



TRANSIT ADVISORY BOARD

AGENDA

September 19, 2018

10 a.m.

Wichita Transit Van Maintenance Facility Conference Room

777 E Waterman

Wichita, KS 67202

<u>Item</u>	<u>Timeline</u>
1. Welcome and Introductions	5 minutes
2. Approval of Minutes	5 minutes
3. Public Comments	10 minutes
4. Discussion Items	
a. Sub-Committees Reports	10 minutes
5. Information Items	
a. Ridership report	5 minutes
b. Marketing report	5 minutes
c. Director's Update	10 minutes
6. Other Business	
7. Announcements	
8. Adjourn	

City Council members may attend this meeting.

The next Transit Advisory Board meeting will occur on October 17, 2018.

The Wichita Transit Advisory Board met in regular session.

Present:

LeAnna Beat

Shannon Bohm

Troy Bruun

Robert Hamilton

Patricia Hileman

Keith Lawing

Michael Loop

Michael May

Jeff Preisner

Rebecca Robertson

Moji Rosson

Absent:

Sanford Alexander

Steve Anthimides

Matt Byrum

Jason Gregory

Robert Metoyer

Stan Reeser

Janet Wilson

Robert Yelverton

1. Opening

The regular meeting of the Wichita Transit Advisory Board was called to order at 10:02 a.m. on August 15th, 2018 in regular session by Chair Rosson.

2. Approval of Minutes

Chair Rosson presented a motion to the board to approve the minutes for the June 20, 2018 meeting. The motion was moved by Hamilton and was second by Loop. An amendment was presented by Bohm regarding her attendance at the meeting. She was not present at that meeting and wanted to make sure this was reflected in the minutes. Chair Rosson presented a motion to amend minutes. This motion was moved by Hamilton and second by Hileman.

3. Public Comment

Craig Perbeck with the Independent Living Resource Center (ILRC) commented regarding

having meeting materials sent ahead of time. Staff let him know that meeting materials are posted online at the Wichita Transit website. He also wanted to let the board know to keep service to 2nd street in mind.

4. Discussion Items

a. Sub-Committees Reports

The Services sub-committee was able to meet, board member and sub-committee chair, May wanted to highlight the need for a rideshare component part of the analysis that would go into the development or approach towards addressing areas that currently do not receive bus service. When the paratransit comes up from renewal we can address this also.

The Finance sub-committee met with Michelle Stroot to discuss Transit Budgets and to gain insight on how they affect services. Board member Hileman gave the report and remarked that she was surprised to learn that Parking is now under transit umbrella.

The Communication sub-committee did not formally meet. However board member LeAnna Beat did meet with Nate Hinkel and Michael Tann separately, to discuss various ways to market transit utilizing local celebrities. She also had some ideas regarding the various underutilized parking lots to establish a park and ride system. She also mentioned rebranding the trolley names to have more of a Wichita connection.

b. Bylaws Revision

Chair Rosson opened the floor for Jay Hinkel to go over the revisions to the Transit Advisory bylaws. Specific changes included:

- Article 1, Section 2 going back to the original ordinance increasing membership to 21 members. These are not council restricted appointments, the purpose is to include individuals who are driven, knowledgeable and passionate toward transit related issues.
- Article 3, Section 1 would modify meeting dates and time. The time wasn't changed on the proposed bylaws from 8:30 am to 10 am. Due to this oversight the Chair proposed a motion requesting the board approve the change. This was moved by board member Hileman and second by Bohm.
- Article 3, Section 7 added that would allow the use of telephone/video conferencing of board members, this would take place with the understanding that the person is identifiable and audible to members of the public that are present.
- Article 4, Section 2 added the appointment and use of subcommittees to address specific issues or functions of Wichita Transit. It is not prohibitive it just established the desire of Wichita Transit Advisory Board.

Board member Lawing proposed a motion to have the wording adjusted in Article 1,

Section 2 to replace the language requiring that at least eight members reside in the Wichita area, adapting language from the Article, Section 1, to include the Greater Wichita Metropolitan Statistical Area (MSA) instead. This requested was moved by Lawing and 2nd by board member Robertson. Once the bylaw revisions are completed the final approved bylaws will go to council for signature. Motion to approve the bylaws as amended were moved by Loop and seconded by Hileman.

