

# Transportation 101

RideKC Advisory Committee

February 26, 2018



# RideKC

## RideKC Partnership

Formed in 2014 as a regional brand

- Included public transportation providers and MARC

RideKC includes the following organizations

City of Independence

- Serving Independence, Missouri

Johnson County Transit

- Serving Johnson County, Kansas

Kansas City Area Transportation Authority

- Serving 7 Counties (3 in Kansas and 4 in Missouri)

Kansas City Streetcar Authority

- Serving Kansas City, Missouri

Unified Government Transit

- Serving Wyandotte County

# RideKC

## RideKC: More Than a Name

### A unifying concept

- Image, marketing, service delivery without borders

### What has been accomplished?

- Regional service delivery system
- Co-branded vehicles, website and marketing campaign
- Cooperative service and management agreements
- Regional fleet and project procurements



# RideKC

## KCATA Introduction

Formed in 1965 as a Bi-state Compact through the U.S. Congress

Began providing Transit Service in 1969

We are a Quasi-governmental Bi-state Regional Transportation Authority





# RideKC Board of Commissioners



**Daniel Serda**  
*Chair*



**David Bower**  
*Vice-Chair*



**Michael Short**  
*Treasurer*



**Melissa Bynum**  
*Secretary*



**Jim Allen**  
*Commissioner*



**Nancy Bauder**  
*Commissioner*



**Gary Mallory**  
*Commissioner*



**Thomas E. Sims**  
*Commissioner*



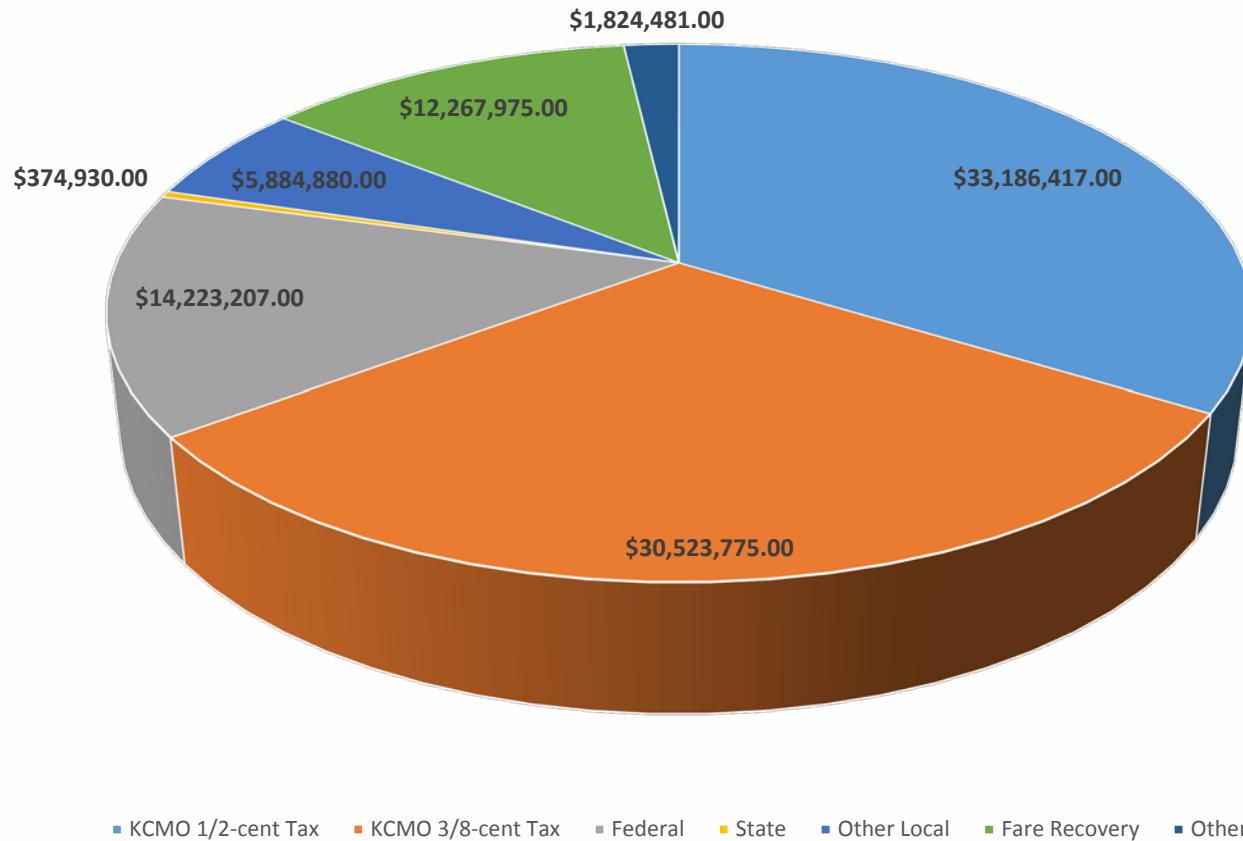
**Ricky D. Turner**  
*Commissioner*

# RideKC

## KCATA Executive Team

- President/CEO: Robbie Makinen
- Deputy CEO: Sam Desue
- Senior Vice-president Strategic Planning & Economic Development: Dick Jarrold
- Following Vice-presidents:
  - Community Economic Development: Brien Starner
  - Human Resources (EEO) Officer: Teresa Bing
  - Finance & Procurement/CFO: Michael Graham
  - Marketing & Technology: Mike Grigsby
  - Regional Planning: Chuck Ferguson
  - Regional Services Delivery & Innovations: Jameson Auten
  - Transit Operations: Bill Spies

# RideKC KCATA Budget Sources



## Types of Services

### Fixed-route

- Bus or rail that has a set schedule and route

### Flex-route

- Bus that serves a defined area, but can both follow a route or deviate to specific pick-up/drop-off locations

### Express or Commuter

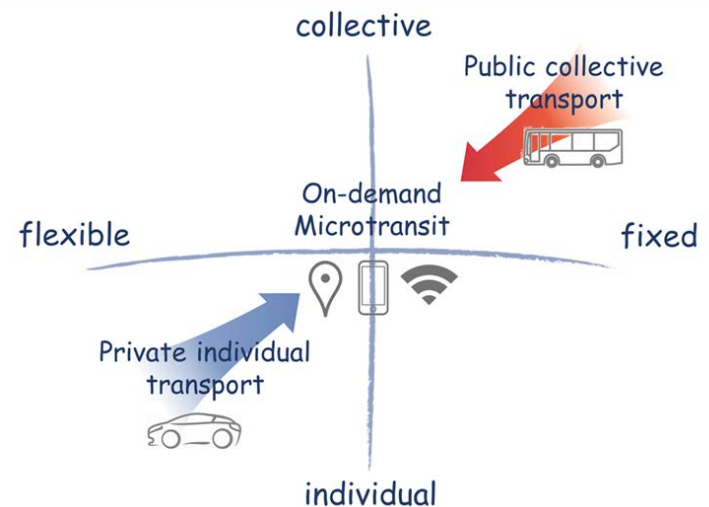
- Bus that bypasses defined areas to offer expedited service

### Paratransit

- Door-to-door service for eligible individuals within  $\frac{3}{4}$ -miles of fixed-route services

