



## BUS RAPID TRANSIT IS COMING TO CINCINNATI!

As part of its continued implementation of Reinventing Metro, the Southwest Ohio Regional Transit Authority (SORTA)/Metro is bringing Bus Rapid Transit (BRT) to Greater Cincinnati and Hamilton County.

BRT is a high-quality, bus-based travel option that combines the speed, efficiency, and comfort of rail transit with the flexibility of traditional bus service. It's a bold, new transit innovation for our region that will bring faster-than-ever service and significantly reduced travel times for riders. BRT systems can also encourage economic growth and community enhancements along its corridors and around BRT stations.

### SO FAR, THE STUDY HAS...

Identified four potential corridors to be evaluated for BRT service (Reading Road, Hamilton Avenue, Glenway Avenue, and Montgomery Road)

Extensively researched and analyzed these corridors to determine their ability to successfully support BRT service and infrastructure

Implemented a comprehensive public outreach program to engage people in the neighborhoods served by these corridors in the study process

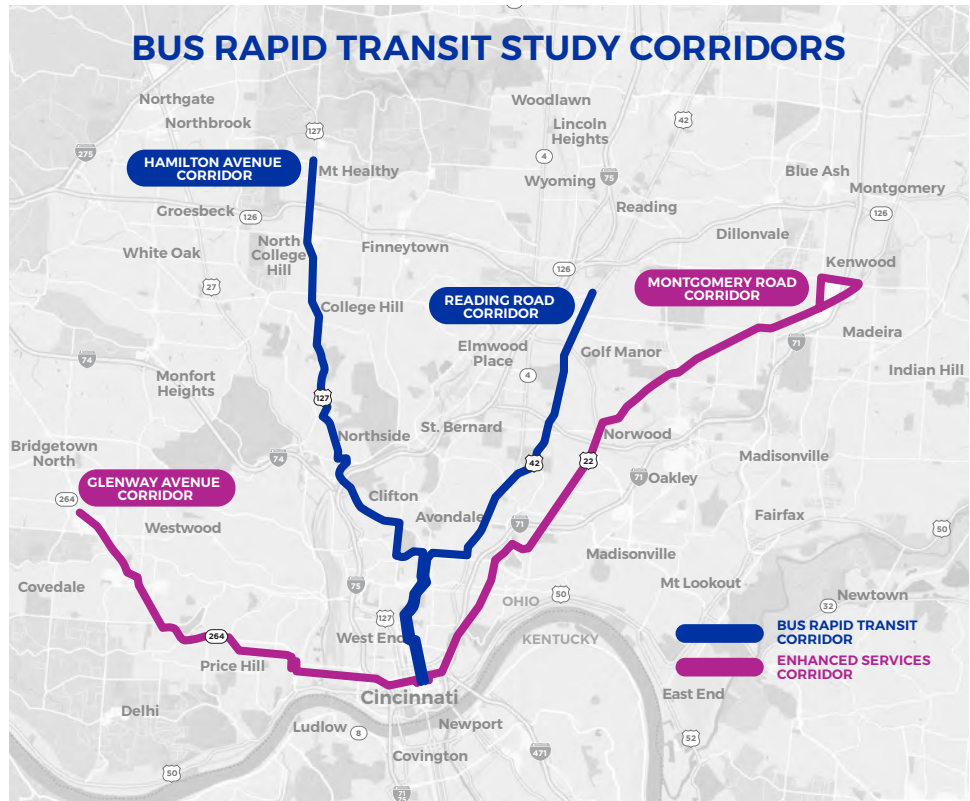
Identified two corridors to receive initial BRT service, Reading Road and Hamilton Avenue. Glenway Avenue and Montgomery Road will receive service enhancements

### READING ROAD AND HAMILTON AVENUE SELECTED AS BRT CORRIDORS

The Reading Road and Hamilton Avenue corridors clearly stood out in the study as Metro's best opportunity to successfully launch BRT and build a strong foundation for additional BRT corridors in the future. As a result, these two corridors will be the first to receive BRT service.

