



In partnership with

**RideKC**

**An On-Demand Solution  
Serving Kansas City, MO**

**March 2, 2023**

# Overview

- Kansas City, MO – KCATA Partnership
- Service Model: Different, yet Integrated
- Service Area and Fare Structure
- Service Parameters
- Ensuring Service Quality
- How to Use It
- Phased Expansion
- Events and Specialized Service Areas
- Questions

# Kansas City, MO – KCATA Partnership

- City of Kansas City, MO
  - Service is a desire of the City
  - Funder of the service
  - Contracting with KCATA
  - Receives 80% of the revenue
- KCATA
  - Regional provider of transportation services
  - Contracted with the City
    - To provide management of On-demand Service
    - Receives 20% of the Revenue



# Service Model: Different, Yet Integrated

- Key differences of on-demand service
  - App-driven, premium
  - 24-hour accessibility
  - Wide geographical coverage
  - There is a fare for most trips
- How on-demand is integrated into fixed bus network
  - Utilizes bus stops and “flex” stops for a majority of pick-up/drop-off points
    - Never travel more than 1/4-mile to a stop
    - Point to Point to Airport and E-Zones
  - Every service zone has designated, focused transit transfer hub
    - On-demand service is free when connecting to/from transit hub locations

# Welcomed Addition to RideKC Service Offerings

- RideKC Services
  - Fixed-route bus
  - Older adult and persons with disabilities services
    - RideKC Freedom
    - RideKC Freedom On-demand
  - Iris

