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The Kansas City Area Transportation Authority is a bi-state agency created in 1965 by a compact authorized by state legislatures in Missouri and Kansas. It was approved by the U.S. Congress. The agency's jurisdiction covers a seven-county area straddling the Missouri and Kansas state line. The KCATA operates under the RideKC brand, which was adopted by the Kansas City area as the regional transit name. The agency is governed by a 10-member board with five representatives each from Missouri and Kansas.



James Klobnak
In Memoriam, 1/20/53-8/22/17
KCATA Board member from 2010-17

Message from the CEO



The year 2017 may have drawn to a close, but it has presented fresh prospects for connecting the region to new opportunities in 2018. It's been a year of internal assessment and external advocacy, investing in the basics, and building on the momentum generated over the last couple of years.

The good news headlines were plentiful; yet the year was not without challenges. Because of budget constraints, a number of low ridership routes were modified to run more efficiently, and we had our first reduction in workforce in over a decade. While it wasn't easy, I'm happy to report that 2017 expenses were under budget and the 2018 budget is balanced without tapping into reserves.

One of the things I am most excited about is the Veterans Pass that we rolled out last May. With this pass, veterans are able to ride all regional transit for free. This program means so much more than simply providing a half million free trips to veterans. It is a catalyst that drives economic and community development by providing veterans access to jobs, education, services, friends and family.

Our next major win was the launch of RideKC Freedom On-Demand. In just six months, more than 30,000 trips have been taken on Freedom, almost entirely by current paratransit users. With Freedom On-Demand there is no more advance scheduling or long wait times. It's premium service at an affordable cost. This public-private partnership has the potential to be a socio-economic equalizer. But we've only just begun. As we head into 2018, we will expand our market for Freedom On-Demand regionally. We'll also promote the service to non-paratransit users. Each of those trips by the general public will bring 5 percent of the passenger fare back to the agency to invest in paratransit services. It's like paying it forward!

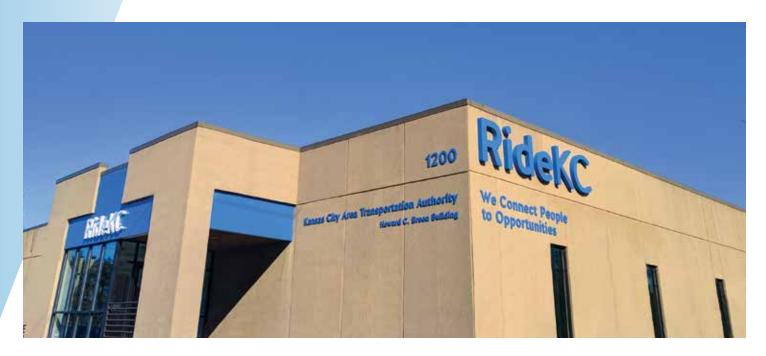
Safety continues to be our top priority. Our partnership with the Kansas City Mo. Police Department, along with extensive operator training and nearly 100 protective partitions for operators, is clearly paying off. KCATA received the first place Gold Award for Security from the American Public Transportation Association in May for the second year in a row.

Rounding out the good news in 2017 was the Kansas City Chamber's announcement that public transportation would be included in the Chamber's Big 5 initiative. We have built a solid relationship with the business community, which will help us connect people to jobs.

Here's to another great year for regional transit!

Sincerely,

Robbie Makinen
KCATA President & CEO



Our Mission

The KCATA's course is set by a framework of goals and values reflecting the high bar we set for ourselves and our commitment to the community and the region. These goals and values set our agenda and drive our mission.

Mission Statement

We connect people to opportunities.

Core Values

Safety, customer service, fiscal accountability, respect and integrity, employee development, innovation and community involvement.

Vision Statement

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.

Strategic Direction

Provide a business approach and best practices to technology.

Provide a system that is efficient, fiscally responsible and uses resources wisely.

Provide a work environment that develops employees and rewards innovation and high performance.

