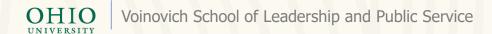
Social Return on Investment – The Value Public Transit Delivers

Presentation for OARC 2/23/2024

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

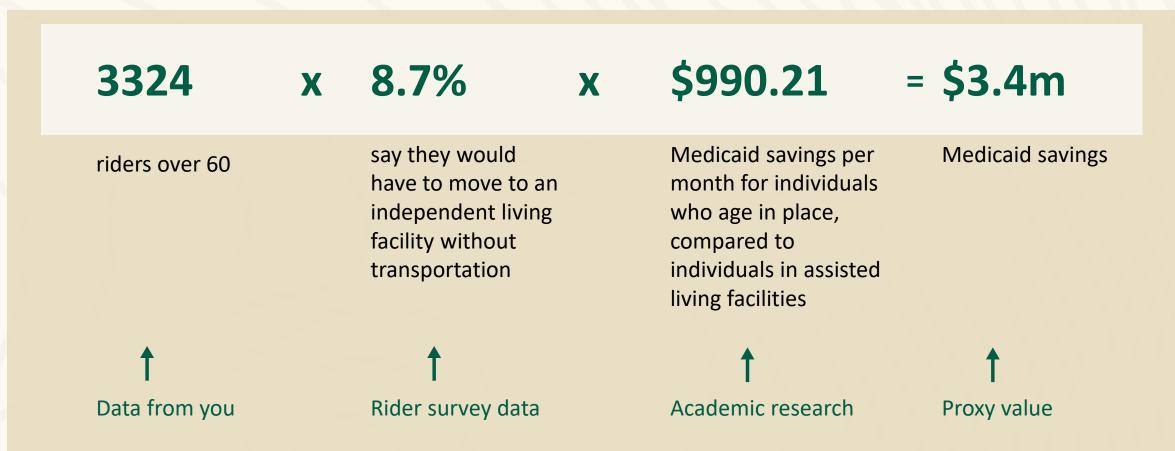
Deborah Hill, Regional Transit and Mobility Programs Coordinator, OMEGA





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.



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

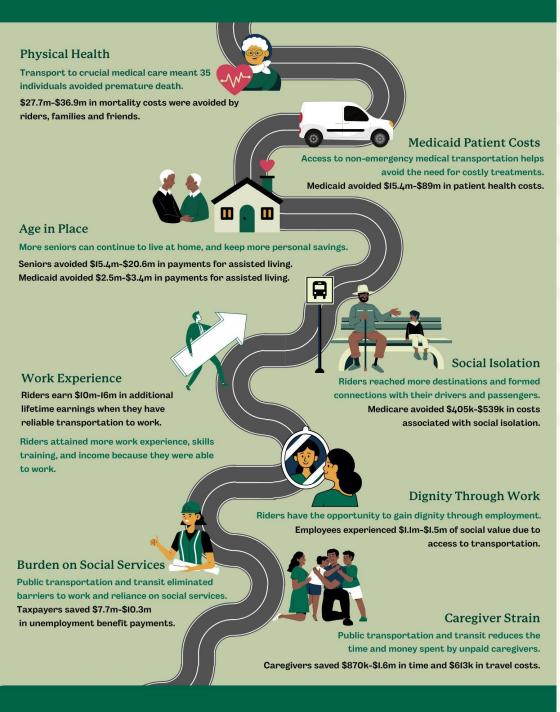
\$5.43 - \$9.13

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



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



Voinovich School of Leadership and Public Service

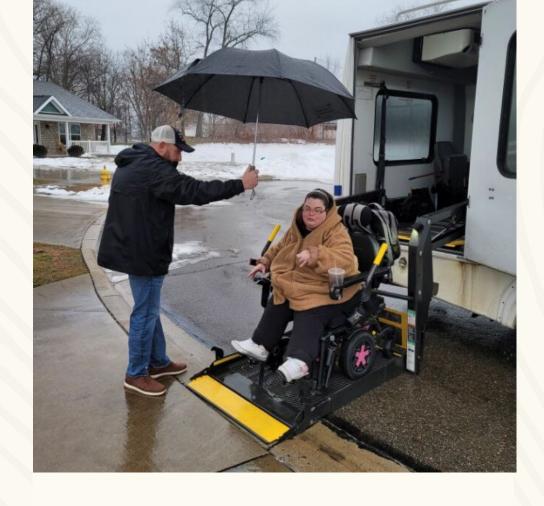
Increased physical health for riders

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.

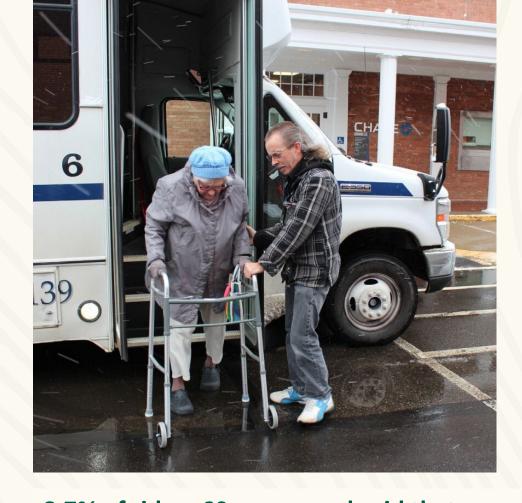
Increased ability to age in place

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.

