Metro Transit is inviting you to a scheduled Zoom meeting.

Topic: November Board Meeting
Time: Nov 19, 2026, 08:30 AM Central Time (US and Canada)

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Meeting ID: 829 7316 8544
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Agenda
Regular Board Meeting
Regional Metropolitan Transit Authority of Omaha
2222 Cuming Street
Omaha, Nebraska, 68102
November 19, 2026
8:30 a.m.

Metro connects people, places, and opportunities through quality transit services.

1. Call to Order: Notice of the Regular Meeting was published in the Omaha Daily Record on November 16, 2026

2. Approval of the Minutes of the Previous Meetings:

   a. Regular Meeting: October 22, 2026

3. General Public Comment Period
   This is an opportunity for members of the audience to be heard regarding topics related to the Regional Metropolitan Transit Authority of Omaha, <u>not on the agenda,</u> for a maximum of 2 minutes.

4. Administrative Report (L. Cencic)

5. Administrative Reports:
   a. Administration/Human Resources (D. Grant)
   b. Programs/Operations (K. Pendland)
   c. Communications (N. Ebat)

6. Transit Advisory Committee (TAC) Report (TAC Representative)

7. Resolution 2026-36: Request Approval of Revisions to the Public Transportation Agency Safety Plan (S. Scheer)

8. Resolution 2026-37: Request Approval of Title VI Fare Equity Analysis for Update to Fare Payment Methods (A. Johnson)

9. Resolution 2026-38: Request Approval to Change the Date of the Next Board Meeting (L. Cencic)

10. Board Chair Report (C. Simon)

11. Date, Time, and Place of Next Board Meeting
    Thursday, December 17, 2026, at 8:30 a.m.
    Authority's Administrative Building

12. Tentative Resolutions for December
    - BEA 2-year Extended Warranty

13. Adjournment

REGULAR BOARD MEETING MINUTES
REGIONAL METROPOLITAN TRANSIT AUTHORITY OF OMAHA
2222 Cuming Street
Omaha, Nebraska, 68102
October 22, 2026, 8:30 a.m.

The Regional Metropolitan Transit Authority of Omaha Board met on Thursday, October 22, 2026, at 8:30 a.m., in person at the Authority's Administration Building, 2222 Cuming Street, Omaha, Nebraska 68102, and virtually.

Attendance

The following were in attendance at the meeting:

Authority Board

Mr. Curt Simon, Board Chair
Mr. Daniel Padilla, Vice Chair
Mr. Josh Corrigan
Ms. Clarice Dombeck
Ms. Yanira Garcia
Mr. Tim Lonergan
Mr. Cornelius Williams

Authority Staff

L. Cencic, CEO/Executive Director
K. Pendland, Deputy Executive Officer
D. Grant, Human Capital and Talent Development Director
E. Simpson, Legal Director
E. Schweitz, Senior Manager of Planning and Scheduling
W. Clingman, Finance Director (Virtual)
J. Willoughby, Senior Project Manager (Absent)
A. Johnson, Civil Rights and Inclusion Director
J. Beverage, Maintenance Director (Absent)
N. Ebat, Sr. Manager of Communications and Community Relations
A. Summerfield, Operations Director
S. Scheer, Safety and Training Director (Virtual)
S. Phillips, Executive Administrator and Board Secretary

Others Present

Other Metro staff
Members of the public

Agenda Item #1: Call to Order at 8:30 am

The notice of the Regular Meeting was published in the Omaha Daily Record on October 16, 2026. For the benefit of the public in attendance, the Board posted a copy of the Open Meetings Law in the meeting room and displayed the agenda in the facility lobby.

Agenda Item #2: Approval of the Minutes of the Previous Meetings

Regular Meeting: September 17, 2026

Motioned by Lonergan; Seconded by Padilla
ROLL CALL: UNANIMOUS, MOTION CARRIES

Agenda Item #3: General Public Comment Period

This is an opportunity for members of the audience to be heard regarding topics related to the Regional Metropolitan Transit Authority of Omaha, not on the agenda, for a maximum of 2 minutes.

There were none.

Agenda Item #4 Administrative Report (L. Cencic)

Ms. Cencic reported Metro Transit's September ridership numbers. Fixed-route ridership for the month totaled 319,533, which was lower than in 2025. Ridership through September was 2.7 million, which is 5% higher than this time last year and the highest since 2015.

On ORBT, September total was 58,356, the highest monthly ridership of 2026, 1.5% higher than September 2025; K-12 Rides Free Program: 74,407; and Micro Flex // driven by Metro, total rides completed were 1,523.

Ms. Cencic also shared that Metro Transit will provide free fares on all buses, ORBT, and MOBY rides on Tuesday, November 3rd. Metro Transit believes that transportation should never be a barrier, and one of the biggest opportunities people have to participate in our society is through voting. Metro Transit hopes this will encourage people to head out and practice their civic duty.

This afternoon, Ms. Cencic informed the Board and public that she will be speaking at the Bike Walk Nebraska Summit on an Invitation to Access; it's an overview of some of the programs and tactics Metro has used as an agency to make sure people know enough about the system that they can access public transit, plus a look at some of the simple solutions enacted to increase accessibility to public transit.

Ms. Cencic will also share at the summit a project that was born from a capstone through last year's Metro Leadership Academy. It was deployed this week and is called a parakeet. It is designed to increase wayfinding through audio cues at the downtown layover in the area of 14th & Dodge.

Part of the confusion in the area is that buses pull up to multiple locations on different streets around the block. If you aren't sure where the bus stop you need is located, you might miss it; this is especially confusing for visually impaired people.

The parakeets are motion-activated speakers that go off when someone moves in front of them. The layovers are organized into multiple zones, based on which section the bus pulls up: Zones A, B, and C. There is a parakeet at each zone that indicates which zone the person is in and which routes are in that zone. The parakeets are paired with signage that reinforces the zone and the routes. MyRide is working on updating the digital information that will go with that as well. This is a low-cost deployment for Metro Transit. Ms. Cencic says staff will monitor the effectiveness but hopes this can serve as a permanent solution.

On November 9th, Ms. Cencic will be speaking on a panel with the Urban Institute about public transit funding and how it trickles into the local community, whether that's how the community benefits that can be derived from the improved infrastructure or how it improves the local economy overall.

Ms. Cencic shared that since the Board last met, representatives from more than a dozen service-oriented community-based organizations came to Metro Transit's administration building to learn more about Micro Flex // driven by Metro. This event allowed representatives to get hands-on training with experts from Metro Transit's various departments. They had a chance to learn about what goes on behind the scenes of planning the service, accessibility considerations, finance programs, plus education and outreach.

Lastly, Ms. Cencic informed the Board that she recently sat in on a pre-production meeting for the seven CNG buses that were approved by the Board of Directors and are expected to be delivered by the end of 2027, depending on New Flyer, and in service in early 2028.

Ms. Cencic concluded her report and opened the floor to the Board for questions.

Director Simon asked about Ms. Cencic's report regarding the parakeet. He asked: When the door opens on the buses, do they announce which route they are currently running?

Yes, Ms. Cencic responded. There are speakers on the outside of the buses. The parakeets are different; they are at the stops and inform customers which stop/zone they are currently waiting in when there are multiple routes being provided, so they do not miss the correct bus.

There were no further questions or discussion.

Agenda Item #5 Administrative Reports

Administration/Human Resources (D. Grant)

Mr. Grant reported on Metro Transit's September hiring activities, welcoming 11 new hires, which included 7 fixed bus operators, 2 paratransit operators, a mechanic, and a new human resources representative replacing Angelique Rose. For those starting in October, there has

been significant movement since the report was submitted for this Board meeting. It increased to 16 from the 10 reported. As part of the hiring process, future operators must have an active CDL permit in order to start. Many were able to get their permits from the DMV, so 12 (up from the 7 in the report) bus operator trainees were able to start, and an additional paratransit operator (1 up from the 2 reported) as well.

Mr. Grant concluded the report and opened the floor to the Board for questions.

There were no further questions or discussion.

Programs/Operations (K. Pendland)

Mr. Pendland reported on September customer service numbers. A total of 12,468 calls were offered, with 12,196 calls answered, resulting in an overall service level of 95%.

Fixed route revenue hours in September were 24,348, which reflects an increase in service delivery of 1,039 hours compared to September 2025. Passenger trips totaled 319,533, a slight decrease of 539 compared to September 2025. This brings Metro Transit's cumulative ridership for 2026 to 2,723,163, which is 5% higher than the pace set last year.

Ridership for the K-12 program was 74,407, which is the highest ridership for September in the program's history and represents a cumulative increase of 7.3% over the pace set in 2025.

Route productivity was 13.1 passengers per revenue mile. On-time performance in September averaged 4.8% early and 14.8% late, with an on-time departure rate of 80.4%. Service interruptions accounted for 2.2% of our total revenue hours.

For paratransit operations, we completed a total of 8,669 trips in September, which is an increase of 1,068 trips from last September. The average paratransit passengers per revenue hour was 2.0.

For Micro Flex // driven by Metro in September, we had 1,523 completed rides, with 917 within the North Zone, 128 in the South Zone, and 478 in the West Zone. Based on reporting from our fare system, 125 riders transferred from microtransit to fixed route service, 109 riders transferred from fixed route service to microtransit, 1 rider transferred from microtransit to paratransit service, and 1 rider transferred from paratransit service to microtransit.

In the expanded microtransit areas for September, there were no rides completed to the McKinley Road area, nor to the Carter Lake / Levi Carter Park area. In the Regency / Trader Joe's area, we had 14 departures and 13 arrivals, and in the Westwood Plaza / Montclair Shopping Center area there were 18 departures and 21 arrivals.

Mr. Pendland concluded his report and opened the floor to the Board for questions.

Director Simon asked about on-time performance, particularly whether construction caused the delays. Regarding the decrease in ridership, Director Simon asked whether the number of Saturdays affects the numbers. Mr. Simon requested that be noted in future reports.

Yes, Mr. Pendland responded. There are a number of detour issues that are obscuring the numbers. No specific cause for the reduction has been identified, but moving forward, there will be a note that the number of Saturdays in a month can cause a shift in ridership numbers.

There were no further questions or discussion.

Communications (N. Ebat)

Ms. Ebat reported that since the previous Board meeting, Metro Transit has received three earned media pieces.

Communications' primary focus on outreach and engagement since the last board meeting has been focused on the proposed service changes for Routes 3, 24, and 94. Virtual and in-person meetings have been held at several of our transit centers, which have been found to be one of the best ways to make sure riders are reached directly.

A week was spent with Metro Transit's Communications counterpart at Via visiting targeted organizations for microtransit outreach and education. Metro Transit staff visited five different organizations, hearing how helpful they have found public transit for their clients, helping people troubleshoot specific types of trips they have taken or plan to take, and showing them how they can pair our fixed route services with microtransit to make the most of all of Metro Transit services together.

Overall, since the last board meeting, Metro Transit has held 22 different trainings, outreaches, and other public events. Ms. Ebat highlighted one outreach held at Leadership Omaha. This is a program run through the Omaha Chamber. Metro Transit was invited to be a part of the first group meeting, which highlighted the city environment. This leadership cohort brings together current and future leaders from some of the most influential organizations in Omaha.

Metro Transit friends at MAPA joined Metro's Planning, Civil Rights & Engagement, and Communications teams to lead teams on public transit trips during a lunch excursion. It allowed us to talk about how public transit is more than just putting vehicles on the road; it takes planning, supportive land use, and collaboration among multiple different governments to make it happen.

Upcoming events:

- October 22nd - Bike Walk Nebraska Summit – This is a sold-out event
- October 24th - Trunk or Treat from noon to 3 p.m. In the Village event with a haunted bus near 24th Street and Grant.

- November 7th - Veterans Day Parade in Bellevue. The parade kicks off at 10 a.m. on Mission Ave.
- November 14th - Metro Transit's Stuff the Bus drive at the Hy-Vee on 79th & Cass from 10 a.m. to 2 p.m.
  All donations will benefit our friends at the Siena Francis House, who provide shelter and community services to unhoused individuals in our community. This year, some of the biggest items they need include noodles, canned fruit, vegetables, and beans, and various hygiene products like deodorant

Ms. Ebat concluded her report and opened the floor to the Board for questions.

The Board discussed recent events regarding the Leadership Omaha outreach and how beneficial it was to take people on actual bus rides and walk them through the process. It was discussed that each year Leadership Omaha brings in 50-60 new leaders to experience various trainings, and that this year's event, many had never experienced riding the bus before.

It was also mentioned that with the recent microtransit outreach and education, there is hope that the ridership numbers will begin to increase.

There were no further questions or discussion.

Agenda Item #6 Transit Advisory Committee (TAC) Report (TAC Representative) Clyde Anderson, Vice Chair of TAC, 7020 Burt Street.
TAC last met on October 14th and was excited to hear about the parakeet implementation at the loading zones on 14th and Dodge. TAC hopes that it will make it easier for riders to identify the correct stop to board the 13 buses at that intersection. TAC believes this is an innovative way to guide riders to the correct bus stop, especially the visually impaired. Currently, there is a TAC member who is visually impaired.

Mr. Anderson went on to share that at the meeting they learned of the study being launched by MAPA and the City of Omaha to find ways to reconnect with the North Omaha neighbors that were divided by the North Omaha freeway. TAC hopes to participate in the study and encourage more transportation links across the North Omaha freeway barrier, like the North Omaha and North Beltline trails and also the east-west bus route on Lake Street that will connect the senior housing projects just west of Salem Baptist church and the new grocery store/mixed-use complex being constructed near 26th & Lake

Bridget Battafarano notified TAC that currently there are 19 applications to join TAC, and it's nice to see the amount of interest in the advocacy work.

Mr. Anderson concluded his report and opened the floor to the Board for questions.

There were no further questions or discussion.

Agenda Item #7 Resolution 2026-31: Request Approval of Title VI Service Equity Analysis for Proposed December 2026 Service Changes (A. Johnson)

Metro Transit's Title VI Policy requires a Service Equity Analysis to be completed for any proposed changes that meet Metro Transit's definition of a Major Service Change, including:

- The addition and/or elimination of a bus route.
- A ten percent or more addition or reduction in the system revenue miles.
- A fifteen percent or more addition or reduction of revenue miles on any individual route.

Proposed service changes are as follows:

Route 3 – North 40th/South 42nd

- Increase weekday evening frequency to every 30 minutes

Route 24 – 24th Street

- Increase weekday and Saturday daytime service to every 15 minutes between North Omaha Transit Center and MCC South Transit Center.
- Increase weekday evening service to every 30 minutes.
- Reduce frequency to every 30 minutes between MCC South Transit Center and 30th and Harrison Streets on weekdays and Saturdays.

Route 94 – West Center Express

- Add a second trip to the morning and afternoon schedule.

The proposed changes would not have an impact on MOBY service.

Changes would go into effect Sunday, December 13, 2026. Full details of the proposed changes can be found at ometro.com.

The proposed service changes for December 2026 meet this definition of a Major Service Change due to proposed changes to Route 24 that would increase weekly revenue miles by more than 15% and adjust the headways by more than fifteen minutes during non-peak hour periods.

A Title VI Service Equity Analysis was completed to identify the cumulative impact of the proposed changes to Routes 3, 24, and 94 on (racial) minority and low-income populations. The Title VI Service Equity Analysis found:

- No disparate impact on minority populations.
    - The cumulative impact of all proposed service changes to minority populations is 3.4% and to non-minority populations is 2.0%, a positive difference of 1.4%.
- No disproportionate burden on low-income populations.
    - The cumulative impact of all proposed service changes to the low-income population is 3.2% and to the non-low-income population is 2.5%, a positive difference of 0.7%.

- No mitigation strategies are proposed as a result of the adverse effect review of the proposed changes to Route 24.
- The proposed changes to service on Routes 3, 24, and 94 do not come at the expense of reductions in service on other routes.
- Minority and/or low-income individuals will not be limited by or denied the benefits of the proposed service increases.

Board approval ensures Metro Transit's continued compliance with the Federal Transit Administration's Title VI requirements. The Title VI Service Equity Analysis is available as part of the October 2026 Board Packet and is available to the public upon request by emailing civilrights@ometro.com.

This resolution was recommended to the Board for approval.

Public Comment
There were none.

Motioned by Lonergan; Seconded by Padilla

Board Discussion
Director Simon found it interesting that the majority of the comments came from the riders on Route 94 who were the least affected by the service changes. This route has the least number of riders and changes from one round trip to two a day.

Ms. Johnson advised that they are very excited about the additional round trip.

There were no further questions or discussion.

ROLL CALL: UNANIMOUS, MOTION CARRIES

Agenda Item #8 Resolution 2026-32: Request Approval to Award Contract to SRF Consulting Group for 24th Street Planning Study (L. Del Rio Lopez)
A Request for Proposals (RFP) was issued on July 21, 2026, seeking qualified firms to perform the 24th Street Transit Corridor Study under a three-year contract with an optional two-year extension. Three proposals were received by the August 17, 2026, submission deadline. A selection committee consisting of one MAPA staff member and three Metro staff members evaluated and scored the proposals. Based on the committee's evaluation, SRF Consulting Group was identified as the highest-ranked firm and is recommended for award.

Staff requested Board authorization for the CEO to prepare, negotiate, and execute a contract with SRF Consulting Group for an initial three-year term, with an optional two-year extension, to provide consultant services associated with the 24th Street Transit Corridor Study. Specific scopes of work and corresponding fees will be negotiated and issued incrementally through task orders during the contract term. Any work order exceeding the CEO's delegated

purchasing authority, as established by the Purchasing Policy, will be presented to the Board for approval prior to execution.

This item was forwarded to the Procurement Committee for review prior to consideration by the Board.

This resolution was recommended to the Board for approval.

Public Comment
Ms. Kay, no address provided
Ms. Kay shared with the Board that Metro Transit should utilize local expert consultants to reduce the cost of contracting for those who are familiar with the Omaha area.

Motioned by Lonergan; Seconded by Williams

Board Discussion
There was none.

ROLL CALL: UNANIMOUS, MOTION CARRIES

Agenda Item #9 Resolution 2026-33: Request Approval to Award Phase I Task Order to SRF Consulting Group for 24th Street Transit Corridor Study (E. Schweitz)
Staff is requesting Board authorization for the CEO to prepare, negotiate, and execute a contract with SRF Consulting Group for the Phase I Task Order. The Phase I Task Order includes onboard survey work, existing conditions inventory and analysis, transit corridor concept development and analysis, including a Planning and Environmental Linkages Study and community and stakeholder engagement. Subsequent task orders are anticipated for other project elements, including but not limited to National Environmental Policy Act (NEPA) analysis and advanced conceptual engineering.

Metro negotiated the Phase 1 Task Order with SRF in several steps. The first step was refinement of the scope of work to clarify understanding of the task items listed above. The second step was to verify the overhead rate, fixed fee percentage, and assigned hourly rates by employee classification were in the range of industry standards. The third step was the negotiation of hours required to fulfill each task. Through confirmation of the expected level of effort for each item, Metro and SRF agreed on a total of 7,111 hours. The final step was assigning Other Direct Costs (ODCs). Negotiations concluded with Metro and SRF agreeing to a total fee of $1,221,933.09. The negotiated fee was 4.9% lower than the initial submission from SRF, and 1.0% higher than the Independent Cost Estimate developed by Metro.

This item was forwarded to the Procurement Committee for review prior to consideration by the Board.

This resolution was recommended to the Board for approval.

Public Comment

Ms. Kay: no address provided.

Ms. Kay reemphasized budgetary constraints regarding hiring those who do not know the area. She feels it is a waste of money, and it is better to save on hiring locals who already know the area.

Motioned by Williams; Seconded by Dombeck

Board Discussion

Director Simon invited Bill Troe of SRF to the podium to provide comments. Mr. Troe stated that he will serve as the Deputy Project Manager for the corridor project. He noted that the team includes Spark, the Latino Development Council, Omaha by Design, and other community partners with strong knowledge of the North and South Omaha areas. He emphasized that the team has a clear understanding of the economic and social factors affecting the various areas along the corridor, which will help ensure an efficient and informed approach to the project.

Director Williams asked about SRF's hiring practices and whether the firm maintained an open hiring policy. Mr. Troe confirmed that SRF has an open hiring policy. Ms. Kay responded that less money could be spent on studies by utilizing research and analysis that has already been completed.

Director Simon concluded by noting that the solicitation requires consideration of all previously completed studies within the project area.

There were no further questions or discussion.

ROLL CALL: UNANIMOUS, MOTION CARRIES

Agenda Item #10 Resolution 2026-34: Request Approval for Statement of Interest in the Property at 4224 N. 30th Street. (L. Cencic)

Staff requested approval of a Statement of Interest in the Property at 4224 N. 30th Street to the Omaha Inland Port Authority (OIPA) on behalf of the Board of Directors of the Regional Metropolitan Transit Authority of Omaha. The aforementioned property is immediately south of Metro Transit's North Omaha Transit Center (NOTC) and is owned by the Omaha Public Schools. The subject property is within the OIPA's innovation district and planning jurisdiction. The letter to OIPA includes both a statement of interest in acquiring the property if it becomes available as well as a request to preserve the North Beltline corridor as a potential future exclusive-guideway rapid transit line.

This Statement of Interest builds on the letter of interest from the Board of Directors from July 2026 encouraging Transit Oriented Development throughout the innovation district and near NOTC.

This resolution was recommended to the Board for approval.

Public Comment
There were none.
Motioned by Lonergan; Seconded by Williams

Board Discussion
There was none.

ROLL CALL: UNANIMOUS, MOTION CARRIES

Agenda Item #11 Resolution 2026-35: Request Approval to Change the Date of the Next Board Meeting (L. Cencic)
Staff requested approval to change the date of the next regular Board of Directors meeting to Thursday, November 19, 2026, at 8:30 a.m. at the Transit Authority Offices located at 2222 Cuming Street, Omaha, Nebraska.

This resolution was recommended to the Board for approval.

Public Comment
There were none.

Motioned by Lonergan; Seconded by Corrigan

Board Discussion
There was none.

ROLL CALL: UNANIMOUS, MOTION CARRIES

Agenda Item #12 Board Chair Report (C. Simon)
The Board Chair did not have a report for this month's meeting.

Agenda Item #13 Date, Time, and Place of Next Board Meeting
Thursday, November 19, 2026, at 8:30 a.m.
Authority's Administrative Building

Agenda Item #14 Tentative Resolutions for November
- Change the Date of the Next Board Meeting
- Fare Equity Title VI Analysis
- PTASP Update

Agenda Item #15 Adjournment at 9:12 am

Motioned by Lonergan; Seconded by Garcia
ROLL CALL: UNANIMOUS, MOTION CARRIES

Resolution 2026-36: Request Approval of Revisions to the Public Transportation Agency Safety Plan Mitigation for Missed Safety Performance Targets

Metro Transit is required to have a Public Transportation Agency Safety Plan (PTASP) by the Federal Transit Administration (FTA). The Metro Board of Directors last approved the PTASP on June 25th, 2026, updating our review dates for the PTASP, changing our data tables to align with updates from FTA for the PTASP and our Safety Performance Targets (SPTs). This resolution is to keep the PTASP up to date with our changed timeline and to address the mitigations presented by our Safety Committee for the missed SPTs of Major Events, Major Event Rates, Collisions, Collision Rates, for both Motor Bus and Demand Response, and Injury and Injury Rate for Demand Response.