Provide service that benefits the communities.

Provide a safe and attractive system that draws new riders.

Provide effective and innovative services that respond to change and growth.





New Veterans Pass is "A Beautiful Thing"

To understand the impact of the region's new veterans pass, look no further than Dana Purnell. A U.S. Army veteran, Purnell has been using the RideKC Veterans Pass for several months. "It's a blessing, it really is," said Purnell. "I don't have to worry about that next paycheck to have a card to utilize to get me to and fro. It's always in my wallet. It's beautiful."



Purnell uses the bus every day and has for several years. "I sure wish we'd had this pass a long time ago," he says with a smile.

"This pass" that Purnell refers to is the new Veterans Pass that allows all veterans to ride regional transit free simply by swiping it in the farebox. Some cities offer free service to decorated or disabled veterans. KCATA is pioneering a pass that is available to all veterans, whether they have served one day or 30 years.

The passes are issued by the Veterans Community Project at 8900 Troost. VCP provides a number of services. So when a veteran comes in for a bus pass, they are surprised by the menu of other services they didn't even know they could receive, such as

legal, medical, homeless services and more.

The Veterans Pass program rollout included a specially wrapped redwhite-and-blue bus, unveiled last March before a big crowd at the National World War I Museum and Memorial.

The pass program was an idea developed in partnership with KCATA, the KC VA Hospital, the Veterans Community Project (VCP) and Kansas City Councilwomen Heather Hall and Teresa Loar. The program is sponsored by the Greater Kansas City Labor Unions/AFL-CIO.

More than a half million trips have been taken on RideKC buses with the pass since May. "We are so very proud to help our veterans in a meaningful way," said Daniel Serda, chair of the KCATA Board of Commissioners. "It's the very least we can do for those who've stood for us."







Top: RideKC provided transportation to a group of World War II veterans from the 95th Infantry Division nicknamed the "Iron Men of Metz" while they visited the National World War I Museum and Memorial on September 8, 2017.

Middle left: Congressman Emanuel Cleaver II addressed a couple hundred local dignitaries who turned out last March at the World War I Memorial for the introduction of the new Veterans Pass.

Middle right: Attendees of the March event.

Right: The specially wrapped "HONOR" bus represents all branches of the military.



More than a half million trips have been taken by veterans.







Above: Trailhead marker and panels illustrating the historical significance of the trails.

3-Trails Transit Center

A special transit center with historical significance and new high-tech amenities took shape during 2017 as the KCATA constructed a major south Kansas City bus hub serving the region.

The new 3-Trails Transit Center, located near Blue Ridge Boulevard and Bannister Road, will be more than just an ordinary bus stop.

The National Park Service is recognizing the stop as an official trailhead marking an area near where the California, Oregon and Santa Fe Trails converged. Additionally, the park service designed custom panels with images illustrating the historical significance of the trails.

The station is also the site of the KCATA's first digital kiosk equipped with a touch screen giving riders real-time bus arrival information coupled with a constant flow of information about city and

community events as well as other local offerings such as restaurants.

It also will be a major stop for six bus routes connecting riders to the rest of the region, including downtown Kansas City, Waldo, the University of Missouri-Kansas City, the Truman Sports Complex, Raytown and much more.

The new transit center figures into the National Park Service's plan to develop a 40-mile interpretive trail retracing the path of the California, Santa Fe and Oregon trails through the Kansas City area from Sugar Creek, Mo. to Gardner, Kan.

The development plan calls for the interpretive trail to identify all nearby transit facilities that could serve as trailheads with signage and exhibit panels distinguishing these stations similar to the one at the Three Trails Crossing interchange where Interstate 49, Interstate 435 and U.S. 71 come together.

Prospect MAX Construction Begins

The KCATA scored a big win in 2017 when President Trump signed a budget allocating money for Kansas City's third bus rapid transit route. The budget provided \$30 million for a MAX route on Prospect Avenue, which will run for 10 miles from downtown Kansas City to 75th and Prospect.

