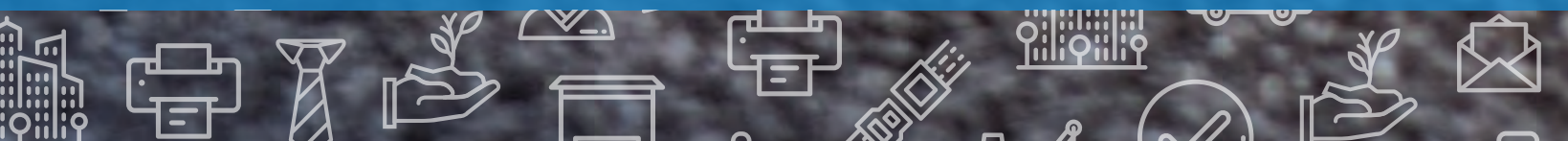


RideKC

DRIVING TRANSFORMATION

Kansas City Area Transportation Authority

2016



Board of Commissioners

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.



Steve Klika
CHAIRMAN



Melissa Bynum
COMMISSIONER



Daniel Serda
VICE CHAIRMAN



Jim Klobnak
COMMISSIONER



Gary Mallory
TREASURER



Michael Short
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Dennis Bixby
SECRETARY



Thomas E. Sims
COMMISSIONER



David Bower
COMMISSIONER



Ricky D. Turner
COMMISSIONER



Robbie Makinen
PRESIDENT/CEO

MESSAGE FROM THE CEO

Dear Community Supporter,

Long considered merely the city's local "bus company," the Kansas City Area Transportation Authority is a local force for transforming transportation policy as it melds a fragmented regional transit network into a single, easy-to-use transit system accessible to everyone, regardless of where they live.

Regional transit collaboration – for too long unheard of in Kansas City – is now common practice. One brand. One website. One system. The KCATA is unifying the region's transit systems and finding innovative ways to connect people to opportunity, whether that's through economic development, enhanced service or innovative technology.

In the following pages you will see our commitment to the community, whether it's working with disadvantaged youth, promoting reading or preparing for disasters. KCATA and our nearly 800 employees demonstrate our civic responsibility and engagement every day.

In an effort to transparently and efficiently manage this public agency, we now include stakeholders from across the Kansas City area in our decision-making. We've put these leaders in key roles on KCATA board committees overseeing the Authority's finance, economic development and marketing initiatives. Their involvement provides valuable counsel, helping the KCATA establish stronger regional bonds and better respond to the region's transit needs.

As 2016 comes to a close, we look back proudly on what we have achieved with an eye toward accomplishing so much more in the upcoming year. As you read through this report, you will get a flavor of how the KCATA is touching people's lives, whether it's helping young people enjoy local parks or advancing health initiatives. With no doubt the KCATA is interwoven into the fabric of this community, improving the quality of life for everyone and ensuring that everyone has access to opportunity.

Sincerely,

Robbie Makinen
President/CEO

KCATA'S 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.

● **VISION STATEMENT**

Quality seamless regional transportation for everyone.

● **CORE VALUES**

Safety
Customer service
Fiscal accountability
Respect and integrity
Employee development
Innovation
Community involvement

● **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.



REGIONAL TRANSIT COLLABORATION – once unheard of in Kansas City – IS NOW COMMON PRACTICE.

–Robbie Makinen, President/CEO, KCATA



LEADING FORCE

Long considered merely as the city's local "bus company," the Authority is a local force for transforming transportation policy as it melds a fragmented regional transit network into a single, easy-to-use transit system accessible to everyone.



RideKC

REGIONAL BRAND ✓

✓ **REGIONAL WEBSITE**

**REGIONAL
FARE STRUCTURE** ✓

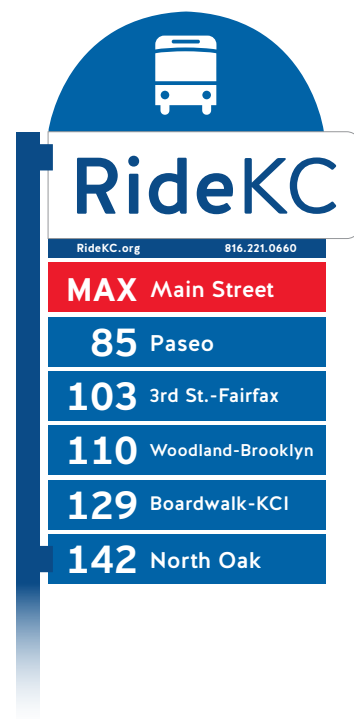
✓ **SIMPLIFIED
REGIONAL
TRANSIT SYSTEM**

Stronger together.

