

## Strategy Overview

	Implementation Lead	Mobility Needs Addressed				
		Safety	Access to Destinations	Education	Low-Barrier User Experience	High-Quality Environment
<b>OPERATIONS STRATEGIES</b>						
Transit System Redesign	KCATA (RideKC)	✓	✓		✓	
RideKC Freedom On Demand - Cost Share Pilot	KCATA (RideKC)		✓		✓	
Zero Fare Transit	KCATA (RideKC)				✓	
Expanded Language Resources	KCATA (RideKC)			✓	✓	
Signage and Wayfinding	MARC		✓	✓	✓	✓
"Mobility-as-a-Service" Tools	KCATA (RideKC)				✓	
<b>PARTNERSHIP STRATEGIES</b>						
Training for Schools and Service Providers	KCATA (RideKC) + BikewalkKC			✓	✓	
Pass and Payment Coordination (pre-zero-fare options)	KCATA (RideKC)				✓	
Transit Stop Ambassadors	Independence Ave CID	✓		✓	✓	✓
Apprenticeship and Earn-a-Bike Programs	BikeWalkKC	✓		✓	✓	
Student Bicycle Lessons	BikeWalkKC	✓		✓		
Expanded Mobility Options and Incentive Programs	KCATA (RideKC)		✓	✓	✓	
<b>INFRASTRUCTURE STRATEGIES</b>						
Improved Intersections and Crossings	KCMO Public Works	✓				✓
Amenities at Transit Stops / Safe, Happy Public Spaces	KCATA (RideKC) + KCMO	✓			✓	✓
High Quality Pedestrian Connections to Key Destinations	KCMO Public Works	✓	✓			✓
High Quality Bicycle Connections to Key Destinations	KCMO Public Works	✓	✓			✓