Staff is requesting Board approval of revisions to the PTASP following the annual review by the Safety Committee to incorporate the following recommended mitigations of the for missed SPTs:

The recommended mitigations of the Safety Committee are as follows:

- Major Events, Major Event Rate, Collisions, Collision Rate:
    - Defensive Smith System Training in quarterly training for operators.
    - Update deceleration light functionality for buses.
- Mitigations to Injury and Injury Rate for Demand Response:
    - Training and retraining on passenger securement to reduce occurrences. This training has been implemented throughout the year.
    - Review of rider eligibility guidelines in line with ADA standards to better serve our passengers in an effort to reduce injury events.

Recommend Approval

The updates to the PTASP will be provided to the Board under separate cover.

The foregoing resolution was duly adopted by the Board of Regional Metropolitan Transit Authority of Omaha at a meeting held on the 19th day of November 2026, and the undersigned hereby certifies the adoption of this resolution.

_____

Curt Simon, Board Chair

_____

Selina Phillips, Board Secretary

Resolution: 2026-37 Request Approval of Title VI Fare Equity Analysis for Update to Fare Payment Methods

Staff are proposing to update fare payment methods by implementing the following changes:

1. Discontinue the paper ticket for express routes.
2. Discontinue full-fare and half-fare 30-day paper passes.
    a. Discounted full-fare and half-fare monthly rates will remain available through fare capping in Metro's account-based fare payment system.
3. Introduce a $2.00 fee for replacement reloadable smart cards.
4. Require students to have a Metro-issued K-12 Rides Free smart card to ride.

In alignment with Metro Transit's Title VI Program, staff conducted a fare equity analysis to evaluate the effects of the proposed fare payment changes on minority and low-income populations. The analysis incorporates previously Board-approved Fare Equity Analyses, including the August 2021 analysis for the implementation of the account-based fare payment system and fare capping and the January 2024 analysis for the removal of student fare. Neither of these analyses found disparate impact on minority riders or disproportionate burden on low-income riders.

The current Title VI Fare Equity Analysis found:

- No disparate impact on minority riders.
- No disproportionate burden on low-income riders.
- Minority and/or low-income riders will not be limited by or denied the benefits of the proposed changes to fare payment methods.

Board approval will ensure Metro's continued compliance with the Federal Transit Administration's Title VI requirements.

Staff Recommends Approval.

Title VI Fare Equity Analysis for Update to Fare Payment Methods

November 19, 2026

Regional Metropolitan Transit Authority of Omaha (dba Metro Transit)

Alicia Johnson, Title VI Coordinator

civilrights@ometro.com

If you need this information in an alternative format, please email civilrights@ometro.com or call 402-341-7560 extension 2550 and specify the format needed.

Introduction

The Regional Metropolitan Transit Authority of Omaha (dba Metro Transit) is proposing to update fare payment options by implementing the following changes:

1. Discontinue the paper ticket for express routes.
2. Discontinue full-fare and half-fare 30-day paper passes.
    a. Discounted full-fare and half-fare monthly rates will remain available through fare capping in Metro's account-based fare payment system.
3. Introduce a $2.00 fee for replacement reloadable smart cards.
4. Require students to have a Metro-issued K-12 Rides Free smart card to ride.

Current Metro Transit fare prices and the current and proposed ways to pay fare are shown in Table 1. Umo is the current vendor for Metro's account-based fare payment system with reloadable smart card and app-based account options.

Table 1: Metro Fare Prices and Current and Proposed Payment Options

Fare Type	Fare	Current Ways to Pay	Proposed Ways to Pay
Adult regular + ORBT	$1.25	Umo (card, mobile app, one-ride, one-ride with transfer, 10-ride, or 10-ride with transfer paper token), cash, 30-day paper pass	Umo (card, mobile app, one-ride, one-ride with transfer, 10-ride, or 10-ride with transfer paper token), cash
Adult express	$1.50	Umo (card or mobile app), cash, 30-day paper pass, 10-ride express farebox (GFI) ticket	Umo (card or mobile app), cash
Half-fare	$0.60	Umo (card, mobile app, or 10-ride paper token), cash, 30-day paper pass	Umo (card, mobile app, or 10-ride paper token), cash
Child	Free	N/A	N/A
Student	Free	High schoolers must show student ID, elementary and middle school students may board by indicating they are a student to the driver	Students must have a Metro-issued K-12 Rides Free smart card
Transfer	$0.25	Umo (card, mobile app, one-ride with transfer or 10-ride with transfer paper token), cash, 30-day paper pass, transfer farebox (GFI) ticket*	Umo (card, mobile app, one-ride with transfer or 10-ride with transfer paper token), cash, transfer farebox (GFI) ticket*

Downtown Circulator	$0.25	Umo (card or mobile app), cash, 30-day paper pass	Umo (card or mobile app), cash
MOBY	$2.50	Umo (card, mobile app, one-ride or 10-ride paper token), cash	Umo (card, mobile app, one-ride or 10-ride paper token), cash
Micro Flex // driven by Metro with Bus Transfer	$3.00	Umo (card, mobile app, one-ride paper token), cash, Micro Flex app	Umo (card, mobile app, one-ride paper token), cash, Micro Flex app
Micro Flex with MOBY Transfer	$4.25	Umo (card, mobile app, one-ride paper token)	Umo (card, mobile app, one-ride paper token)

*The transfer farebox (GFI) ticket can be used to board ORBT by showing the ticket to the driver, but these transfer tickets cannot be distributed by ORBT drivers.

In accordance with Title VI regulations as a part of the Civil Rights Act of 1964, as amended, and Metro's Title VI Plan submitted to the Federal Transit Administration, Metro undertook this fare equity analysis to identify any potential disparate impacts on racial minority populations or disproportionate burdens on low-income populations resulting from the proposed changes.

Methodology and Data Used

To analyze the impact of the proposed changes to fare payment methods on minority and low-income passengers, data from the 2022 Metro Onboard Survey was utilized for this equity analysis. Specific to the express ticket, data from a June 2026 onboard survey was included. This data was analyzed for the purpose of identifying any potential disparate impacts or disproportionate burdens.

2022 Metro Onboard Survey

The onboard survey was conducted system-wide on Metro's fixed route service in October 2022 by SRF Consulting Group. The onboard survey yielded 2,711 responses, which was 278% of the sample size target. The survey participant demographics are detailed in Tables 2 through 6.

Table 2: Household Size

Household Size	Percent of Survey Participants
1	19.4%
2	15.6%
3	8.5%
4	6.7%
5 or more	7.4%
No Response	42.4%

Table 3: Household Annual Income

Household Annual Income	Percent of Survey Participants
Less than $14k	17.3%
$14k to $25k	9.0%
$25k to $35k	5.6%
$35k to $50k	5.3%
$50k to $75k	4.7%
$75k to $100k	1.8%
Greater than $100k	2.2%
No Response	42.4%

Table 4: Age

Age	Percent of Survey Participants
17 or under	5.5%
18-25	7.6%
25-35	13.1%
35-55	24.6%
55-65	10.1%
Over 65	5.6%
No Response	33.7%

Table 5: Gender

Gender	Percent of Survey Participants
Male	40.3%
Female	26.7%
Non-Binary	0.9%
Transgender	0.4%
No Response	31.8%

Table 6: Race/Ethnicity

Race/Ethnicity	Percent of Survey Participants
White/Non-Hispanic	31.9%
Black/African-American	23.4%
Hispanic/Latino(a)	7.0%
American Indian	3.1%
Prefer not to answer	2.9%
Asian	2.8%
Other	1.2%
No Response	31.8%

Methods of fare payment were gathered as part of the 2022 Onboard Survey. Tables 7 through 9 detail fare payment methods by fare type, minority status, and poverty status. Table 10 shows that 64% of survey participants found Umo, Metro's account-based fare payment system introduced in 2021, to be a convenient and helpful way to pay fare.

Table 7: Fare Payment Methods

Fare Payment Method	Percent of Survey Participants
Cash (Adult)	23%
Cash (Senior/Half-Fare)	1.3%
Umo App (Adult)	8.8%
Umo App (Senior/Half-Fare)	0.3%
Umo Card (Adult)	4.3%
Umo Card (Senior/Half-Fare)	0.8%
30-Day Pass (Adult)	4.3%
30-Day Pass (Senior/Half-Fare)	0.4%
10-Ride Ticket (Adult)	5.5%
1-Ride with Transfer	0.4%
No Response	41.9%

Table 8: Fare Payment by Minority Status

Fare Payment Method	Minority	Non-Minority	No Response
Cash (Adult)	34.4%	30.3%	6.0%
Cash (Senior/Half-Fare)	1.1%	2.9%	0.2%
Umo App (Adult)	8.6%	17.1%	2.3%
Umo App (Senior/Half-Fare)	0.1%	0.7%	0.2%
Umo Card (Adult)	4.0%	7.7%	1.8%
Umo Card (Senior/Half-Fare)	0.9%	1.4%	0.3%
K-12 Rides Free	8.0%	3.7%	1.3%
University Program	5.3%	3.4%	1.5%
Employer Program	1.4%	2.3%	0.5%
30-Day Pass (Adult)	4.2%	8.0%	1.3%
30-Day Pass (Senior/Half-Fare)	0.4%	0.8%	0.2%
10-Ride Ticket (Adult)	7.5%	7.7%	1.6%
One Ride with Transfer	0.4%	0.6%	0.2%
No Response	23.7%	13.6%	82.7%

Table 9: Fare Payment by Poverty Status

Fare Payment Method	Less than $25K	Greater than $25K	No Response
Cash (Adult)	39.5%	27.1%	13.5%
Cash (Senior/Half-Fare)	2.9%	0.5%	0.9%
Umo App (Adult)	7.5%	22.7%	4.4%
Umo App (Senior/Half-Fare)	0.1%	0.6%	0.3%
Umo Card (Adult)	6.1%	6.5%	2.6%
Umo Card (Senior/Half-Fare)	1.2%	0.5%	0.7%
K-12 Rides Free	2.9%	3.4%	5.4%
University Program	3.0%	5.8%	2.6%
Employer Program	0.8%	3.4%	0.9%
30-Day Pass (Adult)	5.9%	7.1%	2.5%
30-Day Pass (Senior/Half-Fare)	0.4%	0.4%	0.4%
10-Ride Ticket (Adult)	8.8%	6.0%	3.7%
One Ride with Transfer	0.6%	0.4%	0.3%
No Response	20.4%	15.7%	61.8%

Table 10: Survey Participant Perception of Umo as a Convenient and Helpful Way to Pay Fare

Rating	Percentage
Strongly Agree	40%
Agree	24%
No opinion	32%
Disagree	2%
Strongly Disagree	2%

Fare Equity Analysis: Discontinuation of the Express Paper Ticket

As stated in the Fare Equity Analysis Policy (Appendix A), FTA requires Metro to evaluate the effects of fare changes on minority populations and low-income populations, including changes to fare media such as the discontinuation of the paper ticket for express fare. Per the policy, the steps below were followed to conduct the fare equity analysis.

Determine the number and percent of users of each fare media being changed.

Average daily ridership for express routes 92, 93, 94, 95, and 97 are listed in Table 11, as reported in the 2022 Onboard Survey. Route 98, now Route 120, was excluded as this route is no longer considered an express route.

Table 11: Average Daily Ridership for Express Routes, August 2022

Route Number	Average Daily Ridership
92	28
93	11
94	18
95	28
97	40
Total	125

As reported in the 2022 Onboard Survey, the average weekday ridership was estimated to be 9,264 for 19 local routes plus ORBT in August 2022. With the total average daily ridership for express routes at 125, this means that express riders comprised 1.3% of the average daily ridership for Metro fixed-route service at the time.

To assess current ridership needs for express routes, Metro Transit staff surveyed riders on board express routes in June 2026. A total of 63 people were surveyed. Of the 63 people surveyed, 53 (84%) paid with Umo. Four people (6%) paid with a paper ticket, but not necessarily an express paper ticket (e.g., 30-day pass). Many riders paying with a paper ticket obtained the paper ticket through a commuter benefit program as part of their employee benefits (e.g., Union Pacific). Others used an employer-sponsored pass program (e.g., FNBO, UNMC).

Table 12: 2026 Onboard Survey Express Route Payment Methods

Fare Payment Method	Number of Survey Participants
Paper Ticket	4 (6%)
Cash	6 (10%)
Umo	53 (84%)
Total	63

In looking at the month following the onboard survey, July 2026, the top three categories of fare payment methods on express routes were the Umo app (47.6% of payments), cash (17.1% of payments), and Umo card (9.0%). Payment by Umo app or card or cash constitutes 73.7% of all express fare payments for the month of July. Another 13.2% paid fare through a pass program, including K-12 Rides Free. The total rises to 86.9% for fare payments that would remain available if the paper tickets are discontinued.

Table 13: Express Route Fare Payments, July 2026

Fare Payment Method	Number of Payments	Percent of Overall Payments
Umo App	527	47.6%
Cash	189	17.1%
Umo Card	100	9.0%
Pass Program	82	7.6%
Umo Token	81	7.3%
K-12 Rides Free	62	5.6%
30-Day Pass	33	3.0%
Transfer	16	1.4%
10-Ride Express	8	0.7%
TVM Token	8	0.7%
Total	**1,106**	**100%**

Review fares before and after the change.

The express fare rate of $1.50 is not proposed to change; however, the ways in which fare is collected would change. Currently, express riders can pay their fare with a Umo card or mobile app, cash, 30-day paper pass, or a 10-ride express farebox (GFI) ticket. There are some instances of riders using a Umo paper token or Ticket Vending Machine (TVM) ticket (one regular ride or one regular ride with transfer) and then paying the balance in cash, if needed. This presents accounting challenges as Umo and the GFI fare payment systems are separate, and fare payments are assessed by the type of token (e.g., 1-ride, 1-ride with transfer, 10-ride, 10-ride with transfer).

Metro Transit staff learned that the majority of paper tickets being used on express routes are purchased by companies that manage commuter benefits. More specifically, WageWorks/HealthEquity is the primary purchaser of paper tickets for Union Pacific employees. Staff are directly coordinating with WageWorks/HealthEquity to assist them during the transition so they can continue supporting employees commuting by public transit. Union Pacific employees that utilize commuter benefits have regularly brought paper fare products to the Metro administrative office to have the balance converted to a Umo account, demonstrating the desire to use the Umo app or card over a paper ticket.

To continue the modernization of Metro Transit's fare payment system, Metro is proposing to limit the fare collection methods for express routes to Umo (card or mobile app) or cash. Paper tickets in any form would no longer be accepted. Express fare counts towards fare capping, which is an additional benefit for riders to use Umo.

Disparate Impact Analysis - Compare the percentage differences for each particular fare media between minority users and overall users.

As noted in the 2022 Onboard Survey, express routes are designed primarily to serve 9-to-5 office commutes. Given this understanding, work is assumed as the trip purpose for most, if not all, express riders.

The 2022 Onboard Survey included the purpose of the surveyed riders' trip. Of those that indicated their trip purpose was work at their trip origin, 24.5% were minorities, 25.9% were non-minorities, and 14.5% did not respond. Table 6 breaks down the race/ethnicity of survey participants.

Table 8 outlines fare payment by minority status. The majority of minority (63.5%) and non-minority (69.5%) survey participants reported using a fare payment method that would remain available (cash, Umo app or card, pass program) if the current proposal is approved.

Considering a higher percentage of non-minority survey participants reported work as their trip purpose than minority survey participants, and the majority of minority and non-minority survey participants reported using a fare payment method that would remain available, no adverse effects were identified for the discontinuation of the paper express ticket. The discontinuation of the paper express ticket does not result in a disparate impact, and no further mitigation steps beyond working with commuter benefit companies are necessary.

Disproportionate Burden Analysis - Compare the percentage differences for each particular fare media between low-income users and overall users.

Of the survey participants that indicated their trip purpose was work at their trip origin, 22.2% reported an income of less than $25,000 (poverty status), 33.9% reported an income of more than $25,000 (non-poverty status), and 16.3% did not respond. Table 3 breaks down the reported household income of survey participants.

Table 9 outlines fare payment by poverty status. The majority of survey participants in poverty status (64%) and non-poverty (70.5%) reported using a fare payment method that would remain available (cash, Umo app or card, pass program) if the current proposal is approved.

Considering a higher percentage of non-poverty status survey participants reported work as their trip purpose than poverty status survey participants, and the majority of poverty status and non-poverty status survey participants reported using a fare payment method that would remain available, no adverse effects were identified for the discontinuation of the paper express ticket. The discontinuation of the paper express ticket does not result in a disproportionate burden, and no further mitigation steps beyond working with commuter benefit companies are necessary.

Fare Equity Analysis: Replacement of the 30-Day Paper Pass with Fare Capping and $2.00 Replacement Fee for Plastic Fare Card

In August 2021, the Metro Board of Directors approved a Title VI Fare Equity Analysis to implement an account-based fare payment system, currently managed through Umo, and fare capping. Metro Transit staff have continued to transition riders to Umo since the approval; however, given the time that has passed between the approval and

implementation of the proposed items, the August 2021 Fare Equity Analysis is revisited below to ensure no adverse effects have arisen since the original analysis.

30-Day Passes

The August 2021 Fare Equity Analysis stated, “To ensure a smooth transition and mitigate potential burdens, Metro would slowly phase out the 30-day pass and offer both the 30-day pass and monthly fare capping option for at least 6 months.” Metro has continued to offer both the 30-day passes and monthly fare capping beyond the initial six months and is planning to make the full transition to monthly fare capping pending review of the initial analysis. The 30-day passes and fare capping only apply to Metro bus service; neither apply to MOBY or Micro Flex // driven by Metro.

Since August 2021, there have been many changes in Metro’s fare payment system. One such change is the procurement of the physical tickets for the GenFare farebox system, first implemented in 2013. Due to the proprietary nature of GenFare products, the physical tickets were required to be purchased from an international vendor. The length of time required to restock tickets became administratively challenging and a concern about the reliability of product availability for riders. To overcome this challenge, Metro purchased a proprietary GenFare printer to print the 30-day pass tickets in-house. Since purchasing the printer, concern has arisen about the quality of the printing. The ink more readily rubs off the ticket, and the magnetic stripe easily become demagnetized. This has resulted in increased conflict on board vehicles and at Metro’s front desk when the ticket doesn’t work and a replacement is needed. The volume of printing has also increased wear-and-tear on the printer, which has a useful life of through March 2030. No longer printing the 30-day passes would better ensure the printer is usable throughout its assigned useful life to verify other farebox tickets (e.g., Value Cards and transfer tickets).

The sales for full-fare (Table 14) and half-fare (Table 15) 30-day passes, as well as the number of accounts that reached a monthly full-fare (Table 16) and half-fare (Table 17) fare cap, are below. Of the pass sales, approximately half of 30-day full-fare passes are purchased in bulk, mainly by organizations. Bulk purchases are defined as three or more passes purchased in a single transaction not by a retail vendor that will resell the pass (e.g., Baker’s, Hy-Vee, Supermercado). The Half-Fare Program requires individuals to go through an application process before they are eligible to purchase half-fare products. Fewer bulk purchases of half-fare products, approximately 21% of half-fare pass sales, are made for this reason. Tables 18 and 19 show the sales breakdown between bulk and individual purchases for 2024, 2025, and 2026 through October 31.

Table 14: 30-Day Full-Fare Pass Sales

Month	2024	2025	2026
January	120	248	136
February	231	256	127
March	139	158	244
April	362	244	246
May	180	135	145
June	145	234	115
July	176	139	195
August	137	239	175
September	270	179	288
October	270	160	176
November	141	141	NA
December	310	270	NA
Total	**2,481**	**2,403**	**1,847**

Table 15: 30-Day Half-Fare Pass Sales

Month	2024	2025	2026
January	83	60	13
February	24	10	24
March	39	35	66
April	165	110	47
May	138	36	15
June	57	79	31
July	12	89	14
August	52	75	158
September	67	18	144
October	84	27	32
November	26	56	NA
December	91	132	NA
Total	**838**	**727**	**543**

Table 16: Full-Fare Fare Capping

Month	2024	2025	2026
January	65	79	78
February	124	65	85
March	117	99	108
April	119	106	122
May	91	80	101
June	90	112	140
July	109	89	121
August	118	75	130
September	103	18	109
October	152	27	155
November	65	56	NA
December	72	132	NA
Total	**1,225**	**938**	**1,149**

Table 17: Half-Fare Fare Capping

Month	2024	2025	2026
January	37	50	54
February	63	42	57
March	57	68	68
April	69	81	94
May	73	76	79
June	65	75	96
July	70	80	93
August	81	90	94
September	69	93	83
October	82	101	101
November	55	65	NA
December	52	58	NA
Total	**773**	**879**	**819**

Table 18: Bulk or Individual 30-Day Full-Fare Pass Sales

Bulk or Individual	2024	2025	2026 (through 10/31)
Bulk	49.2%	48.4%	47.0%
Individual	50.8%	51.6%	53.0%

Table 19: Bulk or Individual 30-Day Half-Fare Pass Sales

Bulk or Individual	2024	2025	2026 (through 10/31)
Bulk	21.2%	21.5%	14.7%
Individual	78.8%	78.5%	85.3%

Given the high volume of organizations purchasing 30-day passes, approximately half of all full-fare 30-day pass sales, Metro staff started working directly with these organizations to educate them about their options for transitioning to Umo. The

organizations that have recently purchased 30-day passes are listed below. Metro staff have contacted each organization by email, mail, or phone.

- City of Council Bluffs
- Community Alliance
- David’s House
- Dougals County Department of Corrections
- Douglas County Community Mental Health Center
- Heart Ministry Center
- Heartland Family Service
- Interfaith
- Lutheran Family Services
- Nebraska AIDS Project
- Nebraska Department of Health and Human Services
- Nebraska VR
- Open Door Mission
- Ponca Tribe of Nebraska
- RISE
- Salvation Army Burrows Center
- Salvation Army Heritage Place
- Santa Monica House
- Society of St. Vicent De Paul
- State of Nebraska, Department of Transportation
- Stephen Center
- Trinity Episcopal Cathedral
- Wage Works/Health Equity
- Women's Center for Advancement
- Youth Emergency Services

Obtaining a Umo Card

Umo cards are available at no cost at Metro’s administrative office (Monday through Friday, 8:00 a.m. to 4:30 p.m.), all Ticket Vending Machines, and at outreach events attended by Metro staff. Umo cards can also be ordered online and mailed. The 2021 Fare Equity Analysis noted that the retail vendor network, discussed in the next section, would carry Umo cards for purchase and assist individuals with setting up an account. This is not currently an option. However, account set up assistance is available at Metro’s administrative office, by email (register@ometro.com), and through Customer Service (Monday through Friday, 6:00 a.m. to 7:00 p.m., Saturday 7:30 a.m. to 7:00 p.m., Sunday 7:30 a.m. to 6:00 p.m.).

While retail vendors that currently purchase paper fare products (e.g., Baker’s, Hy-Vee, Supermercado) cannot reload Umo accounts at this time, they now have the option to purchase pre-loaded Umo cards in lieu of the paper 30-day tickets. This helps increase

access to Umo cards for individuals who previously purchased paper tickets at these retail vendor locations.