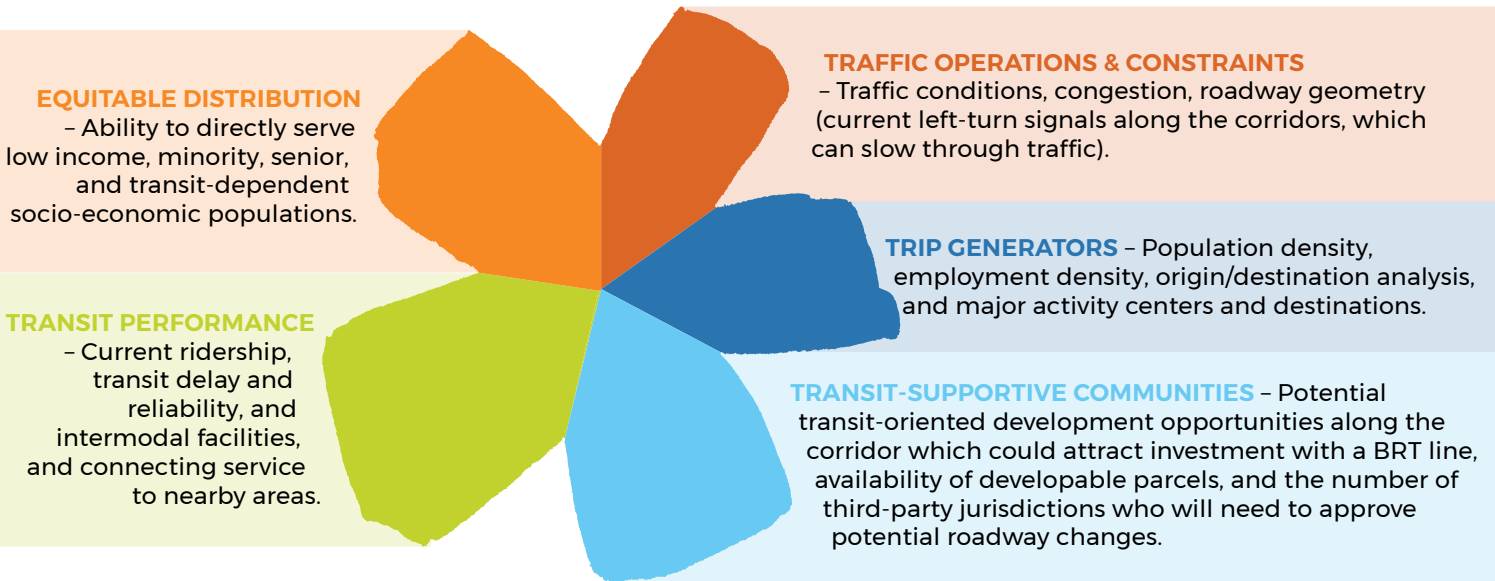
Study data shows that these two corridors offer the strongest opportunity to positively impact the most people. They currently have the highest daily ridership of all four corridors, link the biggest activity generators (Uptown and Downtown), and share a parallel alignment between Uptown and Downtown, which will help reduce construction cost while providing a frequent transit connection. These factors also make the project more likely to attract funding through the Federal Transit Administration.

It's important to remember that these two corridors are just the beginning of BRT in Greater Cincinnati. Once these are successful, Metro will work toward adding more BRT service corridors. In the meantime, the Glenway and Montgomery corridors will receive upgrades and enhanced services based on public input received during Phase 1.