The project is now in final design with construction expected to start this year. Service should begin on Prospect MAX in 2019. Patterned after similar routes on Main Street

and Troost Avenue, Prospect MAX is a vital transportation project for one of the highest transit ridership corridors in the region.

MAX will bring faster bus service to Prospect because bus stations will be placed every four to six blocks instead of every block. It also will mean the introduction of new technology to transit service along Prospect, including smart kiosks like the ones lining the streetcar route, real-time bus arrival information,

ticket vending machines and audible crosswalk alerts.

KCATA thanks local elected leaders and the Missouri and Kansas congressional delegations for their support. This project will mean better transportation for residents on Kansas City's east side and the promise of new development opportunities that will enhance the quality of life for everyone.

Below: Jermaine Reed speaks at a public meeting in October 2016 at Alphapointe.



Project Timeline

Advanced Planning

Advanced planning took place throughout 2015.

Project Development

Project development began at the end of 2015 through to the beginning of 2017.

Construction **Phase**

With the construction grant agreement in the last quarter of 2017, construction will begin in 2018.

Begin Service

Service is scheduled to

begin towards the end of 2019.



RideKC



RideKC mobile app taps into a new market of riders while potentially saving thousands of dollars.

Mobile App Hits a Home Run

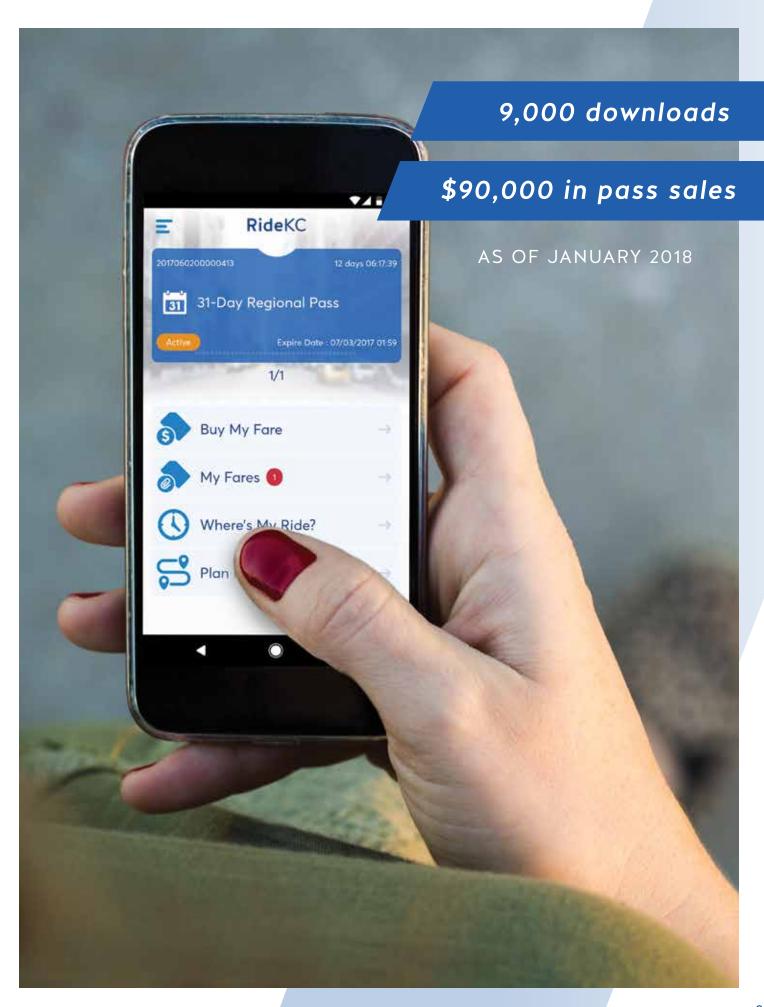
KCATA made riding a bus easier and more convenient by introducing a new mobile payment app last summer.