Ticket Vending Machines (TVMs) are available at the following locations:

- North Omaha Transit Center
    - Two TVMs are located at this location.
- Westroads Transit Center
    - There are three TVMs at this location, including the one at the ORBT station listed below.
- Metro Community College (MCC) South Transit Center
- MCC Fort Omaha Campus
- Metro Transit Administrative Building (2222 Cuming Street)
- ORBT Stations
    - 8th & Farnam
    - 12th & Dodge
    - 15th & Dodge
    - 20th & Dodge
    - 24th & Dodge
    - 33rd & Dodge
    - 42nd & Dodge (eastbound and westbound)
    - 49th & Dodge (eastbound and westbound)
    - 62nd & Dodge (eastbound and westbound)
    - 72nd & Dodge (eastbound and westbound)
    - 84th & Dodge (eastbound and westbound)
    - 90th & Dodge (eastbound and westbound)
    - Westroads ORBT station
    - 10th & Douglas
    - 15th & Douglas
    - 19th & Douglas
    - 24th & Douglas
    - Park Ave & Douglas

TVMs play an essential role in providing access to obtaining a Umo card and reloading Umo accounts. There are 32 TVMs currently installed throughout Metro's service area. Table 20 shows that all minority routes, as identified in Metro's Title VI Plan submitted in December 2025, have at least two access points to a TVM. Almost all other routes (non-minority, express, and contracted) have access to at least one. Route 55 does not have a TVM along its route; however, riders can transfer to Routes 11, 13, 15, 18, or 30 at Aksarben Transit Center to get to a TVM. Total TVM access by route is outlined in Tables 20, 21, and 22. Locations that have multiple TVMs are only counted as one in terms of total access.

Table 20: TVM Access for Minority Routes

Minority Route	TVM Locations	Total TVM Access
3	North Omaha Transit Center, 42nd & Dodge, MCC South Transit Center	3
5	North Omaha Transit Center, Westroads Transit Center	2
8	North Omaha Transit Center, 72nd & Dodge, 84th & Dodge	3
11	12th & Dodge, 15th & Dodge, 15th & Douglas	3
13	15th & Dodge, 15th & Douglas, MCC South Transit Center	3
14	North Omaha Transit Center, MCC South Transit Center	2
18	72nd & Dodge, North Omaha Transit Center, Metro Transit Administrative Building, 20th & Dodge, 15th & Douglas, 19th & Douglas, 15th & Dodge	7
24	North Omaha Transit Center, Metro Transit Administrative Building, MCC South Transit Center, 24th & Dodge, 24th & Douglas	5
26	North Omaha Transit Center, MCC Fort Omaha Campus	2
30	North Omaha Transit Center, MCC Fort Omaha Campus, Park Ave & Douglas, 33rd & Dodge, 42nd & Dodge	5
35	North Omaha Transit Center, Park Ave & Douglas	2
36	15th & Dodge, 15th & Douglas	2
106	North Omaha Transit Center, 15th & Dodge	2
120	72nd & Dodge, 62nd & Dodge, 42nd & Dodge, 33rd & Dodge, 24th & Douglas, 12th & Dodge, 15th & Dodge, 24th & Dodge	8

Table 21: TVM Access for Non-Minority Routes

Non-Minority Route	TVM Access	Total TVM Access
ORBT	8th & Farnam, 12th & Dodge, 15th & Dodge, 20th & Dodge, 24th & Dodge, 33rd & Dodge, 42nd & Dodge (eastbound and westbound), 49th & Dodge (eastbound and westbound), 62nd & Dodge (eastbound and westbound), 72nd & Dodge (eastbound and westbound), 84th & Dodge (eastbound and westbound), 90th & Dodge (eastbound and westbound), Westroads ORBT Station, 10th & Douglas, 15th & Douglas, 19th & Douglas 24th & Douglas, Park Ave & Douglas	24
15	15th & Dodge, 24th & Douglas, 20th & Dodge, 24th & Dodge	4
55	None	0
Green Route	12th & Dodge, 15th & Dodge, 15th & Douglas	3

Table 22: TVM Access for Express Routes and Contracted Service

Non-Minority Route	TVM Access	Total TVM Access
41 (Blue Route)	15th & Dodge, 15th & Douglas	2
43 (Yellow Route)	15th & Dodge, 15th & Douglas	2
92	Westroads Transit Center	1
93	15th & Dodge	1
94	15th & Dodge	1
95	15th & Dodge, MCC South Transit Center	2
97	15th & Dodge	1

Reloading a Umo Card

Metro riders have multiple options to reload their Umo account (Table 23). Funds can be added to a Umo account online at umopass.com using a debit or credit card, or a pre-paid card that is registered to an address. These same methods can be used to add funds at a TVM or Metro's Administrative Building, in addition to cash.

Table 23: Ways to Reload Umo Accounts

Account Reload Method	App	Card
At umopass.com using a web browser	Yes	Yes
In the app	Yes	No
At a Ticket Vending Machine	Yes	Yes
At Metro's Administrative Building	Yes	Yes

All Metro buses and MOBY vans are equipped with complimentary Wi-Fi for riders to use while on board. There is also free access to Wi-Fi for riders at ORBT stations and the North Omaha Transit Center.

The August 2021 Fare Equity Analysis discussed a retail vendor network offered through a partnership between Umo and InComm Payments to give greater access to reloading Umo accounts for cash-based or unbanked riders. The local retail stores that are part of the InComm Payments network are Walgreens and CVS. Both retailers have closed a number of their physical stores in recent years. Paired with high staff turnover and inconsistent training, this option has turned out to be unreliable. However, riders continue to have access to reloading their Umo accounts with cash as outlined above. Additionally, per the FDIC "How America Banks" Survey from 2019, which was cited in the 2021 Fare Equity Analysis, 4.0% of households in the Omaha-Council Bluffs Metropolitan Statistical Area did not have a bank account. In the 2023 survey, the most recent version, that number dropped to 2.1%. This indicates that a greater number of households in the Omaha-Council Bluffs area are currently banked than at the time of the 2021 analysis.

Lastly, as shown in Table 20, the assurance from the 2021 Fare Equity Analysis "that riders on all designated minority routes have multiple locations along the route that could accept cash to receive the benefits of the Umo program and proposed fare capping" continues to be upheld, even with the reduced retail vendor network availability.

Metro staff did not identify any disparate impacts or disproportionate burdens that have arisen since the time of the previous analysis and recommend proceeding with the discontinuation of the paper 30-day passes.

$2.00 Replacement Fee

A $2.00 fee for all reusable smart cards was proposed and approved as part of the 2021 Fare Equity Analysis. Metro has not implemented the fee to date. However, Metro is currently proposing to charge a $2.00 replacement fee for reusable smart cards (Umo cards).

The initial cost of the Umo card at the time of adoption was $2.00. The cost per card for is now $3.50 and is subject to change. Metro does not believe the $2.00 replacement fee will cause adverse effects on minority or low-income populations as Umo cards will continue to be offered at no cost through the TVMs and for new accounts set up at Metro's administrative office. The $2.00 fee is still a subsidized cost for the reusable smart card.

Currently, Metro requires individuals to come to its administrative office and show a picture ID before any funds are transferred from one Umo account to another. It is anticipated that the $2.00 fee will be assessed at this time.

Riders who choose to use the Umo app or paper tokens would not have a fee as there is no card to replace. Individuals who only use paper tokens lose the benefit of fare capping.

Metro staff did not identify any disparate impacts or disproportionate burdens that have arisen since the time of the previous analysis and recommend proceeding with the $2.00 replacement fee for reloadable smart cards.

Fare Equity Analysis: Required K-12 Umo Card for Students

In January 2024, Metro Transit's Board of Directors approved a Title VI Fare Equity Analysis for the K-12 Rides Free Program. This approval removed Metro's previous student fare.

The January 2024 Fare Equity Analysis outlined how students access the benefits of the K-12 Rides Free Program:

> High school students must show a valid school or Metro issued student identification to access the program. Elementary and middle school students can simply identify themselves as students to the driver in order to access the free

> fares. To accommodate home-schooled students, Metro issues free photo identification for students who show proof of enrollment. Accepted forms of proof of enrollment include enrollment documentation from a student's high school (including class schedules, confirmation letters, or any other indication of enrollment), a signed acknowledgement letter from the Commissioner of Education if home-schooled in Nebraska, a Competent Private Instruction (CPI) Form A, Independent Private Instruction (IPI) Response to Written Request Report Form, or another proof of home school enrollment if home-schooled in Iowa, and GED class registration.

Metro also made the following note in the 2024 Fare Equity Analysis:

> If there are future changes to the way in which students access the benefits of the K-12 Rides Free program, such as requiring all students to obtain a Metro-issued ID, the changes will be implemented in a way that does not create, or at minimum mitigates, any disparate impact.

Currently, Metro staff are proposing to implement the previously mentioned Metro-issued ID. This would require students to have a Metro-issued K-12 Rides Free smart card to ride. The initial K-12 Rides Free ID issued by Metro would be at no cost to the participants. If a replacement is needed, the proposed $2.00 replacement fee would apply, if approved.

Metro staff are currently expecting to receive the K-12 Rides Free IDs in December 2026. Staff will begin distributing the cards in January 2027. To obtain a card, a parent or guardian will need to complete a form and submit it to Metro. The form will be available at minimum in English and Spanish to comply with Metro's Title VI Language Assistance Plan, and in additional languages as requested. Students will not be able to submit the form themselves. The form will be available at schools, Metro's administrative building, for download on Metro's website, and at outreach events such as school enrollment and resource fairs. Metro may consider offering occasional night and weekend hours at its administrative building to process forms, as needed.

Metro staff will seek to partner with school districts to notify eligible students and their parents and guardians about the change in access to the K-12 Rides Free program. Metro's outreach efforts would include school districts and institutions outside of Omaha Public Schools, including Council Bluffs Community School District, Millard Public Schools, Ralston Public Schools, and Westside Community Schools. Metro will also make the K-12 Rides Free smart card available to private and home school students.

Beginning no later than June 1, 2027, students will be required to have the K-12 Rides Free ID in order to board without paying fare.

Metro staff did not identify any disparate impacts or disproportionate burdens that have arisen since the time of the previous analysis and recommend proceeding with the

required Metro-issued K-12 Rides Free smart card for students, beginning with high school students.

Public Engagement

Four (4) public meetings were held to solicit public input on the proposed changes to fare payment methods in coordination with proposed service changes. The updated access to the K-12 Rides Free Program was not included in the public meeting content. The dates, times, and locations for each meeting are listed below.

1. **Online Meeting (Recorded)**
    - Tuesday, September 15, 2026 from 12:00 to 1:00pm on Zoom
    - The presentation was delivered in English. English ASL interpretation was scheduled but was unavailable during the presentation. Attendees were notified that accurate closed captions would be uploaded with the recording.
2. **Online Meeting (Recorded)**
    - Wednesday, September 16, 2026 from 12:00 to 1:00pm on Zoom
    - The presentation was delivered in Spanish.
3. **In-Person Meeting**
    - Friday, September 18 from 10:00am to 1:00pm at the North Omaha Transit Center, 4308 N. 30th street Omaha, NE 68111
4. **In-Person Meeting**
    - Wednesday, September 23 from 2:30 to 6:00pm at the MCC South Transit Center, 2801 Edward Babe Gomez Ave, Omaha, NE 68107

Public Notification

The public was notified about the meetings through publication in the Daily Record (Appendix C) and a media press release to local media contacts (WOWT, KETV, KMTV, OWH). A couple media sites published stories after receiving the media press release. Notices were published on social media sites, including Facebook, Instagram, and LinkedIn. The posts included links to Metro Transit's website, which allows for multi-language translation. The summary of Metro Transit social media posts about the public meetings and open comment period is outlined in Table 10.

Media stories:

- WOWT: Metro Transit seeks rider feedback on proposed service changes
- Morning Omaha: Metro Transit will hold four public meetings soon to gather rider feedback on proposed changes to bus routes, fares and passes

Table 24: Social Media Post Summary

Platform	Date	Reach	Comments	Shares	Reactions	Interactions
Facebook	11-Sep	1426	5	5	27	226
Instagram	11-Sep	246	0	3	18	25
Twitter	11-Sep	151	0	2	2	4
LinkedIn	11-Sep	113	0	0	1	24
Facebook	12-Sep	365	5	1	10	17
Instagram	12-Sep	191	0	2	5	9
Twitter	12-Sep	50	0	0	0	0
Facebook	15-Sep	524	3	4	10	17
Instagram	15-Sep	236	5	1	21	29
Twitter	15-Sep	81	1	0	0	1
LinkedIn	15-Sep	151	0	1	3	5
Facebook	22-Sep	206	3	0	4	7
Instagram	22-Sep	270	1	2	9	13
Twitter	22-Sep	64	0	0	0	0
LinkedIn	22-Sep	65	0	0	0	0
Facebook	1-Oct	850	0	7	14	22
Instagram	1-Oct	102	0	0	11	11
Twitter	1-Oct	61	0	0	1	1
LinkedIn	1-Oct	32	0	0	0	0
TOTAL	**19**	**5,184**	**23**	**28**	**136**	**411**

Table summary: Metro Transit staff notified the public about the proposed service changes through social media a total of 19 times across four platforms (Facebook, Instagram, Twitter, and LinkedIn) from September 11 to October 1, 2026. Through the posts, there was a collective reach of 5,184, 23 total comments, 28 shares, 136 reactions, and 411 interactions.

Digital signs were displayed in kiosks at Metro Transit's transit centers and administrative facility's public space where fare media is purchased, half-fare IDs are processed, route schedules/maps are available, and riders can receive trip planning assistance. Bilingual Rider Alerts were distributed on buses.

Historically underrepresented populations including minorities, low-income populations, persons with Limited English Proficiency, persons with disabilities, and seniors were encouraged to participate with the assistance of community-based organizations, social service agencies, and advocacy groups. These partners included Canopy South, City of Omaha, Clover24, Educare (Indian Hills), Heartland Hope Mission, Heartland Workforce Solutions, HomeWoven, InCommon, Latino Economic Development Council, OneWorld Stephen Center Clinic, OneWorld Teen & Young Adult Health Center South, South Omaha Neighborhood Alliance, Subby Anzaldo Columbus Park Community Center, Whispering Roots, and World Speaks. All were asked to share the information with their individual constituents.

The notices and releases included contact information for requesting reasonable accommodations or language interpretation other than Spanish to encourage full participation in the public meetings. A contact person, phone number, and email were provided for the arrangement of the aforementioned. The notices also stated that both virtual meetings would begin with a brief presentation to go through the proposed changes with remaining time reserved for any questions or comments and that the in-person meetings would be held in an open-house format without a formal presentation. The notice included that at all meetings, members of the public would be able to ask any questions and submit their comments on the proposed changes verbally or in print/text at the time of the meeting or through a web form, email, social media, and physical mail.

Information about the public comment period lasting for 10 days after the last public meeting was included in the notices and releases. Public comments could be submitted by physical or electronic mail or online from September 15 through October 4, 2026. Key documents and other presentation materials were posted on the Metro Transit website (ometro.com) and available in print at Metro Transit's headquarters (2222 Cuming Street) for the duration of the comment period. See Appendix D for information presented during the in-person and virtual meetings.

Additional outreach was conducted by dropping off copies of the information shared during in-person public meetings (Appendix D). Materials were dropped off for dissemination at Educare (Indian Hills), El Museo Latino, Girls Inc., Heartland Workers Center, Highland Elementary, Kroc Center, Latino Center of the Midlands, Nebraska Urban Indian Health Center, OneWorld Community Health Livestock Exchange Health Campus, Omaha 360, OneWorld Learning Community Center of South Omaha, South Omaha Business Improvement District (Pesek Law), South Omaha Community Care Council, South Omaha Library, Stephen Center, and Washington Branch Library.

Summary of Public Meetings and Comments

There were 305 participants across the four public meetings, including additional views of the virtual meeting recording through October 4, 2026.

Table 25: Public Meeting Locations and Participant Numbers

Date	Location	Format	Number of Participants
September 15	Zoom – English + ASL	Online	13
Through October 4, 2026	Views of the English virtual meeting recording	Online	24
September 16	Zoom – Spanish	Online	2
Through October 4, 2026	Views of the Spanish virtual meeting recording	Online	13
September 18	North Omaha Transit Center 4308 North 30th Street	In person	143
September 23	MCC South Transit Center 2801 Edward Babe Gomez Ave	In person	110

English American Sign Language (ASL) interpretation was scheduled for the September 15th virtual meeting but was unavailable during the live meeting. Participants were notified that automated closed captions were enabled and that corrected and accurate captions would be uploaded with the recording. The September 16th meeting was facilitated fully in Spanish. A recording of the virtual meetings was available online in English and Spanish to allow for additional input during the public comment period. Bilingual staff members were in attendance for Spanish interpretation assistance at the September 23rd meeting. Staff were prepared to use translation assistance at the remainder of the meetings, if needed.

Presentation and outreach materials were available in both English and Spanish. There were no requests for language interpretation or translation beyond English or Spanish. Metro Transit also sought to accommodate lower literacy skills through clear and concise language to the greatest degree possible.

Transit Advisory Committee

In addition to the public meetings and open comment period, the proposed updates, including the K-12 Rides Free Program changes, were presented to and discussed with Metro Transit's Transit Advisory Committee (TAC). The TAC is an advisory committee formed to inform the Metro Transit Board of Directors concerning any

service area program(s) or project(s) of local community concern. It is one way in which Metro Transit involves members of the community from diverse populations, identities, backgrounds, and geographies of the area served by Metro Transit.

More information about the TAC, including meeting agendas and minutes, is available on Metro Transit's website: ometro.com/tac.

Public Comments

All public comments about Metro Transit services are documented and appreciated, whether specific to the proposed fare changes or any other Metro Transit service or policy. Metro Transit staff consistently work to address concerns and improve service, including fare collection.

A total of 48 public comments were received during the public meetings and open comment period. Of the public comments received, 15 were directly related to the proposed updated fare payment methods (Appendix E). Metro Transit responded to public comments during public meetings and on social media. Comments submitted through the website are anonymous. Metro Transit responses to the public comments submitted are included in Appendix E.

Conclusion

No disparate impact or disproportionate burden has been identified through this fare equity analysis for any of the four proposed updates to fare payment methods. Communication about the changes, if approved, will be conducted in accordance with Metro's outreach policies and in compliance with the requirements of Metro's Language Assistance Plan.

The proposed updates to fare payment methods are compliant with the requirements of the Civil Rights Act of 1964, as amended.

Appendix A: Metro Transit Fare Equity Analysis Policy

Metro Transit's Fare Equity Analysis Policy in compliance with applicable federal requirements under Title VI of the Civil Rights Act of 1964, including 49 CFR Section 21 and FTA Circulars 4702.1B and 4703.

Except for those limited and unique conditions noted below, the FTA requires that recipients of FTA funding prepare and submit fare equity analyses for all proposed fare changes, regardless of whether the proposed change is an increase or decrease, to evaluate the effects of fare changes on minority populations and low-income populations. Metro Transit's Fare Equity Analysis Policy is a stand-alone provision, separate from Metro Transit's Major Service Change Policy. Metro Transit's Fare Equity Analysis Policy operates in tandem with all other Metro Transit policies for changing the fare structure, fare media, or fare price.

For purposes of this policy, "minority population" is defined as: Any readily identifiable group of minority persons (persons identified by race, color, or national origin) who live in geographic proximity.

For purposes of this policy, "low-income population" is defined as: Any readily identifiable group of households who live in geographic proximity and whose median household income is at or below of the Department of Health and Human Services Poverty Guidelines.

This policy incorporates by reference the definitions of "Disparate Impact" and "Disproportionate Burden" from Metro Transit's Title VI Disparate Impact Policy and Disproportionate Burden Policy, respectively.

This policy incorporates by reference the percentage thresholds for "Disparate Impact" and "Disproportionate Burden" from Metro Transit's Title VI Disparate Impact Policy and Metro Transit's Disproportionate Burden Policy, respectively.

For proposed changes that would increase or decrease the fares on the entire system, on certain transit modes, or by fare payment type or fare media, Metro Transit shall analyze ridership surveys, census demographic data, fare box reports, and other sources of information as available to determine whether minority and/or low-income riders are disproportionately more likely to use the mode of service, payment type, or payment media that would be subject to the fare change.

Metro Transit shall then—

a. Determine the number and percent of users of each fare media being changed.
b. Review fares before and after the change.
c. Compare the percentage differences for each particular fare media between minority users and overall users.

d. Compare the percentage differences for each particular fare media between low-income users and overall users.

Metro Transit will analyze proposed fare changes to see if the proposed change would result in a disparate impact to minority populations or a disproportionate burden on low-income populations. If a disparate impact or disproportionate burden is identified, Metro Transit must attempt to modify the proposed changes to avoid, minimize, or mitigate potential disparate impacts and/or disproportionate burdens. Metro Transit shall then reanalyze the proposed changes to determine whether the modifications actually removed, minimized or mitigated the disparate impacts of the changes.

Where disparate impacts and/or disproportionate burdens are identified, Metro Transit shall provide a meaningful opportunity for public comment on any proposed mitigation measures, including any less discriminatory alternatives that may be available.

If Metro Transit chooses not to alter the proposed fare changes despite a disparate impact on minority ridership or disproportionate burden on low-income riders, or if Metro Transit finds, even after the revisions, those minority or low-income riders will continue to bear a disproportionate share of the proposed fare change, Metro Transit may implement the fare change only if:

a. Metro Transit has a substantial justification for the proposed change, and

b. Metro Transit can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish Metro Transit's legitimate program goals.

Exceptions: Metro Transit will not require a fare equity analysis for the following conditions:

a. Emergencies, or other instances in which Metro Transit may declare that all passengers ride free.
b. Temporary fare reductions that are mitigating measures for other actions.
c. Promotional fare reductions lasting less than six months in duration.

Disproportionate Burden Policy

Metro's Disproportionate Burden Policy, in compliance with applicable federal Environmental Justice requirements under Executive Order 12898 and FTA Circulars 4703.1 and 4702.1B requiring that recipients of FTA funding prepare and submit service and / or fare equity analyses.

The Disproportionate Burden Policy establishes a threshold for determining whether proposed service or fare changes have a disproportionate effect on low-income populations relative to non-low-income populations.

The threshold is the difference between the burdens borne by, and benefits experienced by, low income populations compared to non-low income populations. Exceeding the threshold means either that a service or fare change negatively impacts low-income populations more than non-low-income populations, or that the change benefits non-low-income populations more than low-income populations.

If the threshold is exceeded, Metro must avoid, minimize, or mitigate impacts where practicable.

For purposes of this policy, "low-income population" is defined as any readily identifiable group of households who live in geographic proximity and whose median household income is at or below of the Department of Health and Human Services Poverty Guidelines.

Metro establishes the threshold for a "disproportionate burden" as follows: Should the burden of any fare or major service changes require a low-income population to bear adverse effects fifteen percent or greater of the cumulative burden compared to the effects borne by the non-low-income population, that impact will be considered a disproportionate burden.

Disproportionate Burden will be reviewed on the affected changes on a cumulative basis.

Should a proposed fare or major service change result in a disproportionate burden, Metro will consider modifying the proposed change to avoid, minimize, or mitigate the disproportionate burden of the change. If Metro finds a potential disproportionate burden and then modifies the proposed changes to avoid, minimize, or mitigate potential disproportionate burdens, Metro will reanalyze the proposed changes to determine whether the modifications actually removed the potential disproportionate burden of the changes.

If Metro chooses not to alter the proposed changes, Metro may implement the service change if:

a. There is substantial legitimate justification for the change; and

b. The agency can show that there are no alternatives that would have less impact on the low-income population and would still accomplish the agencies legitimate program goals.

In accordance with FTA guidance, Metro will not alter this Disproportionate Burden Policy until its next Title VI Program Submission, though Metro maintains the freedom to select the most appropriate and informative dataset for use in low-income population service equity analyses. Metro shall, however, use the same comparison population data in low-income population service equity analyses as it uses for minority population service equity analyses. For example, if Metro uses ridership surveys to determine the comparison population in minority population service equity analyses, Metro will also use ridership surveys to determine the comparison population for low-income service equity analyses.

