

Dear Brandon:

Thank you for your commitment to the Transit Return on Investment (ROI) Study. During the time since this study completed earlier this year, who could have imagined the COVID-19 crisis that has emerged and affected all of our lives? As people follow recommendations to stay at home and practice social distancing, transit ridership has declined understandably, and some might wonder whether the results of this study remain valid.

While the impacts of COVID-19 will undoubtedly influence transit, people have always chosen to live together in cities for economic, social, and even health benefits. We will recover from this awful virus, and **public transit will remain an essential service to our region and to its future growth.**

Therefore, we are pleased to share with you the results of the Transit ROI Study. The final report of the study is complete, and enclosed is your complimentary hard copy. The full electronic version, including the technical appendix, can be found at : MAPAcog.org.

There are a few key points we would like to highlight. The study determined that:

- **Every \$1 invested in transit yields \$2 of benefits**
- **Every \$1 invested in transit, when coupled with transit-supportive land use such as walkable neighborhoods along transit routes, yields up to \$9 of benefits**

For example \$313 million invested in transit results in \$715 million in social benefits such as an expanded labor force and reduced travel costs. When these investments are supported by transit-friendly land use policies, benefits in the form of jobs, income and business revenues soar to \$2.8 billion.

Metro area employers see transit as a way to reduce costs and be more competitive. If we continue our status quo pattern of primarily auto-oriented development and infrastructure, traffic will increase significantly, creating congestion, which will result in a 34% reduction in average daily travel speed and more than 915,000 in additional hours of weekday driving.

We believe **these findings provide even more support for the work we are doing through ConnectGO** to develop a bold regional transportation plan.

Your interest in the Transit ROI Study is appreciated. We hope you will share the results within your networks.

If you have any questions, please do not hesitate to contact us.

Sincerely,



Greg Youell
Executive Director
MAPA



Stephen Osberg
Director Transportation Development Public Policy
Great Omaha Area Chamber of Commerce

Every Dollar Invested In Transit Turns Into \$2

Then gets **multiplied by 4.5**
with supportive land use

2020-2050

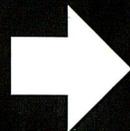
TRANSIT
INVESTMENT

\$313M
in Transit

(Build & maintenance costs)

+ Supportive
Land Use

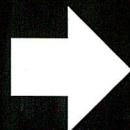
(Walkable neighborhoods
along transit)



SOCIETAL
BENEFITS

\$715M

(Shorter/reliable commutes,
reduced travel \$,
expanded labor force)



\$2.8B

(Jobs, labor income,
business revenues)