



# Phase 2 Public Engagement Summary

December 2022



# Introduction

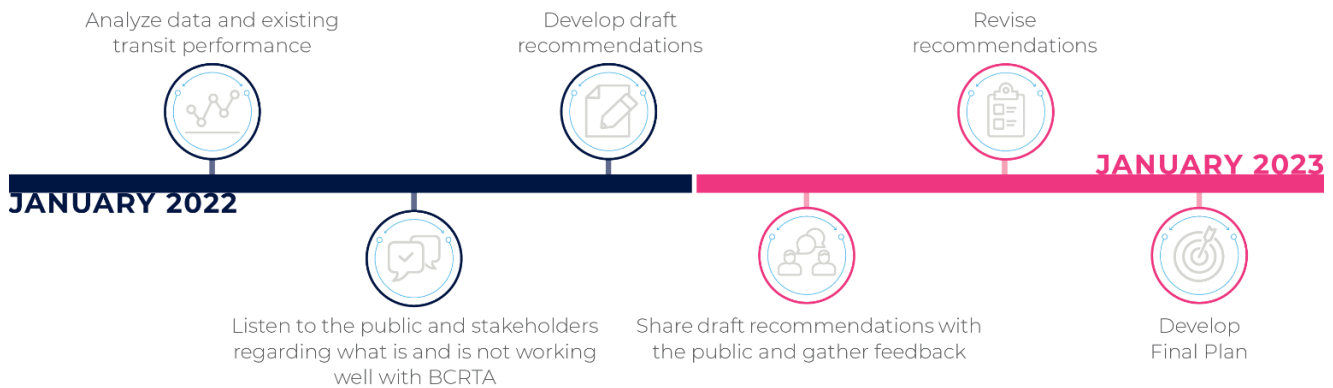
## Project Overview

Butler County Regional Transit Authority (BCRTA) is developing its first ever transit plan. The transit plan will outline recommendations to grow and improve BCRTA's system based on the changing demographics and transportation needs within Butler County. The plan will make immediate and near-term recommendations for:

-  **New or improved bus routes**
-  **Identification of needed bus stop enhancements**
-  **Transit funding and financing strategies**
-  **Support for existing and future BCRTA operations at transit facilities**
-  **Transit fleet and technology enhancements**

## Public and Stakeholder Engagement Overview

Two phases of engagement took place as part of the BCRTA Transit Plan process: Phase I (Spring 2022) and Phase II (Fall 2022). The following schedule outlines the key time periods during which the public and stakeholders were engaged in the project as well as what takes place before and after engagement.



The goal of public engagement was to build and strengthen relationships in the community while gathering stakeholder and public input, responding to comments and concerns, and keeping decision-makers and other stakeholders informed throughout the Transit Plan process.

## Purpose of this Document

The purpose of this document is to provide a summary of Phase 2 of public engagement for the transit plan. In this round, the study team gathered feedback from the public and stakeholders on initial service improvement ideas for BCRTA fixed-route service.

## Key Engagement Findings

Several common themes were identified through this round of engagement.

- Preference the bi-directional, more direct routing
- Desire for service directly to Farmer School of Business (from student housing, High Street, the recreation center)
- Concern about removal of regional service between Oxford and Hamilton and Middletown and Hamilton (service between cities is essential)
- Support for express service from Middletown to Cincinnati, with some trips direct to downtown and some stopping in Uptown first
- Would like a direct route from other cities to Cincinnati (71 people expressed this desire, with the most interest expressed from Oxford and Hamilton)
- Desire for more frequent service and expanded service hours (e.g., early mornings, weekends)

## Engagement Methods and Results

Feedback during the second phase of engagement was gathered through surveys, meetings, and comment forms. Table 1 provides a count of participants by method for Phase 2.

Table 1. Phase 2 Public Engagement Participation by Method

Method	Number of people engaged
Public Survey	760
Interactive Map	110
Focus Groups	9
Miami University Discussions	56
Comment Cards	10

# Surveys

## Service Ideas Survey

### Methods

The service ideas survey was available from October 24 to November 24, 2022 online and in paper format. The questions asked respondents about the service improvement ideas as well as demographic and socioeconomic information.

The project team made a special effort to reach people who are traditionally underrepresented in planning processes by engaging organizations that directly serve students, senior citizens, people with low-incomes, people with disabilities, and people of color. To further promote the project and survey, the study team placed posters inside BCRTA transit shelters, provided paper versions of the surveys on buses, and passed out paper surveys while riding buses and engaging riders at strategic transit stops and community locations. The project team and BCRTA staff presented to various groups at Miami University and during city council and community organization meetings. They also ran social media ads and posted regularly on BCRTA's Facebook page to promote sharing feedback on the service improvement ideas.

### Results

#### OVERVIEW

760 responses were collected for the service ideas survey. The following are some key demographic findings from the survey results:

- 52% of respondents currently ride BCRTA
- 76% currently drive/have access to a vehicle
- Heard from diverse range of ages, with the most responses from 18-24 year olds (23%)
- 57% identified as female, 34% as male, 3% as non-binary
- 71% identified as White, 9% as Black/African American, 7% as Asian, 3% as Hispanic/Latino, 1% as American Indian/Alaska Native
- Heard the most from respondents whose household income is less than \$25,000/year (22%)

Charts for the remaining survey questions not shown in this section and responses to open-ended questions can be found in [Appendix A. Service Ideas Survey Results](#).

#### CINCINNATI EXPRESS SERVICE

Respondents were asked what they think about having some trips on the 42X serve Uptown Cincinnati before serving downtown Cincinnati. 57 percent of survey respondents answered this question. Most respondents (78%) support this service idea, while 9% dislike this idea and 13% have no preference.

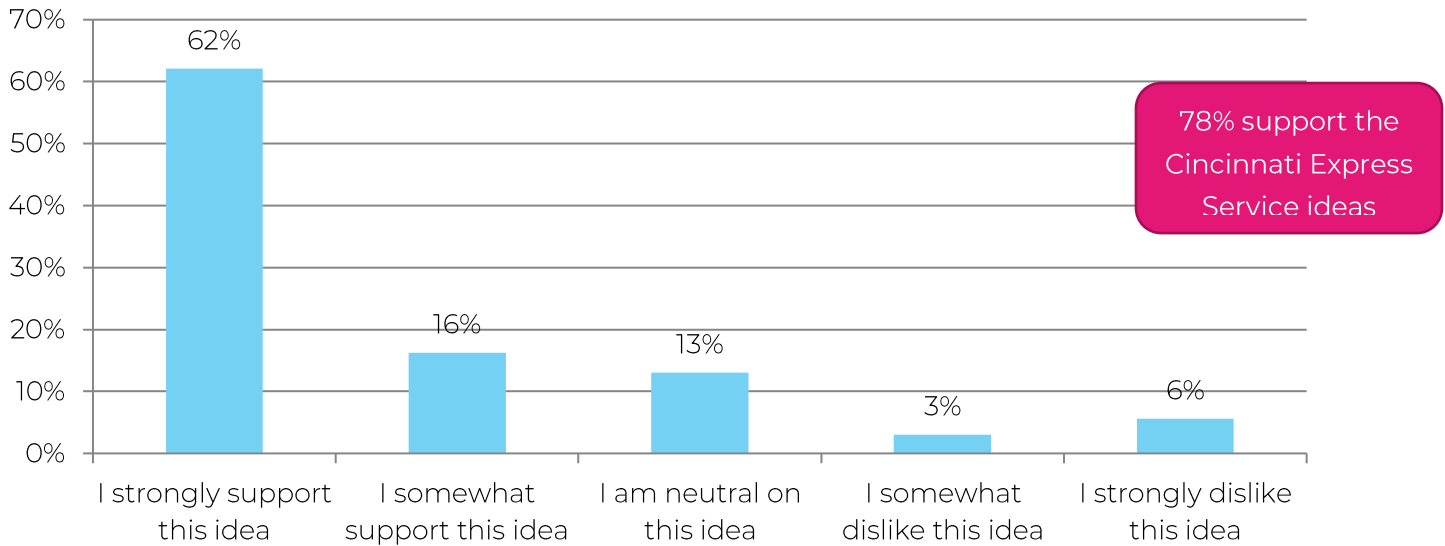


Figure 1. Survey results from the question asking about Cincinnati express service

## OXFORD

Respondents were asked to provide their opinions on possible changes to existing BCRTA service in Oxford. Here's a summary of their feedback, followed by more detailed findings from each question.

- Most respondents (73%) support having direct, bi-directional routes in Oxford, while only 9% dislike the idea and 18% have no preference.
- Similarly, most respondents (73%) support the O1 route idea. Only 8% dislike the idea and 19% have no preference.
- About half of respondents (53%) support the O2 route idea, while 11% dislike the idea and 36% have no preference.
- More respondents (45%) preferred route O2 in Scenario 2 instead of Scenario 1 (16%).
- 66% of respondents support the O3 route idea, while 10% dislike the idea and 24% have no preference.

Respondents were asked what they think about modifying the routes in Oxford to operate as more direct, bi-directional routes versus loops. 49 percent of respondents answered this question, and 73 percent of those that answers support bi-directional routes.

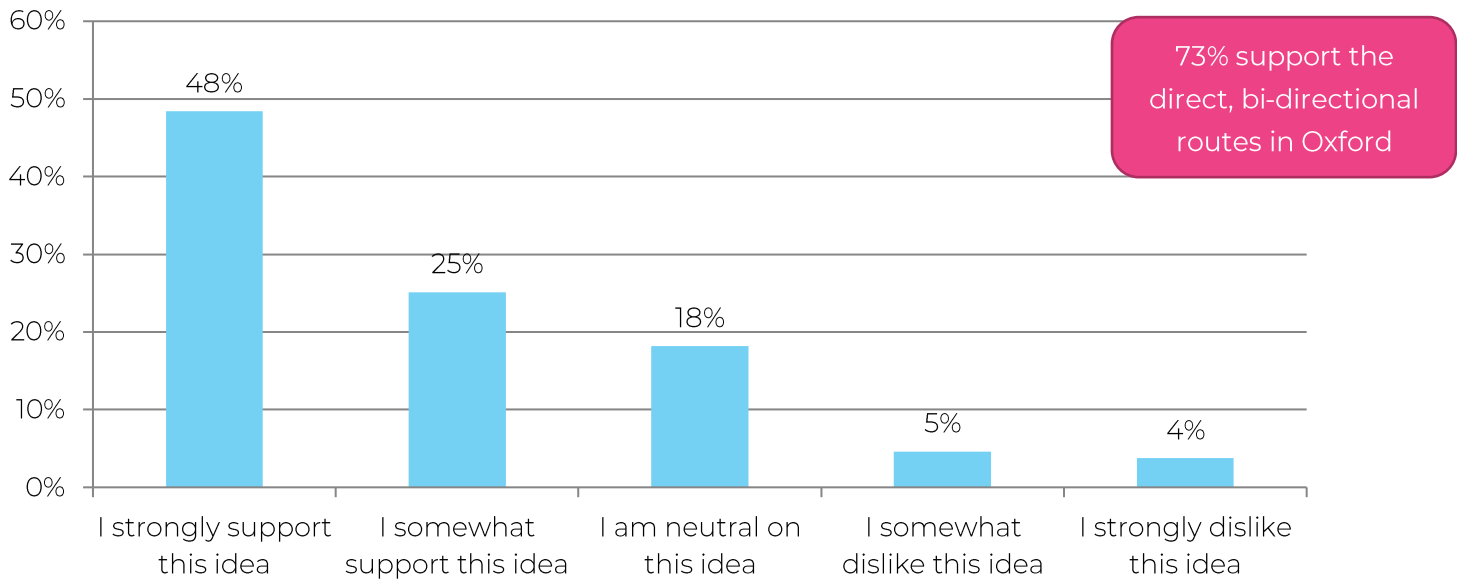


Figure 2. Survey results from the question asking about having direct, bi-directional routes in Oxford

Respondents were asked what they think about having the U3 travel in both directions on Spring Street. 49 percent of respondents answered this question, and 73 percent of those that answered were supportive of this change.

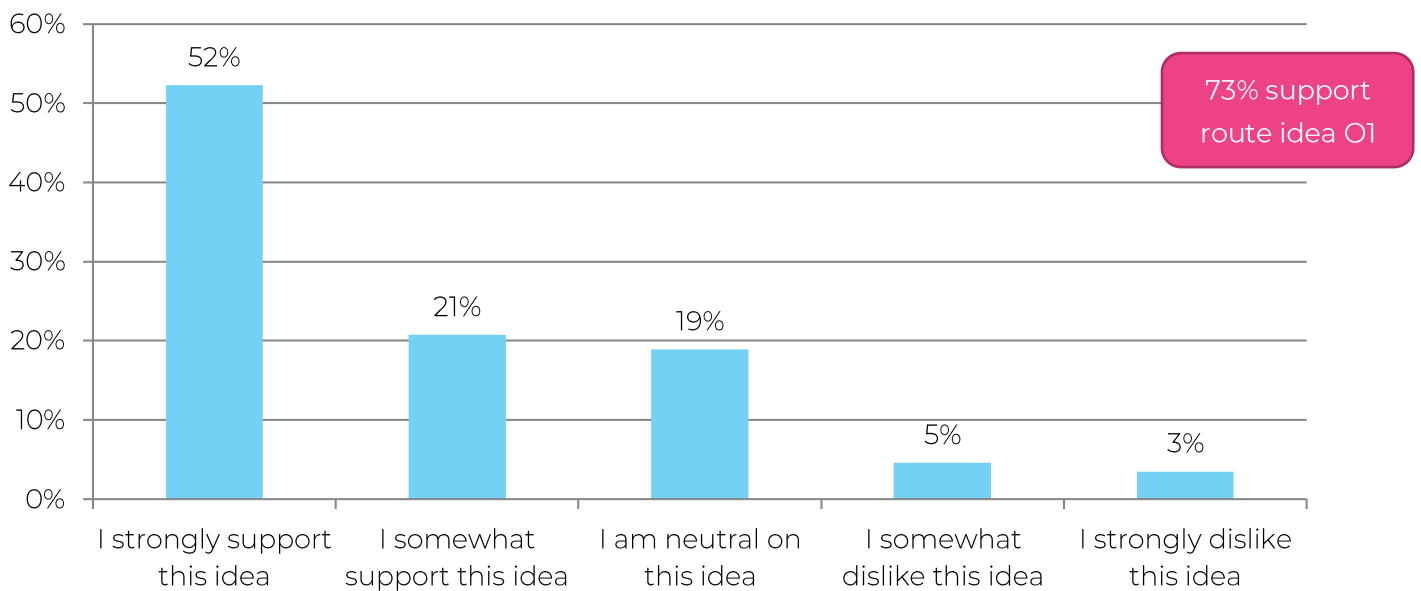


Figure 3. Survey results from the question asking about the O1 route idea

Respondents were asked what they think about combining the Park and Ride route with U4. 48 percent of respondents answered this question, and 53 percent were supportive of this idea.

