

Social Return on Investment – The Value Public Transit Delivers

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Mandy White, Impact Analyst, Voinovich School of Leadership and Public Service, Ohio University

Deborah Hill, Regional Transit and Mobility Programs Coordinator, OMEGA



OHIO
UNIVERSITY

Voinovich School of Leadership and Public Service

What is Social Return on Investment?

Social Return on Investment (SROI) is a framework for calculating and communicating social impact using the universal language of money. SROI measures the social value created by an organization's activities by including social, economic, and environmental impacts in a total measure of social value.

$$3324 \times 8.7\% \times \$990.21 = \$3.4m$$

riders over 60

say they would have to move to an independent living facility without transportation

Medicaid savings per month for individuals who age in place, compared to individuals in assisted living facilities

Medicaid savings



Data from you



Rider survey data



Academic research



Proxy value

SROI methodology bridges the gap

Qualitative Data
Experiential Reports
Stories of Impact
Known, but not “Measurable”



Quantitative Data
Academic Research
Cost Benefit Language
Highly “Usable”

- More widely used in Europe, newer in the US.
- One goal is to provide concrete information to increase specific funding opportunities.
- Utilized actual regional data – limitation, these are region specific results, can't be one-to-one translated.
- Results are academically rigorous, highly usable, and conservative.
- Provides a truer, more holistic representation of VALUE created by public transits.

OMEGA Region's SROI Ratio

**OMEGA Region Public Transit and Transportation Providers
created a 500% - 900% ROI.**

**FOR EVERY \$1 INVESTED
OMEGA Transportation and Transit
GENERATED**

\$5.43 - \$9.13

OF SOCIAL VALUE

This was in just ONE YEAR and in only eight counties.

Yet Ohio funds its public transit at only 10% of the national average.

Ohio = \$6 per capita

US average per state = \$60 per capita

Physical Health

Transport to crucial medical care meant 35 individuals avoided premature death.

\$27.7m-\$36.9m in mortality costs were avoided by riders, families and friends.



Medicaid Patient Costs

Access to non-emergency medical transportation helps avoid the need for costly treatments.

Medicaid avoided \$15.4m-\$89m in patient health costs.



Age in Place

More seniors can continue to live at home, and keep more personal savings.

Seniors avoided \$15.4m-\$20.6m in payments for assisted living.

Medicaid avoided \$2.5m-\$3.4m in payments for assisted living.



Work Experience

Riders earn \$10m-16m in additional lifetime earnings when they have reliable transportation to work.

Riders attained more work experience, skills training, and income because they were able to work.



Social Isolation

Riders reached more destinations and formed connections with their drivers and passengers.

Medicare avoided \$405k-\$539k in costs associated with social isolation.



Dignity Through Work

Riders have the opportunity to gain dignity through employment.

Employees experienced \$1.1m-\$1.5m of social value due to access to transportation.

Burden on Social Services

Public transportation and transit eliminated barriers to work and reliance on social services.

Taxpayers saved \$7.7m-\$10.3m in unemployment benefit payments.



Caregiver Strain

Public transportation and transit reduces the time and money spent by unpaid caregivers.

Caregivers saved \$870k-\$1.6m in time and \$613k in travel costs.

OMEGA Region SROI Results

Outcomes

- 11 outcomes measured (included in SROI ratio)
- 2 PROJECTED outcomes measured (not included in ratio)

Stakeholders considered

- Riders
- Families
- Communities
- Employers
- Medicaid/Medicare
- Transportation/transit staff

Not all results are shown, the full study report is available online or by email request

Increased physical health for riders

Riders are more likely to attend more health appointments for their chronic conditions, resulting in a longer, healthier life.

In 2022, this generated

\$27,742,546 - \$36,990,062

in decreased mortality rates



35 people received the healthcare they needed to avoid premature death thanks to OMEGA-area transportation providers.

Increased ability to age in place

More riders can stay in their homes and continue to enjoy their community, family, and autonomy while saving money.

In 2022, this generated

\$15,450,133 - \$20,600,177

in avoided out-of-pocket costs to riders for institutional care



8.7% of riders 60+ surveyed said that without access to public transportation, they would have to move to an independent living facility

Increased choice/ability to obtain sustainable employment

Being able to work results in gaining on-the-job experience, which is an important contributor to human capital over a lifetime.

In 2022, this generated

\$10,058,736 - \$15,973,423

in increased value of human capital of riders.



18% of OMEGA riders surveyed said they would lose their job without public transportation.

Decreased costs per patient

Medicaid patients who can follow their doctor's treatment recommendations have fewer health costs billed than those who cannot follow recommendations because they do not have access to Non-Emergency Medical Transport.

In 2022, this generated

\$15,449,076 - \$89,026,830

in decreased patient health costs for Medicaid



\$11,798 in annual costs are averted by Medicaid per Diabetes patient when they have access to NEMT

\$50,993 in annual costs are averted by Medicaid per Dialysis patient when they have access to NEMT

PROJECTED Increased employee retention

If individuals had access to regular bus service, annual employee turnover would decrease by 2.9-3.3% in the manufacturing and retail sectors.

In 2022, this generated

\$7,552,000-\$8,593,655

in PROJECTED averted costs to employers due to increased employee retention.



34,532 manufacturing jobs in the OMEGA region, with an \$5,910 average cost of turnover per manufacturing worker

24,863 retail jobs in the OMEGA region with a \$2,265.52 average cost of turnover per retail worker

PROJECTED Increased accessibility to basic needs like food, retail, and social experiences

If there was one bus with fixed route service per county for a community of at least 10,000, food insecurity would go down 1.6 percentage points, from 12.9%, to 11.3 %.

In 2022, this would have generated

\$8,234,740

in health costs avoided by
counties due to food
insecurity



15% of those surveyed said they would not be able to grocery shop without access to regional transportation options

11% said they would be able to grocery shop less often

Report Link and Contact Information:

The full **SROI REPORT** can be found at:

<https://omegadistrict.org/programs/transit/sroireport/>

PLEASE feel free to share this report and link –
it is only as valuable as it is shared and utilized!

The report can also be requested by emailing either of the following:

Mandy White, Voinovich School of Leadership and Public Service, OU, whitea5@ohio.edu

Deborah Hill, OMEGA, dhill@omegadistrict.org

Thank you for
your time and
interest.