### On-Demand

- Curb-to-curb service that can be summoned on-demand





## How are we doing?

### Ridership

- Fixed-route: 16,164,829 (>-1.0%)
  - Includes Flex-route, express/commuter and streetcar numbers
  - KC Streetcar accounted for 2,060,271 trips in 2017
- Paratransit: 399,890 (-2.6%)
- On-demand: 41,131 (+1,677%)

### Other Performance Metrics

- On-time Performance
- Cost/trip (or boarding)
- Riders/hour
- Variety of safety metrics
- Mechanical Issues, Accidents and Service Interruptions
- Customer Feedback/Complaints

## Mission, Vision, Goals

### Mission

- We connect people to opportunities

### Vision

- Quality seamless regional transportation for everyone

### Goals

- Position KCATA to be a recognized leader in regional transportation and related development
- Position the organization to meet current and future needs and opportunities
- Communicate KCATA's value to the vitality and economic growth of the community and the region



## Why are you here?

More than that, we want your advice!

- How can we turn ridership around?
- How do we change perception from riders and non-riders?
- Do our services reflect the quality we want for our customers?
- How do we better ourselves in a cost-effective manner?
- How do we innovate in an ever-changing world?



## Why are you here?

According to Committee Guidelines, your role is:

- To provide a forum for concerns and ideas pertaining to public transportation.
- To recommend and assist in developing policies, services, and procedures that affect transit service and access.
- To provide education and technical assistance to customers and stakeholders interested in improving transit service.
- To assist with communications materials and activities to improve coordination between KCATA and customers.

# RideKC

## Next Steps

### Today

- Select a recurring meeting date and time
  - First or Second Monday after 4pm
  - First or Second Wednesday b/w 11am and 2pm
  - First Thursday after 1:30pm
  - First Friday between 11am and 3pm

### By April Meeting

- Choose a Committee Chair and Vice-chair
  - KCATA CEO or CEO's designee will select chairpersons
  - To be approved by KCATA Board of Commissioners in March
- Questions, comments or ideas – Email Tyler Means
  - If interested in being Chair or Vice-chair, please let us know



# RideKC Staff Liaison

Tyler O. Means, AICP  
Innovative Services Manager

[tmeans@kcata.org](mailto:tmeans@kcata.org)

816-346-0383