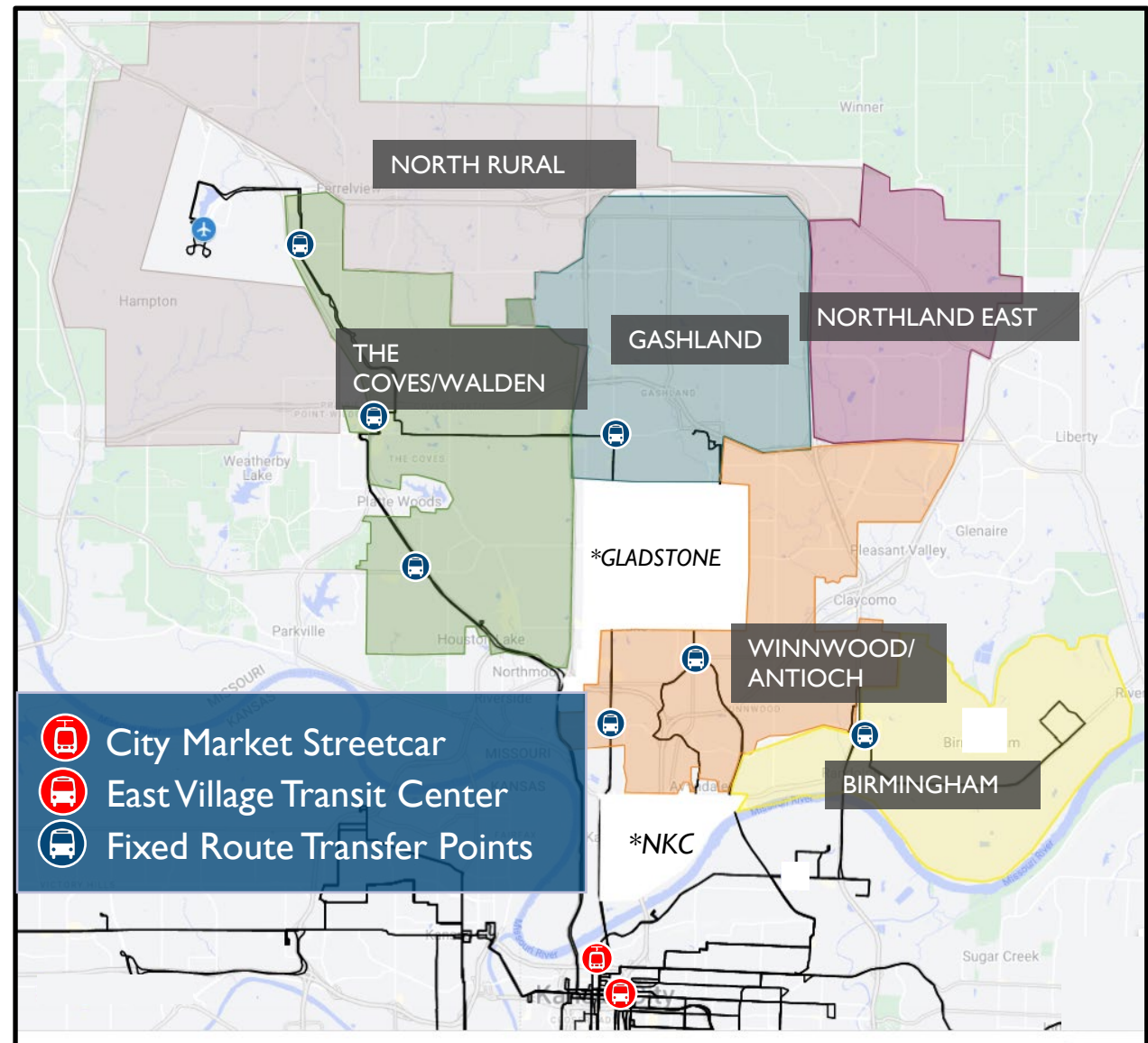




# Service & Structure

# Initial Service Area and Fare Structure

- Phase 1: Northland
- Service Zones
  - Cover all of Northland
  - Each zone connected to transit hub (bus symbols)
- Fare Structure
  - Stop-to-stop in-zone: \$3
  - Stop-to-hub in-zone: \$0