Metro engaged the public in the decision-making process prior to adopting this Policy, and will do so when altering, or amending this Disproportionate Burden Policy, if needed at the next submission.

Disparate Impact Policy

Metro has established a Disparate Impact Policy in compliance with applicable federal requirements under Title VI of the Civil Rights Act of 1964, including 49 CFR Section 21 and FTA Circular 4702.1B requiring that recipients of FTA funding prepare and submit service equity analyses for proposed major service or fare changes.

The Disparate Impact Policy establishes a threshold for determining whether proposed service or fare changes disproportionately affect minority populations relative to non-minority populations on the basis of race, ethnicity or national origin.

The threshold is the difference between the burdens borne by, and benefits experienced by, minority populations compared to non-minority populations. Exceeding the threshold means either that a service or fare change negatively impacts minority populations more than non-minority populations or that the change benefits non-minority populations more than minority populations.

A “disparate impact” refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where Metro’s policy or practice lacks a substantial legitimate justification and where there exist one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

Metro defines the threshold for a “disparate impact” as follows: Should the impact of any fare or major service change require a minority population to bear adverse effects fifteen percent or greater of a cumulative impact compared to those adverse effects borne by the nonminority population, that impact will be deemed a disparate impact.

Disparate impacts will be reviewed on the affected changes on a cumulative basis.

Should a proposed major service change or any fare change result in a disparate impact, Metro will consider modifying the proposed change to avoid, minimize, or mitigate the disparate impact of the change. If Metro finds potential disparate impacts and then modifies the proposed changes to avoid, minimize, or mitigate potential disparate impacts, Metro will reanalyze the proposed changes to determine whether the modifications actually removed the potential disparate impacts of the changes.

In accordance with FTA guidance, Metro will not alter this Disparate Impact Policy until its next Title VI Program Submission, though Metro maintains the freedom to select the most appropriate and informative dataset for use in minority population service and fare equity analyses. Metro shall, however, use the same comparison population data in low-income population equity analyses as it uses for minority population equity analyses. For example, if Metro uses ridership surveys to determine the comparison population in minority population equity analyses, Metro will also use ridership surveys to determine the comparison population for low-income equity analyses. Metro engaged the public in the decision-making process prior to adopting this Policy, and will do so when altering, or amending this Disparate Impact Policy, needed at the next submission.

Appendix B: Definitions

1. **Major Service Change:** The addition and/or elimination of a bus route, a ten percent or more addition or reduction in the system revenue miles, a fifteen percent or more addition or reduction of revenue miles on any individual route, and/or a change in frequency, span of service, or route alignment beyond a quarter mile buffer of the terminus and either side of an existing alignment.

2. **Adverse Effect:** Geographical or temporal reduction in service which includes but is not limited to the span of service changes, frequency changes, route segment elimination, reduced span of service hours, re-routing, and route elimination.

3. **Benefits:** Geographical or temporal additions in service, including added routes, added route segments, increased frequency, and increased span of service hours.

4. **Disparate Impact:** The impact of any fare or major service change that requires a minority population to bear adverse effects fifteen percent or greater of a cumulative impact compared to those adverse effects borne by the nonminority population.

5. **Disproportionate Burden:** The burden of any fare or major service changes that requires a low-income population to bear adverse effects fifteen percent or greater of the cumulative burden compared to the effects borne by the non-low-income population.

6. **Express Transit Service:** Metro Transit-designated express routes.

7. **Local Transit Service:** Metro Transit fixed-route bus routes not designated as express routes.

8. **Low-Income:** Any readily identifiable group of households who live in geographic proximity and whose median household income is at or below the Department of Health and Human Services Poverty Guidelines, which are based on the U.S. Census Bureau's poverty thresholds.

9. **Minority:** Those persons who self-identify as being one or more of any ethnicity other than "white" alone.

10. **Minority Populations:** Those persons who self-identity as being one or more of the following ethnic groups: American Indian and Alaska Native, Asian, Black or

African American, Hispanic or Latino, Native Hawaiian and Other Pacific Islander, as defined in the FTA Title VI Circular.

11. **Minority Areas:** Residential land use areas within Census tracts where the percentage of minority persons is higher than the Metro Transit service area average.

12. **Revenue Mile:** For technical purposes, one revenue mile represents a bus traveling one mile while available for use by the general public. Three revenue miles represents one bus being on the road for three miles or three buses being on the road for one mile each. By using revenue miles instead of revenue dollars, Metro Transit can control for currency inflation and can better prepare for and evaluate major service changes.

13. **Route Level:** Refers to the geographic level of analysis by which the performance of a transit route is measured for equity.

14. **Route Service Area:** A three-quarter mile buffer on both sides and terminus of a transit route's alignment.

15. **Service Level:** Refers to the span of service (hours of operation), days of operation, trips, and headways (service frequencies) for a transit route or the regional transit system.

16. **Service Area:** According to 49 CFR 604.3, geographic service area means "the entire area in which a recipient is authorized to provide public transportation service under appropriate local, state, and federal law."

17. **Service Span:** The span of hours over which service is operated (e.g., 6 a.m. to 10 p.m.). The service span may vary by weekday, Saturday, or Sunday.

18. **System-wide:** Refers to the geographic level of analysis by which the performance of the entire transit system is measured for equity.

19. **Transit Center:** A transit facility that serves as the connection point for three or more bus routes.

Appendix C: Public Meeting Notice

The Daily Record

Public Notice Placement Confirmation

Please notify us of any changes ASAP at legals@omahadailyrecord.com

Scheduled Publication **9/11**

METRO TRANSIT
PUBLIC MEETING NOTICE

Metro Transit is seeking public comments on proposed minor service changes to Routes 3 and 94, a proposed major service change to Route 24, and changes to fare product options. Metro will hold four (4) meetings for the public to attend and share comments.

The virtual meeting will begin with a brief presentation highlighting the proposed changes and the remaining time will be reserved for questions and comments. The in-person meetings will be held in an open-house format with no formal presentation.

Tuesday, September 15
Virtual – On Zoom
Link:
https://us06web.zoom.us/j/83282101593?pwd=SvYMnaqmAVYCunjtKQNXI8KOEFKmb2.1
Phone Call-In: 1-346-248-7799
Meeting ID: 832 8210 1593
Passcode: 779932
12 p.m. – 1 p.m.

ASL interpretation (English) will be provided for this meeting. The session will be recorded, and the recording will be made available on Metro's website and YouTube channel.

Wednesday, September 16
Virtual – On Zoom
Link:
https://us06web.zoom.us/j/87007435846?pwd=CXlGipkVno672wYF3p0aQbkx4n86mr.1
Phone Call-In: 1-346-248-7799
Meeting ID: 870 0743 5846
Passcode: 221830
12 p.m. – 1 p.m.

This meeting will be held in Spanish. The session will be recorded, and the recording will be made available on Metro's website and YouTube channel.

Friday, September 18
North Omaha Transit Center
4308 North 30th Street
Omaha, NE 68111
10 a.m. – 1 p.m.
Nearby Bus Routes:
3, 5, 8, 14, 18, 24, 26, 30, 35

Wednesday, September 23
MCC South Transit Center
2801 Edward Babe Gomez Ave,
Omaha, NE 68107
2:30 p.m. – 6 p.m.
Nearby Bus Routes:
3, 13, 24, 95

Spanish interpretation will be available at all in-person meetings. If you need a reasonable accommodation or language interpretation other than ASL or Spanish to fully participate in one of the public meetings, please contact **Dr. Alicia Johnson** (she/her), Director of Civil Rights and Inclusion, at civilrights@ometro.com or 402.341.7560 x 2550 (711 for TTY/TDD).

Members of the public who are unable to attend any of the meetings can also submit comments through Metro's website at ometro.com/September2026 or by mail.

Metro Transit
Attn: Proposed Service Changes
2222 Cuming Street
Omaha, NE 68102

Emailed comments should be sent to info@ometro.com.

The public comment period will run from **September 15 through October 4**.

9/11 ZNEZ

All notice submissions, changes and cancellations must be made by 12 p.m. two weekdays prior to publication, or by earlier deadlines noted in your confirmation email in advance of court holidays. Please note the The Daily Record reserves the right to delay publication if we are unable to reach you to resolve questions or concerns.

The Daily Record Public Notice Placement Confirmation

Scheduled publication 9/11

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2222 Cuming Street
Omaha, NE 68102

Emailed comments should be sent to info@ometro.com.

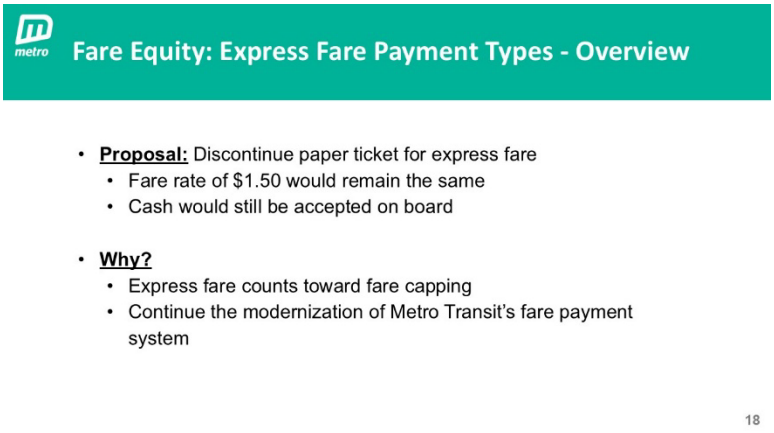
The public comment period will run from **September 15 through October 4**.

Appendix D: Public Meeting Presentation Materials

Information about proposed changes to fare payment methods was presented along with the proposed service changes. For the purposes of this document, only the public meeting presentation materials related to the proposed changes to fare payment methods are included.

Information Presented During the English Virtual Meeting

The presentation slides follow. The slide images have been marked as decorative for those who may be using a screen reader. The slide text is below the image. A text-only file of the slides was made available prior to the meeting.



Slide Title: Fare Equity: Express Fare Payment Types - Overview

Proposal: Discontinue paper ticket for express fare

- Fare rate of $1.50 would remain the same
- Cash would still be accepted on board

Why?

- Express fare counts toward fare capping
- Continue the modernization of Metro Transit's fare payment system

Fare Equity: Express Fare Media - Survey

- Express riders were surveyed on board in June 2026
- Of 63 people surveyed, 53 (84%) paid with Umo
- Four people (6%) paid with a paper ticket, but not necessarily an express paper ticket (e.g., 30-day pass)
- Most used an employer pass program (Union Pacific, FNBO)

Fare Type	How Survey Participants Paid Fare
Paper Ticket	4 (6%)
Cash	6 (10%)
Umo	53 (84%)
Total	63

19

Slide Title: Fare Equity: Express Fare Media - Survey

- Express riders were surveyed on board in June 2026
- Of 63 people surveyed, 53 (84%) paid with Umo
- Four people (6%) paid with a paper ticket, but not necessarily an express paper ticket (e.g., 30-day pass)
- Most used an employer pass program (Union Pacific, FNBO)

A table that indicates the fare type express survey participants used to pay their fare. Four or 6% paid with a paper ticket, six or 10% paid with cash, and 53 or 84% paid with Umo. The total number of survey participants was 63.

2021 Fare Equity Analysis

- Metro Board of Directors adopted a Fare Equity Analysis on August 26, 2021
- What was approved?
  - Account-based fare payment system (Umo)
  - Replace 30-day paper passes with Umo fare capping after a transition period
  - Charge $2 for a reusable smart card after a promotional period
  - No disparate impact and no disproportionate burden found

20

Slide Title: 2021 Fare Equity Analysis

- Metro Board of Directors adopted a Fare Equity Analysis on August 26, 2021
- What was approved?
  - Account-based fare payment system (Umo)
  - Replace 30-day paper passes with Umo fare capping after a transition period
  - Charge $2 for a reusable smart card after a promotional period
  - No disparate impact and no disproportionate burden found

What is Fare Capping?

With a Umo account (card or app), riders can access “fare capping.”

- This means the system will recognize the amount a rider with a Umo account pays in a calendar month and “cap” payments when Metro’s monthly ride cost is reached – currently $55 for full-fare riders and $27.50 for half-fare riders.
- Once a rider reaches the monthly fare cap and boards with their Umo app or card, the system will allow the rider to ride for free for the rest of that month.

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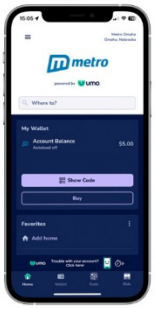
Slide Title: What is Fare Capping?

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- This means the system will recognize the amount a rider with a Umo account pays in a calendar month and “cap” payments when Metro’s monthly ride cost is reached – currently $55 for full-fare riders and $27.50 for half-fare riders.
- Once a rider reaches the monthly fare cap and boards with their Umo app or card, the system will allow the rider to ride for free for the rest of that month.

Benefits of Fare Capping

- Monthly fare capping:
  - enhances customer convenience and functionality,
  - allows users to access the cost savings of a monthly pass without the burden of the upfront cost, and
  - only applies to Umo.



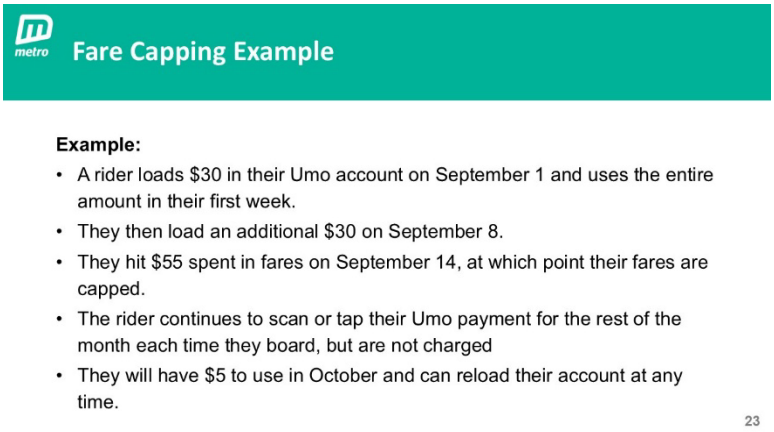
22

Slide Title: Benefits of Fare Capping

Monthly fare capping:

- enhances customer convenience and functionality,
- allows users to access the cost savings of a monthly pass without the burden of the upfront cost, and
- only applies to Umo.

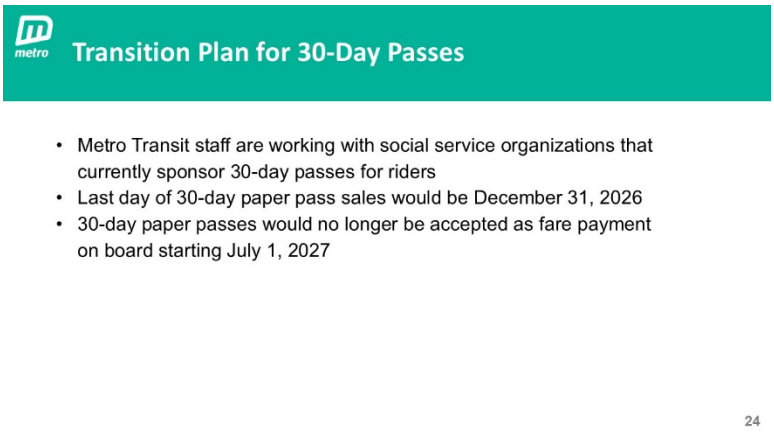
A front view of a mobile phone showing the Umo app home screen.



Slide Title: Fare Capping Example

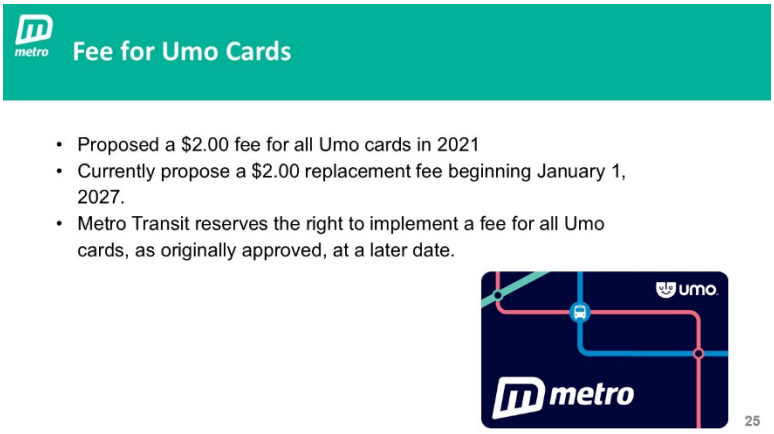
Example:

- A rider loads $30 in their Umo account on September 1 and uses the entire amount in their first week.
- They then load an additional $30 on September 8.
- They hit $55 spent in fares on September 14, at which point their fares are capped.
- The rider continues to scan or tap their Umo payment for the rest of the month each time they board, but are not charged
- They will have $5 to use in October and can reload their account at any time.



Slide Title: Transition Plan for 30-Day Passes

- Metro Transit staff are working with social service organizations that currently sponsor 30-day passes for riders
- Last day of 30-day paper pass sales would be December 31, 2026
- 30-day paper passes would no longer be accepted as fare payment on board starting July 1, 2027

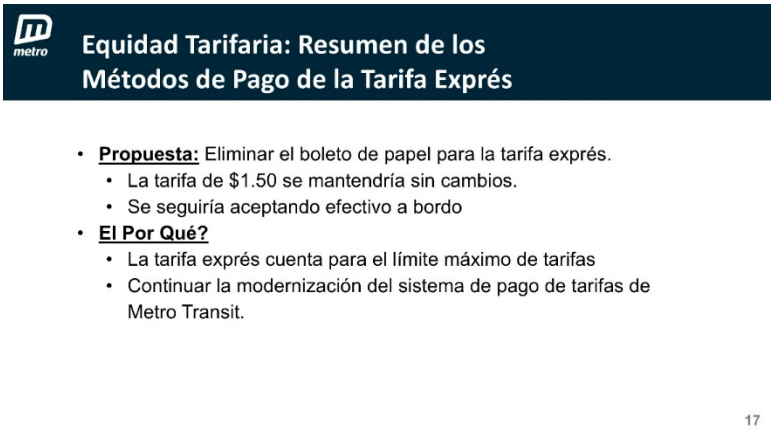


Slide Title: Fee for Umo Cards

- Proposed a $2.00 fee for all Umo cards in 2021
- Currently propose a $2.00 replacement fee beginning January 1, 2027.
- Metro Transit reserves the right to implement a fee for all Umo cards, as originally approved, at a later date.

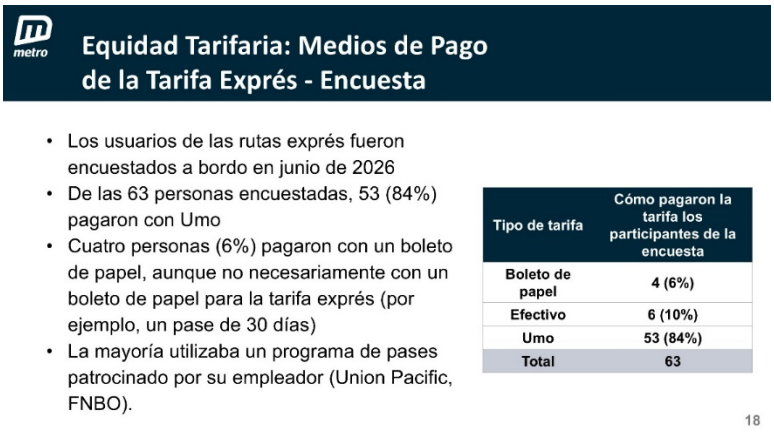
A picture of the front side of a Metro Umo card. It is dark blue with teal, pink, and blue route lines with a bus icon and the Metro and Umo logos in white.

Information Presented During the Spanish Virtual Meeting



Título de la diapositive: Equidad Tarifaria: Resumen de los Métodos de Pago de la Tarifa Exprés

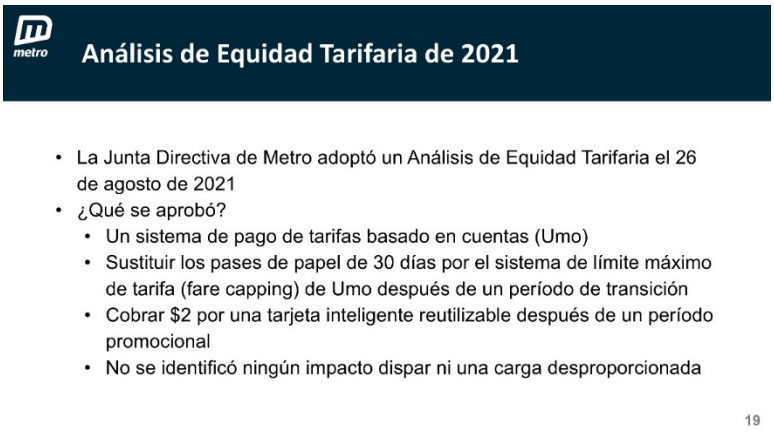
- Propuesta: Eliminar el boleto de papel para la tarifa exprés.
    - La tarifa de $1.50 se mantendría sin cambios.
    - Se seguiría aceptando efectivo a bordo
- El Por Qué?
    - La tarifa exprés cuenta para el limite máximo de tarifas
    - Continuar la modernización del Sistema de pago de tarifas de Metro Transit.



Título de la diapositive: Equidad Tarifaria: Medios de Pago de la Tarifa Exprés - Encuesta

- Los usuarios de las rutas exprés fueron encuestados a bordo en junio de 2026
- De las 63 personas encuestadas, 53 (84%) pagaron con Umo
- Cuatro personas (6%) pagaron con un boleto de papel, aunque no necesariamente con un boleto de papel para la tarifa exprés (por ejemplo, un pase de 30 días)
- La mayoría utilizaba un programa de pases patrocinado por su empleador (Union Pacific, FNBO).

Una tabla que indica el tipo de tarifa utilizado por los participantes de la encuesta Express para pagar su pasaje. Cuatro participantes, o el 6%, pagaron con un boleto de papel; seis participantes, o el 10%, pagaron en efectivo; y 53 participantes, o el 84%, utilizaron Umo. El número total de participantes de la encuesta fue de 63.



Título de la diapositive: Análisis de Equidad Tarifaria de 2021

- La Junta Directiva de Metro adoptó un Análisis de Equidad Tarifaria el 26 de agosto de 2021
- ¿Qué se aprobó?
    - Un sistema de pago de tarifas basado en cuentas (Umo)
    - Sustituir los pases de papel de 30 días por el sistema de límite máximo de tarifa (fare capping) de Umo después de un período de transición
    - Cobrar $2 por una tarjeta inteligente reutilizable después de un período promocional
    - No se identificó ningún impacto dispar ni una carga desproporcionada

¿Qué es el límite máximo de tarifa?

Con una cuenta Umo (tarjeta o aplicación), los pasajeros pueden acceder al sistema de “límite máximo de tarifa”

- Esto significa que el sistema reconocerá la cantidad que un pasajero con una cuenta Umo paga durante un mes calendario y limitará los cobros una vez que se alcance el costo mensual máximo de viajes de Metro, actualmente $55 para los pasajeros que pagan tarifa completa y $27.50 para los pasajeros que pagan tarifa reducida
- Una vez que el pasajero alcance el límite máximo de tarifa mensual y aborde utilizando su aplicación o tarjeta Umo, el sistema le permitirá viajar sin costo durante el resto de ese mes

20

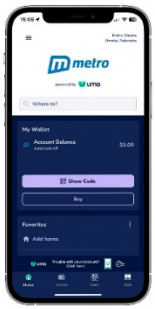
Título de la diapositive: ¿Qué es el límite máximo de tarifa?