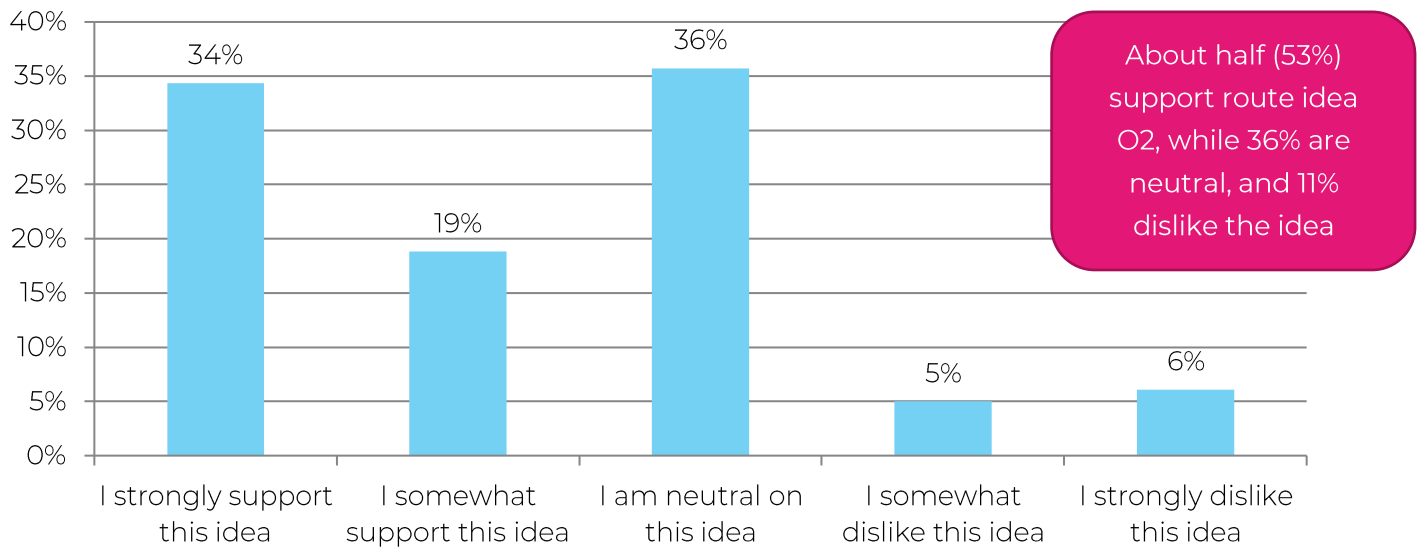


Figure 4. Survey results from the question asking about the O2 route idea

Respondents were asked whether they prefer O2 in Scenario 1 or Scenario 2. 48 percent of respondents answered this question, and 45 percent of respondents preferred O2 in Scenario 2.

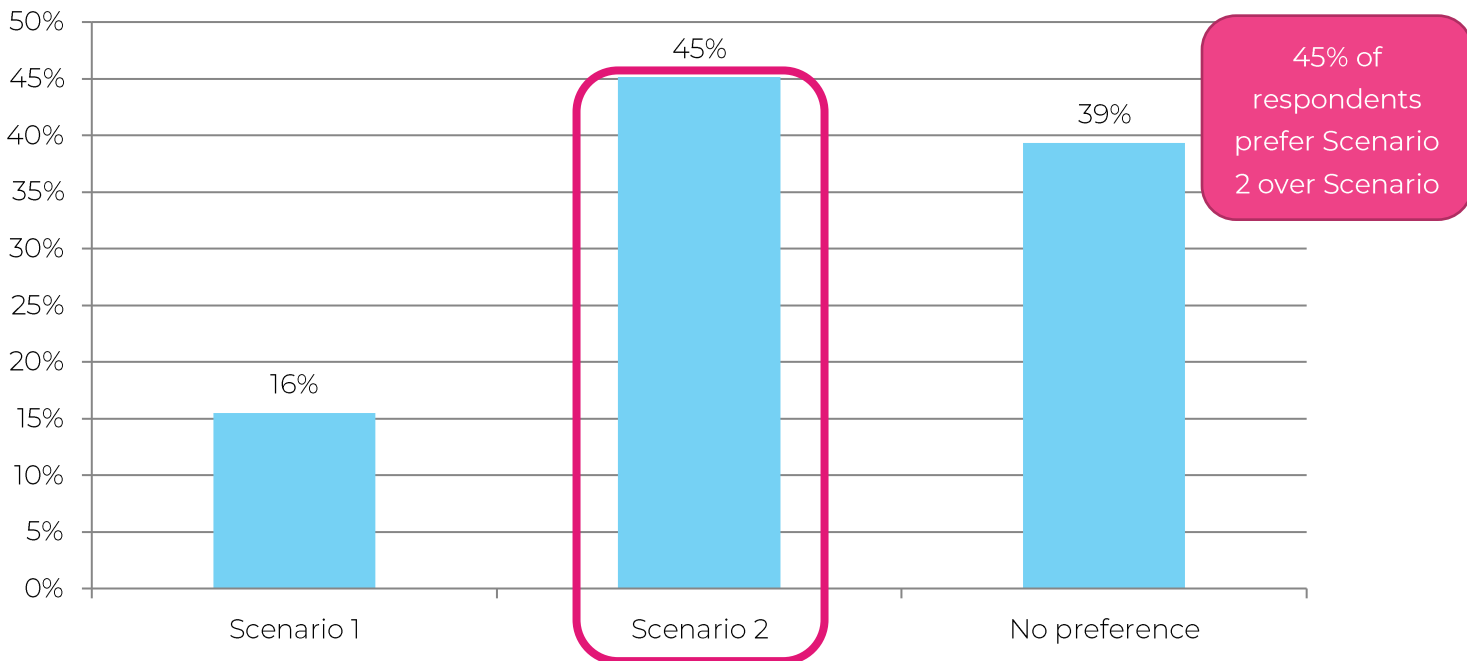


Figure 5. Survey results from the question asking about preference for route O2 in Scenario 1 or Scenario 2

Respondents were asked what they think about having the U1 operate bi-directionally on Locust Street, Spring Street, Campus Avenue, Church Street, and Sycamore Street with a connection out to Walmart. 49 percent of respondents answered this question, and 66 percent supported this idea.

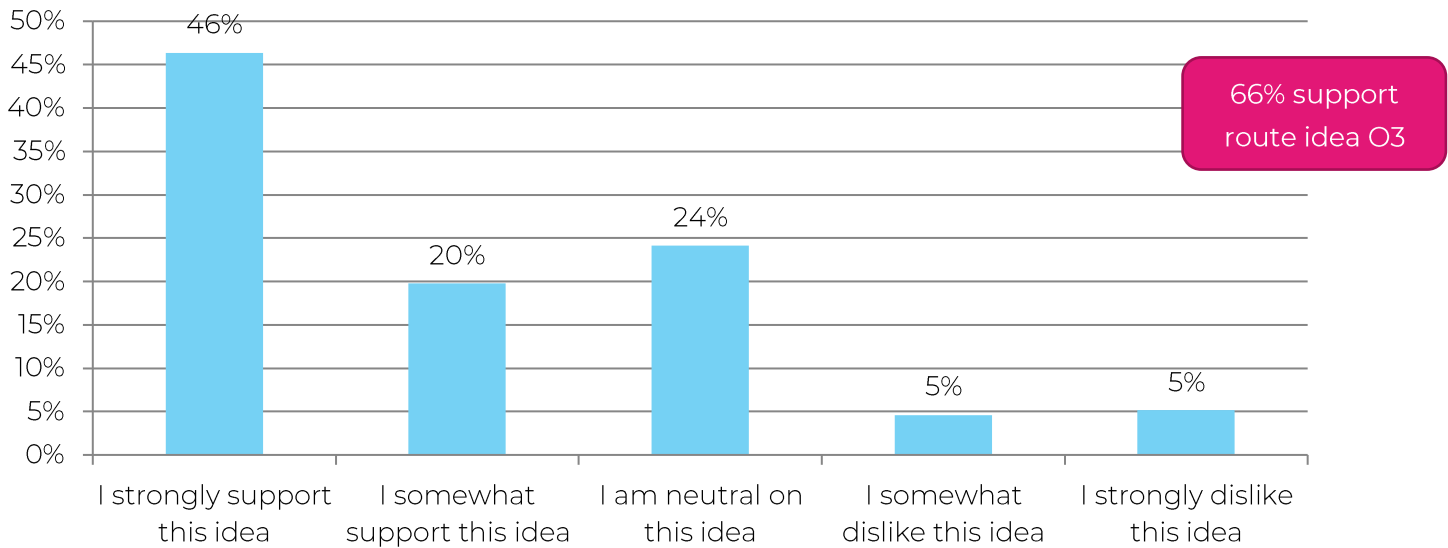


Figure 6. Survey results from the question asking about the O3 route idea

## HAMILTON

Respondents were asked to provide their opinions on potential BCRTA service in Hamilton. Here's a summary of their feedback, followed by more detailed findings from each question.

- There is strong support for the H1 route idea. 80% of respondents expressed support for the idea, while only 4% dislike the idea and 16% have no preference.
- 69% of respondents support the H2 route idea. Only 7% dislike the idea and 24% have no preference.
- The H3 route idea is strongly supported, with 81% of respondents expressing support. Only 4% dislike the idea and 15% have no preference.
- 75% of respondents support the H4 route idea, while only 7% dislike the idea and 18% have no preference.
- 64% of respondents support the H5 route idea. 9% dislike the idea and 27% have no preference.
- Of all the Hamilton route ideas, respondents liked H1 the most.



Respondents were asked what they think about having a route that operates between Market Street Station and the Meijer and Walmart in northern Hamilton via Main Street, Eaton Avenue, and Washington Boulevard (near Hamilton High School). 39 percent of respondents answered this question, and 80 percent of those who responded supported this route idea.

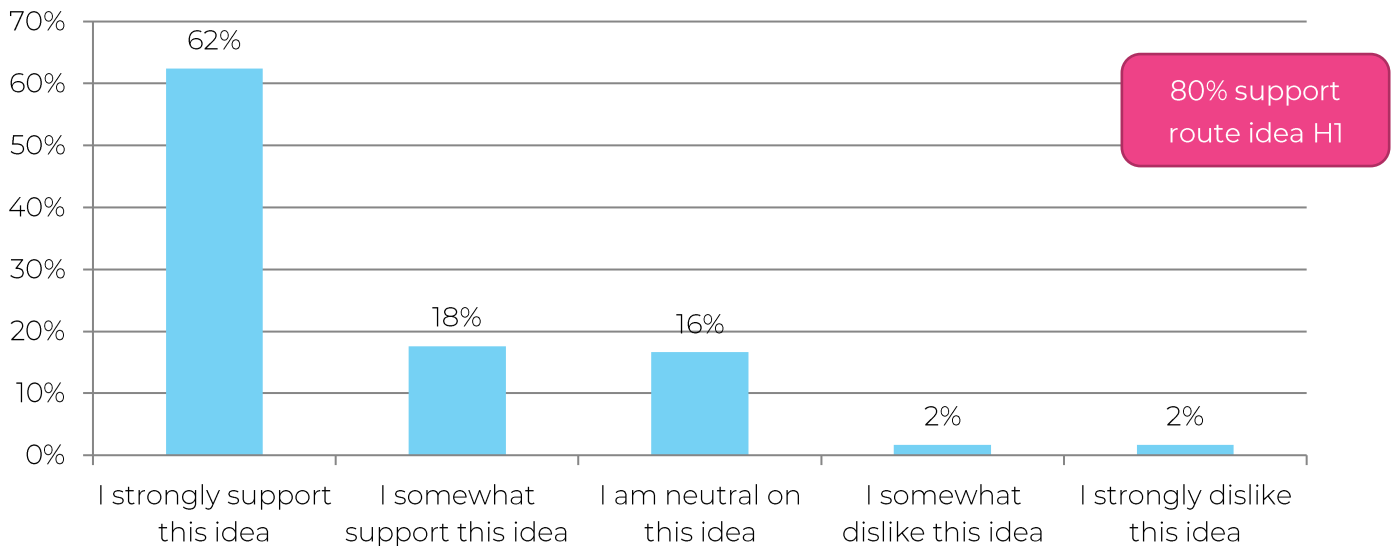


Figure 7. Survey results from the question asking about the H1 route idea

Respondents were asked what they think about having a route that operates between Market Street Station and the Meijer and Walmart in northern Hamilton via Main Street. 39 percent of respondents answered this question, and 69 percent of those who responded were supportive of this route.

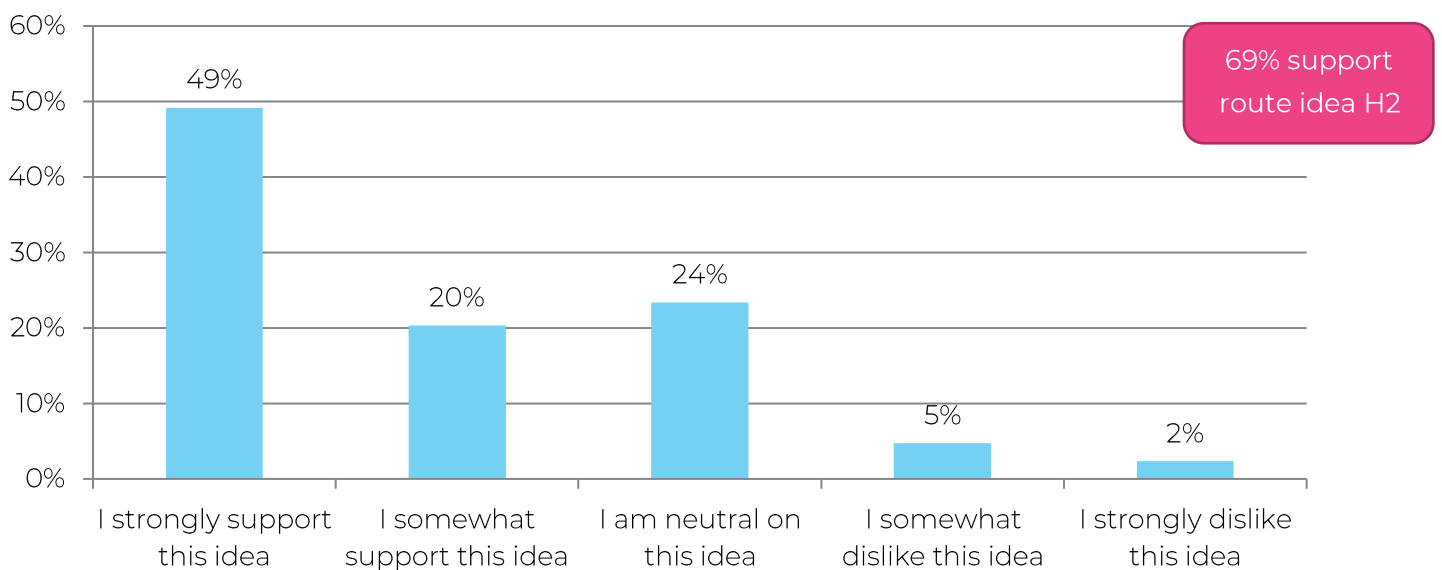


Figure 8. Survey results from the question asking about the H2 route idea

Respondents were asked what they think about having a route that operates between Market Street Station and the Bridgewater Falls shopping area via Miami University Hamilton, Erie Boulevard (4), Grand Boulevard/Hamilton Mason Road, and Morris Road. 39 percent of respondents answered this question, and 81 percent of those that responded were supportive of this route idea.