TRANSIT INNOVATION

The landscape of public transportation is changing and so is the KCATA. We're developing public transportation alternatives that better meet our customers' needs, getting them where they want and when they want with very few limits. In the last year, we started several new programs that broaden our transportation portfolio and give our customers more flexibility than ever before.

The KCATA is the regional transportation authority, fulfilling the regional mission it was given when it was created by Congress in a bi-state compact in 1965. We not only operate a network of 61 bus routes, but also manage or run bus service in Johnson County, Wyandotte County, Independence and seven other cities. We also provide key technical expertise to the Downtown Streetcar Authority to ensure smooth and safe rail service. Most significantly, the KCATA is coordinating regional efforts to adopt a single RideKC brand to build a seamless transit system connecting the entire area.



We have rebranded 248 buses with the new look and worked with partner transit agencies to drop their own logos in favor of the RideKC brand. The region united to support a single website for information about schedules, routes and fares. New, easy-to-navigate transit schedules are in the works and new RideKC bus stop signs are rolling out. This renewed regional cooperation is not just about paint on vehicles. The KCATA also knocked down a longtime regional barrier when all transit agencies adopted a single \$1.50 fare for local bus service. Never before has this kind of cooperation between transit agencies been seen in the Kansas City region.



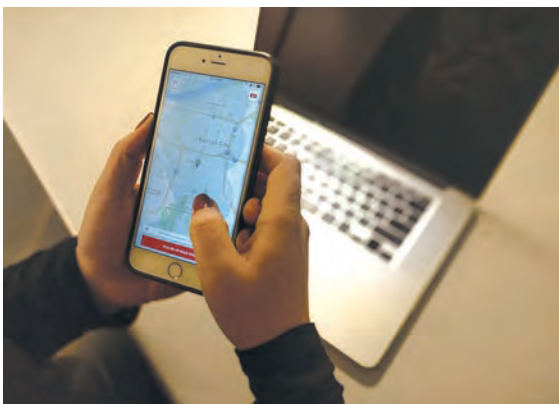
Tailoring transportation to rider needs

The KCATA kicked off 2016 introducing a new type of transit that's designed to connect people to jobs. Known as Bridj, this transit innovation is powered by billions of data points that determine where riders want to go and how to get them there most efficiently. Using a mobile app, riders can request on-demand shuttle service that they can access via pop-up shuttle stations. We were the first major U.S. transit agency to partner with an urban technology company and a major

U.S. automaker to pilot a more flexible type of public transportation. News of our work on Bridj grabbed headlines in the *New York Times*, the *Boston Globe* and the *Detroit News*.

When Bridj started, it offered service in an area including downtown Kansas City, Hospital Hill, the University of Kansas Medical Center, Westwood, Rosedale, Roeland Park, West 39th Street, and the 18th and Vine Jazz District.

Later in response to customer demand, Bridj expanded its service area at rush hour to include the River Market and Midtown. Riders reacted positively to Bridj. During the first six months, we are excited to report that we have seen steady ridership growth with more gains projected.



Access for ADA Eligible Customers

As we explore new ways to offer public transportation options for the community, we have focused on alternatives for our ADA customers.



Last summer we started offering free bus fares for riders with disabilities as a way of providing more transportation options. With this pilot program, riders who are qualified to use services such as Share-A-Fare in Kansas City, IndeAccess in Independence, and Dial-A-Ride in Wyandotte County can apply for an ID card that lets them use fixed-route bus service free.

The new program gives riders with disabilities access to a free transportation option and the flexibility to travel on a bus whenever service is available rather than needing to schedule a trip a day in advance. The new pilot gives riders the option to use the service that best fits their needs and, if they qualify, they can do it for free.

Soon after the program started, more than 300 riders signed up for the ID card, giving them free rides on fixed-route bus service. Together, they accounted for more than 7,000 trips a month. A vast majority of those riders are turning away from the more expensive

scheduled paratransit service to fixed-route service. We are excited about the early success. It not only gives our riders more flexibility to get around, but conserves limited resources for customers and the KCATA.