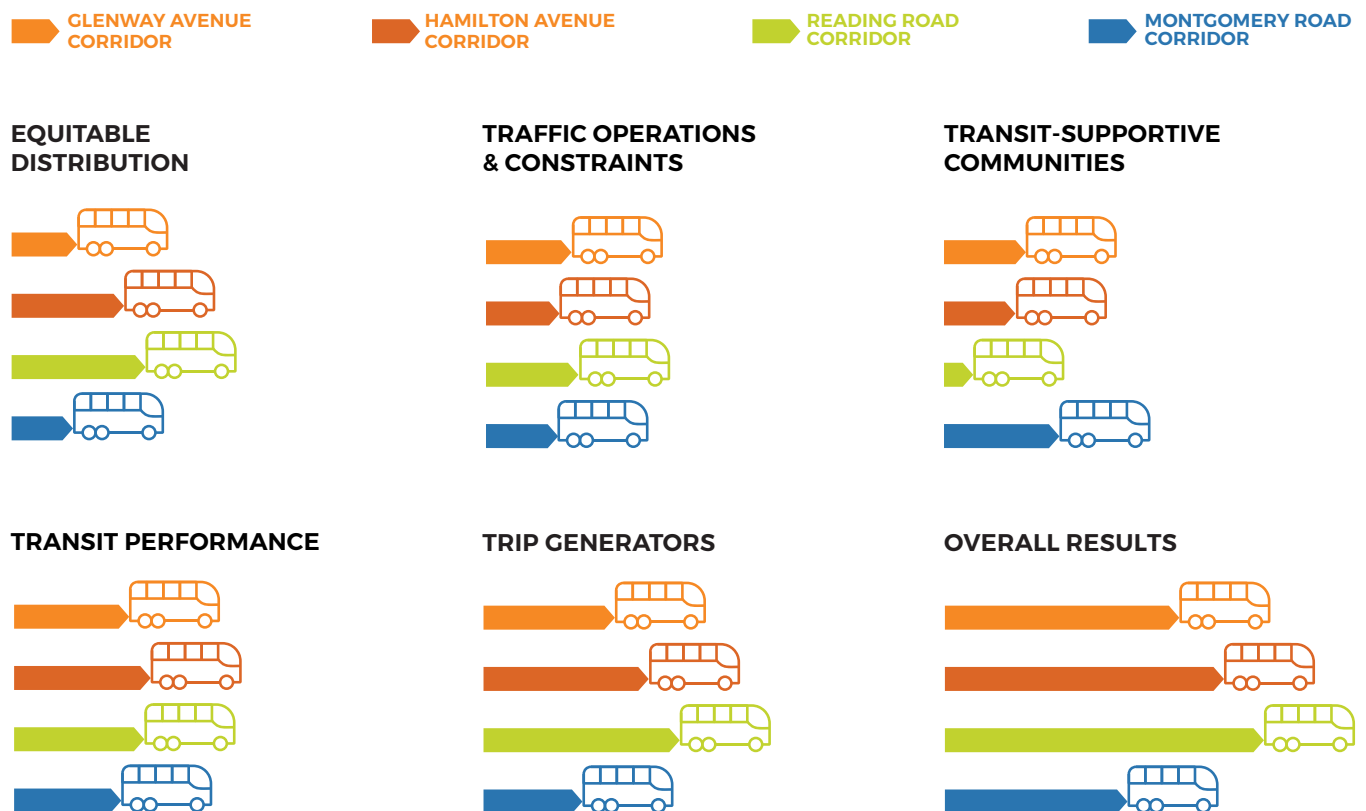


## FACTORS CONSIDERED TO DETERMINE THE FIRST TWO CORRIDORS

The technical analysis of the BRT study evaluated each of the four proposed BRT corridors based on how well they performed in each of the five categories below:



## HOW EACH CORRIDOR PERFORMED IN THE ABOVE CATEGORIES



## GLENWAY AND MONTGOMERY CORRIDORS TO RECEIVE ENHANCED SERVICE IMPROVEMENTS

The Glenway and Montgomery corridors will receive enhanced services based on public feedback we gathered during Phase 1 outreach efforts. The three needs mentioned most often were safety improvements, faster speeds, and better reliability - so the enhanced services will be based around those factors. Enhanced services could include improvements such as more bus shelters and better passenger amenities like seating and lighting, pedestrian access improvements, weekend service on MetroPlus, and signal priority at key intersections.

### WHY BRT?

BRT will connect Metro riders with their destinations faster and more easily than ever before. Features that make BRT different from and quicker than traditional bus service include:

- Frequent service (every 10 to 15 minutes)
- Limited stops, spaced every half-mile to mile apart
- Use of smart traffic signals (traffic signal priority) and dedicated travel lanes
- Attractive, clean, comfortable stations and buses with Wi-Fi and charging ports
- Real-time bus arrival display boards
- Bigger buses with more room
- Boarding and exiting through any door
- Fully-accessible stations; same-level entry into buses
- Paid-in-advance fares

BRT systems can also support economic growth by encouraging transit-oriented development around BRT stations and stops. As with all Metro's services, the use of BRT will help reduce local congestion and vehicle emissions which helps improve local air quality and reduce noise.

### PUBLIC INPUT AND COMMUNITY FEEDBACK

In the first phase of the BRT study, we hosted in-person and virtual public meetings, gave presentations to community councils, facilitated a public survey, and provided information at local events and in meetings with local businesses and municipality leaders. Input received from the public was an important factor in determining which corridors would receive the BRT service first.

Public input will continue to be an integral part of this process. As we determine how BRT will be implemented, as well as how enhanced services will be made in the other two corridors, we are asking the public to provide feedback on various aspects of the project design, such as station location and bus station amenities.

Visit [MetroBRTStudy.com](http://MetroBRTStudy.com) for updates or to provide input.

Email [info@MetroBRTStudy.com](mailto:info@MetroBRTStudy.com) with comments.





## NEXT STEPS

During upcoming weeks, we will continue looking at all the data and public input gleaned over the course of the study. This will be used to potentially adjust the corridors' paths to get the most value, determine terminus locations, confirm station locations, plan bus and station features, and more.

Once the BRT study concludes later this spring, the detailed design and engineering phase will begin, followed by construction. Metro is targeting 2027-2028 for the launch of the first BRT lines.

## BRT STATION DESIGN WORKSHOPS

Currently, the project team is developing plans for the BRT stations to help:

- Pinpoint BRT station locations
- Plan BRT station features and appearance concepts
- Map out needed connections
- Identify enhancement & development opportunities in the areas around the stations

Your input is important and much needed as we plan these key elements of Greater Cincinnati's first Bus Rapid Transit service lines.

Four in-person workshops are scheduled:

**Feb. 21 | 5:30 pm to 7:00 pm**  
College Hill Recreation Center  
5545 Belmont Ave., 45224

**Feb. 22 | 5:30 pm to 7:00 pm**  
The Factory (Northside)  
1546 Knowlton St., 45223

**Feb. 23 | 5:30 pm to 7:00 pm**  
Corryville Recreation Center  
2823 Eden Ave., 45219

**Feb. 27 | 5:30 pm to 7:00 pm**  
Community Action Agency  
1740 Langdon Farm Rd., 45237

If you cannot join us in person, you can participate in a virtual workshop at:  
[MetroBRTStudy.com](http://MetroBRTStudy.com)