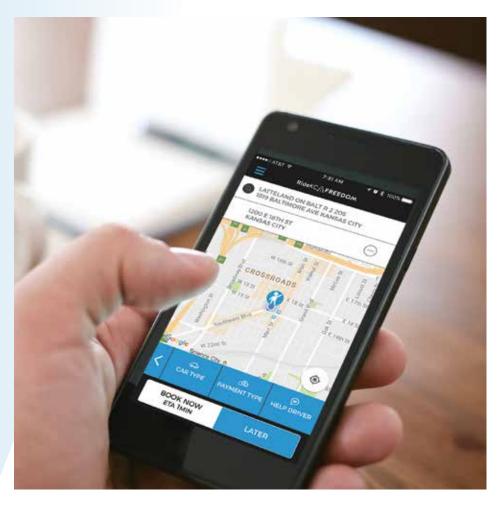
The free RideKC app, available across the Kansas City region, gives riders the ability to plan a trip, track their bus and pay their fare using a smartphone. Everything customers need is at their fingertips.

With an estimated seven in 10 adults owning a smartphone, the RideKC mobile app taps into a new market of riders while potentially saving thousands of dollars spent on printed pass and ticketing material. But most importantly, it's what riders expect.

Nationally, surveys show that commuters want a more convenient way to pay for transit. About half of all U.S. commuters have indicated that they would be willing to pay for transit with a smartphone. Why? It's just easier. Mobile ticketing means riders no longer have to worry about exact change. The RideKC app removes those barriers.

We've seen more than 9,000 downloads of the app and more than \$90,000 in pass sales as riders increasingly turn to this great new transit convenience.





"It's just much easier to use than the old system with being able to set up your exact times and not having to wait and being able to use your credit card rather than having to have cash all the time."

-Kirby Hough
RideKC Freedom On-Demand user



RideKC Freedom Breaks Down Barriers

The KCATA continued building on its commitment to innovation during 2017, launching a groundbreaking initiative that gives paratransit customers more transportation flexibility than ever before.

Last spring, KCATA unveiled RideKC Freedom On-Demand, a new service that allows paratransit customers to use an app on their smartphone to book a trip. The new service is easier to use than traditional paratransit services.

Riders no longer have to schedule a trip 24 hours in advance, nor do they have to provide a half-hour window for being picked up. Riders now enjoy the ability to make same-day transportation decisions without any barriers. Even more exciting, KCATA can provide the service at a lower cost than the traditional paratransit, allowing us to be good stewards of taxpayer dollars.

While RideKC Freedom is designed for customers who qualify for specialized transportation because they can't ride the bus, the ride-hailing service is available to everyone. And what's really special is that a portion of the fare paid by general public trips is returned to KCATA



to reinvest in service for people with disabilities.

RideKC Freedom On-Demand is a great example of how KCATA is always looking for new ways to save money while offering superior service to customers.



Riders now enjoy the ability to make same-day transportation decisions without any barriers.



"It has really freed up a lot of time for me-zero stress for me, because I can get where I'm going-it's enhanced my quality of life immensely-everything from mentally to physically."

-Shelly Blomstrom
RideKC Freedom On-Demand user

"Having this Freedom
On-Demand service has
helped me to connect with
my family.

It allows me the freedom to go where I want, when I want, and how I want.

I can go with my friends and we can hang out, go to the movies, or go to each others' houses and hang out together."

-Mary Carter
RideKC Freedom On-Demand user







Region Ranks Public Transportation Importance High

Two surveys were conducted in the spring of 2017. One was among 1,500 non-riders from the seven-county RideKC service area. The second was given to 3,500 current transit riders in the bi-state area.

The Non-Rider Survey was designed to:

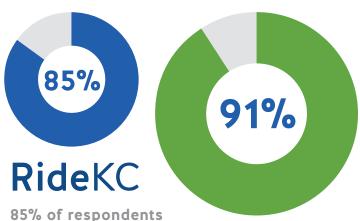
- Test the success of the regional RideKC rebranding.
- · Measure awareness of RideKC services.
- Assess the perceived importance of transit to those who do not currently use public transportation.