Con una cuenta Umo (tarjeta o aplicación), los pasajeros pueden acceder al sistema de “límite máximo de tarifa”

- Esto significa que el sistema reconocerá la cantidad que un pasajero con una cuenta Umo paga durante un mes calendario y limitará los cobros una vez que se alcance el costo mensual máximo de viajes de Metro, actualmente $55 para los pasajeros que pagan tarifa completa y $27.50 para los pasajeros que pagan tarifa reducida
- Una vez que el pasajero alcance el límite máximo de tarifa mensual y aborde utilizando su aplicación o tarjeta Umo, el sistema le permitirá viajar sin costo durante el resto de ese mes

Beneficios del límite máximo de tarifa

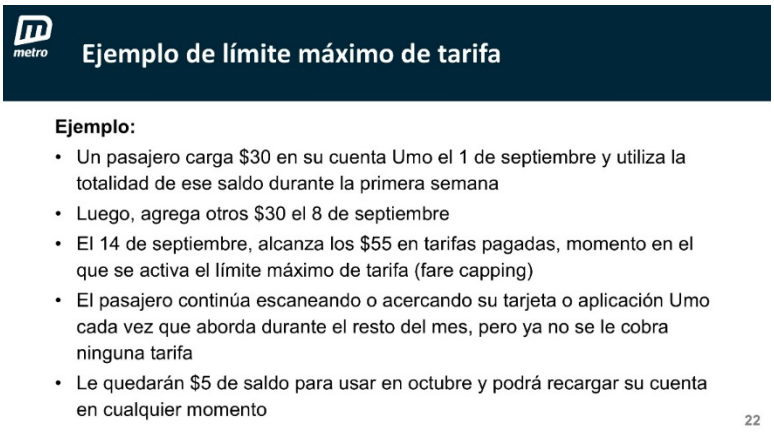
- Límite máximo de tarifa mensual:
  - Mejora la comodidad y funcionalidad para los usuario
  - Permite a los usuarios obtener el ahorro equivalente al de un pase mensual sin tener que asumir el costo total por adelantad
  - Solo está disponible para usuarios de Umo



21

Título de la diapositive: Beneficios del límite máximo de tarifa

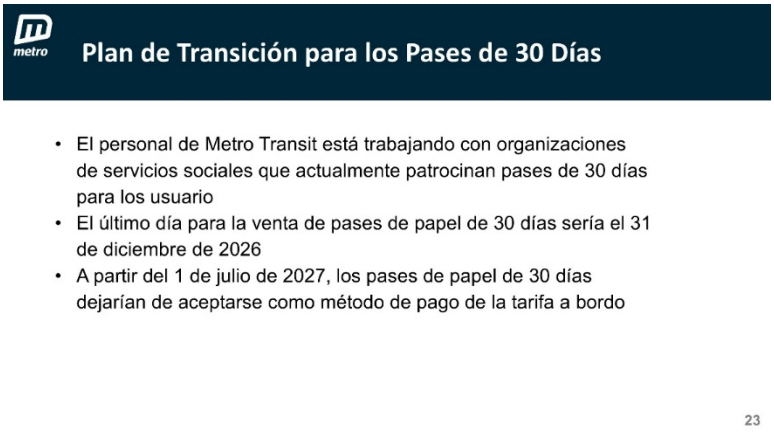
- Límite máximo de tarifa mensual:
  - Mejora la comodidad y funcionalidad para los usuario
  - Permite a los usuarios obtener el ahorro equivalente al de un pase mensual sin tener que asumir el costo total por adelantad
  - Solo está disponible para usuarios de Umo



Título de la diapositive: Ejemplo de límite máximo de tarifa

Ejemplo:

- Un pasajero carga $30 en su cuenta Umo el 1 de septiembre y utiliza la totalidad de ese saldo durante la primera semana
- Luego, agrega otros $30 el 8 de septiembre
- El 14 de septiembre, alcanza los $55 en tarifas pagadas, momento en el que se activa el límite máximo de tarifa (fare capping)
- El pasajero continúa escaneando o acercando su tarjeta o aplicación Umo cada vez que aborda durante el resto del mes, pero ya no se le cobra ninguna tarifa
- Le quedarán $5 de saldo para usar en octubre y podrá recargar su cuenta en cualquier momento



Título de la diapositive: Plan de Transición para los Pases de 30 Días

- El personal de Metro Transit está trabajando con organizaciones de servicios sociales que actualmente patrocinan pases de 30 días para los usuario
- El último día para la venta de pases de papel de 30 días sería el 31 de diciembre de 2026
- A partir del 1 de julio de 2027, los pases de papel de 30 días dejarían de aceptarse como método de pago de la tarifa a bordo

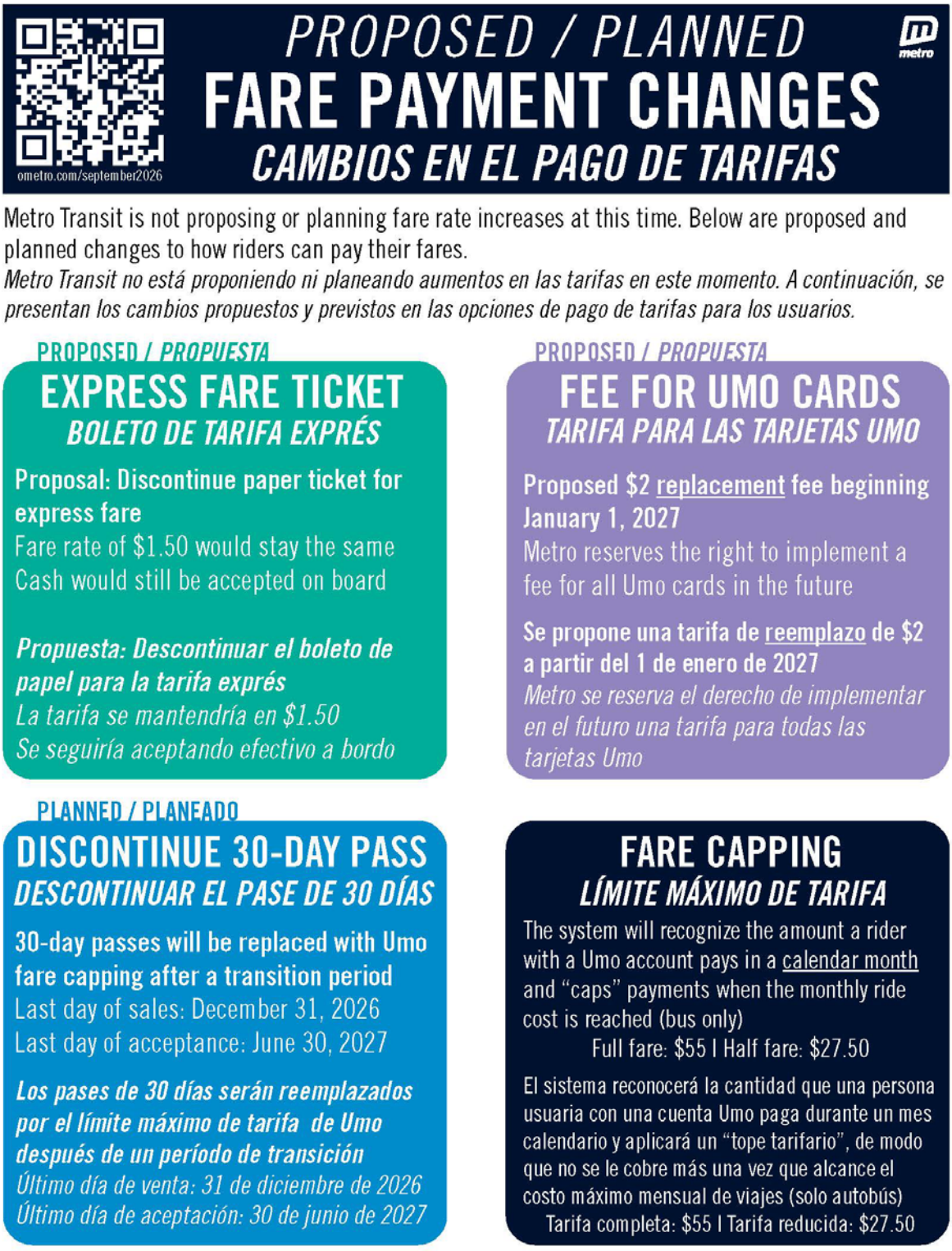


Título de la diapositive: Tarifa por las tarjetas Umo

- En 2021 se propuso una tarifa de $2.00 para todas las tarjetas Um
- Actualmente, se propone una tarifa de reemplazo de $2.00 para las tarjetas Umo a partir del 1 de enero de 2027
- Metro Transit se reserva el derecho de implementar en una fecha posterior una tarifa de $2.00 para todas las tarjetas Umo, tal como fue aprobado originalmente

Una imagen del frente de una tarjeta Metro Umo. Es de color azul oscuro y presenta líneas de ruta en tonos verde azulado, rosa y azul, junto con un ícono de autobús y los logotipos de Metro y Umo en color blanco.

Information Presented During In-Person Public Meetings



Appendix E: Public Comments

Comments about proposed changes to fare collection methods were received along with proposed service changes. For the purposes of this document, only comments related to the proposed fare collection methods are included.

Table 26: Public Comments About the Proposed Changes to Fare Collection

Comment Number	Platform	Date	Proposed Fare Change	Comments about the Proposed Service Changes	Zip Code	Metro Transit Response
1	Online Comment Form	September 15	24	A $2 charge for replacement Umo cards seems excessive. It doesn't seem right to have to pay for a replacement card from your third party payment system. It seems more like an UMO cost of doing business. I have legitimately seen a bus driver refuse a cash payment from a rider. You're putting people in an unnecessarily more difficult position to even get on the bus.	68102	Thank you for your feedback.

Comment Number	Platform	Date	Proposed Fare Change	Comments about the Proposed Service Changes	Zip Code	Metro Transit Response
2	Virtual Meeting	September 15		I know it's not on today's agenda, but any discussion on students paying a nominal fee or least being required to show VALID ID or the rash of people using 1/2 off fare tickets that are obviously not 65 or handicapped! I feel for the drivers, it's a lot to ask, but people are so used to get away with anything they want as far as paying or not paying a fare. Thank you! It made it much more clear for UMO, the only thing I don't like with UMO over paper 30 day tickets is being forced into a calendar month. My previous comment on 1/2 fares...ANYONE can purchase them at a Hy-Vee or Bakers and no drivers ever ask for ID, my moral character doesn't allow for me to do the same.	Not specified	Thank you for your feedback. Both of the challenges related to the K-12 Rides Free and Half-Fare Programs are addressed with the proposed changes.
3	Social media	September 16		Day passes would be a great option	Not specified	Thank you for your feedback. We will keep this request in mind for future fare payment changes.
4	Social media	September 17		I don't think y'all should charge for replacement cards. Keep monthly pass.	Not specified	Thank you for your feedback.
5	Meeting at NOTC	September 18		I understand more about Umo now, I am going to try it.	Not specified	Thank you for your feedback.
6	Meeting at NOTC	September 18		I'm going to try the Umo card.	Not specified	Thank you for your feedback.

Comment Number	Platform	Date	Proposed Fare Change	Comments about the Proposed Service Changes	Zip Code	Metro Transit Response
7	Online Comment Form	September 18		Used to Use Paper Cards Before I Knew About the Plastic Ones: They Get Damaged and are Unreadable Very Easily. When I Switched: I Had $30 they Couldn't Transfer to Plastic.	68107	Thank you for your feedback. We apologize that we could not transfer the funds for you when you transitioned to Umo.
8	Online Comment Form	September 19		Keep the 30 day card it’s quick & fast & these cards are GOLD out here on the buses. But every yall do on this we don’t need the passengers riding around just to ride around. Also people asking for a reduced fare has skyrocketed through the roof & they don’t have a Metro ID or medical card. Can Metro set up on a few Saturdays for a 4-5 months where people can come in purchase Metro ID cards & UMO card etc. for those who cannot make it during the week?	68111	Thank you for your feedback. Umo also makes boarding quick. We will forward the request for Saturday availability for the Half-Fare Program. We do have an outreach program where staff can process half-fare applications on site. If you know of an organization that would like to host us, please email outreach@ometro.com.
9	Online Comment Form	September 20		That’s Not Bad Fee For A Replacement Card I Support it.	68105	Thank you for your feedback.

Comment Number	Platform	Date	Proposed Fare Change	Comments about the Proposed Service Changes	Zip Code	Metro Transit Response
10	Online Comment Form	September 21		Replacing the 30-day passes with Umo fare capping is the biggest mistake this company can make. I have been buying the 30-day full fare passes for a while and I use that to ride the Orbt. I share my cellphone with my daughter, who uses the Umo app and you can't even use both the card and app!	68134	Thank you for your feedback. While the same account cannot be registered to both an app and a card due to fare capping, you might be interested in utilizing account linking.
11	Social media	September 21		Getting rid of the 30-day is the biggest mistake y'all could make! 👺	NA	Thank you for your feedback.
12	Social media	September 21		Keep the 30-day bus fares. That's so unfair to people like me who catch the Orbt. Especially on Saturdays.	NA	The 30-day discounted rate will continue to be available through Umo fare capping. Using a Umo card or app will make boarding ORBT easier as you will not have to show the driver the 30-day pass. Just board, tap or scan, and enjoy the ride!
13	Online Comment Form	October 1		It would be cool if you could use your credit card or debit card to pay for bus fare instead of having to have cash or this app that you would have to download.	68144	Thank you for your feedback. We will consider this request for future fare payment system evaluations.

Comment Number	Platform	Date	Proposed Fare Change	Comments about the Proposed Service Changes	Zip Code	Metro Transit Response
14	Online Comment Form	October 1		You keep referring to this UMO $55 cap for a month. Yet, for MOBY passengers, we don't seem to get that same "deal." if this is only going to refer to the big bus, then you need to specify that.	68144	We apologize for the lack of clarity in the communication. Fare capping does not apply to MOBY or Micro Flex as the models of service are different.
15	Online comment form	October 2		I do not want another app. Please let people at least pay by credit card if you won't be using paper tickets.		Thank you for your feedback. If you do not wish to use the app, you can obtain a Umo smart card at no cost. We will consider the request to use credit cards to board during evaluation of future fare payment systems.

Appendix F: Board of Directors Approval

Pending

Resolution 2026-38: Request Approval to Change the Date of the Next Board of Directors Meeting

Staff requests approval to change the date of the next regular Board of Directors meeting to Thursday, December 17, 2026, at 8:30 a.m. at the Transit Authority Offices located at 2222 Cuming Street, Omaha, Nebraska.

Recommend Approval

The foregoing resolution was duly adopted by the Board of the Regional Metropolitan Transit Authority of Omaha at a meeting held on the 19th day of November 2026, and the undersigned hereby certifies the adoption of this resolution.

_____
Curt Simon, Board Chair

_____
Selina Phillips, Board Secretary

PURPOSE

The Omaha metro area needs reliable, quality public transportation to grow sustainably and serve the diverse needs of our residents.

MISSION

Metro connects people, places, and opportunities through quality transit services.

VISION

Metro strives to be a valued transportation choice for all members of our community and a vital partner for Omaha's future.

Metro aims to realize this vision by cultivating and investing in:

- Collaborative communication
- Employee empowerment
- Culture of respect & appreciation
- Well-maintained equipment & facilities
- Up-to-date technology & processes
- Ongoing training & safety efforts
- Collaborative partnerships to improve our service
- Outstanding rider communication & experience
- Recognition of Metro's value to the community

VALUES

Unity: We are a team with a common purpose.

Responsibility: We take pride in our work and are committed to going above and beyond.

Care: We care about our customers and each other.

Resourcefulness: We are adaptable and driven to overcome challenges.

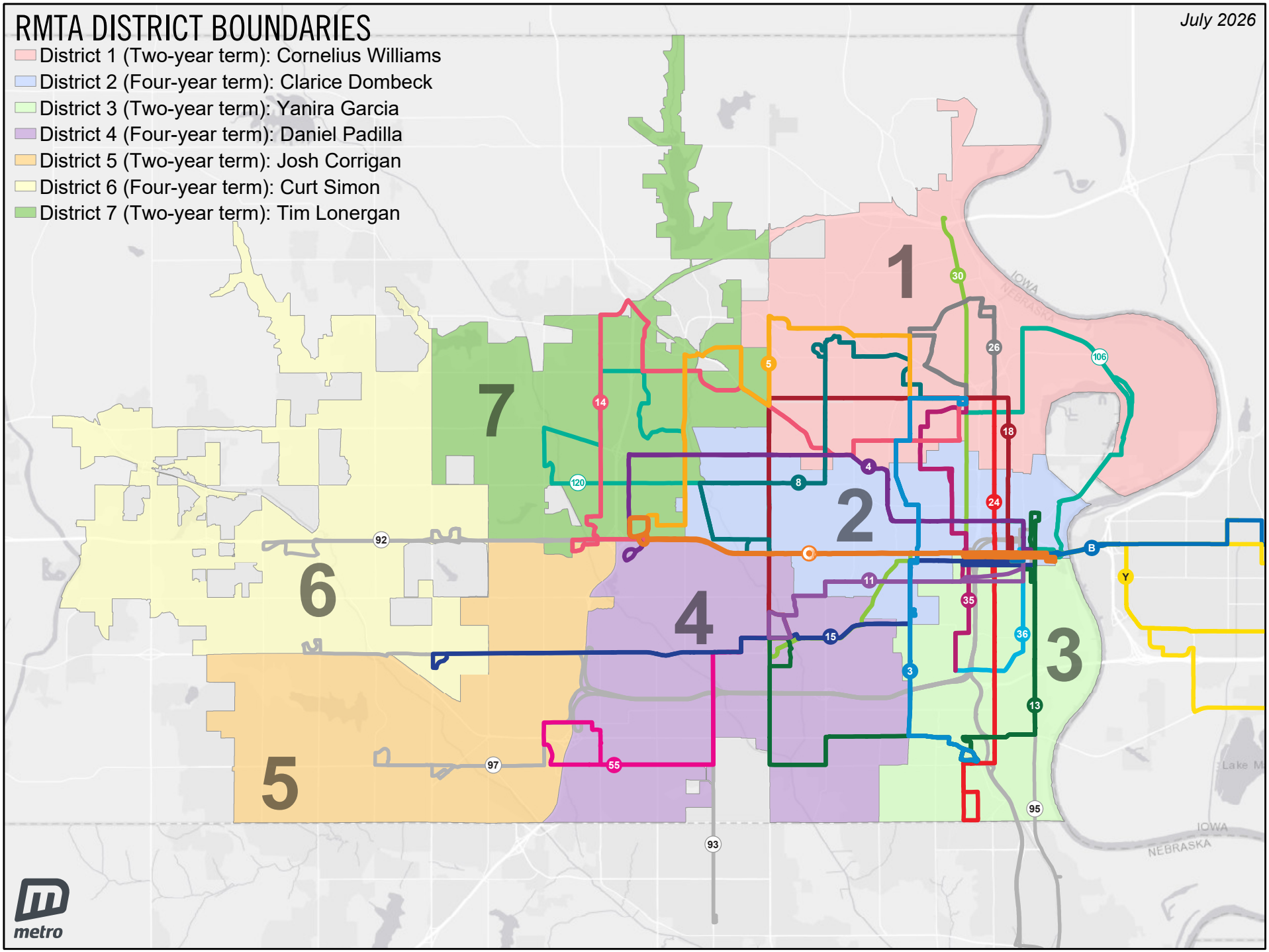
Learning: We are always training for tomorrow.

Appreciation: We are motivated to provide a quality of life for those we love through competitive wages and compensation.

RMTA DISTRICT BOUNDARIES

July 2026

- District 1 (Two-year term): Cornelius Williams
- District 2 (Four-year term): Clarice Dombeck
- District 3 (Two-year term): Yanira Garcia
- District 4 (Four-year term): Daniel Padilla
- District 5 (Two-year term): Josh Corrigan
- District 6 (Four-year term): Curt Simon
- District 7 (Two-year term): Tim Lonergan



Oct — Monthly Recruiting Report

Definition Key:

# of Employees: Total number of employees in stated or similar roles.

Mthly Hires: The number of new employees, promotions, or transfers in the given month.
Mthly Turnover: The number of employees who retire, quit, terminate, promote, or transfer in given month.
Current Needs: # of stated or similar positions vacant.
Trained: Operators who've completed 6-8 week new hire training period and are operational.

Monthly Movement	Mthly Hires	Mthly Turnover	Mthly Retirement
	15	4	Fixed - Osie Lenton

Recruiting Activity Notes

15 employees began new roles at Metro during Oct and identified 12 additional hires for Nov.

Operations	Current Needs				Recruiting Activity Notes
	2+				
Fixed Bus Operators	Current Goal	Winter Goal	# of ee's	Need	
↳ Trained Fixed	176	**180**	**180**	0+	Ongoing recruitment to meet future service needs and to replace anticipated turnover
↳ *In Training*	N/A	N/A	11	N/A	12 Operators started in Oct. 7 were identified for an Nov start date.
Paratransit Operators	Current Goal	Winter Goal	# of ee's	Need	
↳ Trained Para	37	**37**	**35**	2	3 Paratransit Operators started in Oct. 2 Paratransit Operators identified for an Nov start
↳ *In Training*	N/A	N/A	3	N/A	

Oct	Monthly Recruiting Report

Definition Key:

# of Employees: Total number of employees in stated or similar roles.

Current Needs: # of stated or similar positions vacant.

Maintenance, Building, & Admin	Goal	# of ee's	Current Needs	Recruiting Activity Notes
Maintenance	**34**	**31**	**3**	
Bus Mechanic	24	21	3	**1 Mechanic expected to start in Nov**
Parts	2	2	0	
Utility	7	7	0	
Body Shop Mechanic	1	1	0	
Building	**19**	**18**	**1**	
BG&E - Field	5	5	0	
Custodial	14	13	1	**Currently Accepting & Interviewing Candidates**

Admin Staff	1	Recruiting Activity Notes
HR Generalist	1	**Candidate expected to start in Nov**

SOCIAL MEDIA SUMMARY

10.1.26 - 10.31.26

Facebook: Metro Transit Omaha

Posts: 11

Reach: 24,373

Reactions: 143

Comments: 18

Shares: 193

26 new followers | 0.74% increase



Twitter: @rideORBT

Tweets: 7

Impressions: 523

Avg. 81.03 impressions/post for the year

Likes: 7

Retweets: 1

Replies: 0

-1 follower | 0.09% decrease



Instagram: @metrotransitoma

Posts: 9

Likes: 182

Avg. 21.43 likes/post for the year

Comments: 1

11 new followers | 0.56% increase



COMMUNICATIONS

EARNED MEDIA SUMMARY

10.1.26 - 10.31.26

3 stories | 3 outlets

Nebraska Public Media PBS npr

‹ News

Several Nebraska cities offering free rides to polls on Election Day

By **Luna Acosta**, Student reporter
Nebraska Public Media

Oct. 26, 2026, 2 p.m. · 2 min read

Metro Transit Omaha's Bus to Ballot program will give riders free trips to polling locations throughout Omaha through its buses, paratransit and Micro Flex services. Heartland Bike Share also has a free ride program for Omaha residents that can also be used for Election Day transportation.