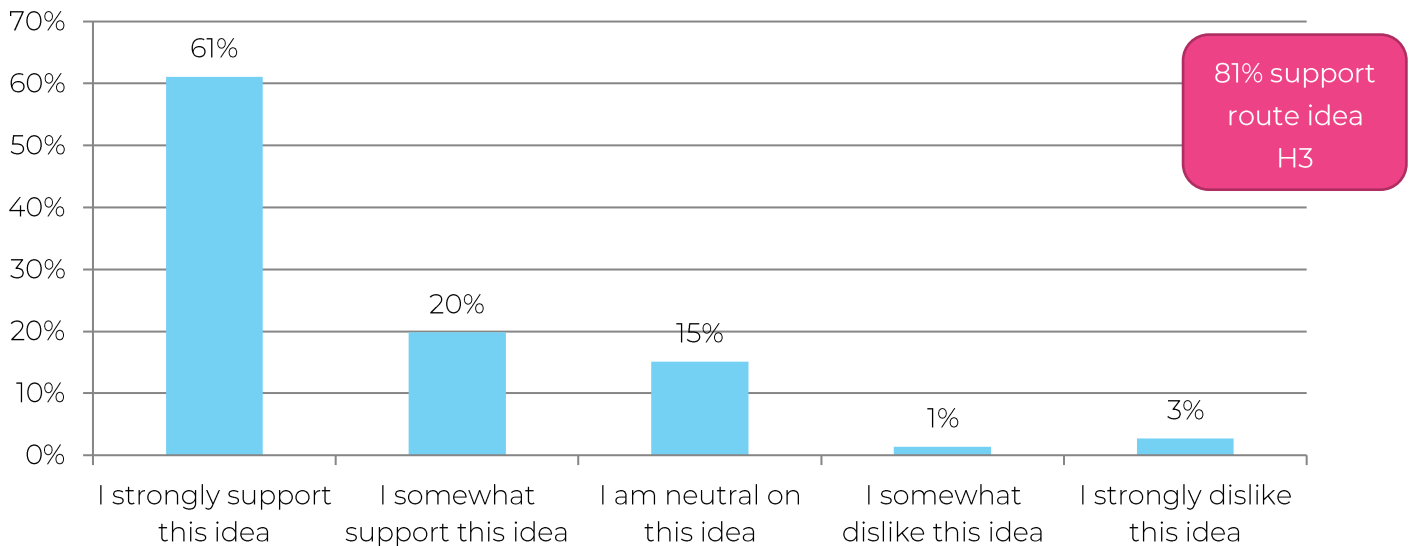


Figure 9. Survey results from the question asking about the H3 route idea

Respondents were asked what they think about having a route that operates between Market Street Station and the Bridgewater Falls shopping area via High Street and Princeton Road. 39 percent of respondents answered this question, and 75 percent of those that responded were supportive of this idea.

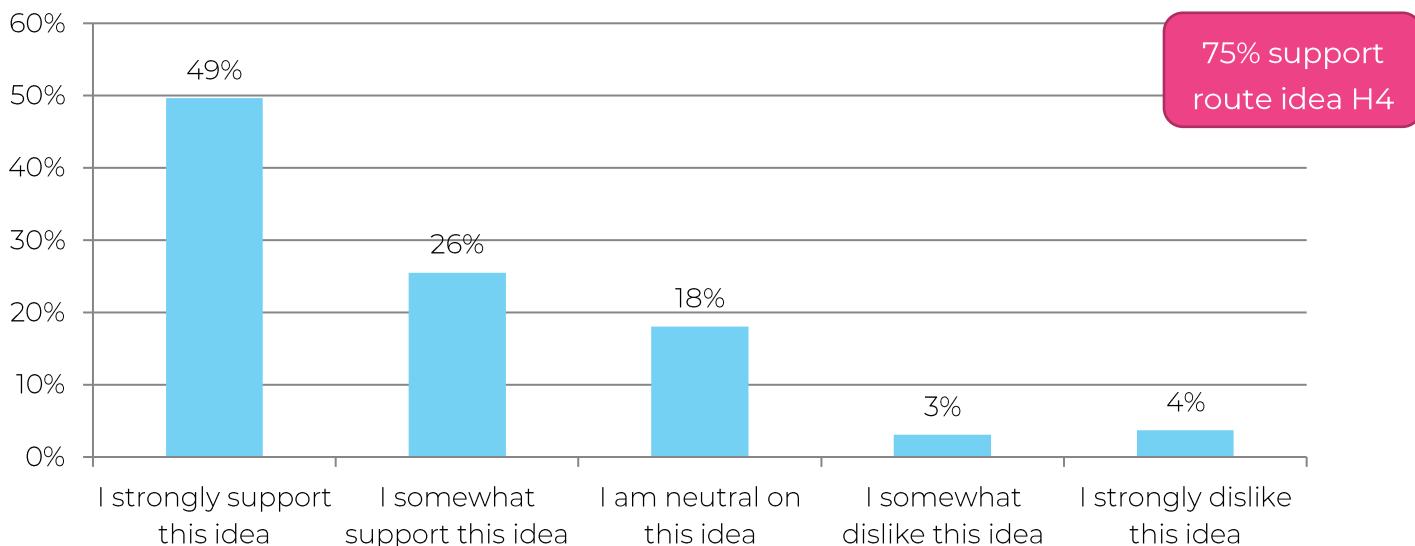


Figure 10. Survey results from the question asking about the H4 route idea

Respondents were asked what they think about having a route that operates between Market Street station and Dollar General via 3rd Street, Walnut Street, Hanover Street, and Dixie Highway (S). 38 percent of respondents answered this question, and 64 percent of those that responded were supportive of this idea.

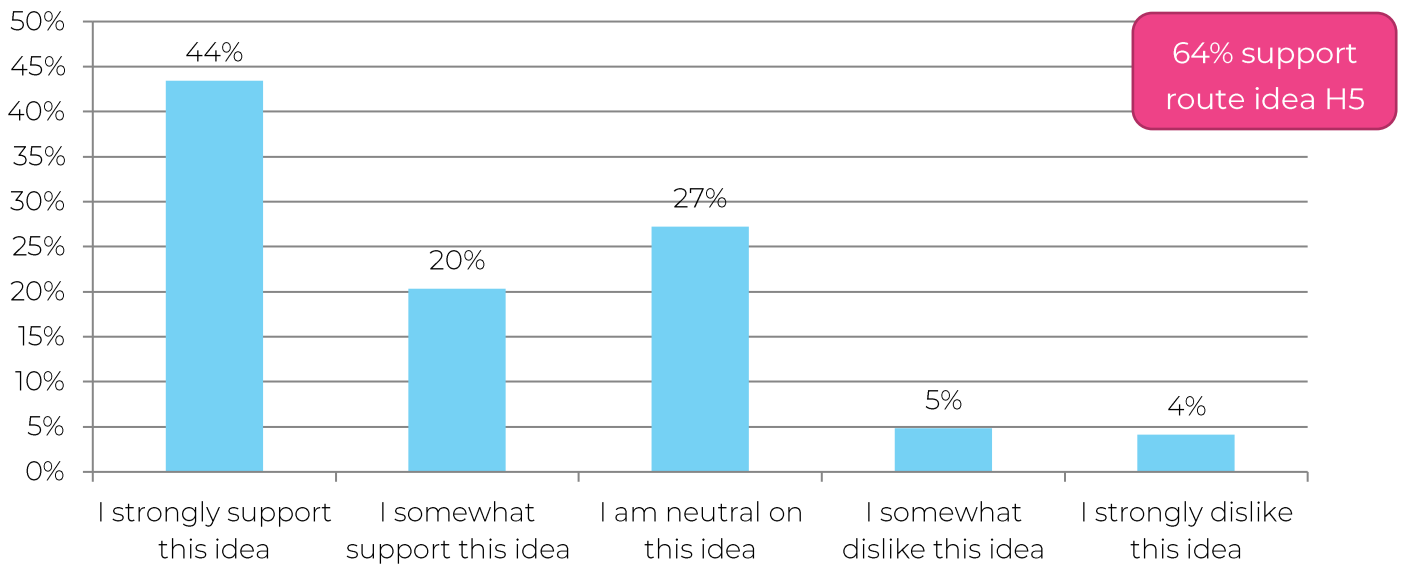


Figure 11. Survey results from the question asking about the H5 route idea

Respondents were asked to rank the Hamilton route ideas. 32 percent of respondents answered this question, and H1 was the route most preferred by those that responded.

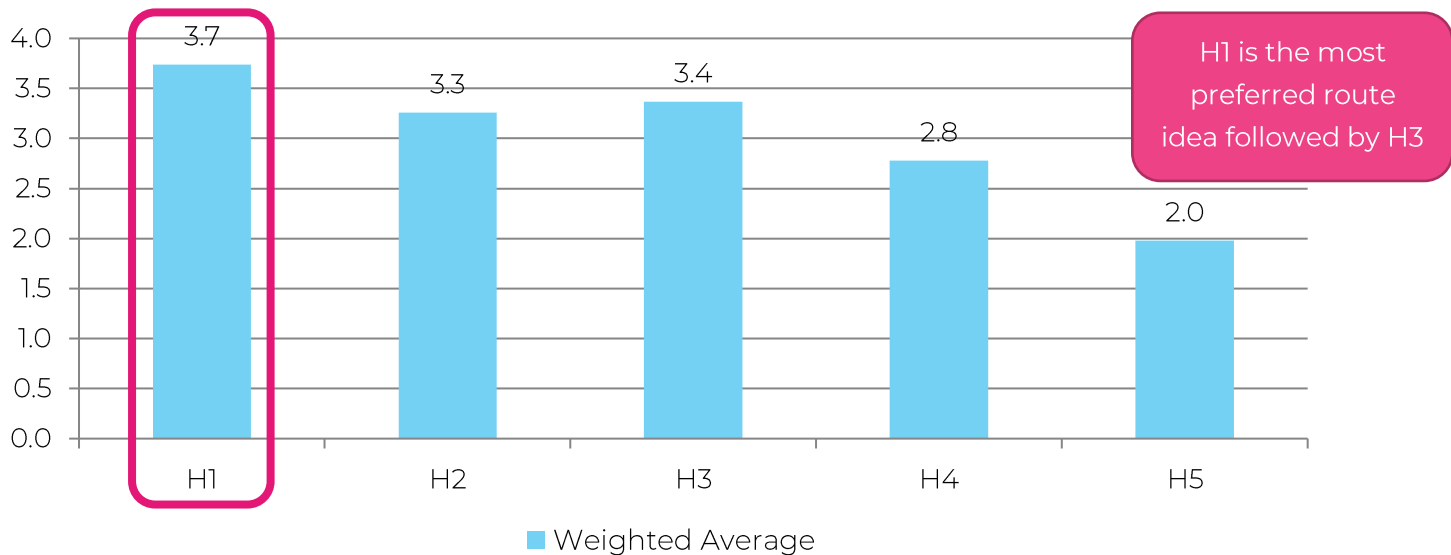


Figure 12. Survey results from the question asking respondents to rank the Hamilton route ideas

## MIDDLETOWN

Respondents were asked to provide their opinions on possible changes to existing BCRTA service in Middletown. Here's a summary of their feedback, followed by more detailed findings from each question.

- 67% of respondents support the M1 route idea, while only 6% dislike the idea and 27% have no preference.
- Most (72%) respondents support the M2 route idea. Only 7% dislike the idea and 22% have no preference.
- 66% of respondents support the M3 route idea, while only 6% dislike the idea and 27% have no preference.
- Most (74%) respondents support the M4 route idea, while only 4% dislike the idea and 22% have no preference.
- Of all the Middletown route ideas, respondents liked M1 the most.
- Support was closely split between the M1 (34%) and M4 (32%) route ideas.

Respondents were asked what they think about having a route that would connect Middletown Transit Station and Walmart via Central Avenue, Sutphin Street, Grand Avenue, Roosevelt Avenue, and Towne Boulevard. 19 percent of respondents answered this question, and 67 percent of those that answered were supportive of this route idea.

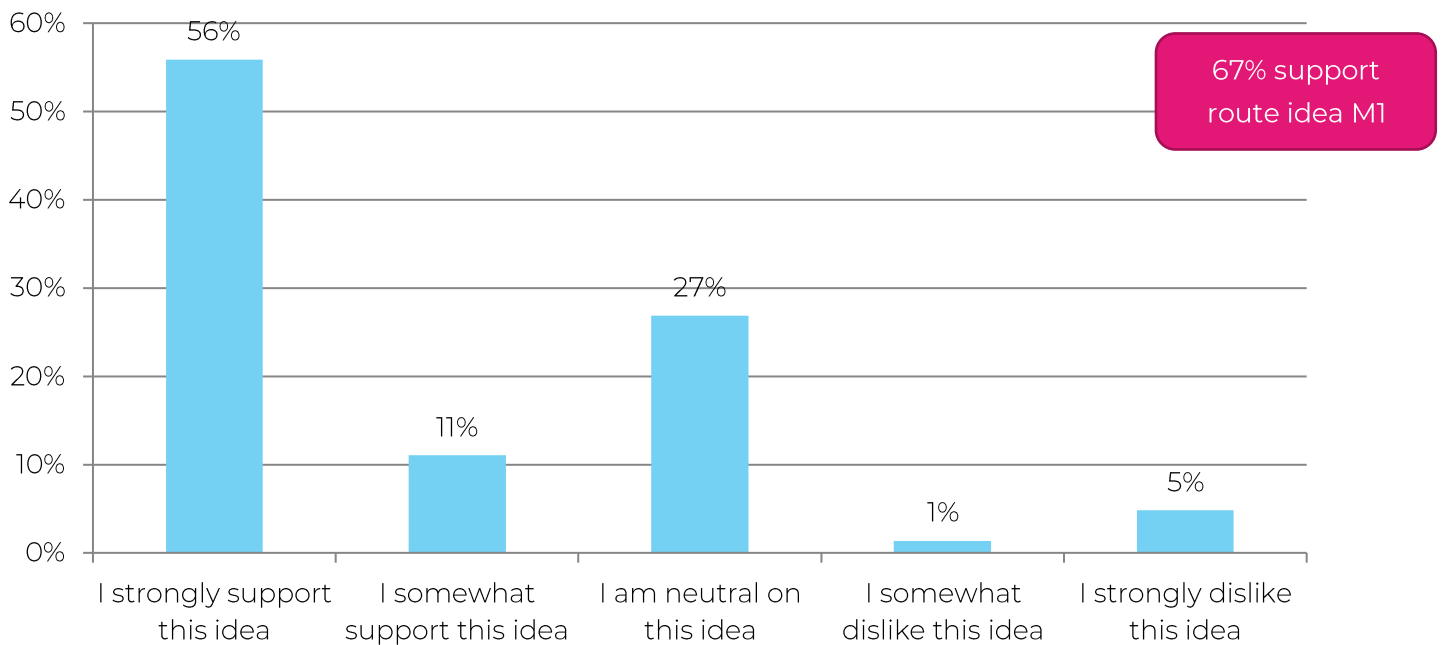


Figure 13. Survey results from the question asking about the M1 route idea

Respondents were asked what they think about having a route that would connect Middletown Transit Station and Walmart via Verity Parkway, Nelbar Street, University Boulevard, Breiel Boulevard, Central Avenue, Dixie Highway, and Towne Boulevard. 19 percent of respondents answered this question, and 71 percent of those that answered were supportive of this route.