5. Information Items

a. Ridership report

Ridership is up overall by 2% and this is due in part to the SayYes program and advertising efforts. We are looking for these numbers to continue to increase. Students will continue to ride free until the end of August. The final numbers will be presented in the September meeting. Board member Lawing requested a breakdown regarding the various activities that SayYes participants were involved. Philip stated he and Raven would reach out to other departments for more info. Board member Hileman stated that the Job Prep program was unaware of the SayYes program and they would be interested in participating next year. Board member Lawing stated they are currently in the planning phases regarding a collaborative effort involving the YMCA and Wichita Workforce Center and transportation is an essential piece. Philip stated they would like to reach out to the Job prep program regarding the transportation possibilities for next year.

b. Finance report

The Finance reports are presented quarterly to the board, if there are any changes requested let Michelle know. Expenditures are up 5.4% year to date from 2017, personnel shortages and normal raises. Contractuals are up 32.3% but this is a pass through from the 5310 program that is mainly designated for capital and operating expense related to the elderly and persons with disability. Second quarter local revenues are up 1.4% from 2017. Fare revenues are the bulk of the increase in local revenues. Hyatt funds spent this year total \$250,799.33, revenues from the Hyatt fund will be deposited at the end of the year.

c. Marketing report

Wichita Transit has seen positive impact on area apartment complexes with regards to the SayYes! Program. Apartment owners have noticed a decrease in disturbances and other related problems with the youth this summer. They feel as though the SayYes program has made a positive impact on the youth. Wichita Transit has several events planned for community outreach such as the Automobilia Car show in July, this was used to connect with car enthusiast that may be interested in joining the team as driver or mechanics. Wichita Transit will also attend the Senior Expo and Chamber of Commerce expo. We will continue our west side marketing campaign with by rolling out billboards, google ads and social media posts. This project is funded with leftover grant funds.

d. Director's update

Chair Rosson opened the floor to for the Marketing report. Mike stated that we have begun our school program with service now being provided to Southeast High School. There will be three dedicated routes to service this area, this is just shifting some of our underserved routes to service the Southeast routes. There is also an initiative underway to partner with WSU Tech to service the students at their various campuses. We would like to get financially stable to the point we can extend free ridership to individuals who are 65 years of age and older. The ridership in this age group is nowhere near where it needs to be; it should be which is between 15% to 16%. The hour long headways are not feasible to the average traveler. In order to get people on the bus we need to educate individuals on how to use the bus service. Through partnerships with USD 259 and WSUtech we are moving in the right direction. There is a lot of potential to grow transit here in Wichita. The Q-Line will be expanding with some refinements, as Downtown expands we will expand service from the Delano area to Oliver. We are awaiting feedback from the stakeholders in the hope of moving things forward. Board member Lawing extended his gratitude to Mike Tann for attending the Regional Transportation meeting and would like to continue the discussion regarding the use of Wichita transit in extending services to other communities. Mike stated that there is quite a bit of interest in regional transportation from surrounding communities and we are exploring how these relationships could work. There has also been some interest from other area businesses on how transit can assist with their employees. We are exploring a micro transit possibilities and these include Uber and Lyft. We are researching how other transit agencies have established these relationship. We need to explore employer subsidies and how we can get them on board regarding transit for their employees. If we can get the employer to commit to using transit. The second shift piece is the one complaint that we consistently hear. Board member Hileman stated the system has to run until 9 pm. Board member Lawing stated that he has heard on more than one occasion that individuals are turning down 2nd shift work due to a lack of reliable transportation. Transit should be used to eliminate these barriers.

7. Other Business

None.

8. Announcements

The next Transit Advisory Board meeting will be held on September 19th, 2018 at 10 am.

9. Meeting adjourned at 11:30 am.



4a Discussion Item

Sub – Committee Reports

September 19, 2018

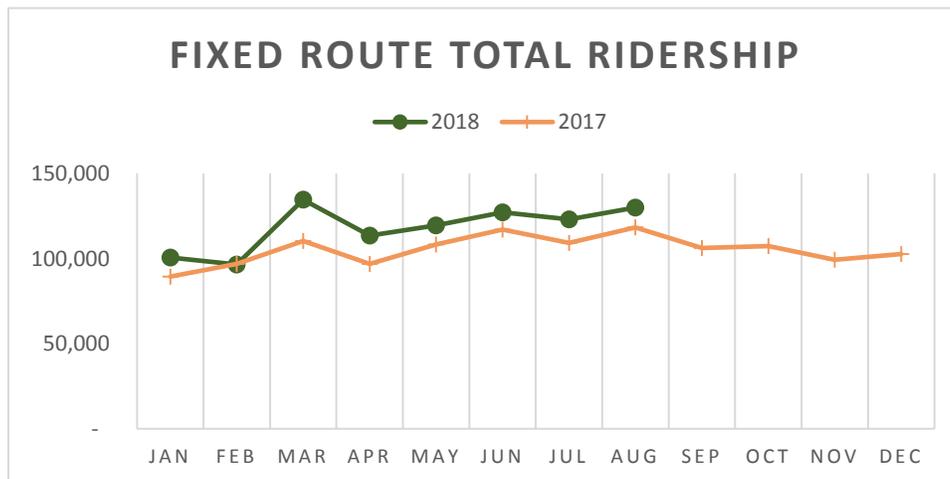
None submitted.



Ridership Updates

Fixed Route

Fixed-route ridership was up about 1% in August over August of last year when not taking into account the Q-Line. When accounting for the Q-Line, ridership is up 10%. Average weekday ridership was 4,814. Overall, year to date, ridership is up 2% when not accounting the Q-Line, and 12% when the Q-Line numbers are included.