The Rider Survey was designed to:

- Measure overall customer satisfaction in defined categories.
- Determine any shifts in geographic or demographic patterns in ridership.
- Identify opportunities to increase ridership and improve customer satisfaction.

RideKC Brand Awareness Efforts Have Been Very Effective

A large majority of respondents said they recognized RideKC as the new regional brand for public transportation.



outside the core and 91% inside the core area indicated they are aware of the rebranding.

Public Transit is a High Priority

A large majority of respondents recognize the importance of funding public transportation.

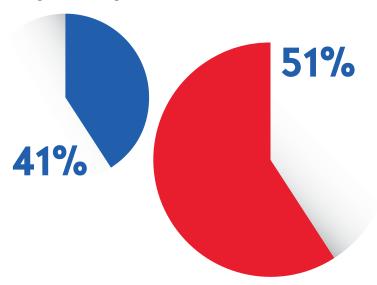


92% of non-riders in the core service area and 85% outside of the core service area thought it was "somewhat or very important" to fund public transportation.

Non-riders ranked public transportation as the region's top transportation priority (ahead of new roads and widening existing roads).

Who's On Board

Transit customers are economic drivers throughout the region.



More than half the people riding MAX routes had at least two years of college. 41% on other local routes have at least 2 years of college.



76% of local riders are employed or college students. 76%



80% of MAX riders are employed or college students. 80%

Rider Survey Results

Overall satisfaction has improved.

10 out of 11 categories improved over the previous survey.

Info Availability Safety

Route Info

Transfers

Quality

Cost

Courtesy

Availability

Reliability

Timeliness



Giving buses the ability to operate on the shoulder saves commuters valuable time while giving them a reliable trip between the suburbs and downtown.

Kansas Legislature Expands Bus-on-Shoulder Option

The KCATA teamed up with Johnson and Wyandotte counties to successfully lobby the Kansas Legislature to expand bus-on-shoulder operations on Interstate 35. Our bi-state partnership won passage of a bill that makes transit friendlier to the riding public by allowing buses to operate along the shoulder of the interstate when traffic slows to a crawl.

The 2017 legislation was an outgrowth of a 2010 law opening highway shoulders to buses on an eight-mile segment of I-35 from 95th Street in Lenexa to Lamar Avenue in Johnson County. The new law expands the buson-shoulder area from Lamar to the Missouri state line. Giving buses the ability to operate on the shoulder saves commuters valuable time while giving them

a reliable trip between the suburbs and downtown.

Buses can use the shoulder when interstate speeds dip below 35 mph. Buses can travel no faster than 10 mph more than the traffic on the interstate. This is just one of the many examples of how working across the region, the KCATA works to enhance the quality of life for everyone.

Above: Kansas Gov. Sam Brownback (center) signs House Bill 2096 into law. Also in attendance are Sen. Mike Petersen (Chair of the Transportation Committee), Tuck Duncan (Kansas Public Transit Association), Josh Powers (Johnson County, Kan.), Sen. Pat Pettey (Ranking minority member of Transportation Committee), Robbie Makinen (KCATA), Sam Desue (KCATA), and Cory Davis (KDOT).

KCATA + Economic Development

For the first time, the KCATA adopted a new policy guiding the Authority's economic development efforts.

As it evolved from a traditional local transit provider to a regional transportation leader, the KCATA has made development a priority as it strives to return economic value to our region. The Authority is now advancing development projects at Third and Grand downtown as well as the Rock Island rail corridor in eastern Jackson County.

The agency's economic development team is also looking for opportunities to bring economic development to the Prospect Avenue corridor when our new bus rapid transit line starts operating in 2019.