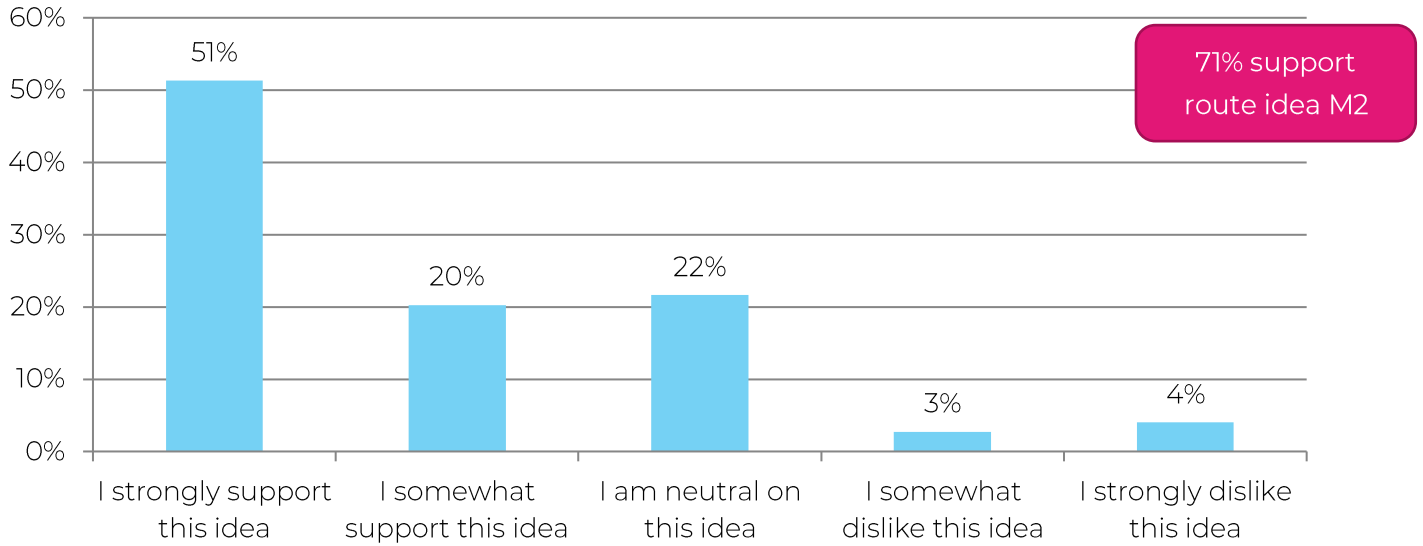


Figure 14. Survey results from the question asking about the M2 route idea

Respondents were asked what they think about having a route that would connect Middletown Transit Station and Trenton via Main Street and State Street. 19 percent of respondents answered this question, and 66 percent were supportive of this route.

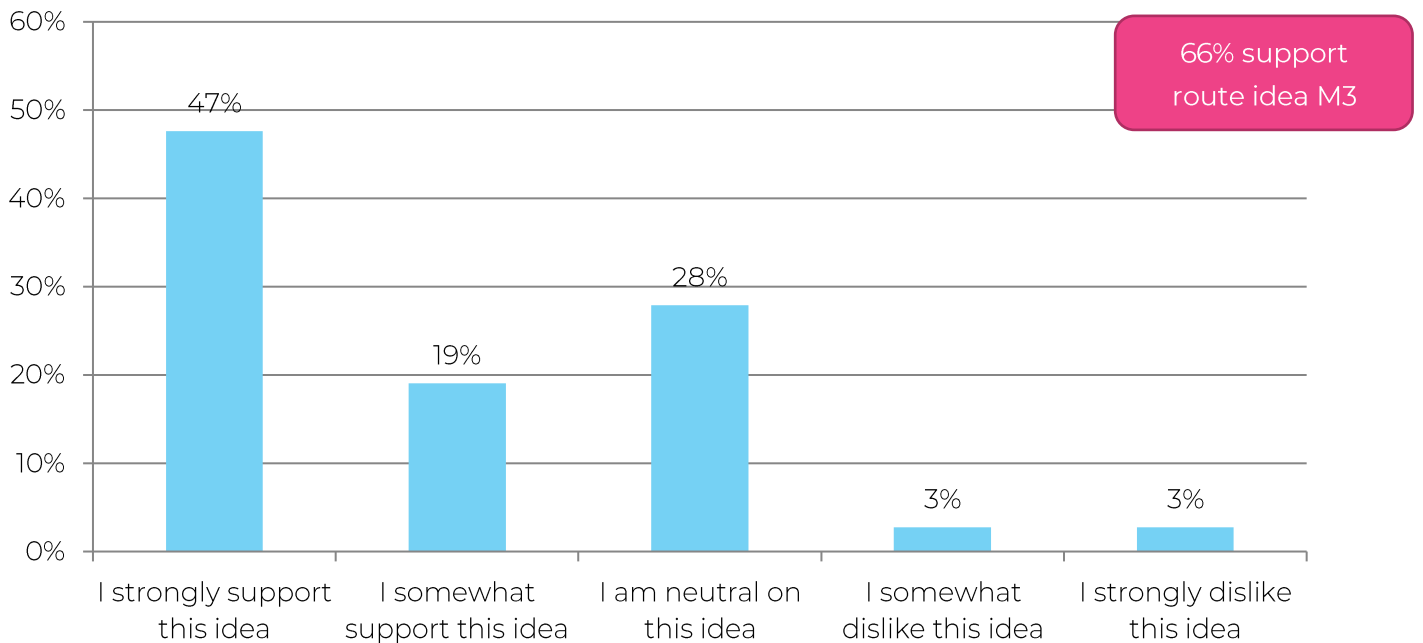


Figure 15. Survey results from the question asking about the M3 route idea

Respondents were asked what they think about having a route that would connect Middletown Transit Station and Atrium Medical Center via Walmart on Central Avenue, Sutphin Street, Grand Avenue, Roosevelt Avenue, Towne Boulevard, Hendrickson Road, and Union Road. 19 percent of respondents answered this question, and 74 percent of those that answered were supportive of this route.

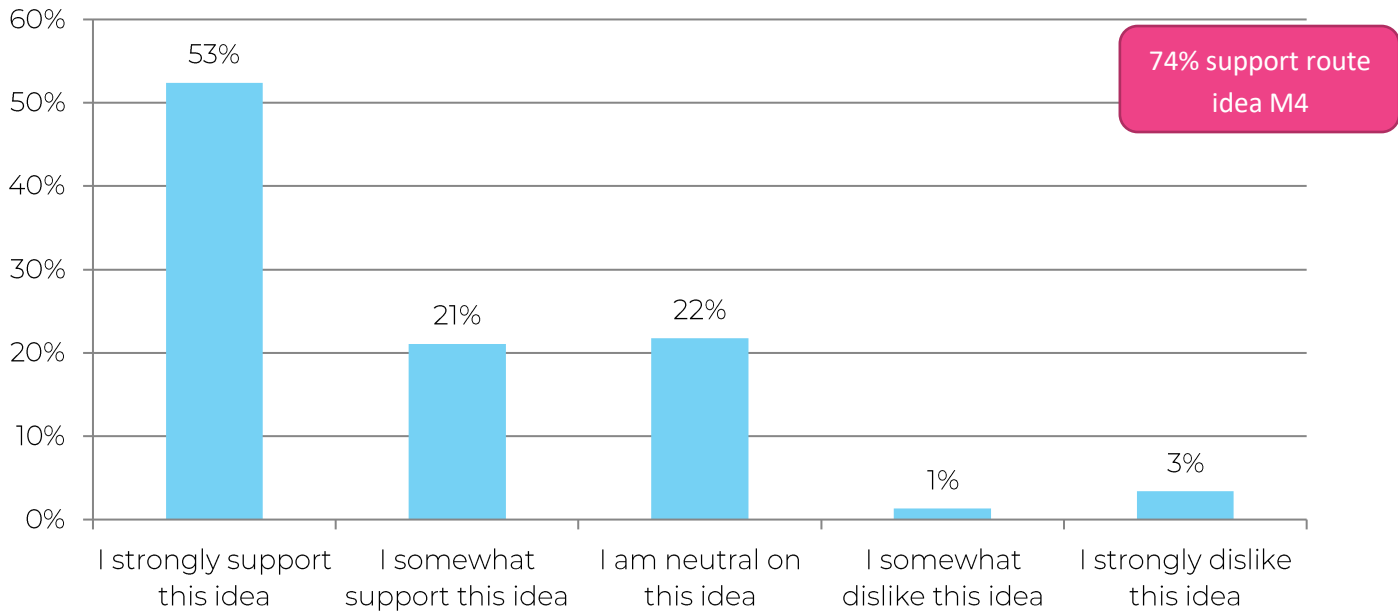


Figure 16. Survey results from the question asking about the M4 route idea

Respondents were asked to rank the Middletown route ideas. 15 percent of respondents answered this question, and M1 was the route most preferred by those that answered.

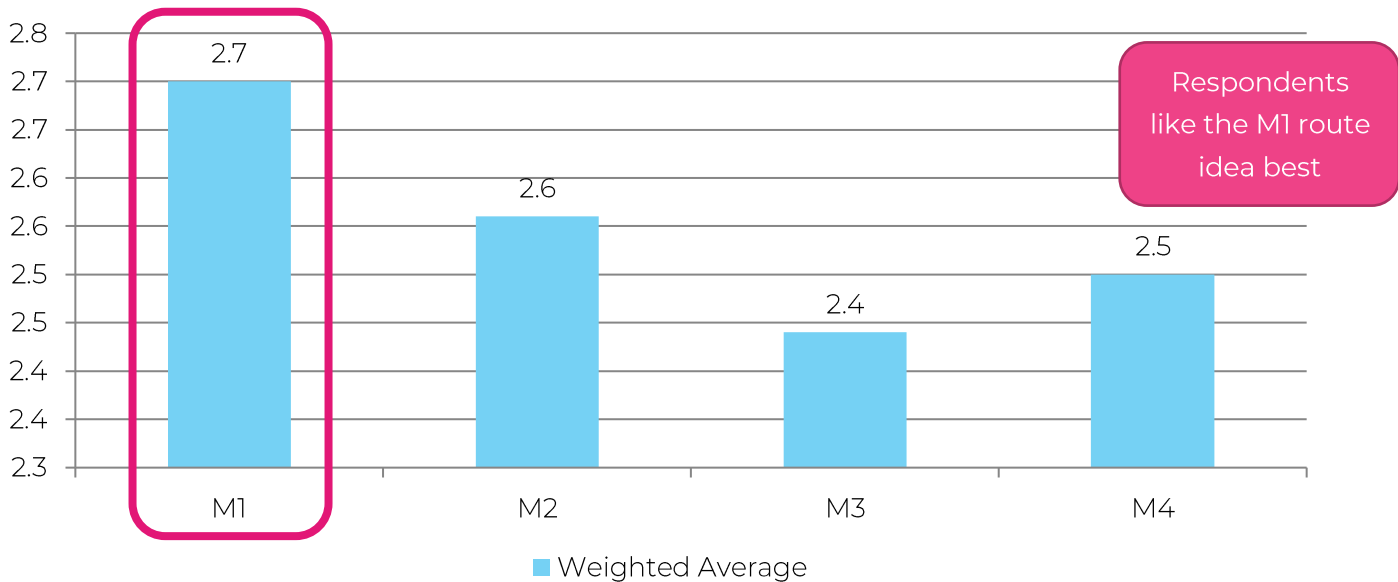


Figure 17. Survey results from the question asking respondents to rank the Middletown route ideas

Respondents were asked which route they like better, M1 or M4. 18 percent of respondents answered this question, and those that answered were fairly torn between the two route ideas.

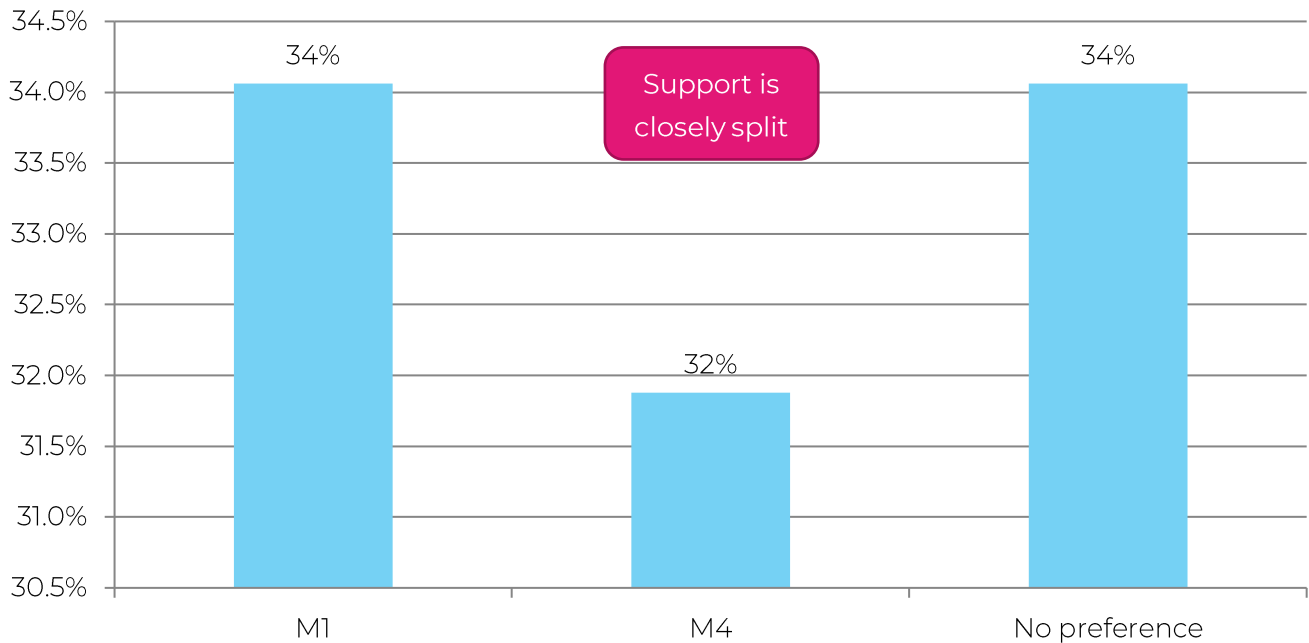


Figure 18. Survey results from the question asking respondents whether they prefer the M1 or M4

### REGIONAL

Respondents were asked to provide their opinions on possible changes to existing BCRTA regional service. Here's a summary of their feedback, followed by more detailed findings from each question.

