

# Omaha Transit Return on Investment Study



## Client

Omaha Council Bluffs Metropolitan Area  
Planning Agency (MAPA)

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## Facts

Period 2020

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Project Country United States

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**For the Omaha Council Bluffs Metropolitan Area Planning Agency (MAPA), EBP (formerly EDR Group) assessed the economic returns associated with existing and potential future transit services within the context of the Omaha region's ongoing economic and land development.**

Responding to a recent regional planning effort that identified concerns about the costs to maintain auto-centric development, MAPA engaged EBP in this effort to support transit investment decision-making and establish buy-in from stakeholders regarding the definition and sources of return from transit.

The project includes quantification of current economic returns generated by transit in the region, as well as future scenario analysis to examine when and how transit can be used to generate the most value. Stakeholder engagement, interviews, and case studies will also be used to ensure analytical approaches appropriately reflect community values and experiences for those affected by transit.

## Contact Persons