Innovative taxi service

Another example of our innovative approach to public transportation is a taxi voucher program that we started piloting last summer in Johnson County and eastern Jackson County.

Open to anyone 65 and older, and riders with disabilities, the program uses 10/10 Taxi to take riders anywhere they want in the region up to 10 miles for \$5 each way. The goal is to give our riders more flexibility.

Eligible riders are given an ID card that works like a debit card that is swiped when using a taxi. The service is available any day at any time, including weekends and holidays.

So far, the taxi vouchers have been well received. There are 250 people registered for the program, taking more than 900 trips with an average distance of 5 1/2 miles.





Left to right: Chris Sticken and Matt Housh joined the KCATA as transit police officers last spring. Sticken is an 11-year veteran of the Kansas City Police Department. Housh has been a police officer for more than 16 years, including time with the Kansas City and Gladstone Police Departments.

No. 1 in safety and security

The KCATA this year won top awards for safety and security from the American Public Transportation Association for transit agencies with between 4 million and 20 million yearly passenger trips.

Our agency won the Gold Safety Award for a program aimed at reducing bus accidents. The program emphasized the five 'Es:' engineering, education, enforcement, encouragement and evaluation.



KCATA wins top honors for safety and security at this year's American Public Transportation Association meeting in Charlotte, N.C.

Among other things, the KCATA was recognized for fitting its bus fleet with accelerometers to better follow driving behaviors. The Authority also adopted new policies to ensure safe driving.

The KCATA also has bolstered its security efforts.

It's hired uniformed police officers, installed security partitions, banned unruly riders and better equipped our operators for settling conflicts.

Earlier this year, the KCATA signed an agreement with the Kansas City Police Department to hire two full-time transit officers to complement 39 off-duty police officers who patrol the bus system. The officers – who are in police uniforms and patrol cars – give the KCATA the ability to immediately respond to incidents, whether on a bus, at a transit stop or on agency property.

The Authority also imposed new rules governing passenger misconduct. The rules ban passengers for physical abuse of employees or customers. Also, the KCATA has installed Plexiglas partitions on about 50 buses.

The KCATA also stresses safety training to avoid assaults. Last year, the KCATA provided 460 operators with assault prevention and conflict resolution training offered by Rutgers University's National Transit Institute. The KCATA was the first agency in the nation to take part in the training. The course helped drivers identify when they might be vulnerable and how they can defuse explosive situations.

Fueling the economy

The Authority is charting new territory for the first time in its 50-year history with a new focus on economic development. Our goal is to be a community asset that not only fosters economic growth, but gives people access to jobs and generates more revenue that can be invested in transit services.



Third & Grand

One of our key projects is the development of a 1.8-acre park-and-ride lot at the corner of Third Street and Grand Boulevard in the River Market. The KCATA chose a team led by Briarcliff Development to develop the site with a mix of office, retail, housing and other amenities that fit into walkable neighborhoods located close to public transportation. This mobility hub will provide connections to the downtown streetcar, bus rapid transit and short-term bike rentals.