  - Zone-to-zone: \$4
  - Airport \$10
  - Briar Cliff, Zona Rosa, Northland Soccer Complex
  - Can establish new fares as



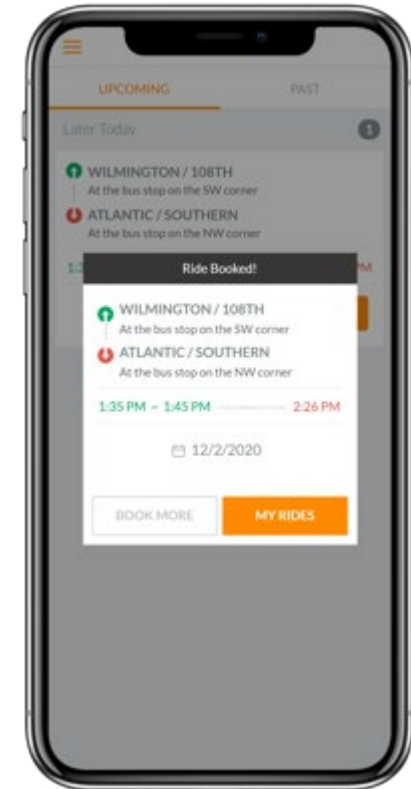
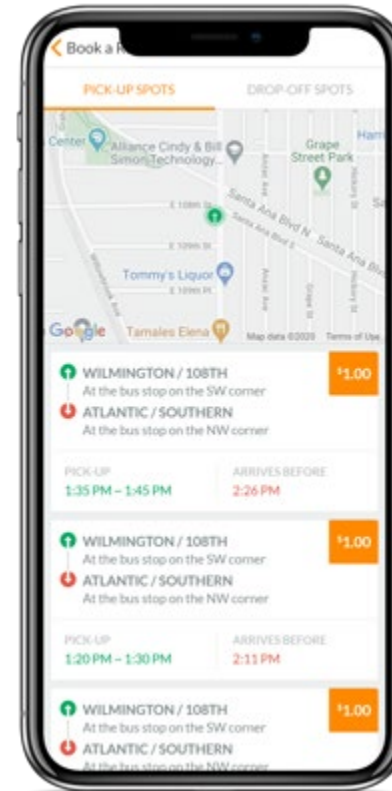
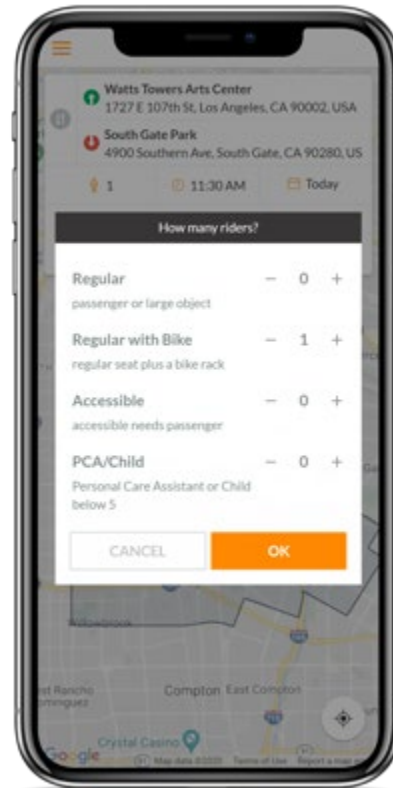
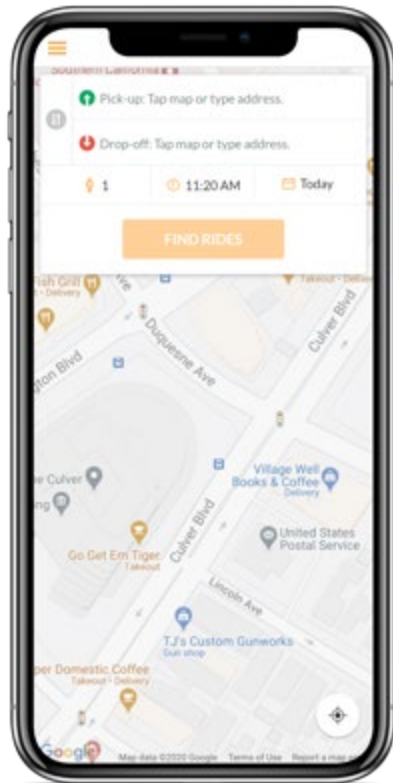
# Service Parameters