- About half (53%) of respondents support the R1 route idea, while 9% dislike the idea and 38% have no preference.
- Most (73%) respondents support the R3 route idea. Only 7% dislike the idea and 20% have no preference.

Respondents were asked what they think about making the R1 more direct and removing portions of the route on Hamilton Lebanon Road, Salzman Road, and Todhunter Road. 35 percent of respondents answered this question, and 53 percent of those who answered were supportive of this route.

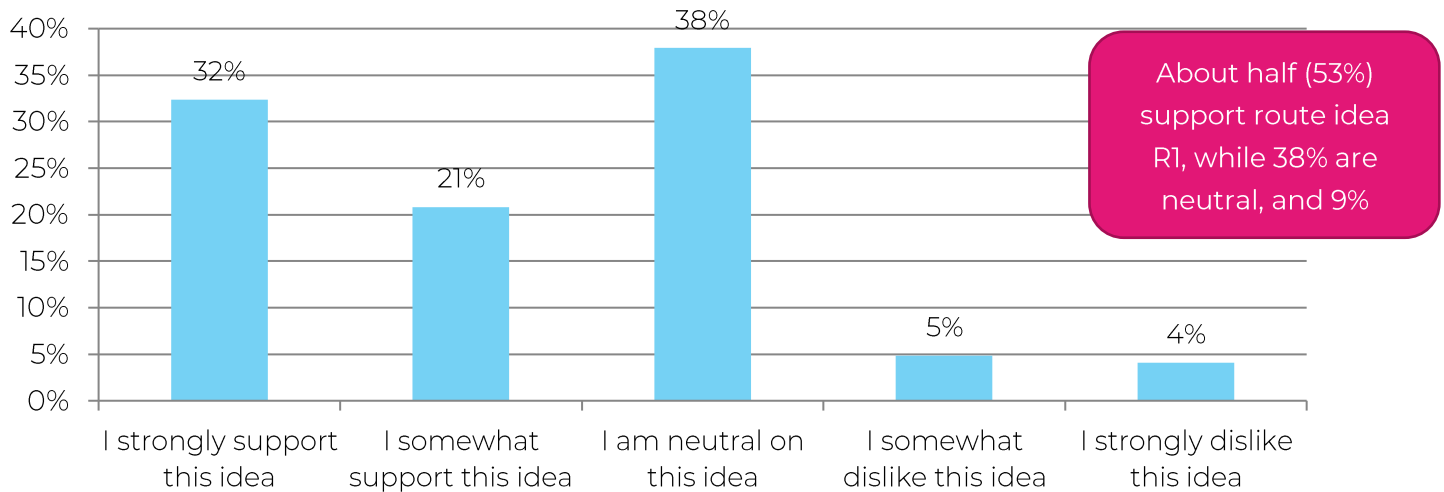


Figure 19. Survey results from the question asking about the R1 route idea

Respondents were asked what they think about having the R3 travel further north and west in Oxford out to Walmart and travel further south to Springdale to connect with Metro Route 23X into Cincinnati. 37 percent of respondents answered this question, and 73 percent of those that answered were supportive of this route.

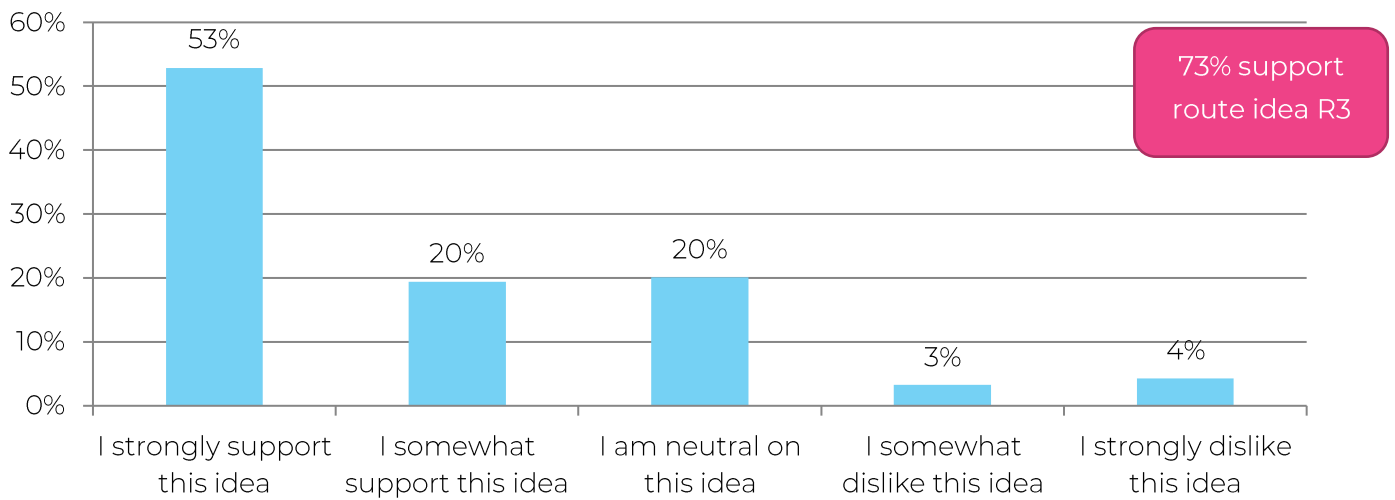


Figure 20. Survey results from the question asking about the R3 route idea

### FUNDING

Respondents were asked if they are supportive of a local tax to help pay for transit service. 63% of respondents answered this question. Of those that answered, 62 percent of respondents support a local tax to pay for transit service, while 22 percent support a local tax to pay for improvements to roads and transit, and 16 percent do not support a local tax for improvements to roads or transit.



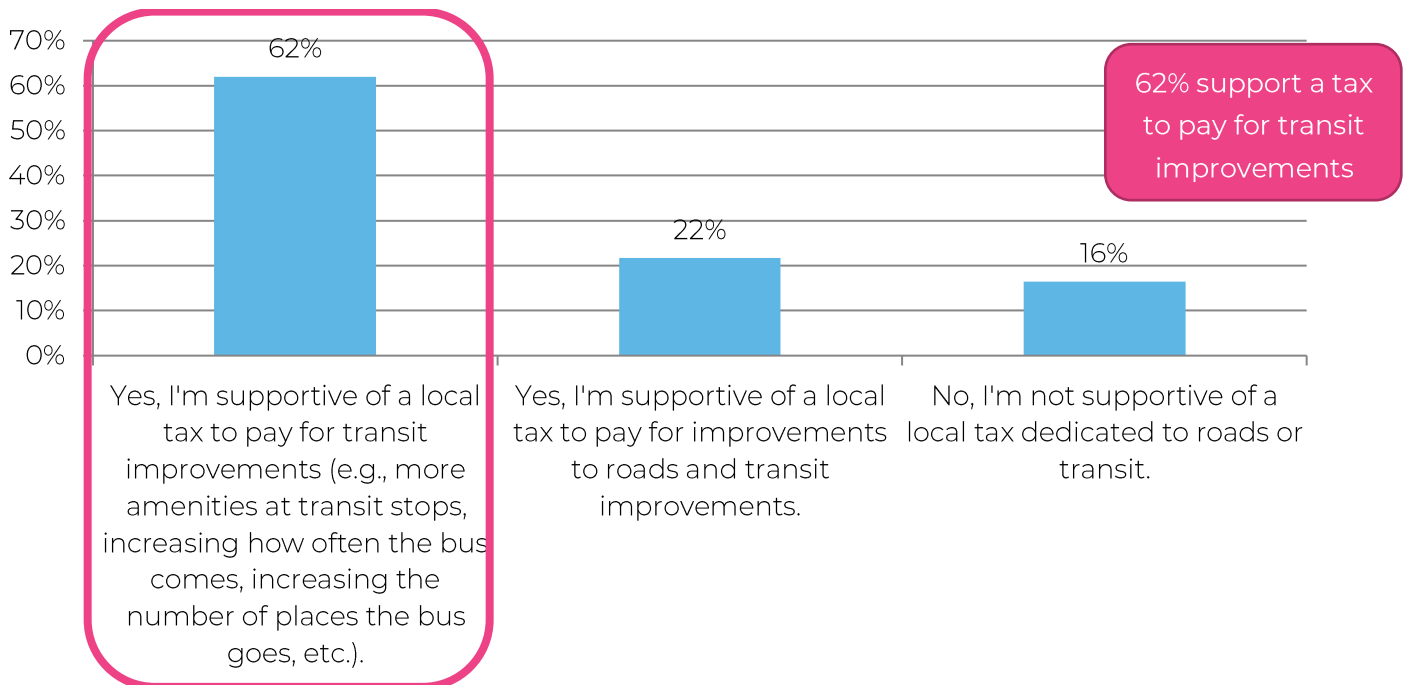


Figure 21. Survey results from the question asking whether respondents are supportive of a local tax to help pay for transit service

Respondents were asked if they are supportive of a sales tax increase to improve transit in Butler County. 62 percent of respondents answered this question. Of those that answered the most (35%) respondents said they are supportive of a 0.25 percent increase, the highest increase of the survey options, while 19 percent said they are supportive of a 0.15 percent increase, and 26 percent said they are supportive of a 0.05 percent increase. 19 percent said they are not supportive of a local sales tax increase dedicated to transit.

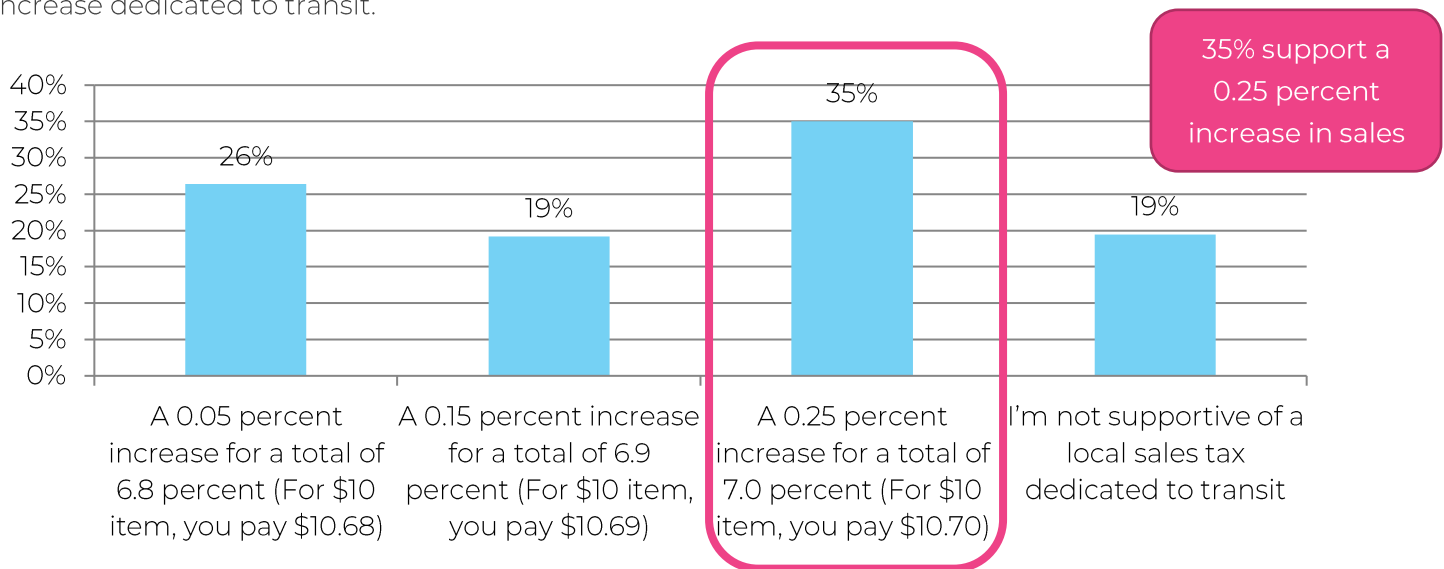


Figure 22. Survey results from the question asking whether respondents are supportive of a sales tax increase to support transit in Butler County

## **CUSTOMER EXPERIENCE**

Respondents were asked how likely they are to recommend BCRTA services to friends, family, or colleagues on a scale of 1-10, with 10 being very likely and 1 being very unlikely. 58 percent of respondents answered this question, and the average response was 7.4.

## **Interactive Map Comments**

### ***Methods***

The project team developed an interactive map to gather feedback on what people like or dislike about the service improvement ideas. The interactive map platform featured four map layers: one with existing BCRTA bus routes, two with the new service ideas for the BCRTA system (Scenario 1 and Scenario 2), and one with a new idea for the Cincinnati express service. Map users could select a pin and drop it in a location where they wanted to provide feedback. The map was advertised through social media and made available on the project website.

### ***Results***

119 comments were received on the interactive map. The most common feedback is summarized below. More detailed findings from interactive map comments are included in Appendix B. Interactive Map Comments.