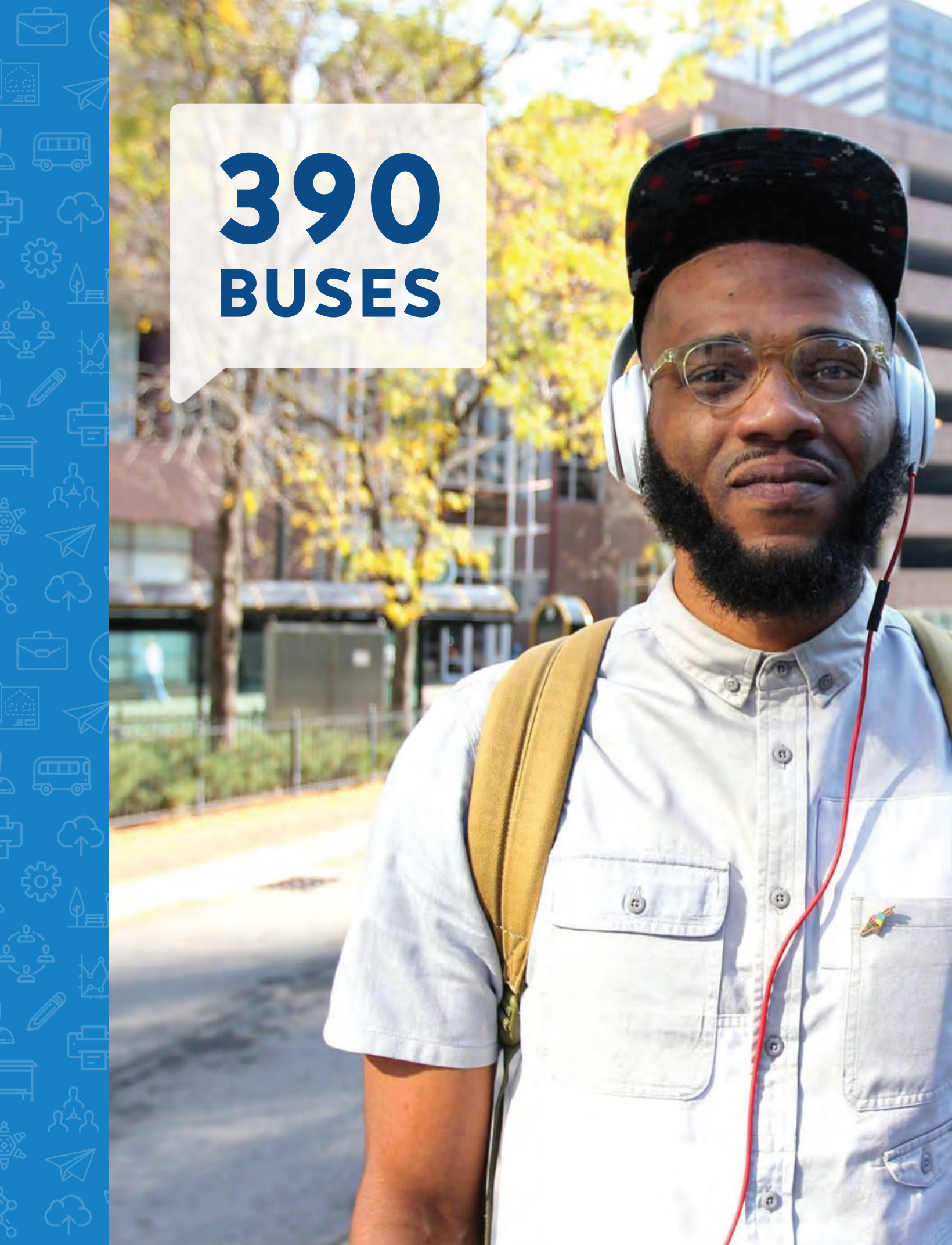
KEY FACTS:

What's there now: A MAX bus rapid transit station, a park-and-ride lot with 193 spaces, and Bikeshare rentals.

Investment: More than \$80 million.

Timeline: Construction expected to start within three years.

Vision: Multiple office towers comprising 300,000 square feet of Class A office space. It also would include a public plaza and a transportation hub providing easy access to the downtown streetcar, the MAX express service for Main Street and Troost Avenue, bike-sharing stations and, potentially, a future commuter rail line. The project would include 10,000 square feet of shopping and a 600-stall parking garage.



**390
BUSES**

Serving our region

16.3
MILLION
ANNUAL
TRIPS

86
BUS ROUTES

11.9
MILLION ANNUAL
MILES TRAVELED



Here's how the Truman Sports Complex might look one day if commuter rail is constructed along the Rock Island Corridor.

Rock Island rail corridor

We also partnered with Jackson County to complete the purchase of the Rock Island rail line, a 17-mile corridor stretching from the Truman Sports Complex to Lee's Summit. Another transformative economic development project, the Rock Island corridor will start as a biking and hiking trail, eventually evolving into a transit corridor. Ultimately, the Rock Island corridor will connect Kansas City to the cross-state Katy Trail. The corridor is expected to be a rich source of economic development, estimated to produce \$1.3 million in economic activity annually.

KEY FACTS:

What is it? A rail corridor once owned by Union Pacific Railroad.

Last used by trains? 1981

Route: Runs 17.7 miles from the Truman Sports Complex to Lee's Summit.