- Available to anyone within service area
  - Kansas City residents and guests alike
- Access service in-app, on the web or via phone
- Fares can be paid in-app, via ride credits or in-vehicle
- Service hours
  - Available 24 hours a day
- Specialized in-app and vehicle accessibility
  - Wheelchair lift ramp and bike storage
- Dynamic stops
  - Utilize network of safe, proximity locations

# Ensuring Service Quality

- Tools at our disposal
  - Prioritize and incentivize fixed-route connections
    - Reduces cost for riders
    - Allows each service mode to play to its strengths
  - Frequency variation for specialized trips
    - Ensures vehicle availability and improves circulation
  - Utilization of bus and flex stops
    - Improves efficiency of service delivery
    - Reduces number of service vehicles needed
  - Fare increases or decreases
    - Induce or reduce demand with price elasticity

# How to Use it

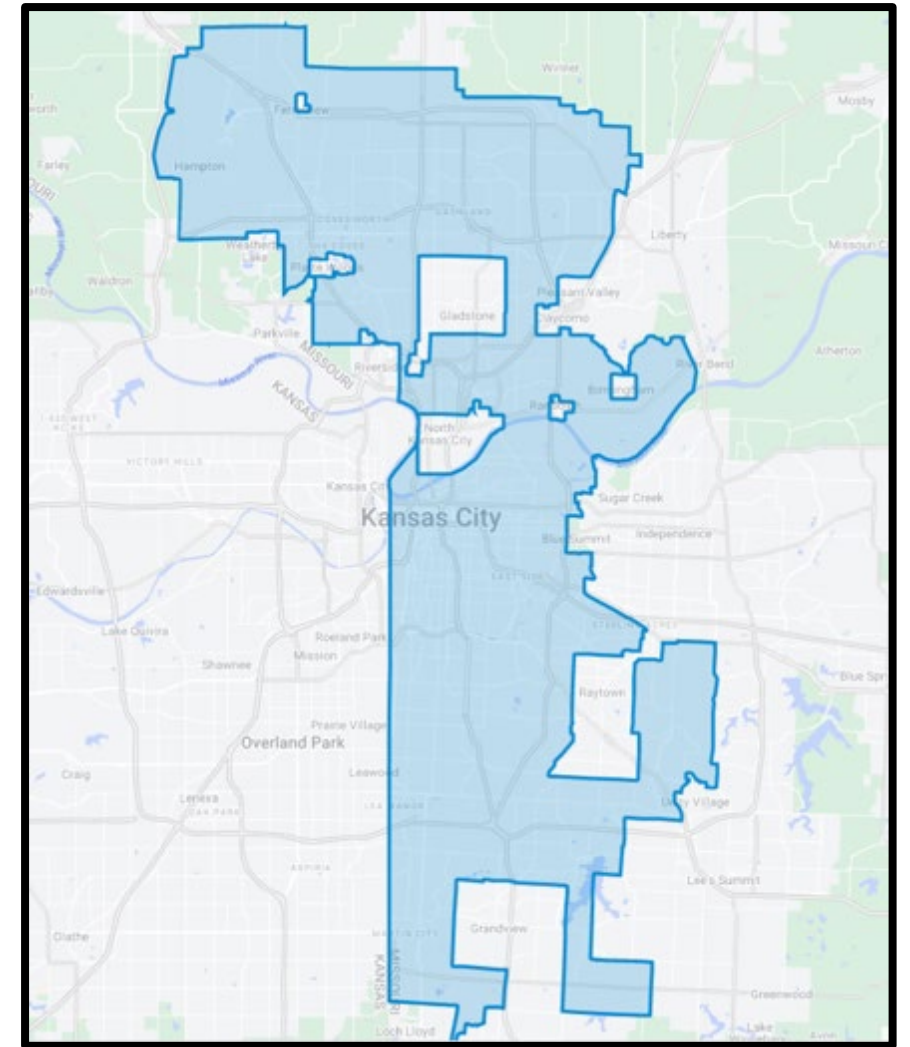




# Phased Expansion

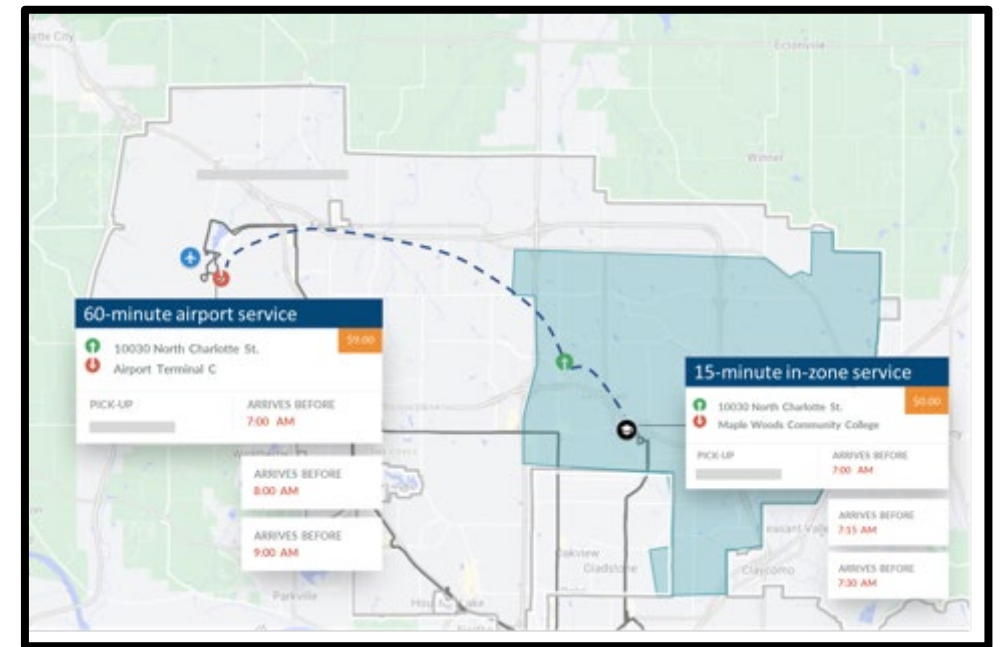
# Phases

- Phase 1: Northland
  - March 15<sup>th</sup>
- Phase 1b: NFL Draft
  - Expand to cover to MLK Blvd
  - Big marketing push
- Phase 2: Citywide Coverage
  - Between May 1-July 1