- **Both Scenarios**
  - Route O1: Proposed two-way service along Spring Street in Oxford would be a useful service
  - Route O2: Route should connect directly to Farmer School of Business rather than stopping at the intersection of E High Street and S Patterson Avenue
  - Concern about the lack of transit service along High Street and into the neighborhoods on the western side of town
  - Need to directly serve Hawks Landing
- **Scenario 1**
  - Oxford-Hamilton: Concern about removal of service (existing Route R3), which would be especially detrimental to students and staff at Miami University who commute

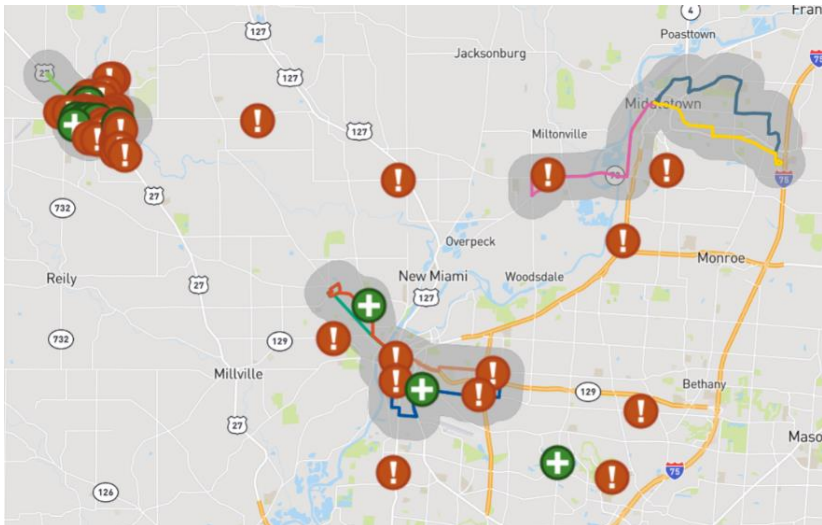


Figure 24. Interactive Map Scenario 1 Comment Locations

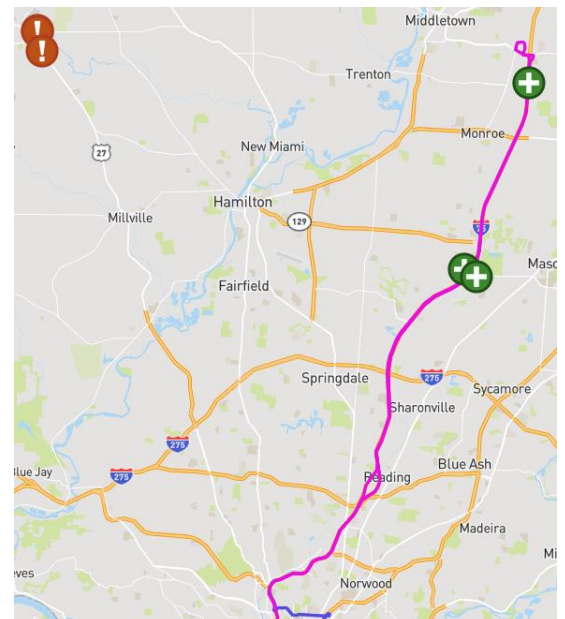


Figure 23. Interactive Map Cincinnati Express Service Comment Locations

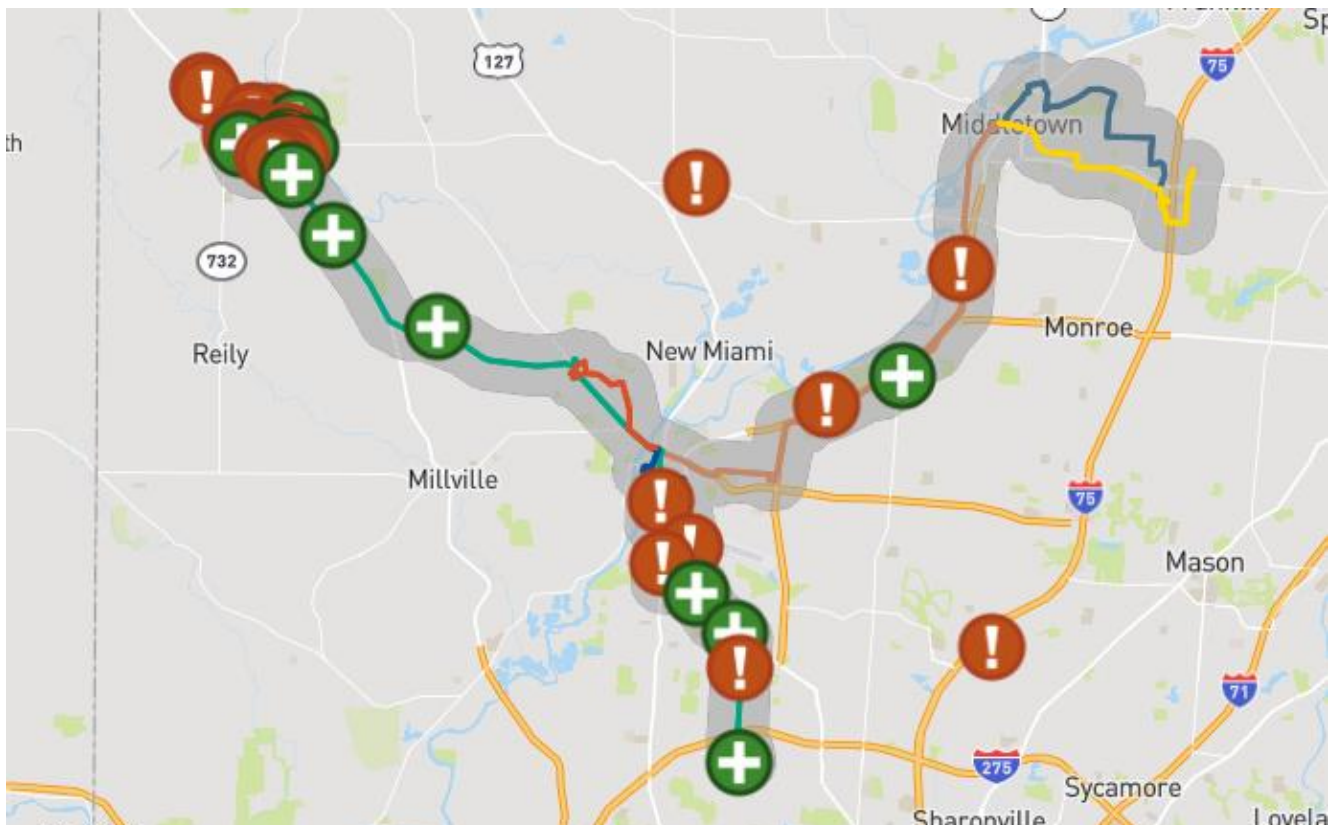


Figure 25. Interactive Map Scenario 2 Comment Locations

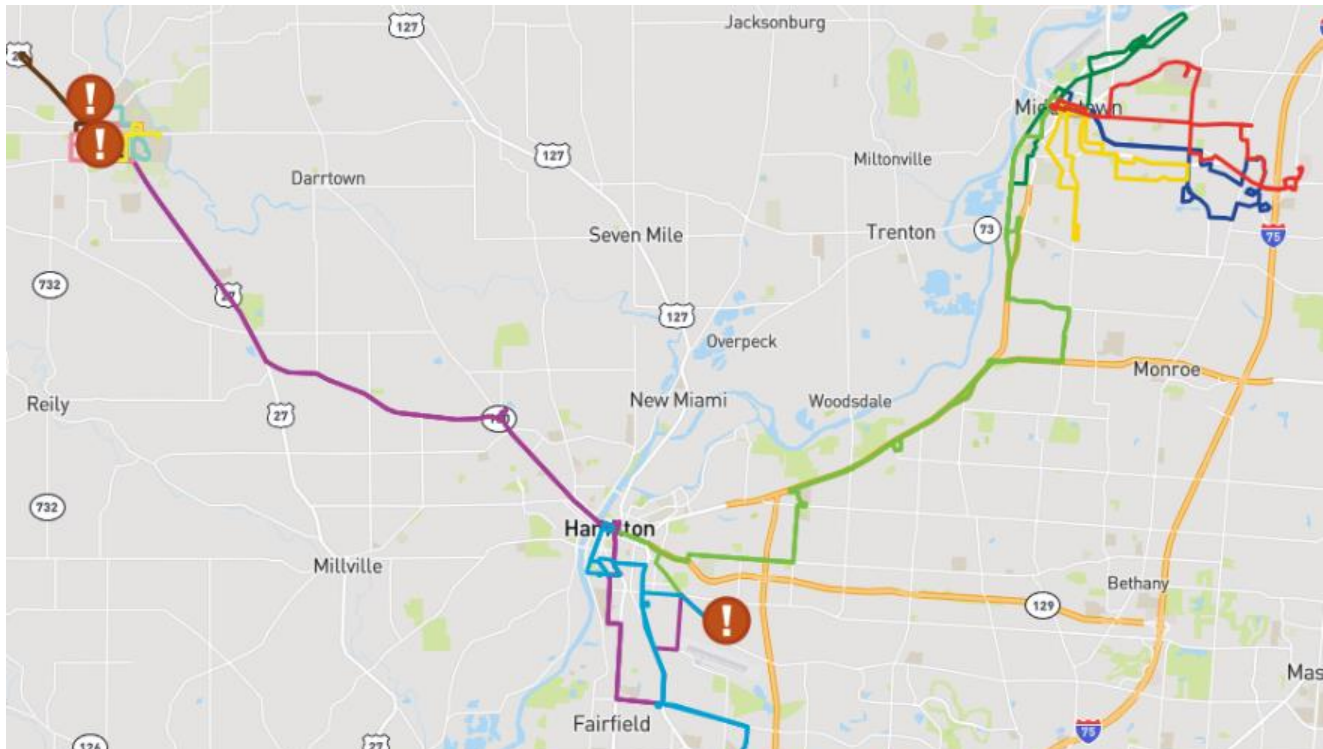


Figure 26. Interactive Map Existing BCRTA Bus Service Comment Locations

## Meetings

### Focus Groups

#### Methods

The study team held four virtual focus group discussions on the following dates/times:

- Tuesday, November 8, 2022; 6–7 p.m.
- Wednesday, November 9, 2022; noon–1 p.m.
- Thursday, November 10, 2022; 9–10 a.m.
- Wednesday, November 16, 2022; noon–1 p.m.

The purpose of these focus groups was to have more in-depth discussion with businesses, non-profit organizations, agency staff, and current riders of BCRTA about the service improvement ideas, answer their questions, and hear their feedback. The study team promoted the focus groups through social media and by emailing the following businesses, non-profits, and agencies in addition to riders that attended previous focus group meetings:

- |  |   |
|--|---|
| ➤ Butler County Regional Airport       | ➤ Oxford Chamber of Commerce            |
| ➤ Butler Tech - Project Life           | ➤ The Chamber of Commerce (Middletown)  |
| ➤ Fairfield Ohio Chamber of Commerce   | ➤ West Chester Liberty Chamber Alliance |
| ➤ Greater Hamilton Chamber of Commerce | ➤ Bridgewater Falls                     |

- Kettering Health Hamilton
- McCullough-Hyde Memorial Hospital
- Mercy Health Heart Institute - Hamilton
- Mercy Health Heart Institute - Oxford
- Atrium Medical Center (Middletown)
- Mercy Health Fairfield
- TriHealth Good Samaritan Hospital
- Lane Libraries – Hamilton and Fairfield
- MidPointe Libraries – Monroe, Liberty  
Trenton, West Chester
- Miami University
- Butler County Board of Developmental  
Disabilities
- Butler County Educational Service  
Center
- Butler County Mental Health &  
Addiction Recovery Services Board
- Butler County Health District
- Butler County United Way
- Big Brothers Big Sisters of Butler  
County
- Boys and Girls Club of Hamilton
- Catholic Charities
- Community First Solutions
- Easterseals
- Haven House
- Hamilton Living water Ministry
- Hope House - Middletown
- Mary's Helping Hands
- Lifespan
- Neighborhood Housing Services of  
Hamilton, Inc.
- Open Door Food Pantry
- Oxford Elderly Services
- Oxford Family Resource Center
- Salvation Army
- SELF - Community Action Agency
- Serve City
- Sojourner Recovery Services
- YMCA
- YWCA
- Ohio Means Jobs
- Opportunities for Ohioans with  
Disabilities
- Metropolitan Housing Authority
- Elderly Services
- Thyssenkrupp Bilstein
- Darien Homes, Inc.
- Deceuninck NA
- Honeywell
- Loveland Excavating and Paving, Inc.
- Collecting Warehouse
- Clippard Instrument Laboratory, Inc.
- Custom Millcraft Corp
- Koch Foods
- Simpson Fence
- Storopack
- West Chester Township Senior Van  
Transportation Service
- City of Oxford
- City of Middletown
- City of Middletown
- City of Hamilton
- City of Fairfield
- West Chester Township

## **Results**

In total, eight non-staff members attended the focus group meetings. A summary of the feedback received from all focus group meetings is provided below.

## **CINCINNATI EXPRESS SERVICE**

- Supportive of this service, want to be able to go to places outside of Butler County and access services in Cincinnati (e.g., classes)
- Transfers are difficult for people with disabilities; make sure connections to Cincinnati Metro are smooth/safe

## **OXFORD**

- Like having service to destinations other than Miami University

## **HAMILTON**

- Mixed feedback about scenario preference
- Like the connections to Bridgewater Falls (employment opportunities) and high school
- H3: Consider staying on Princeton Rd instead of going into Bridgewater Falls, would be more efficient for transit service and reduce likelihood of back-ups within Bridgewater Falls
- Like that H5 serves veterans center and license bureau

## **MIDDLETOWN**

- Like the bi-directional, streamlined service
- Like that the M3 goes into Trenton
- Need increased access to hospitals for families living in Middletown (e.g., Middletown to West Chester)

## **BGO AND BCARE**

- Customers with disabilities rely on BGo and BCare (Uber/Lyft are too expensive)
- Drivers and dispatchers are friendly/helpful
- Trip timing needs improvement (e.g., driver arrival time continues to push out)
- Feel the BGo/Bcare service areas are too limited, should be able to access anywhere in Butler County, go to Cincinnati
- Provide more information for customers about what vehicle they'll be in, driver's name, announcements when vehicle arrives, etc.

## **REGIONAL**

- Excitement for the R3 connection into Springdale

## **Miami University Discussions**

### **Methods**

The project team was invited to give presentations and discuss the BCRTA service improvement ideas with various groups at Miami University, including the Associated Student Government, Commuter Center, and Regional Campus Leadership.

## **Results**

In total, 56 non-staff members attended the Miami University discussions. A summary of the feedback received is provided below.

- Like the service on High Street
- Have safety concerns about connections to Cincinnati
- Some drivers continuously miss stops/don't stop when requested (e.g., at Ditmer)
- Bus app can be confusing, needs to be more user friendly (e.g., sometimes says the bus isn't there when it is, needs better trip planning features, locks on your location)
- What can we do to improve visibility of those waiting at stops along Maple (hard to see with parked cars)?
- Park and Ride and U4 (Ditmer Flyer)
  - Ditmer is the most popular Park and Ride
  - The small bus gets almost completely full, need buses with greater capacity
  - Prefer layovers occur at Ditmer instead of the Chestnut stop, would allow students more time to get on the bus
  - Would like the Park and Ride to serve more destinations like King Library, Armstrong, and Farmer
- Would like evening service from parking lots on campus and morning service timed with 8 a.m. and 10 a.m. classes
- Generally happy with the U3 and more direct U3X
- Need for more shelters and benches at stops on campus
- Concern about removal of the Oxford-Middletown route, it's a critical route for Miami University students
- Would like direct routes between all the Miami University campuses, current system isn't a good solution, hearing complaints from students about travel times being too long
- Hamilton-Middletown route is used fairly frequently
  - Serves low-income students, adult learners, provides increased access to higher education

## **General Comments**

### **Methods**

Comment cards were available for people unable or uninterested in filling out a project survey to provide feedback on BCRTA or the service ideas.