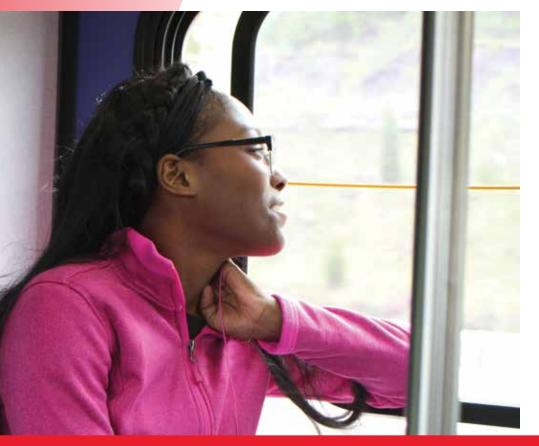
The KCATA's new development policy establishes parameters for how the agency will pursue economic development. The new policy calls for the Authority to focus on development that will build transit ridership and produce new revenue. It is the KCATA's

goal to foster quality of life by increasing access to jobs, reducing crime, thinning traffic congestion and improving the environment.

KCATA is taking a lead role in making Kansas City a great place to live, work and play.

Below: KCATA, in coordination with the Downtown Council, selected a group led by Briarcliff Development Co. to redevelop a 1.8-acre parcel at the northeast corner of Third Street and Grand Boulevard in the River Market area downtown.









More than 30,000 students in the metro area now benefit from this valuable program

First Kansas College Offers U-Pass to Students

KCATA welcomed Kansas City, Kansas Community College into the U-Pass program last year. It was the first time the program – where a student ID doubles as a bus pass – was offered at a Kansas higher education institution.

We now have four schools participating in the program, including the University of Missouri-Kansas City, the Kansas City Art Institute and Metropolitan Community College.

With Kansas City, Kansas
Community College on the U-Pass
team, more than 30,000 students
in the metro area now benefit from
this valuable program, making
public transportation easy and
accessible. The pass stands to
benefit more than 5,000 students
who attend Kansas City, Kansas
Community College alone.

The community college is now served by three bus routes: 101 State Avenue, the 116 West Parallel and the newly created 114 Amazon Link.

The U-Pass program started in 2011 at the University of Missouri-Kansas City. At UMKC, the pass averages 24,000 trips a month. At Metropolitan Community College's campuses, it averages about 22,000 a month.

We look forward to promising results at Kansas City, Kansas Community College, as well.

2017 Service Changes

The KCATA took major steps during 2017 to make bus service better for everyone.

We moved our first bus rapid transit line from Main Street to Grand Boulevard downtown. Moving Main MAX to Grand Boulevard had been in the works for over a year. We spent considerable time designing and gathering public input about a new MAX route that would give riders a straighter and faster trip through downtown. The new MAX route was drawn up to reflect changing travel demands downtown, especially with the emergence of the Sprint Center, the Kauffman Center for the Performing Arts and the Power & Light District.

To celebrate the move to Grand, KCATA held a family-friendly

event in Washington Square Park on the first day of service Oct. 1 featuring games, prizes, a scavenger hunt doubling as a how-to-ride guide, refreshments and entertainers.

We created a new route that's tailored specially for college students to get downtown. We developed the 55 Universities-Crossroads route that connects campuses at the University of Missouri-Kansas City, Rockhurst University and Metropolitan Community College-Penn Valley to the Crossroads Arts District and the River Market.

Looking out south, the KCATA extended its 57 Wornall route to Martin City, giving riders access to a retail area that includes Walmart,

Target, and many other stores, restaurants and services.

These expansions illustrate best how we connect people to opportunity.

Below: The KCATA celebrated Main MAX servicing moving to Grand with an event held on the first day of service in Washington Square Park.







2017 Rosa Parks Spirit Award Winners

The KCATA honored a very special group of community leaders for their contributions to transit at the 2017 Rosa Parks Spirit Awards gala.