Vision: The goal is to eventually connect the metro area's network of trails with the state-owned Katy Trail. Ultimately, the corridor could develop into a bus rapid transit route or even a commuter rail line connecting eastern Jackson County to downtown.

Who benefits: 56,000 residents, 23,000 households and 25,000 jobs located within one mile of the rail line.

Prospect MAX

Economic development also is a part of our new bus rapid transit route planned for Prospect Avenue. The new bus rapid transit line would be similar to what already operates on Main Street and Troost Avenue. But the new service also could mean the introduction of new technology such as smart kiosks, like the ones lining the streetcar route, ticket-vending machines

and audible crosswalk alerts. The \$54 million transit investment would complement progress being made on Prospect Avenue with the opening of a new patrol station and a new youth and family life center at Morningstar Missionary Baptist Church.



KCATA staffers meet the public to discuss a proposed bus rapid transit route for Prospect Avenue. The Authority is pushing hard to secure money for this vital transit project for Kansas City's east side.

KEY FACTS:

Distance: 10 miles

Route: Between downtown and 75th Street

Cost: \$54 million

Benefits: Faster travel times because MAX stations will be placed every four to six blocks compared to more traditional local bus service where stops are located on every block. Buses also will have traffic signal priority, meaning they can hold a traffic signal green to pass through an intersection or turn it to green earlier.

Key destinations: Downtown Kansas City, Aldi grocery store at 39th Street, Alphapointe at 75th Street and Research Medical Center at Meyer Boulevard.

Projected start date: Early 2019

All of these projects – Third & Grand, the Rock Island corridor and Prospect MAX – contribute to the region's economic vitality – whether it's with new development or connecting people to opportunity.

Community engagement

Our commitment to public service is more than moving people. Our dedication to serving the region and making it a better place for everyone to live means being actively involved in our community. We do that in many different ways.

Supporting the downtown streetcar

One runs on rails. The other on rubber tires. As different as the Kansas City Streetcar is from a bus, the two are part of the RideKC Family. The Kansas City Area Transportation Authority and the Kansas City Streetcar Authority have an agreement that enables the streetcar to take advantage of the technical and operational expertise the KCATA provides the region. For example, the KCATA allows the streetcar authority to use its radio system, allowing message boards at

streetcar stops to provide real-time arrival information for buses and the streetcar. The KCATA's regional call center provides streetcar schedule information. The KCATA will provide free transit service to riders with disabilities in the downtown area who can't independently use the streetcar. When the streetcar service is interrupted, the KCATA fills the gap on a moment's notice with bus service. KCATA provides safety oversight, as well as operations and technical assistance whenever it might be needed.





Students at the Metropolitan Community College's Maple Woods campus enjoy the benefits of a new program where their student ID doubles as a bus pass.

Assisting employers

The KCATA answered the call when Platte County voiced a need for better transit service for Northland employers. Last April, the KCATA started offering bus service to the Harley-Davidson plant and other major employers near the Airworld Business Park just east of Interstate 29.

The route serves employees at Harley-Davidson's Power Train and Operations plant, as well as the Pure Fishing distribution center and Med4Home pharmaceutical company. The new service provided easier access for Harley employees who had to walk a mile to reach the nearest bus stop.

"In a full-employment situation where we are pulling employees from all over the metro, transit is a challenge," said Alicia Stephens, executive director of the Platte County Economic Development Council. "The KCATA has been really good to listen to our employers."

Helping higher education

The KCATA formed new partnerships this year with Metropolitan Community College and the Kansas City Art Institute to open doors to a new generation of transit riders.

We extended our U-Pass program to both schools, giving students the ability to use their student ID as a bus pass. The program is yielding big benefits. Planners projected that the MCC U-Pass would produce 750 trips each day during the school week. In the first couple months, the pass was generating 1,000 trips a day from MCC's five campuses.

We look forward to expanding our U-Pass in 2017 as we fulfill our mission of connecting people to opportunity.

"We are extremely appreciative of the proactive planning and responsiveness by KCATA based on the increasing demand to our college campuses."



Shelley Temple Kneuvean

Metropolitan Community College
Vice Chancellor for financial
and administrative services.