Bus to Ballot - Nebraska Public Media

OUTREACH

10.1.26 - 10.31.26

October 2
Career on Wheels Day
Outreach staff took a bus to the Boys and Girls Club at Bryan Middle School for students to explore Metro Transit careers. Students were able to check out the bus and ask the bus operator questions.

October 8
Micro Flex Community Event
Metro Transit and Via hosted community organization leaders at Metro's offices to discuss Micro Flex // driven by Metro and how it can work for their organization.

October 10
Fall Fest in the Village
Metro staff attended the annual Fall Fest in the Village to share resources and information on riding the bus and Micro Flex. Staff also had arts and craft materials for kids and others - the bus bouquet materials were a big hit for children in the neighborhood.

October 15
Leadership Omaha
Metro and MAPA staff took Leadership Omaha participants around town to learn how to ride the bus in Omaha and to talk about public transit in our community.

October 15
Intro to Sustainability class
Planning department staff presented to two sections of a UNO sustainability course about the RMTA, funding, and how transit can be set up. They also discussed MetroNEXT, microtransit, and Metro Transit's recent successes.

October 20
Project Connect
Metro staff had a table at Project Connect, an event around gathering homeless services in one place for community members. Staff provided resources about Metro's services, fare programs, and how to ride.

October 22
Bike Walk Nebraska Summit
Metro staff provided information about bus, paratransit, and microtransit services, while Metro's CEO, Lauren Cencic, presented about accessibility in Metro's work.

October 24
Trunk or Treat in the Village
The Communications and Outreach teams set up a spooky haunted bus near 24th & Grant for kids and adults to walk through while also passing out candy and holiday themed stickers.







COMMUNICATIONS

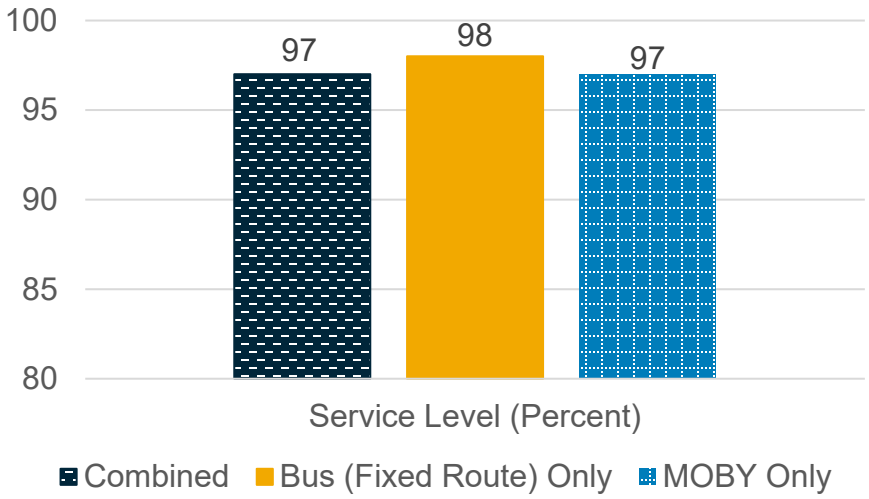
October 2026 Customer Service Report

A new contract and new contractor began providing Customer Service Contact Center services for Metro Transit on April 1, 2026. Performance metrics reported under the combined category now include four queues: bus (fixed route)/general, MOBY, bus/general – Spanish, MOBY – Spanish.

Call Center Service Level

The Call Center Service Level is the percentage of total calls offered that were answered within the service level agreement threshold of 60 seconds, not including time spent navigating the auto attendant. The current contract requires a Service Level of 80% or better.

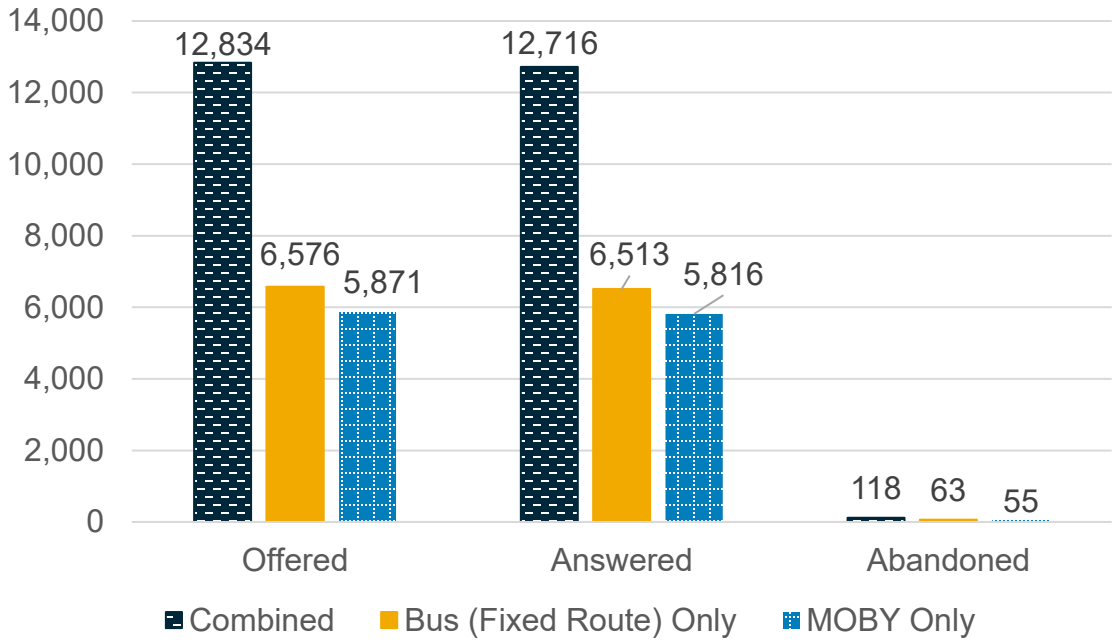
Figure 1: Call Center Service Level



Text summary of Figure 1: The chart displays the percent service level by queue – combined, bus (fixed route) only, and MOBY only – during the month of October 2026. The combined service level was 97%, the bus-only queue was 98%, and the MOBY-only queue was 97%.

Incoming Calls

Figure 2: Offered, Answered, and Abandoned Incoming Calls



Text summary of Figure 2: The chart displays the number of incoming calls that were offered, answered, and abandoned by queue – combined, bus (fixed route) only, and MOBY only – during the month of October 2026. Combined, there were 12,834 calls offered, 12,716 calls answered, and 118 calls abandoned. For the bus-only queue, there were 6,576 calls offered, 6,513 calls answered, and 63 calls abandoned. For the MOBY-only queue, there were 5,871 calls offered, 5,816 calls answered, and 55 calls abandoned.

The related contract key performance indicator for this section is the abandon rate, which is the percentage of customers who hang up without having been answered within the applicable 60 seconds Service Level. The abandon rate for the combined queues in October 2026 was 0.92%, 0.96% for the bus/general queue, and 0.94% for the MOBY queue. The current contract requires the abandon rate to be less than 5%.

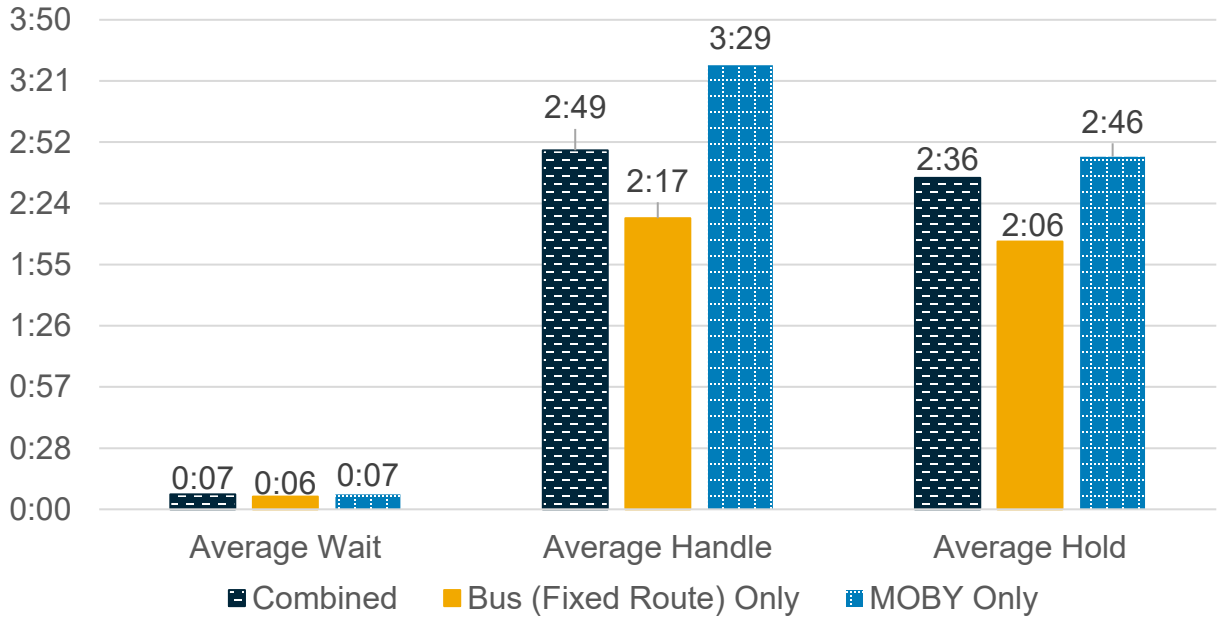
Call Times

Average Wait Time (AWT) is the average time a caller waits for their call to be answered by an agent after the call leaves the call tree. The current contract requires the AWT to be less than three minutes for bus/general calls and less than five minutes for MOBY calls.

Average Handle Time (AHT) is the average length of call from the time the call is answered by the agent to the time the call concludes (is disconnected) plus the wrap time associated with the respective call. The current contract requires the AHT to be 2 minutes, 30 seconds or less for the Bus/General Queue and 5 minutes or less for the MOBY queue.

Average Hold Time (HT) is the wait time and any length of time the agent puts the caller on hold between answering the call and the call being disconnected. The current contract requires the HT for the bus/general queue to be less than two minutes and for the MOBY queue to be less than three minutes. However, this HT contract requirement does not include AWT. HT exceeding five minutes are subject to review, and the contractor may need to take corrective action to ensure adherence to the aforementioned HT standards.

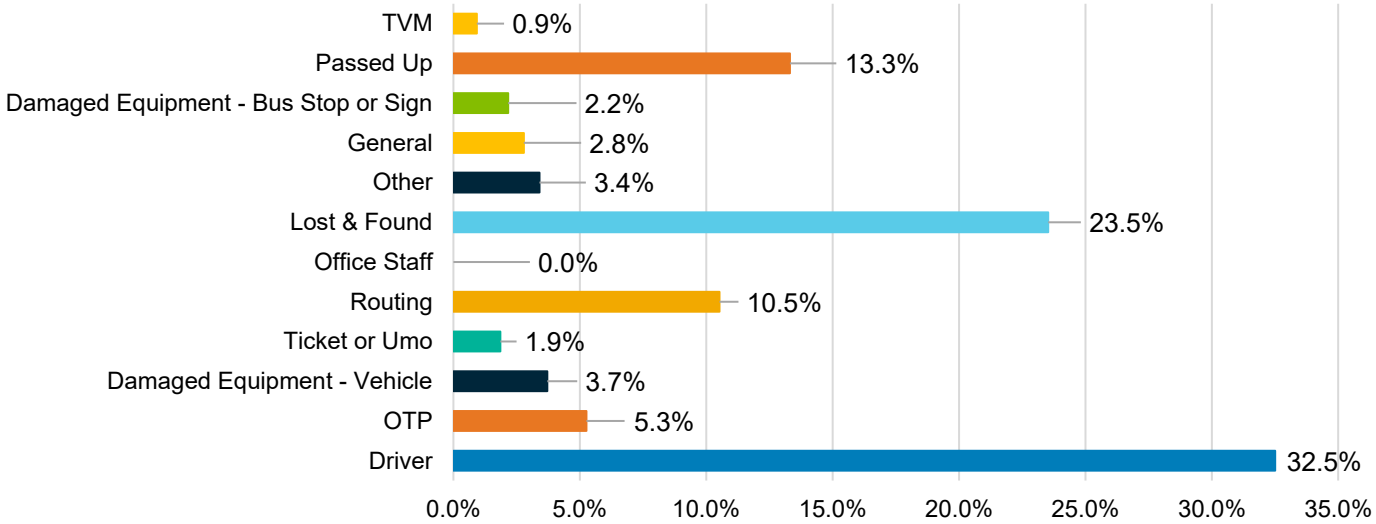
Figure 3: Average Wait, Average Handle, and Average Hold Call Times



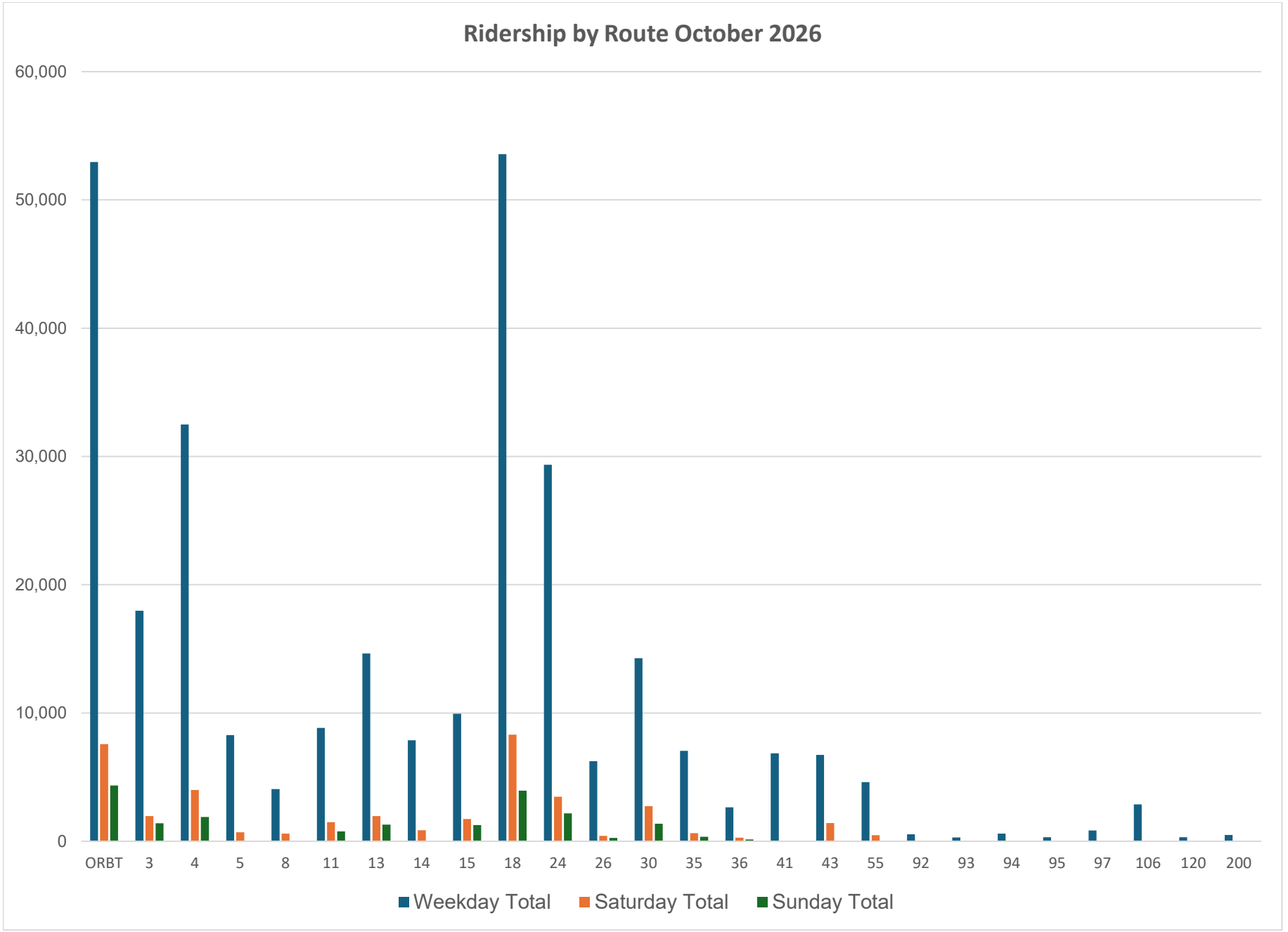
Text summary of Figure 3: The chart displays the call times broken down by the average wait, average handle, and average hold times and by queue – combined, bus (fixed route) only, and MOBY only – during the month of October. For the combined queues, the average wait time was seven seconds, the average handle time was two minutes, 49 seconds, and the average hold time was two minutes, 36 seconds. For the bus-only queue, the average wait time was six seconds, the average handle time was two minutes, 17 seconds, and the average hold time was two minutes, six seconds. For the MOBY-only queue, the average wait time was seven seconds, the average handle time was three minutes, 29 seconds, and the average hold time was two minutes, 46 seconds.

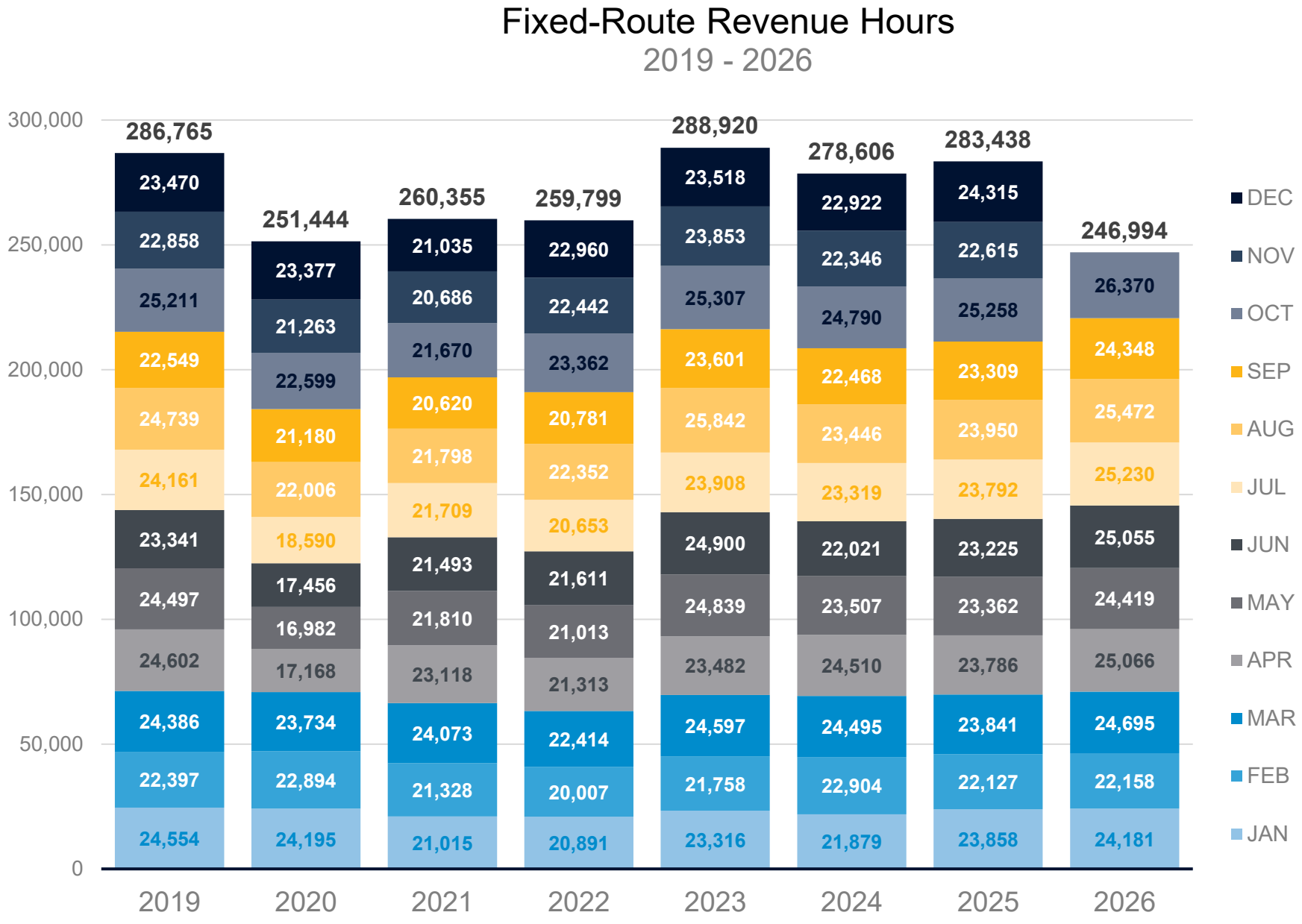
Logged Feedback and Inquiry Categories

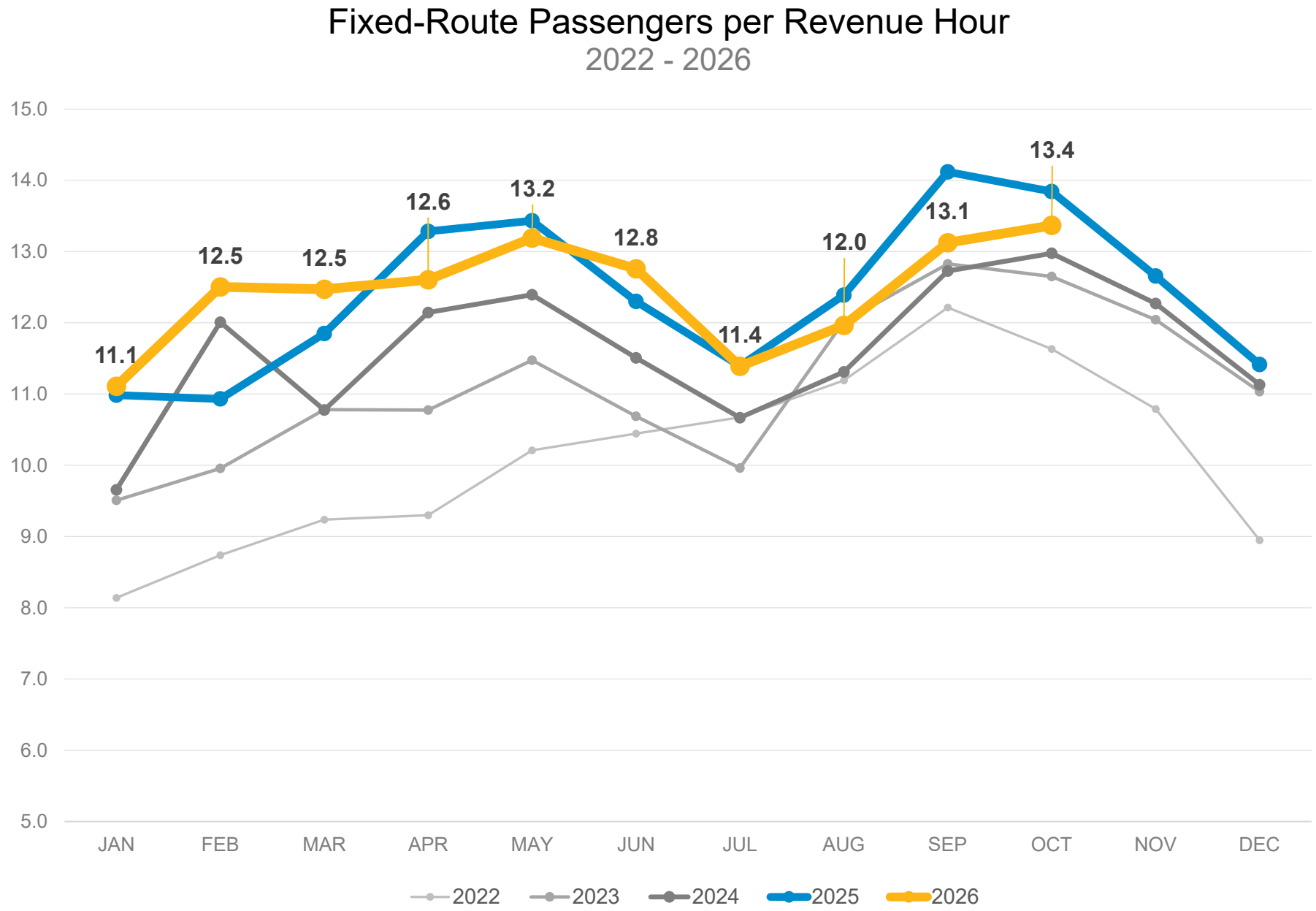
Figure 4: Logged Feedback and Inquiry Categories