### **Results**

Ten comment cards were received. Key takeaways from the comment cards included:

- Several customers experienced bus drivers passing them up/not stopping for them
- Need for service to go later into the evening

- Like the system and transportation services offered

## Lessons Learned and Next Steps

While Phase 2 engagement efforts on the BCRTA Transit Plan were beneficial, the study team has a few key lessons learned that can be factored into the next phase of engagement:

- Phase 2 of engagement had high participation on the service ideas survey and interactive map. These tools were promoted by staff at meeting presentations and frequently on BCRTA's Facebook and through paid social media advertising. Based on the high participation, these advertising methods were effective and should be used in future engagement.
- The focus group meetings had low participation. There were only eight attendees across the four different meeting dates/times offered. Insightful feedback was received from these discussions, but higher attendance would be preferred. More direct invitation to the focus groups may be beneficial to increase attendance in addition to the promotion on the project website and social media that were done as part of this project.
- The project team connected with many people who are likely to rely on transit, but several of them did not know the transit service existed or instead rely on their bicycles, due to the frequency of service, locations served, and service travel time. While some of these individuals were not able or interested in filling out a survey, they provided helpful insight regarding desired transit connections. This emphasized the importance of comment cards and personal conversations as methods of providing feedback.
- BCRTA operators were each given a goal of trying to get a certain number of riders to fill out paper surveys on their vehicle. This was a successful strategy for reaching regular riders with helpful insight that may not have otherwise filled out a survey.

The feedback received on the service improvement ideas will help the study team revise them and propose recommendations for inclusion in the draft final plan.



# Appendix A. Service Ideas Survey Results

Are you interested in sharing feedback about the Cincinnati Express Service?

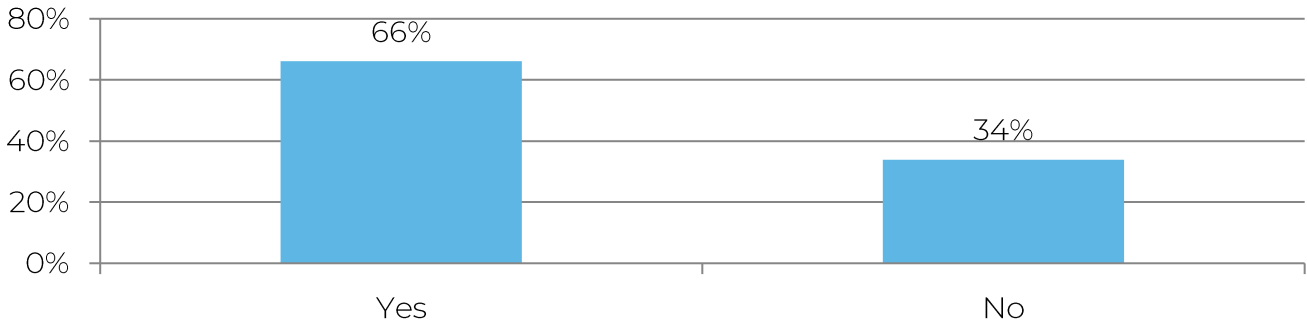


Figure 27. Survey results from the question asking whether respondents want to share feedback about Cincinnati Express Service

What other comments for feedback do you have about the BCRTA route ideas for Cincinnati express service?

- Support for this idea (needed for people who work/go to school in Cincinnati)
- Desire for connections from other Butler County cities to Cincinnati (Oxford and Hamilton most mentioned)
- Feel the route is long enough/ Consider some trips serving Uptown and some direct to downtown
- Need for more frequent/expanded service hours (early mornings, weekends, daytime trips)

Are you interested in sharing feedback on Oxford routes?

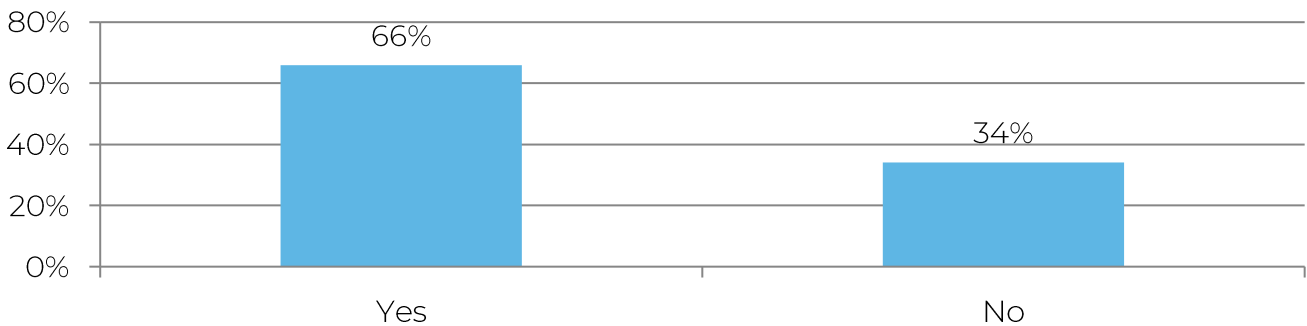


Figure 28. Survey results from the question asking whether respondents want to share feedback on Oxford routes

## What other comments or feedback do you have about the BCRTA route ideas in Oxford?

- Need service from residential areas to Miami and shopping
- Serve Farmer School of Business (from dorms/student housing, High Street)
- Concern about existing routes going away (U3, U4, R3)/Routes proposed are too long/indirect
- Connection needed from Oxford to Cincinnati/airport, Hamilton, Middletown
- Serve permanent Oxford residents in terms of hours and locations (connect to local schools/amenities, not just Miami)
- Like the bi-directional routing
- Need more frequent service/extended hours

## Are you interested in sharing feedback on Hamilton Routes?

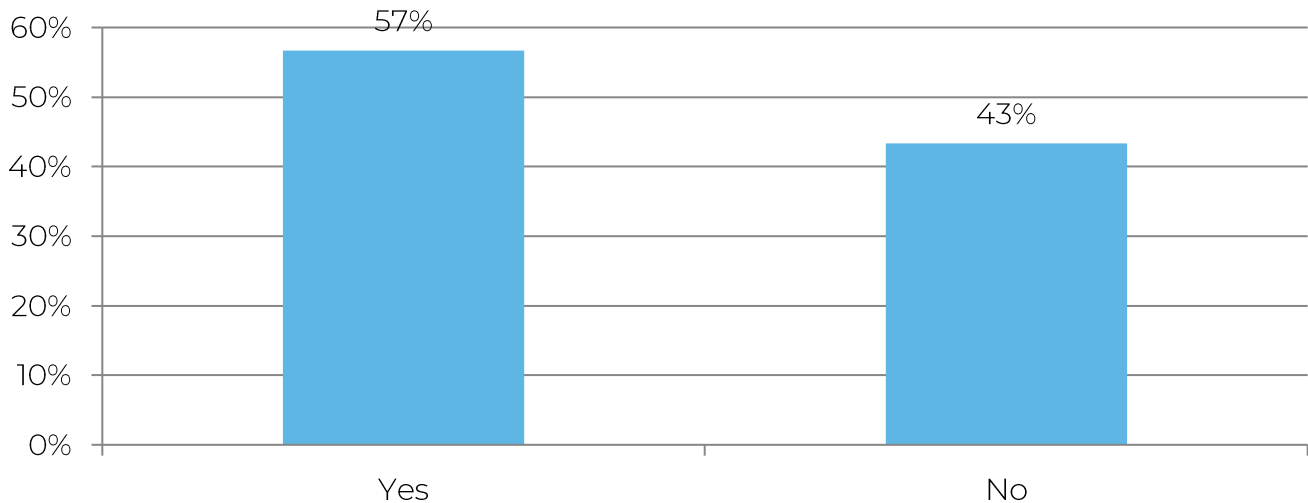


Figure 29. Survey results from the question asking whether respondents want to share feedback on the Hamilton routes

## What other comments or feedback do you have about the BCRTA route ideas in Hamilton?

- Like the service to Bridgewater Falls
- Need for expanded service hours (weekends), greater frequency
- Need service to more hospitals (e.g., Kettering Health, Tri-Health Bethesda)
- Need for more education/information about where bus stops and when
- Need connection between MU Hamilton/MU Middletown and MU Hamilton/MU Oxford
- Having routes between cities is essential (Keep the R3 and connection to Oxford)
- Serve schools and community destinations (e.g., Voice of America Park, Spooky Nook)

## Are you interested in sharing feedback on Middletown routes?

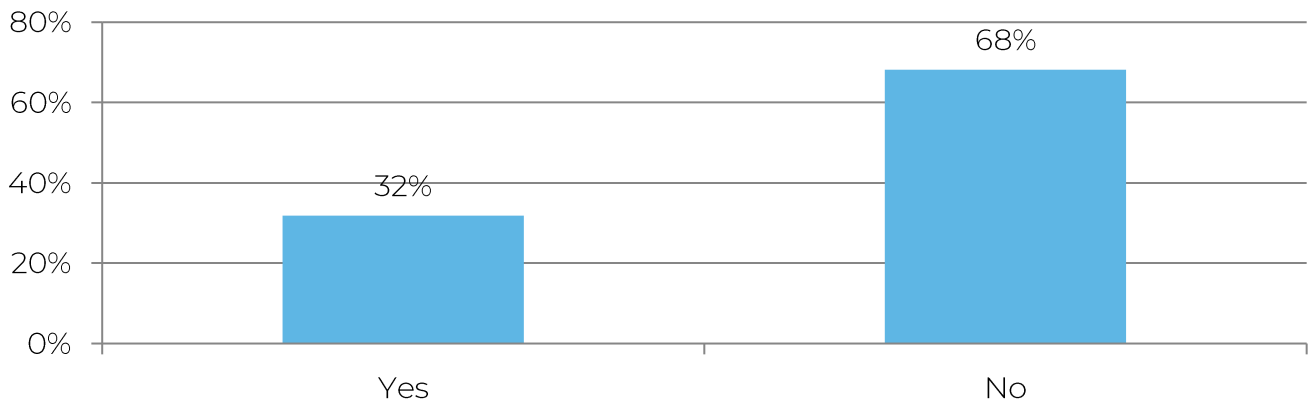


Figure 30. Survey results from the question asking whether respondents want to share feedback on the Middletown routes

What other comments or feedback do you have about the BCRTA route ideas in Middletown?

- Keep access to Atrium
- Route between Miami campuses is essential (consider express service)
- Desire for more frequent service, expanded service hours (weekends, evenings)
- Like routes as they are (Blue Line/Red Line, need R2, don't impact 42X West Chester)

## Are you interested in sharing feedback on Regional routes?

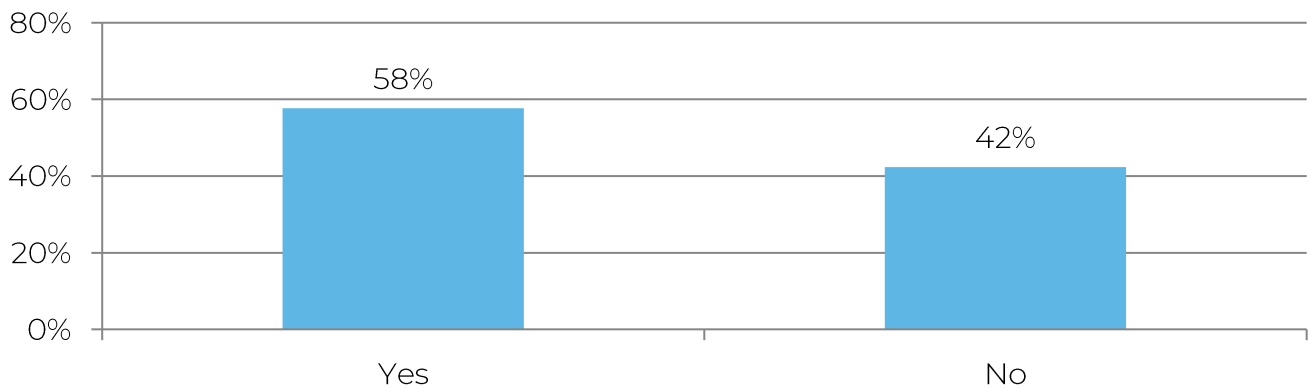


Figure 31. Survey results asking respondents whether they want to share feedback on the Regional routes

What other comments or feedback do you have about the BCRTA regional routes?

- Need a direct route from Oxford to Cincinnati
- Feel the R3 is too long, don't like that it extends so far into Oxford to Walmart
- Like the R3 idea, could extend further
- Add service to other cities (West Chester, Colerain, Dayton)
- Need more frequent service, expanded hours (weekends)
- Need connections between Oxford, Hamilton, Middletown/routes that go between Miami campuses, bring back R2

## Demographics

Do you currently ride BCRTA?

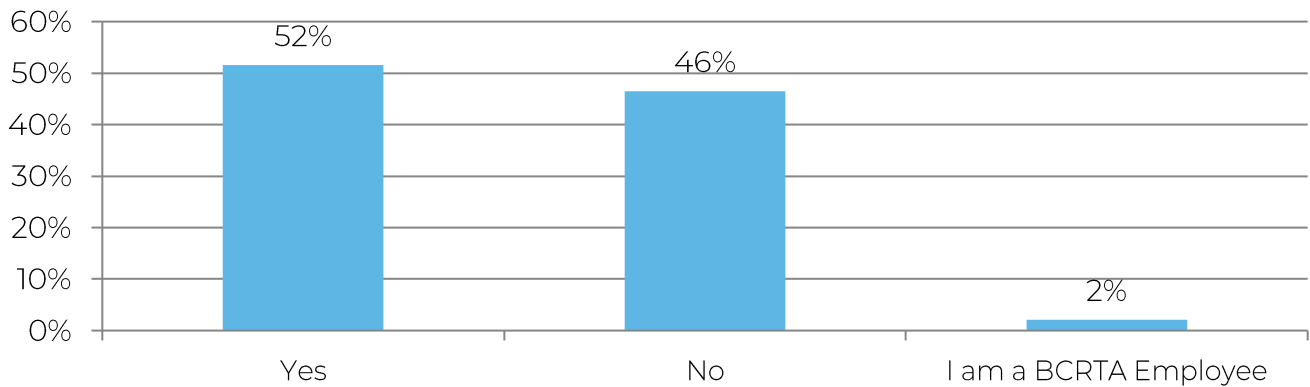


Figure 32. Survey results from the question asking respondents if they ride BCRTA

Are you able to drive a vehicle/do you have access to a vehicle?