Inspiring hope

Last fall, the Authority took up the cause against breast cancer, unveiling a specially wrapped pink bus with a ribbon and the word “Hope” adorning both sides. Introduced in front of Union Station as part of national Breast Cancer Awareness Month, the pink bus raised awareness about cancer and reinforced the message that early detection is the best way to defeat the deadly disease. More than 100 people came together

at Union Station to celebrate the “Hope Bus,” including U.S. Sen. Claire McCaskill, Jackson County Legislature Chairwoman Crystal Williams and author Lonnie Bush – all three breast cancer survivors. Drawing a heavy amount of publicity, the bus toured the metro area as part of the Pink Ribbon Road Show inspiring hope that cancer can be beaten. The bus now spreads that message on regular RideKC routes.





Mobile Market

Earlier in the year, the KCATA joined with Truman Medical Center to make sure that residents in the urban core could eat healthy. The Authority donated a refurbished 40-foot bus for the Healthy Harvest Mobile Market operated by the medical center. It replaced a bus that had served Truman Medical Center for several years. KCATA

maintenance crews removed the seats and added everything a store would need. They installed cabinets, shelving, bins, a cash register, counters, electrical outlets and refrigeration. When it was done, TMC rolled out a grocery store on wheels. Selling an average of 1,100 pounds of produce each week, the mobile market provides fruits and vegetables in a community where nutritious foods aren't easily available.





Last summer, the KCATA was praised for its contributions to a regional earthquake drill. The Authority lent buses, drivers and supervisors to help people evacuate from a massive mock quake.

Disaster preparedness

Last summer, the KCATA played a pivotal role in one of the country's largest disaster drills. The KCATA contributed buses, drivers and transportation supervisors to help evacuate people from the fallout of a mock earthquake along the New Madrid fault line in eastern Missouri. The buses and the drivers – Brenda Perkins, Richard Revels, James Harris and Andre Johnson – played a critical role in the exercise.

Bi-State cooperation

The KCATA worked across the state line with suburban Johnson County last summer to expand bus service linking Missouri with the Kansas side of the state line. The Authority led efforts to add service on 75th Street and Metcalf Avenue so riders would have better access to jobs, higher education and shopping in Johnson County. A new route linking Kansas City, Mo. to Oak Park Mall and Lenexa along 95th Street was created. Since the expansion started last July, routes on Metcalf Avenue and 75th Street have seen four consecutive months of ridership growth.

Strong relationships

Over the years, the KCATA has forged a close bond with our Congressional delegations from Missouri and Kansas. We have worked closely with them – and the Federal Transit Administration – to secure millions for new bus rapid transit routes on Main Street and Troost Avenue.

“The buses were impressive, the drivers were incredible and the exercise excelled because we were able to transport ‘evacuees’ from station to station following real-life evacuation situations.”

Michael Curry,
Jackson County's emergency preparedness director



Building
relationships
that matter.





This year's Rosa Parks Spirit Awards Ceremony honors individuals and groups for their contributions to transit. From left to right at this year's program, KCATA Chief Executive Officer Robbie Makinen, Kansas City Councilman Jermaine Reed, KC Streetcar Authority Executive Director Tom Gerend, Alphapointe President Reinhard Mabry, Congressman Emanuel Cleaver and KCATA Chairman Steve Klika.

Work with our federal partners produced big benefits for the Kansas City region again this fall when we received one of our biggest grants in 20 years. The Federal Transit Administration awarded us \$9 million to purchase 20 new buses, including two over-the-road coaches that are expected to be introduced on some routes in the future. The KCATA competed with 284 applications totaling \$1.64 billion from 47 states. The fact that KCATA emerged as a winner from this very competitive process illustrates that partnerships with the Missouri and Kansas congressional delegations are proving beneficial for our region.

We are optimistic that the federal government, with strong and steady support from our congressional delegation and local elected leaders, will put \$30 million into a bus rapid transit route on Prospect Avenue. Earlier in 2016, Congress put money for Prospect MAX into a House appropriations bill. Our leaders in Washington recognize the importance of this project. This is due in no small part to the support we receive from local leaders.

We have worked hard to nurture deep-seated relationships with leaders at all levels of government.

We are proud that our leaders see the importance of what we do and are willing to invest in our endeavors.