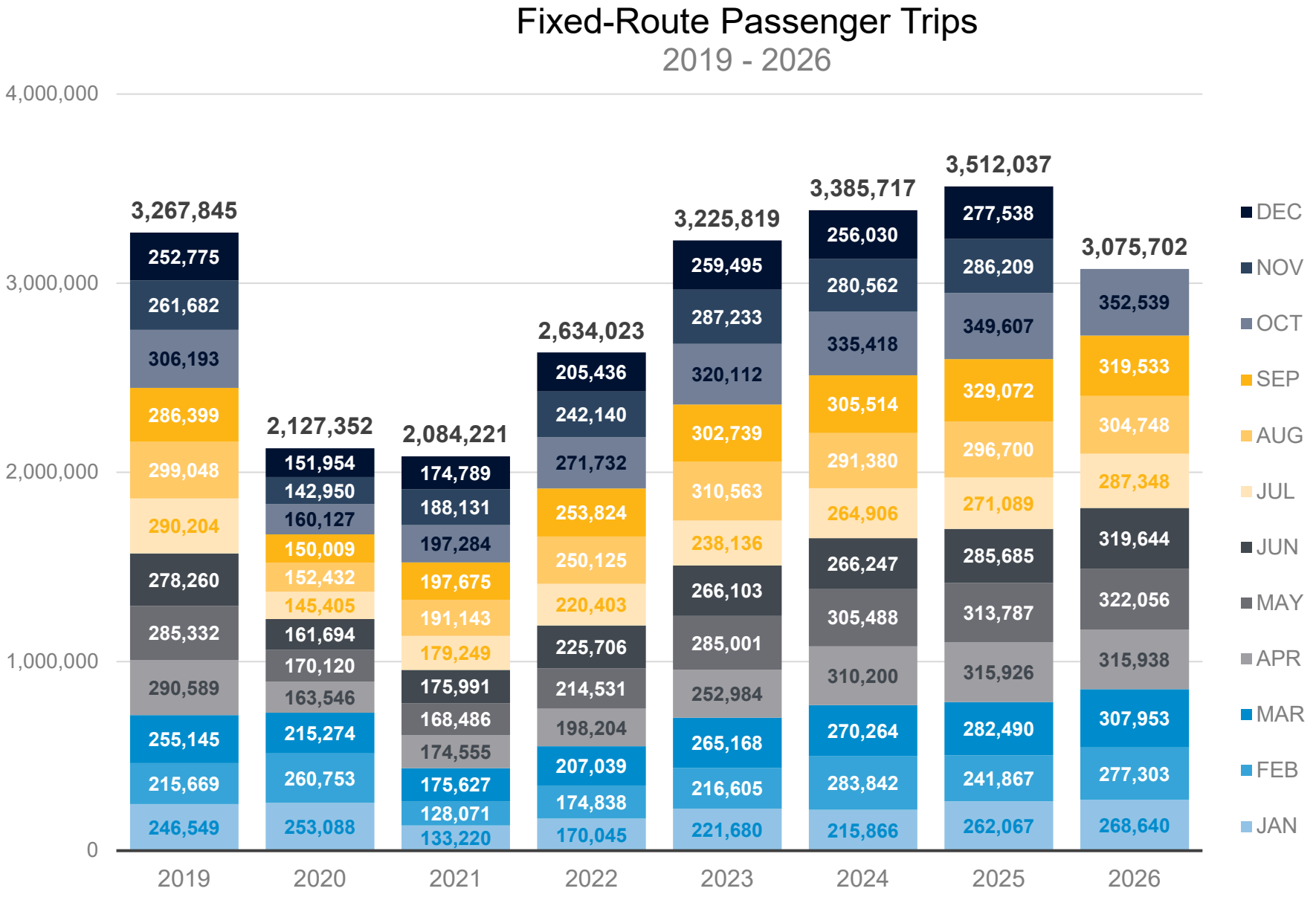


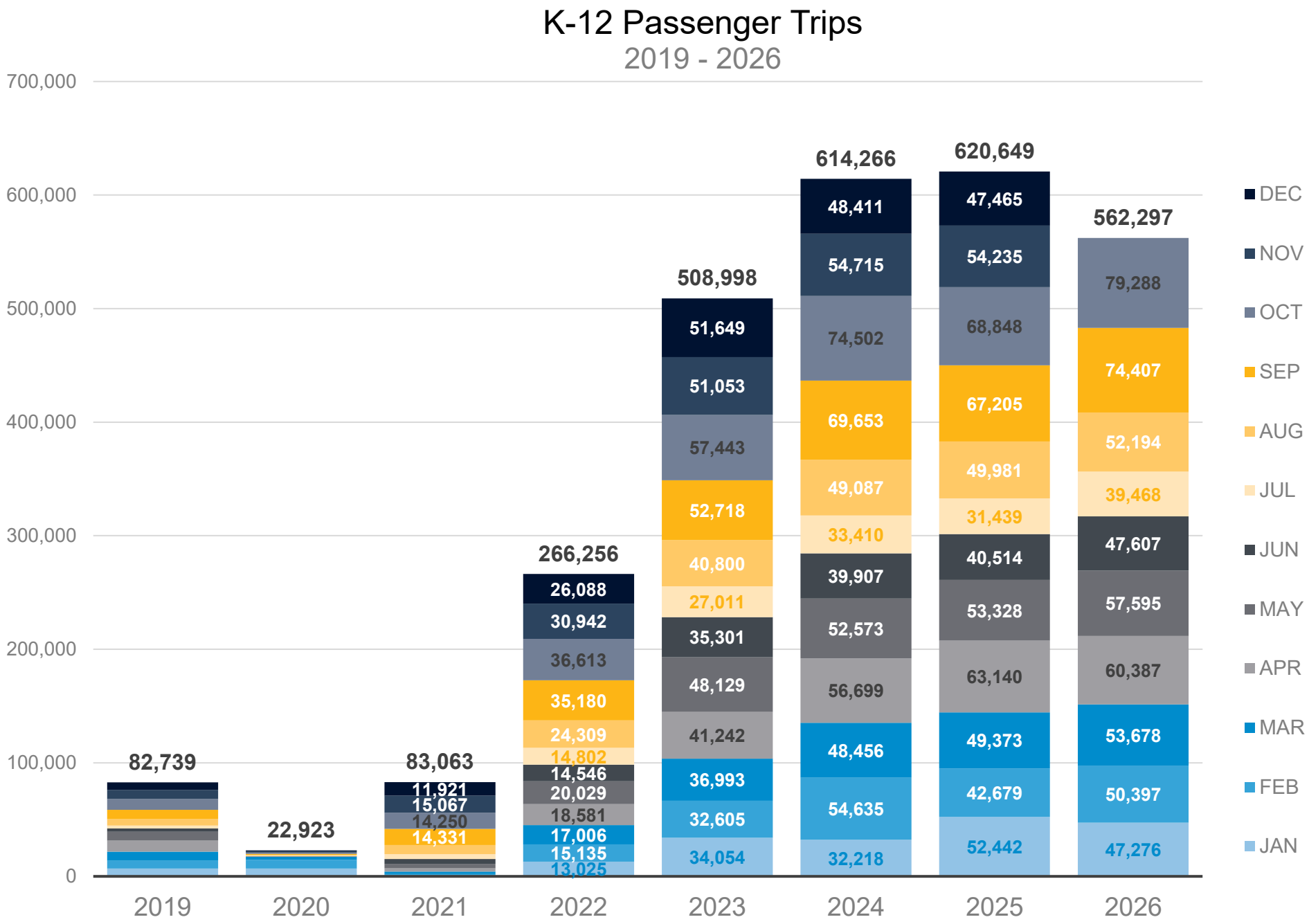
Text summary of Figure 4: The chart displays the logged feedback and inquiries broken into categories: ticket vending machine (TVM) – 0.9%, passed up – 13.3%, damaged equipment – bus stop or sign –2.2%, general – 2.8%, other – 3.4%, lost and found – 23.5%, office staff – 0.0%, routing – 10.5%, ticket or Umo – 1.9%, damaged equipment - vehicle – 3.7%, on-time performance (OTP) – 5.3%, and driver – 32.5%. The total number of logged inquiries was 323.


Ridership by Route October 2026
60,000
50,000
40,000
30,000
20,000
10,000
0
ORBT
3
4
5
8
11
13
14
15
18
24
26
30
35
36
41
43
55
92
93
94
95
97
106
120
200
Weekday Total
Saturday Total
Sunday Total

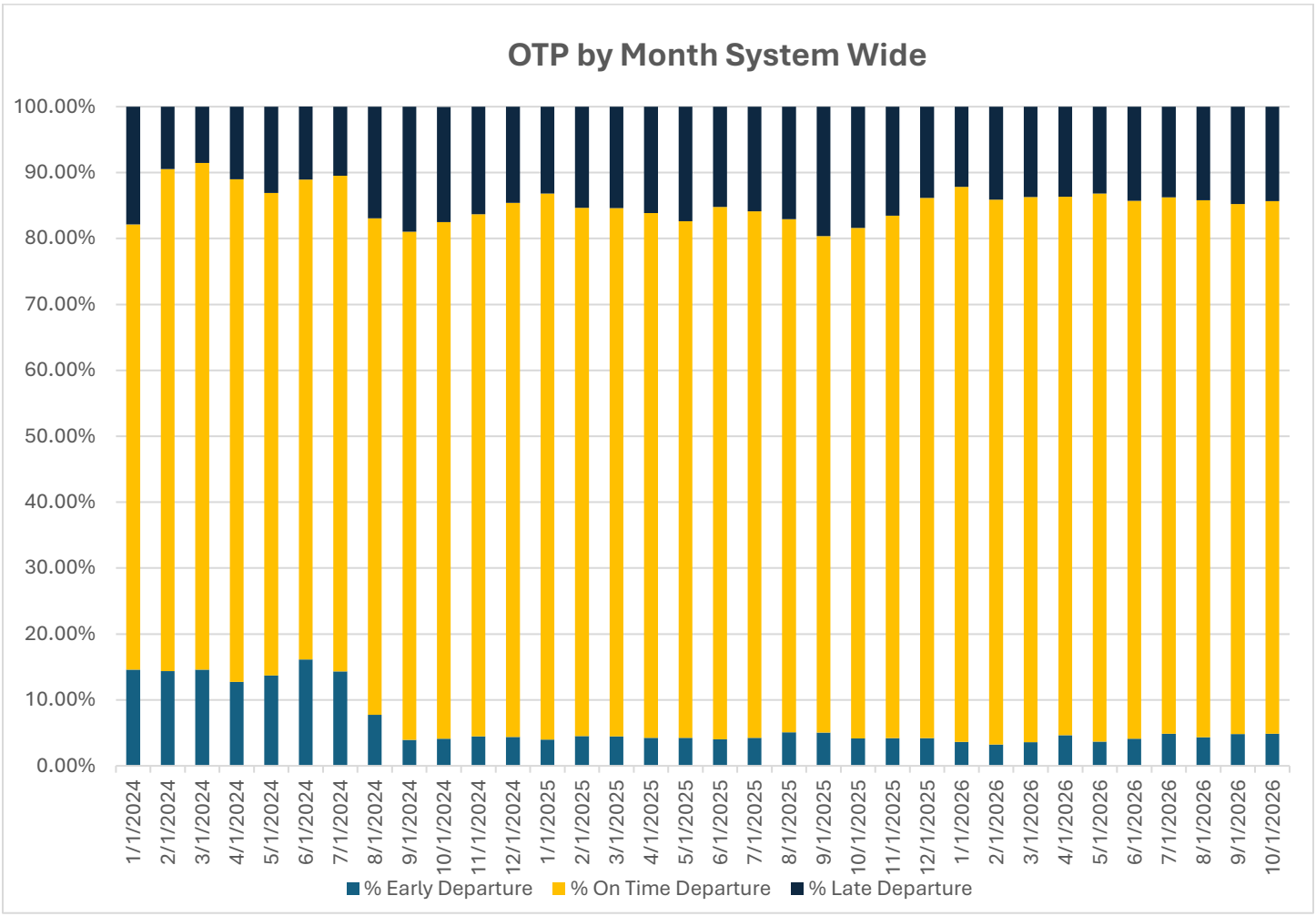

Fixed-Route Revenue Hours
2019 - 2026
300,000
250,000
200,000
150,000
100,000
50,000
0
286,765
23,470
22,858
25,211
22,549
24,739
24,161
23,341
24,497
24,602
24,386
22,397
24,554
251,444
23,377
21,263
22,599
21,180
22,006
18,590
17,456
16,982
17,168
23,734
22,894
24,195
260,355
21,035
20,686
21,670
20,620
21,798
21,709
21,493
21,810
23,118
24,073
21,328
21,015
259,799
22,960
22,442
23,362
20,781
22,352
20,653
21,611
21,013
21,313
22,414
20,007
20,891
288,920
23,518
23,853
25,307
23,601
25,842
23,908
24,900
24,839
23,482
24,597
21,758
23,316
278,606
22,922
22,346
24,790
22,468
23,446
23,319
22,021
23,507
24,510
24,495
22,904
21,879
283,438
24,315
22,615
25,258
23,309
23,950
23,792
23,225
23,362
23,786
23,841
22,127
23,858
246,994
26,370
24,348
25,472
25,230
25,055
24,419
25,066
24,695
22,158
24,181
2019
2020
2021
2022
2023
2024
2025
2026
DEC
NOV
OCT
SEP
AUG
JUL
JUN
MAY
APR
MAR
FEB
JAN

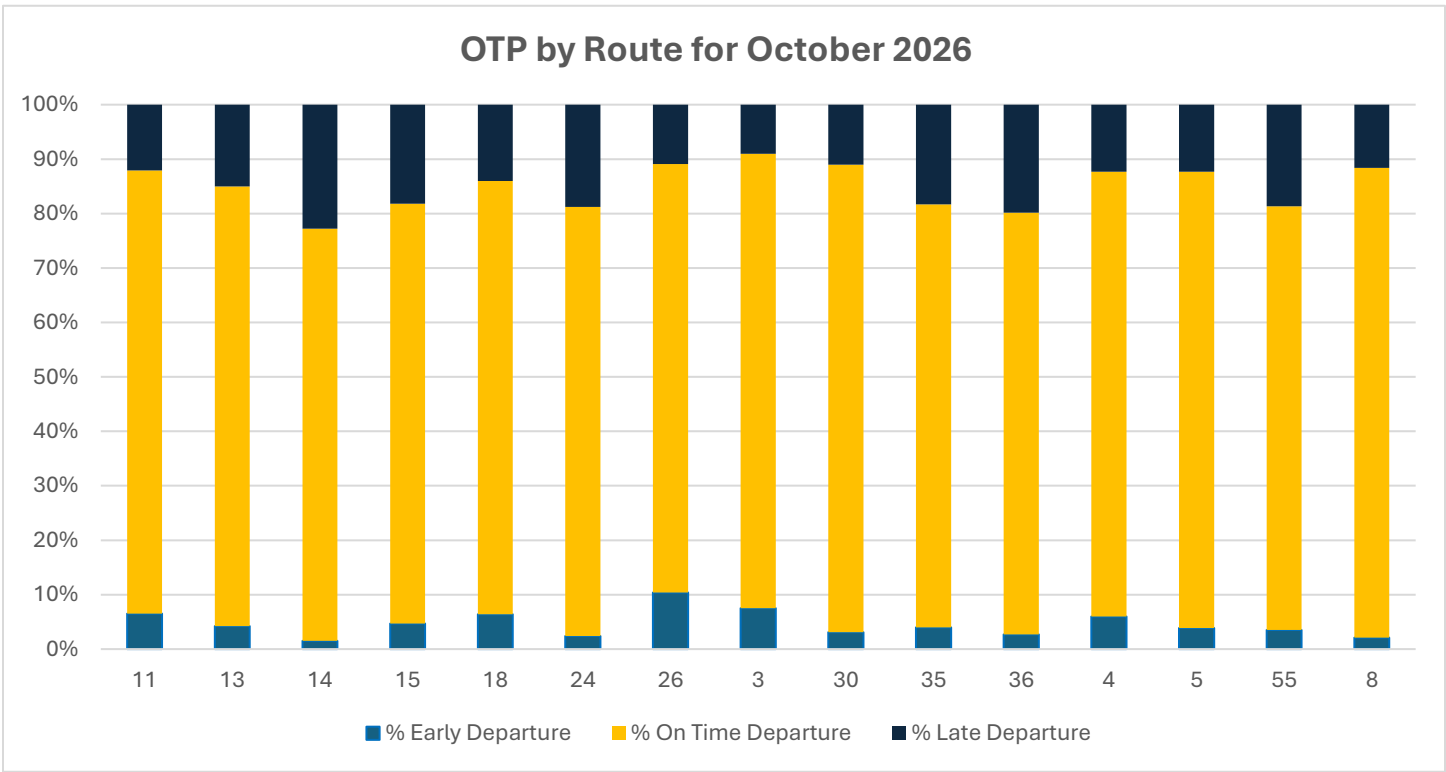

Fixed-Route Passengers per Revenue Hour
2022 - 2026
15.0
14.0
13.0
12.0
11.0
10.0
9.0
8.0
7.0
6.0
5.0
11.1
12.5
12.5
12.6
13.2
12.8
11.4
12.0
13.1
13.4
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
2022
2023
2024
2025
2026


Fixed-Route Passenger Trips
2019 - 2026
4,000,000
3,000,000
2,000,000
1,000,000
0
2019
2020
2021
2022
2023
2024
2025
2026
3,267,845
252,775
261,682
306,193
286,399
299,048
290,204
278,260
285,332
290,589
255,145
215,669
246,549
2,127,352
151,954
142,950
160,127
150,009
152,432
145,405
161,694
170,120
163,546
215,274
260,753
253,088
2,084,221
174,789
188,131
197,284
197,675
191,143
179,249
175,991
168,486
174,555
175,627
128,071
133,220
2,634,023
205,436
242,140
271,732
253,824
250,125
220,403
225,706
214,531
198,204
207,039
174,838
170,045
3,225,819
259,495
287,233
320,112
302,739
310,563
238,136
266,103
285,001
252,984
265,168
216,605
221,680
3,385,717
256,030
280,562
335,418
305,514
291,380
264,906
266,247
305,488
310,200
270,264
283,842
215,866
3,512,037
277,538
286,209
349,607
329,072
296,700
271,089
285,685
313,787
315,926
282,490
241,867
262,067
3,075,702
352,539
319,533
304,748
287,348
319,644
322,056
315,938
307,953
277,303
268,640
DEC
NOV
OCT
SEP
AUG
JUL
JUN
MAY
APR
MAR
FEB
JAN

