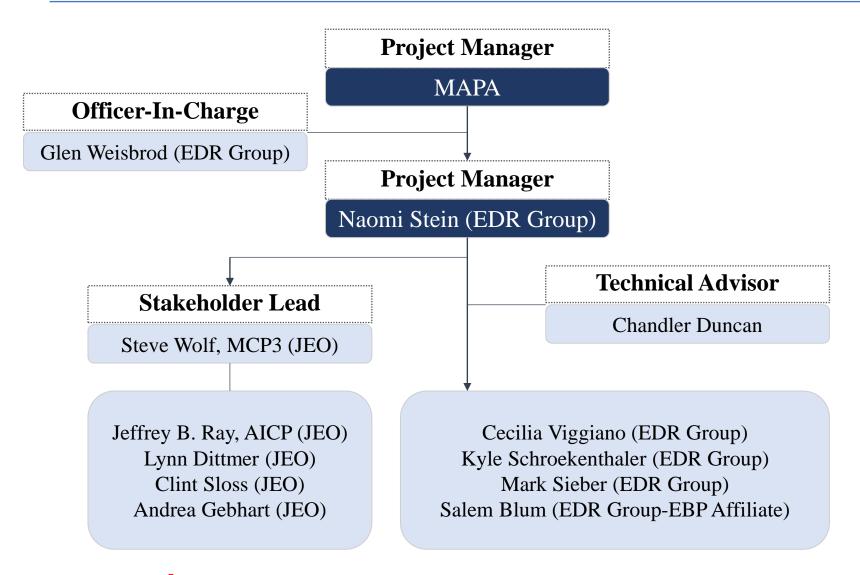
Costs to maintain autocentric development will outpace our region's future tax revenues in 2050.







## 2. Team Organization





## Overview of the Work Plan

### Task 1 Project Management & Administration



Kickoff



Ongoing Communications & Management

### 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

#### **Data Request**

Obtain all potentially relevant/needed data and sources

## **Economic Role of Transit (Today)**

What economic activity does transit support?

How much more expensive/less efficient would travel be without transit?

What consumer or labor would we miss if we didn't have transit?

What is today's transit ROI?

### Implications of Future Land Development

What are the different phases of Regional Transit Market Development?

What planning or policy actions accompany development of a productive transit market?

When is a threshold reached where different levels of transit begin to "break-even"?

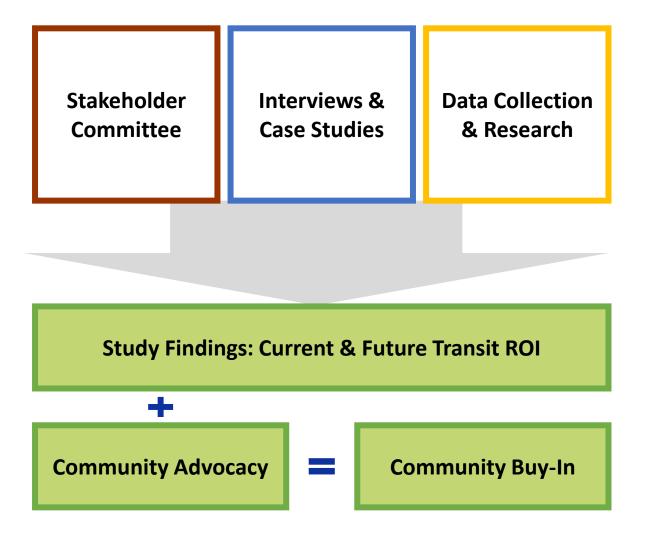
What are the criteria for knowing when it's time to further invest in transit?

#### **Technical Workshop**

How can MAPA make practical assessments of current and proposed transit ROI moving forward?



## **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 <u>specific industry/trade/developer groups)</u>
- **3.** How does it make a difference? (interview or visit specific development sites)

### 2-4 Focus Groups on Case Study Subjects

- 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**

- 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**

- 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**

**Analysis Process** 

**Stakeholder Process** 

**Case Study Process** 