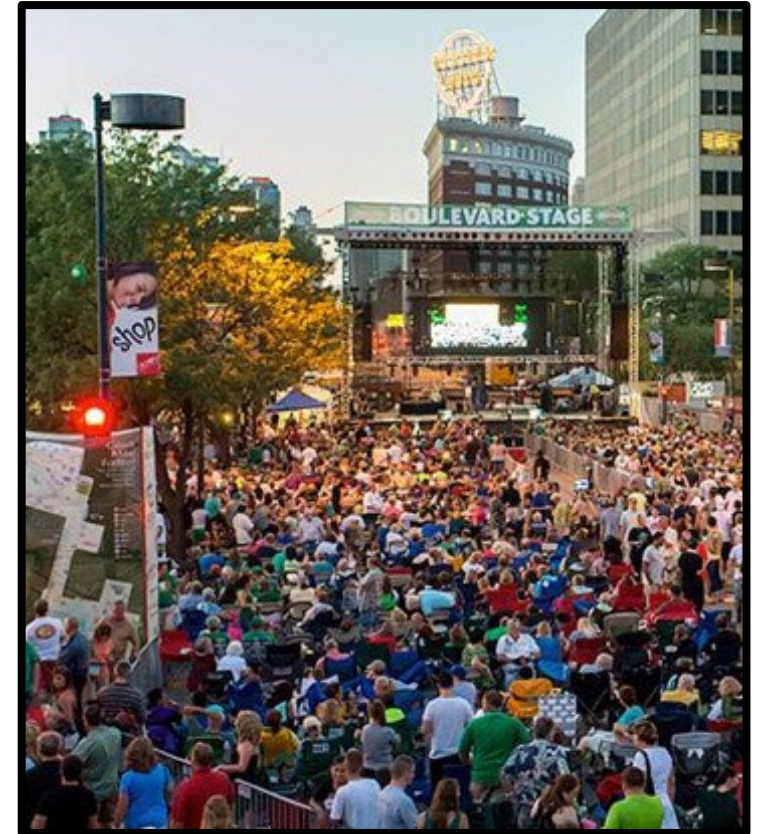
# Innovative Approach to KCI Transportation

- Early morning and late-Night airport connection
  - For residents, employees and visitors
- On-demand connect to fixed-route hub
  - Improved free access to airport
  - For long-haul connectivity
  - Reduce service cost, allow for ample capacity
- Direct on-demand to KCI
  - Preferred for early morning & late night
  - Premium option for rides going to airport



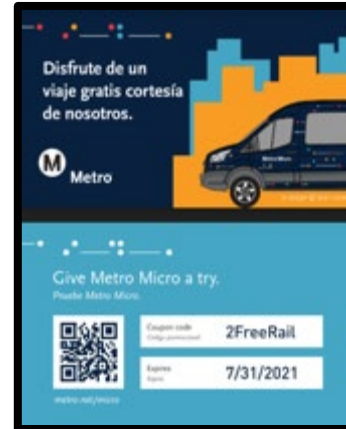
# Events and Specialized Zones

- Flexibility to create new service models for specific days, hours of days or areas
- Examples:
  - Specialized areas or locations
    - Set special fares, hours and/or access
  - Creating employee zone overlays
    - Only “on” during key business hours
  - Event transportation
    - Specialized service for event employees
    - Improved pick-up/drop-off for attendees
    - Create no-go zones to avoid traffic delays



# Next Steps

- Marketing push
  - Need to continue growing awareness
- Finalize service zones for south of Missouri River
  - Prepares us for Phase 2
- Launch Phase 1 (March 12, 2023)
  - Implement, analyze, reiterate, repeat



# Questions and Comments

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