Honoring transit supporters

This year, the KCATA honored four local leaders who've made transformative contributions to transit at the fourth annual Rosa Parks Spirit Awards Ceremony at the Midland Theatre. More than 250 people turned out for the event paying tribute to Kansas City Councilman Jermaine Reed; Tom Gerend, executive director of the Kansas City Streetcar Authority; Reinhard Mabry, president of Alphapointe; and Congressman Emanuel Cleaver II. Each winner has played a key role in public transit. They understand that transit is about empowering people to move freely throughout the region, whether it's going to work, to school, to shop or to medical care. The award winners also recognize how the KCATA is shaping transit for the future. "The new direction of the KCATA's regional expansion, including management of the Independence, Wyandotte and Johnson County transit authorities, is very exciting for us," Mabry said. "I am confident that under your leadership, a truly seamless regional system will become the standard and ensure that all parts of the metro area will be accessible."



Unsung heroes

As great of a year as 2016 was for the KCATA, it would not have been possible without our nearly 800 employees. Whether public-facing or behind the scenes, our employees make a difference in the public's life each day. They are the reason this region can count on reliable transportation that takes them to work, to healthcare or to school. During the last year, our employees have been recognized more than 300 times for going out of their way to help their coworkers or the general public. Ninety-three bus operators were honored for their exemplary driving records. Four of those drivers have gone more than 20 years without an avoidable accident, a customer complaint, a missed assignment or a written violation or suspension.

Below: KCATA Chief Operating Officer Sam Desue (in front) recognizes Authority employees who served in the military. The employees were honored following a Veterans Day wellness walk to the World War I Memorial.





From left to right, KCATA maintenance technicians Jeff Clark, Tom Seymour and Dave Ferguson were part of the KCATA team that finished second overall at the International Bus Roadeo competition last spring.

Fifty-nine maintenance employees were recognized for their steady contributions to keeping buses on the road and the KCATA campus operating smoothly. And last spring, a KCATA maintenance team and operator turned in a second-place finish at the national skills competition held by the American Public Transportation Association in Charlotte, N.C. Without a doubt, these are the unsung heroes of transportation in Kansas City.

Healthy labor force keeps costs down

A healthy work force is a productive work force. It's one of the reasons the KCATA emphasizes wellness with an extensive program that not only keeps our employees healthy but also helps us keep health-care



Group of KCATA employees ready for the annual Walk-at-Work day.



The KCATA mixed patriotism with wellness on Veterans Day when employees marched from the Authority's offices to the World War I Memorial to celebrate the contributions of our heroes in the armed services.

costs down. To that end, the agency gives employees steep health insurance discounts if they undergo a health risk assessment, which tests for high blood-sugar levels, obesity, high blood pressure and high cholesterol. Each year, the KCATA offers employees a chance to undergo a free health screening so they qualify for the reduced health insurance premiums. The agency also provides two fitness centers for employees to exercise and has arranged for discounts for memberships at area YMCAs and community centers run by the Kansas City Parks Department. And last year, the KCATA provided employees with a Garmin activity wearable to monitor their activity levels. The device – a Garmin vivoft2 – allows employees to link to a site run by Humana Vitality that rewards employees for living healthy whether that's walking or running, not smoking, getting a dental exam or seeing a physician. Employees can accumulate points that allow them to purchase items like gift cards or movie passes. For its efforts, the KCATA was recognized by the *Kansas City Business Journal* as one of the area's five healthiest employers among businesses with 250 to 999 employees.



KCATA Chief Executive Officer Robbie Makinen and Chief Operation Officer Sam Desue being recognized at the Kansas City Business Journal's Healthy KC Awards.

Looking forward

As we move into 2017, we look forward to expanding transportation options to meet the region's growing mobility needs and expectations. We will continue vigilantly watching taxpayer dollars and look for new ways to generate revenue that will ensure long-term service availability. Early this year, our commission endorsed the vision of "Quality Seamless Regional Transportation for Everyone" and challenged the organization to rise to the occasion. Everything we've undertaken in 2016 marks a fundamental shift from an inward focus of providing transportation services to a global mission of meeting the needs of all stakeholders in the Kansas City region. The commission approved a structurally balanced budget for the new year that ensures the KCATA has the resources in place to meet its regional service commitments. We are ecstatic about what we've accomplished in the last year and we believe you will be, too. We believe the upcoming year is as promising as ever for public transportation in the Kansas City region.



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