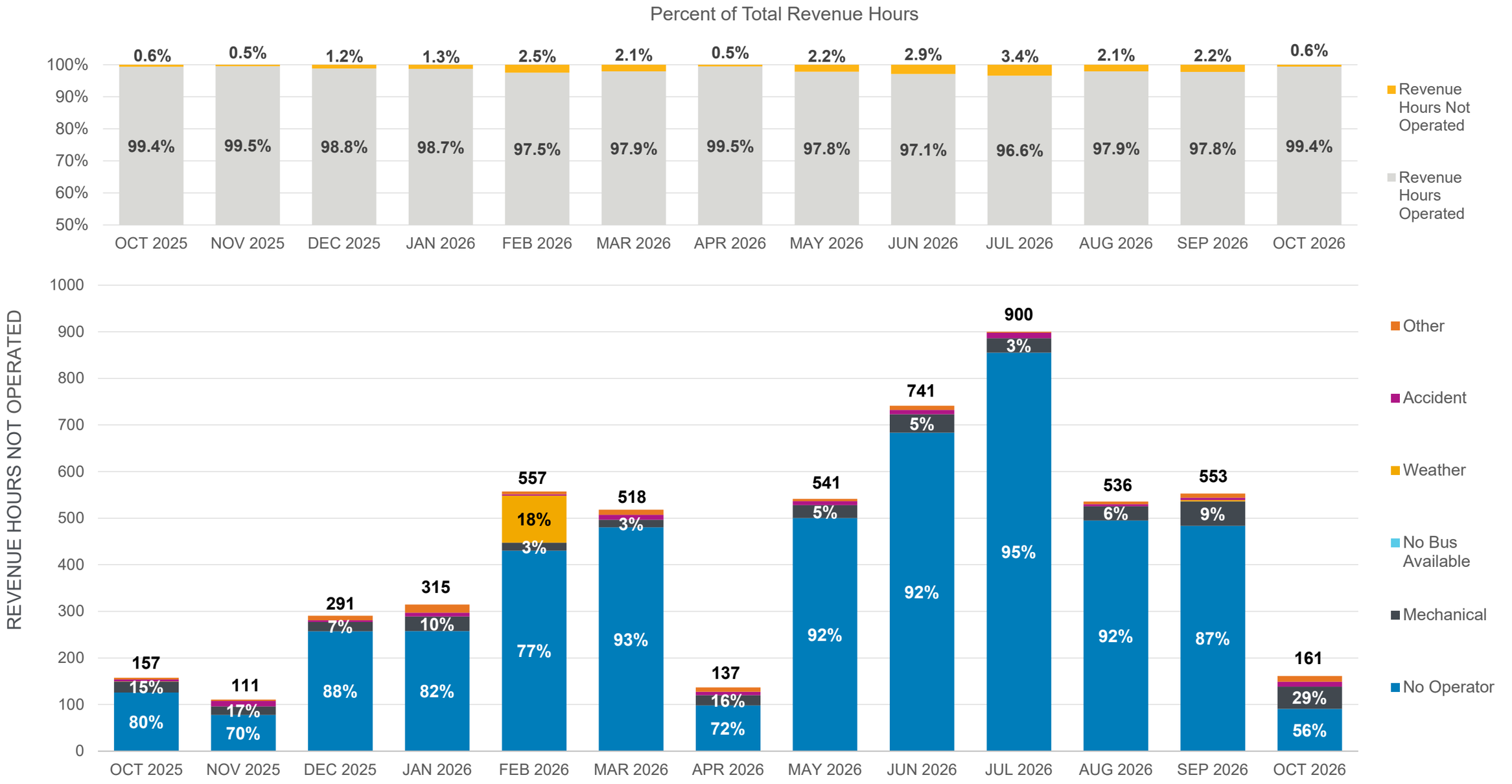


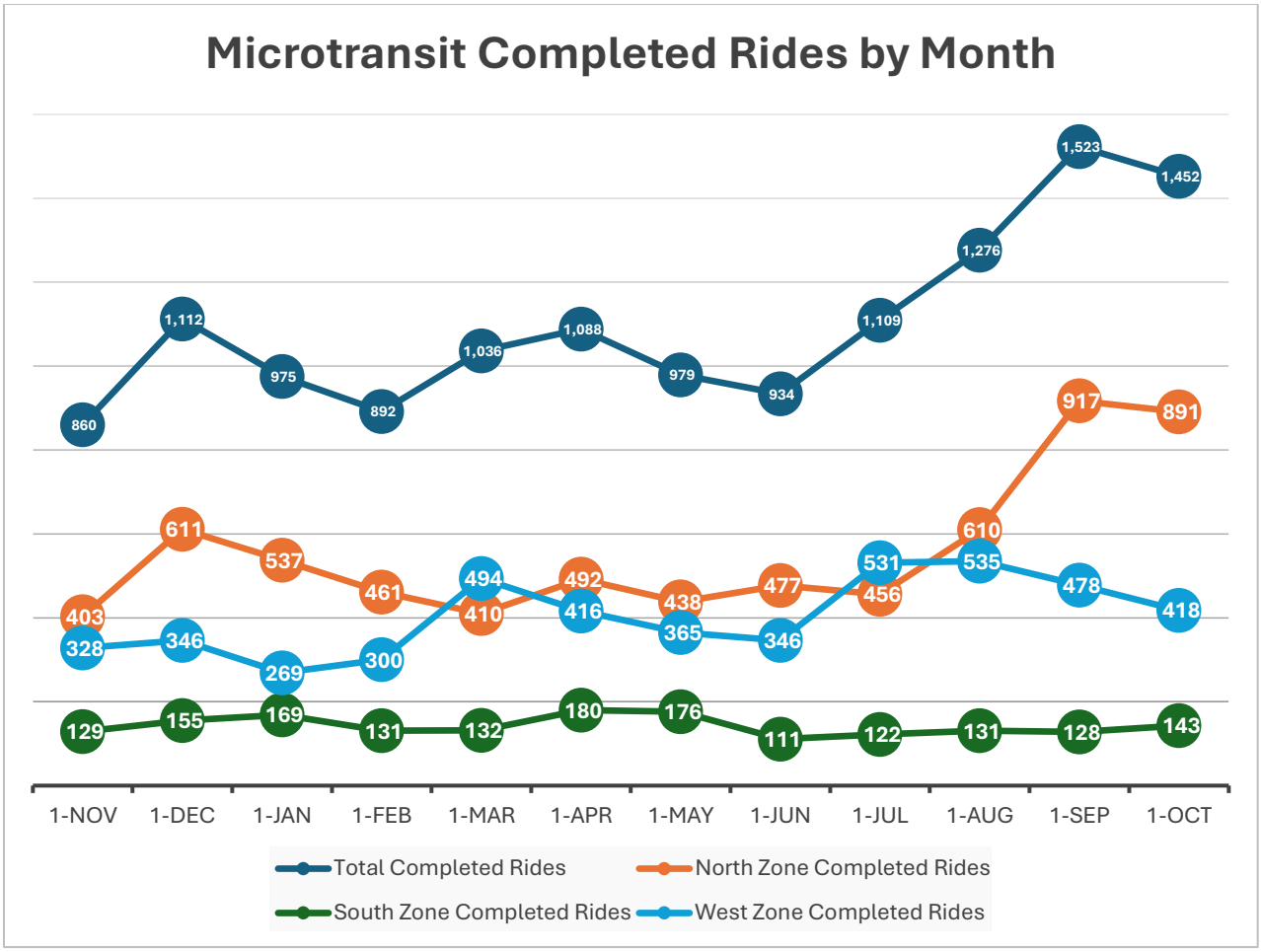
*K-12 Rides Free Program first began on 5/10/2021.


OTP by Month System Wide
100.00%
90.00%
80.00%
70.00%
60.00%
50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
1/1/2024
2/1/2024
3/1/2024
4/1/2024
5/1/2024
6/1/2024
7/1/2024
8/1/2024
9/1/2024
10/1/2024
11/1/2024
12/1/2024
1/1/2025
2/1/2025
3/1/2025
4/1/2025
5/1/2025
6/1/2025
7/1/2025
8/1/2025
9/1/2025
10/1/2025
11/1/2025
12/1/2025
1/1/2026
2/1/2026
3/1/2026
4/1/2026
5/1/2026
6/1/2026
7/1/2026
8/1/2026
9/1/2026
10/1/2026
% Early Departure
% On Time Departure
% Late Departure


OTP by Route for October 2026
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
11
13
14
15
18
24
26
3
30
35
36
4
5
55
8
% Early Departure
% On Time Departure
% Late Departure

MONTHLY SERVICE INTERRUPTIONS
Revenue Hours Not Operated by Type

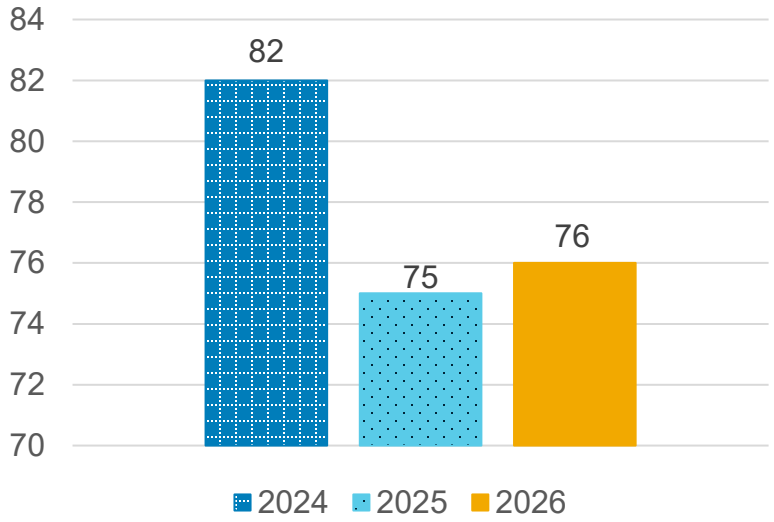



Microtransit Completed Rides by Month
1-NOV
1-DEC
1-JAN
1-FEB
1-MAR
1-APR
1-MAY
1-JUN
1-JUL
1-AUG
1-SEP
1-OCT
860
1,112
975
892
1,036
1,088
979
934
1,109
1,276
1,523
1,452
403
611
537
461
410
492
438
477
456
610
917
891
328
346
269
300
494
416
365
346
531
535
478
418
129
155
169
131
132
180
176
111
122
131
128
143
Total Completed Rides
North Zone Completed Rides
South Zone Completed Rides
West Zone Completed Rides

October 2026 MOBY Eligibility + Operations Report

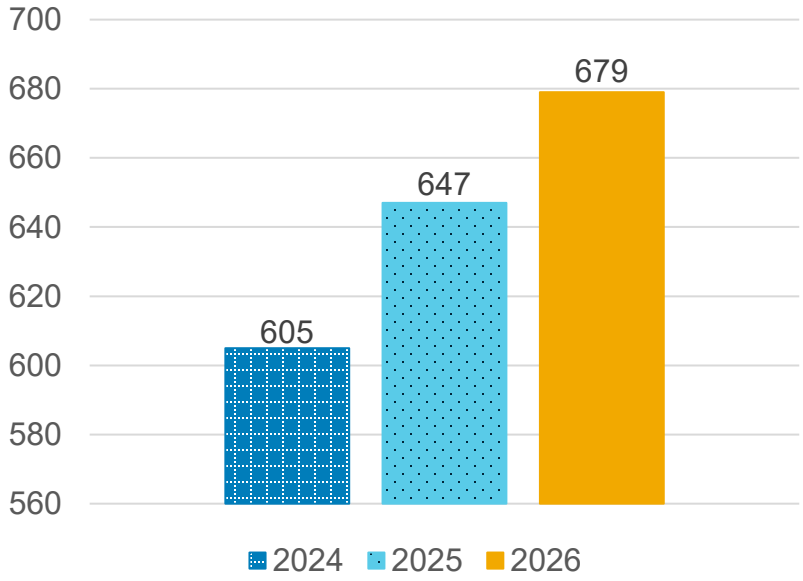
MOBY Eligibility

Figure 1: Number of MOBY Applications Processed in October



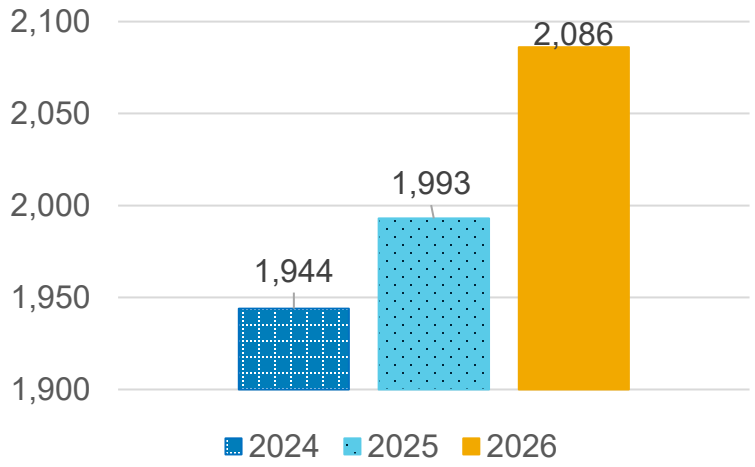
Text summary of Figure 1: The chart displays the number of MOBY applications processed in October for the last three years. There were 82 applications processed in October 2024, 75 in October 2025, and 76 in October 2026.

Figure 2: Number of MOBY Applications Year-to-Date (January – October)



Text summary of Figure 2: The chart displays the number of MOBY applications processed year-to-date (January through October) for the last three years. Through October 31, 605 applications were processed in 2024, 647 in 2025, and 679 in 2026.

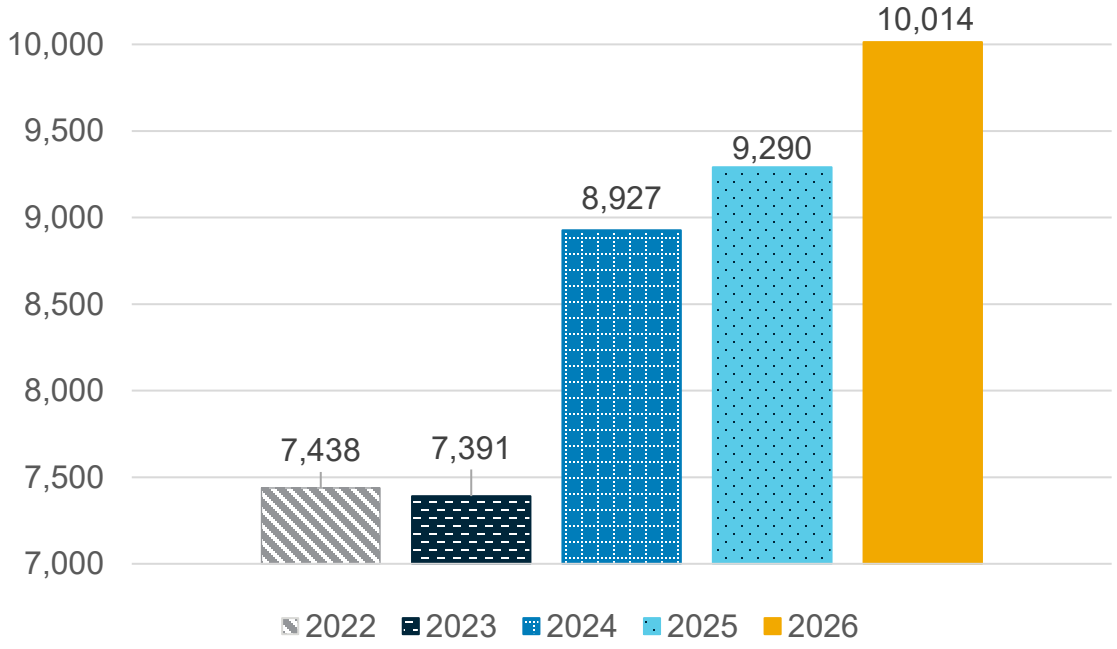
Figure 3: Total Number of Eligible MOBY Riders as of October 31



Text summary of Figure 3: The chart displays the total number of eligible MOBY riders as of October 31 for the last three years. As of October 31, there were 1,944 eligible MOBY riders in 2024, 1,993 in 2025, and 2,086 in 2026.

MOBY Operations

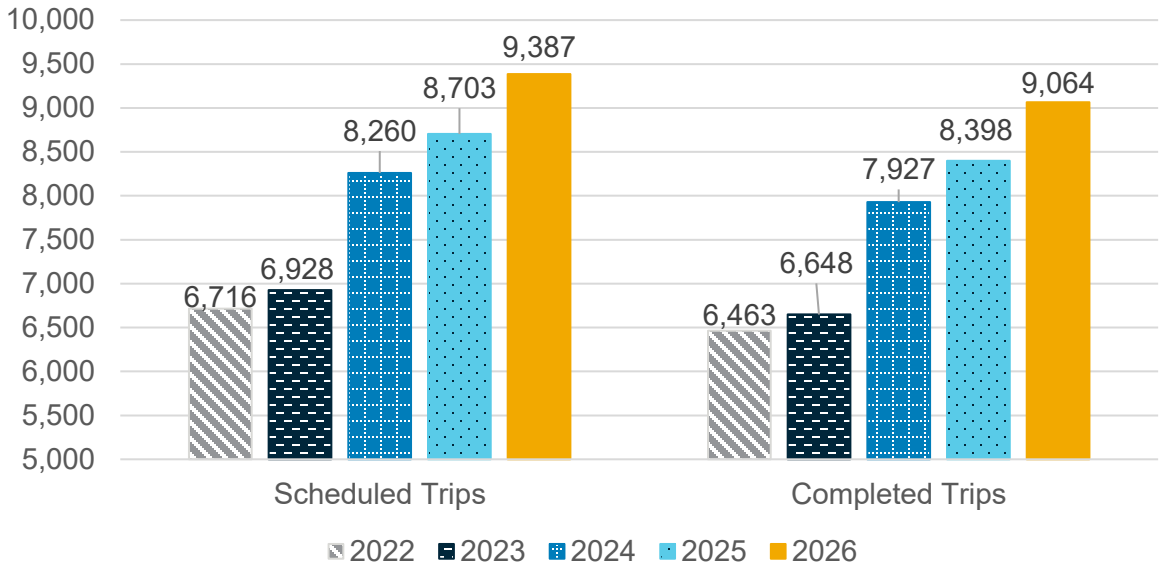
Figure 4: Number of MOBY Passengers in October



Includes clients, companions, PCAs, and other passengers.

Text summary of Figure 4: The chart displays the number of MOBY passengers in October for the last five years. In October 2022, 7,438 passengers rode MOBY, including clients, companions, PCAs, and other passengers. There were 7,391 passengers in October 2023, 8,927 in October 2024, 9,290 in October 2025, and 10,014 in October 2026.

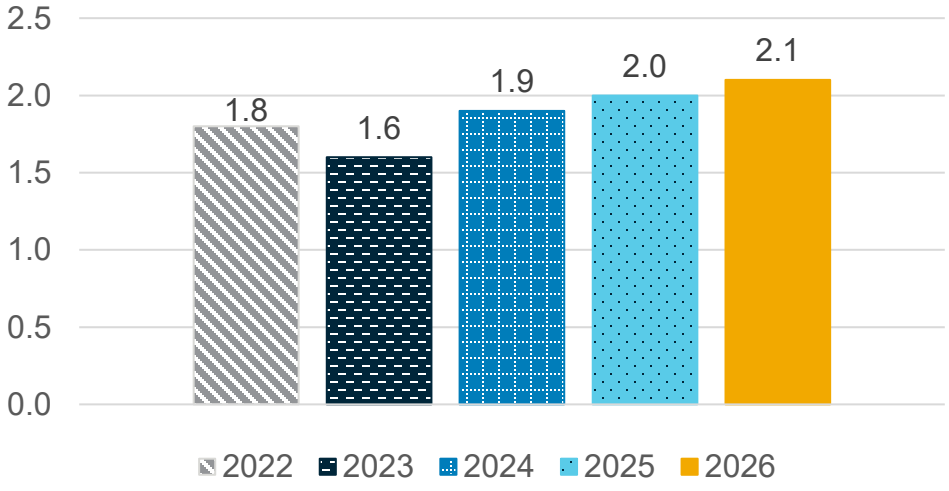
Figure 5: Number of MOBY Trips in October



Text summary of Figure 5: The chart displays the number of scheduled and completed MOBY trips in October for the last five years. In October 2022, 6,716 trips were scheduled, and 6,463 trips were completed. In October 2023, 6,928 trips were scheduled, and 6,648 trips were completed. In October 2024, 8,260 trips were scheduled, and 7,927 trips were completed. In October 2025, 8,703 trips were scheduled, and 8,398 trips were completed. In October 2026, 9,387 trips were scheduled, and 9,064 trips were completed.

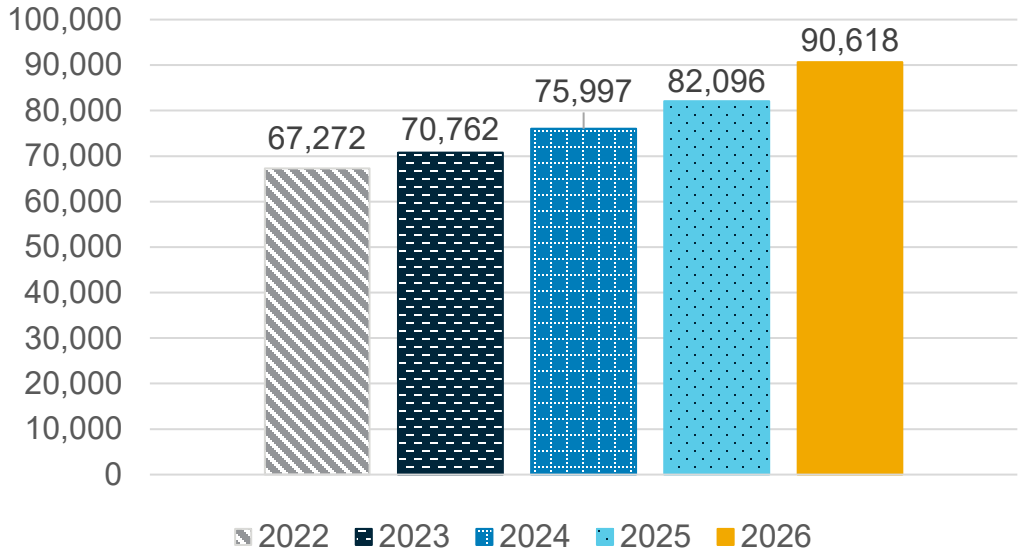
Please note: Operators are staffed according to scheduled trips. All MOBY trips must be scheduled no later than 4:30 p.m. prior to the day of travel. The number of scheduled trips reported may be lower than the actual number of scheduled trips at the close of daily trip bookings due to cancellations not captured by the reporting software.

Figure 6: Average Passenger per Revenue Hour in October



Text summary of Figure 6: The chart displays the average number of passengers per revenue hour for the month of October over the last five years. The average number of passengers per hour was 1.8 in 2022, 1.6 in 2023, 1.9 in 2024, 2.0 in 2025, and 2.1 in 2026.

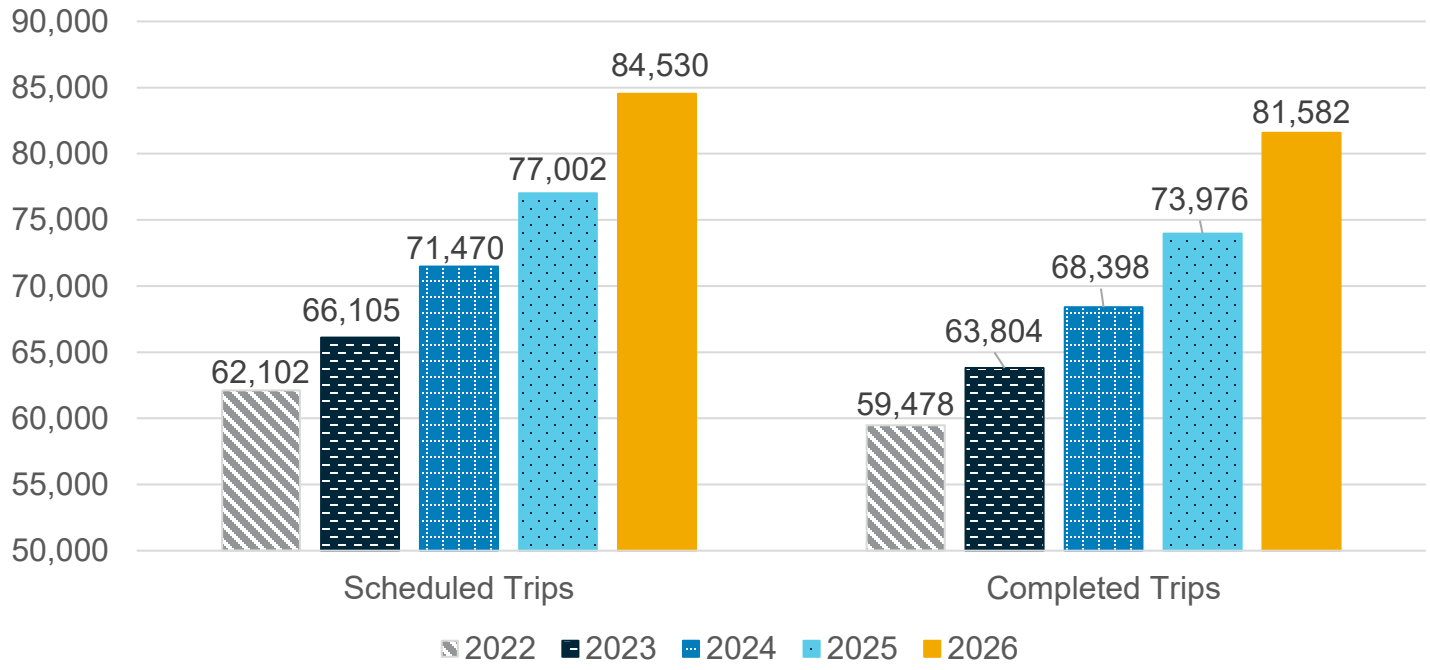
Figure 7: Number of MOBY Passengers Year-to-Date (YTD)



Includes clients, companions, PCAs, and other passengers.

Text summary of Figure 7: The chart displays the year-to-date number of MOBY passengers over the last five years. From January 1 to October 31, 2022, 67,272 passengers rode MOBY, including clients, companions, PCAs, and other passengers. There were 70,762 passengers in 2023, 75,997 passengers in 2024, 82,096 passengers in 2025, and 90,618 passengers in 2026.

Figure 8: Number of MOBY Trips Year-to-Date (YTD)



Text summary of Figure 8: The chart displays the year-to-date number of scheduled and completed MOBY trips over the last five years. From January 1 to October 31, 2022, 62,102 trips were scheduled, and 59,478 trips were completed. In 2023, 66,105 trips were scheduled, and 63,804 trips were completed. In 2024, 71,470 trips were scheduled, and 68,398 trips were completed. In 2025, 77,002 trips were scheduled, and 73,976 trips were completed. In 2026, 84,530 trips have been scheduled, and 81,582 trips have been completed.