The Authority honored Kansas City Mayor Sly James, Independence Mayor Eileen Weir, Greater Kansas City Labor Unions/ AFL-CIO President Patrick "Duke" Dujakovich, the Veterans Community Project and Kansas City Councilwomen Heather Hall and Teresa Loar.

Mayor James won the Champion of Transit Award for his staunch support for public transportation, including the overwhelmingly successful launch of the downtown KC Streetcar.

Hall, Loar and the Community Veterans Project received the Rosa Parks Community Partner Award for their roles in providing veterans free fares on RideKC transit.

Weir won the Rosa Parks RideKC Award for leadership in supporting and building the RideKC brand and stepping up to support such programs as free rides for veterans and free transit on Election Day.

Dujakovich took home the Business Partner Award on behalf of the Greater Kansas City Labor Unions sponsorship of the Veterans Pass program.

These great leaders are committed to transit and the philosophy of connecting people to opportunity. We are proud to call them partners and honor them for their contributions to improving public transportation for everyone.



Top: The 2017 Rosa Parks Spirit Awards winners from left to right: Patrick "Duke" Dujakovich, president of the Greater Kansas City Labor Unions/AFL-CIO; Independence Mayor Eileen Weir; Kansas City Councilwoman Teresa Loar; Chris Stout, Veterans Community Project; Kansas City Mayor Sly James; Kevin Jamison, Veterans Community Project; Kansas City Councilwoman Heather Hall and presenter Robbie Makinen, president and chief executive officer of the Kansas City Area Transportation Authority.

Above: BMW provided smooth jazz throughout the evening.

KCATA Brings Home Gold - Again

For the second consecutive year, the KCATA was honored nationally for its efforts in security excellence. The American Public Transportation Association gave the Gold Award to the KCATA for taking aggressive steps to reduce assaults against operators.

The KCATA developed a strategic business plan addressing safety, security and risk management. The plan identified 22 core programs and performance measures that would serve as best practices for improving

safety and security at KCATA, including the hiring of full-time transit officers and banning unruly passengers who harass operators or other customers.

Some of the innovative efforts undertaken by the agency included increased training and new safety equipment such as Plexiglas partitions. These policies have resulted in a 47 percent decrease in operator assaults and a 69 percent decrease in claims paid out during 2016.

Below: Partitions installed on KCATA buses protect drivers. They are among the reasons the KCATA has been recognized nationally for its safety and security initiatives.



HOPE Bus Event Garners Top Awards

The KCATA collected top national honors in 2017 for a specially wrapped pink bus signaling hope in the battle against breast cancer.

The "HOPE" bus won first place in the American Public Transportation Association's annual AdWheel competition for best marketing and communications education effort.

Introduced in late 2016 at Union Station as part of Breast Cancer Awareness Month, the bus with a pink ribbon and the word "HOPE" emblazoned on both sides was part of an initiative highlighting the battle against breast cancer. Hundreds attended the unveiling of the bus, including U.S. Sen. Claire McCaskill, a breast-cancer survivor who emphasized the importance of early detection in the fight against cancer.

Top right: A detail of the "HOPE" bus.

Second right: Julie Michaels from the American Cancer Society speaks about breast cancer awareness, with Jackson County Executive Frank White to her right and KCATA President/CEO Robbie Makinen to her left.

Third right: The Pink Ribbon Road Show kick-off walk.

Bottom right: U.S. Sen. Claire McCaskill delivers a speech at the "HOPE" bus unveiling event.

Our bus is spreading a similar message as it motors along some of the most popular routes across the metro area, encouraging men and women to take action against this terrible disease.

For the last two years, the bus has toured the region on the "Pink Ribbon Road Show," showcasing the message of hope at locations on both sides of the state line, in partnership with Jackson County, the American Cancer Society, and many others. The message of hope reached thousands who might not have otherwise heard about the importance of early-detection in the fight against breast cancer.

Look for the "HOPE" bus on a transit route near your neighborhood. Let it be a reminder that the time to take action against cancer is now.