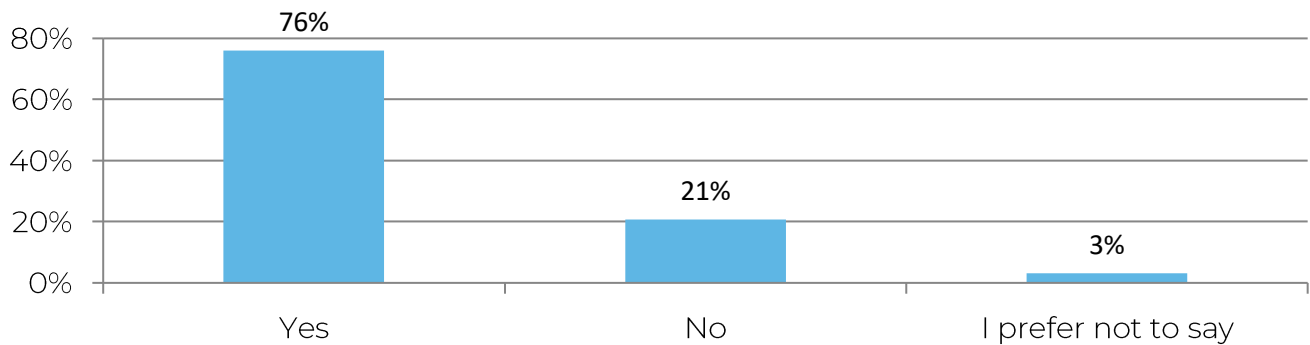


Figure 33. Survey results from the question asking respondents if they are able to drive/have access to a vehicle

## What is your age?

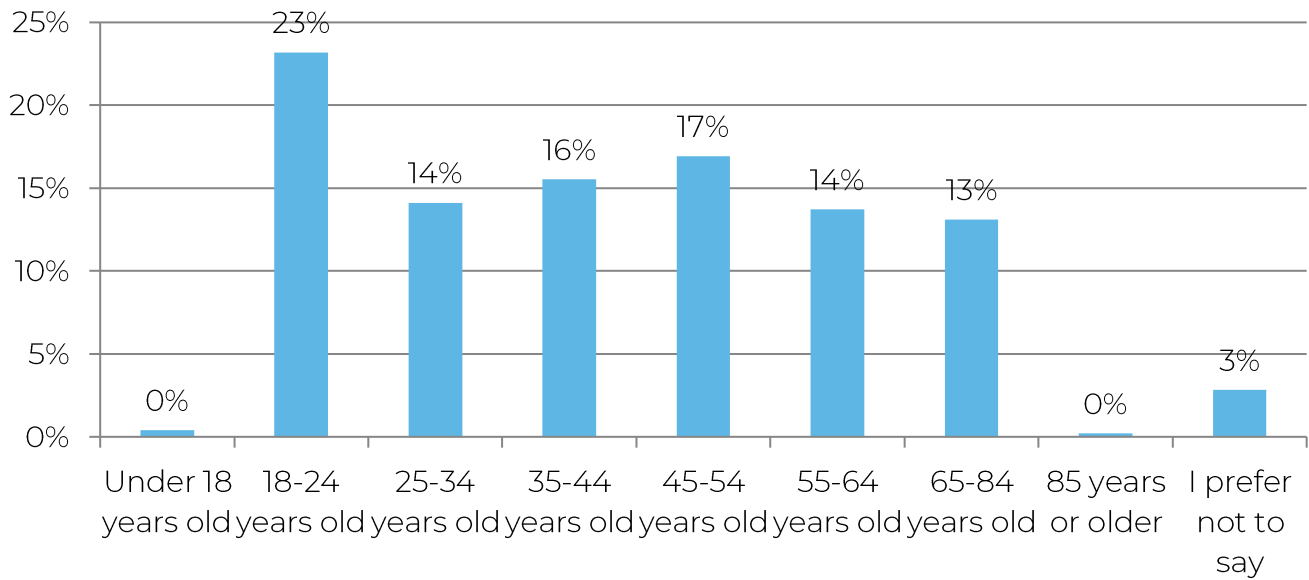


Figure 34. Survey results from the question asking respondents their age

## With which gender do you identify?

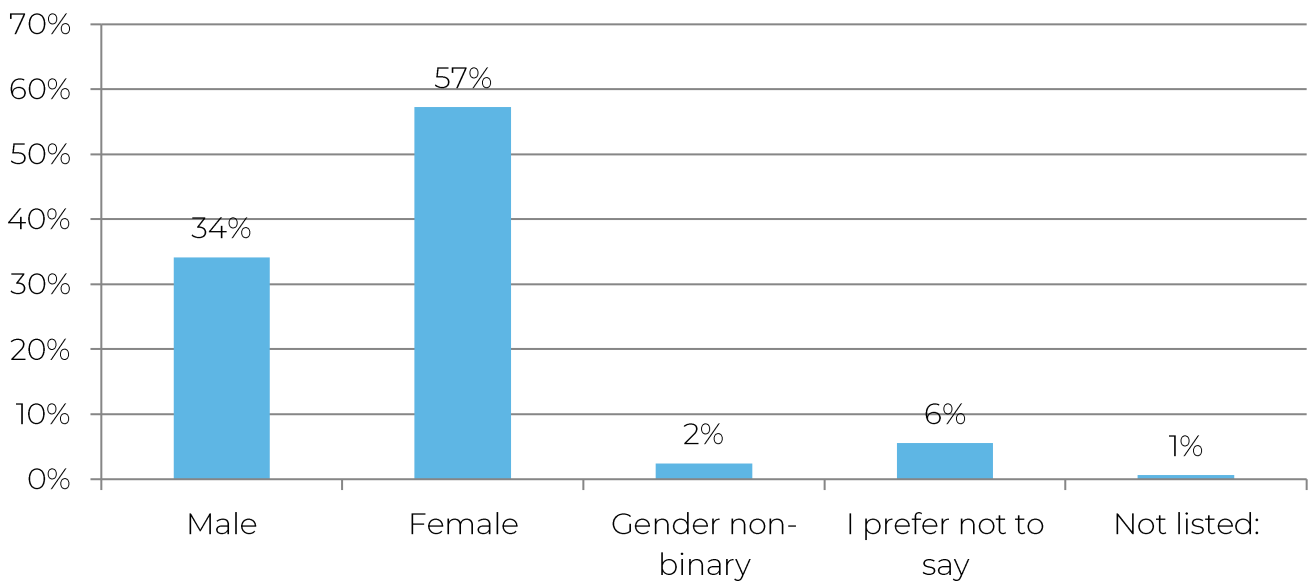


Figure 35. Survey results from the question asking respondents their gender identity

What is your racial, ethnic, or Indigenous identity?  
Select all that apply.

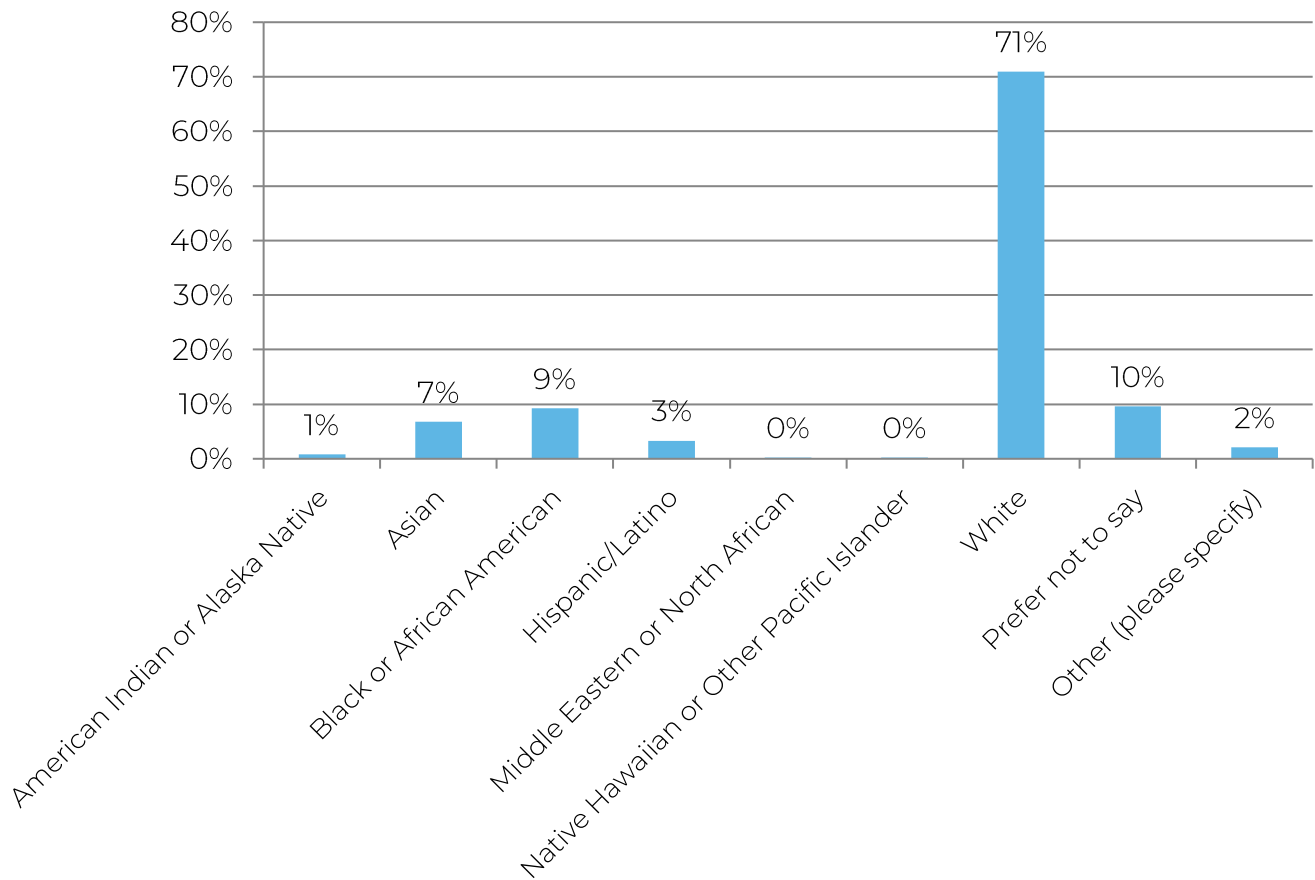


Figure 36. Survey results from the question asking respondents their racial, ethnic, or Indigenous identity

What is your household income (Combined incomes of everyone in the household that is over 15 and working.)

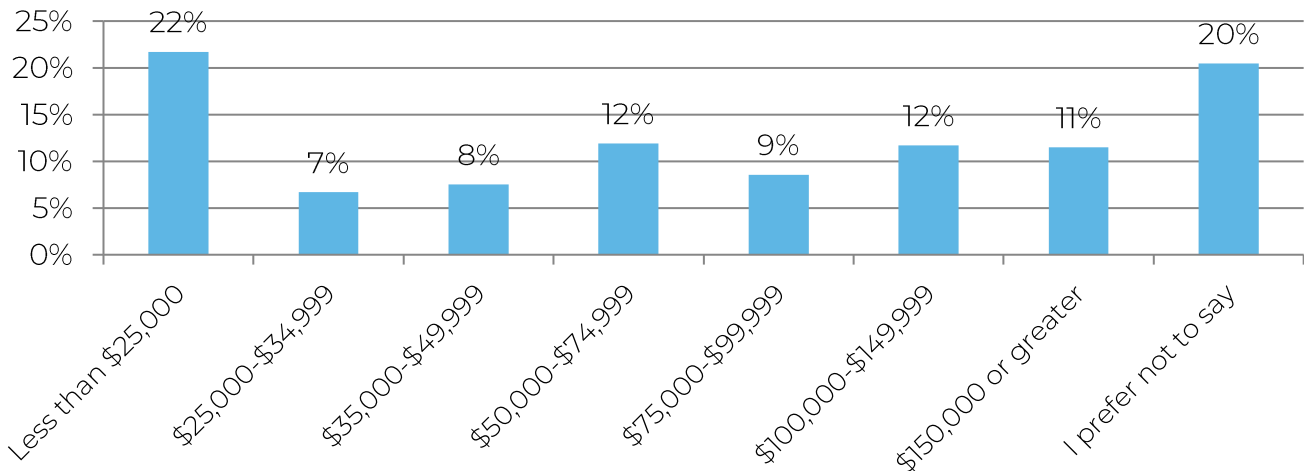


Figure 37. Survey results asking respondents their household income

## Appendix B. Interactive Map Comments

Map feedback is summarized by scenario and comment pin category.

### Scenario 1

#### ► Like Service Change

- Oxford
  - Route O2: This route is used heavily by students, staff, and others at Miami University
- Hamilton
  - Route H3: This route would help connect to employment centers on the east side of Hamilton

#### ► Needs Improvement

- Oxford
  - Route O2:
    - Concern about looping around Western Campus in the middle of the route; this could cause the route to take too long and not serve riders traveling the full route
  - Need more routes that serve the heart of Miami University, not just connecting to the edge of campus – especially South campus and near dorms

- ▶ Regional Service
  - ▶ Middletown-Hamilton: Concern about removal of service (existing Route R1)
  - ▶ Middletown-Oxford: Desire for a direct connection
- ▶ Other Feedback
  - ▶ Concern about lack of service in West Chester and Fairfield
  - ▶ BGO fares are too high

## Scenario 2

- ▶ Like Service Change
  - ▶ Regional Service
    - ▶ Route R1:
      - Important to maintain service between Middletown and Hamilton
      - Good idea to have the route make a loop and stop near Princeton Glendale Rd
    - ▶ Route R3:
      - Important to maintain service between Oxford and Hamilton
      - Extended route into northern Hamilton County would be useful
- ▶ Needs Improvement
  - ▶ Oxford
    - ▶ Route O2:
      - Concern about looping around Western Campus in the middle of the route; this could cause the route to take too long and not serve riders traveling the full route
  - ▶ Regional Service
    - ▶ Route R3: Frequency should be increased
      - Many riders are locals going to Walmart and the long headways make it inefficient
      - Current frequency of Route U1 makes it inconvenient for workers whose schedules are fixed
    - ▶ Middletown-Oxford: Desire for a direct connection
  - ▶ Other Feedback
    - ▶ BGO fares are too high



## Cincinnati Express Service

- ▶ Like Service Change
  - ▶ Express service along the proposed Route 42X/42XU would be useful
- ▶ Needs Improvement
  - ▶ Add an express service between Oxford and Cincinnati for students who don't have cars (could be weekend-only)