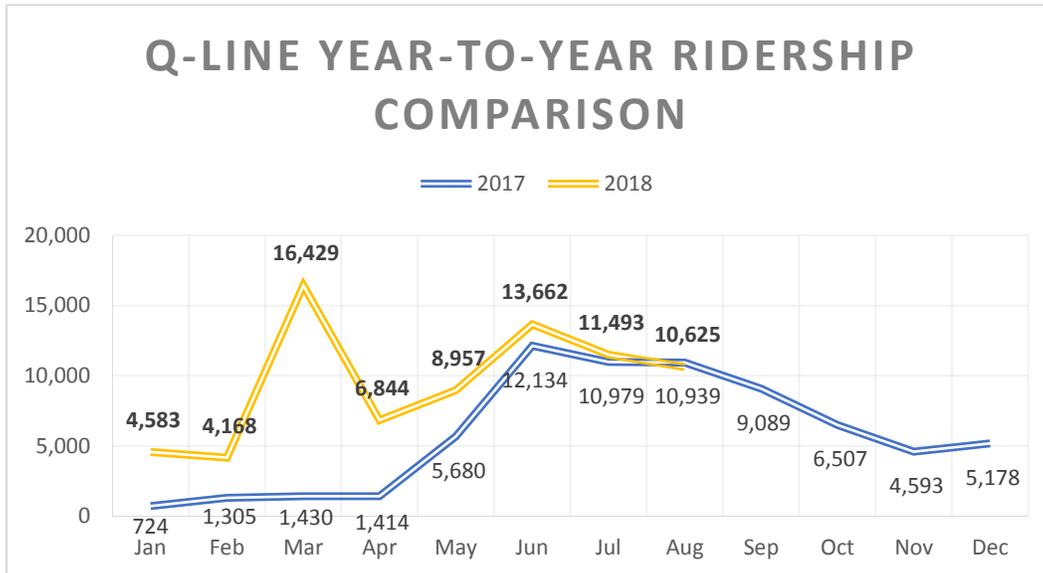


Month	2017 Total Ridership	2018 Total Ridership	% Change	2018 Total Ridership w/o Q-Line	% Change w/o Q-Line
January	89,432	100,551	12%	95,968	7%
February	96,895	96,400	-1%	92,232	-5%
March	110,404	134,622	22%	112,004	1%
April	96,919	113,551	17%	106,707	10%
May	108,333	119,597	10%	110,640	2%
June	117,167	127,129	9%	114,033	-3%
July	109,298	123,134	13%	111,641	2%
August	118,328	129,975	10%	119362	1%
YTD	846,776	945,109	12%	862,737	2%



Q Line

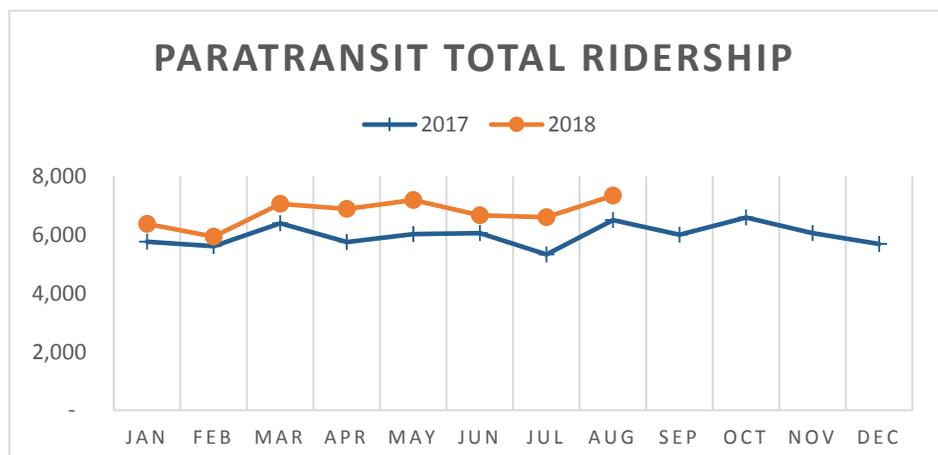
The Q-Line ridership has in August of 2018 was just slightly under the ridership in August of 2017, but still over 10,000 rides for the month.



	2017	2018	%Change	W/O NCAA
Jan	724	4,583	533%	
Feb	1,305	4,168	219%	
Mar	1,430	16,429	1,049%	6,657
Apr	1,414	6,844	384%	
May	5,680	8,957	58%	
June	12,134	13,662	13%	
July	10,979	11,493	5%	
Aug	10,939	10,625	-3%	
YTD	44,605	76,761	72%	

Paratransit

Paratransit ridership continues to be higher in 2018 than 2017. In May, Paratransit did a total of 7,333 rides, with an average weekday ridership of 307.





Say Yes Program

The Say YES program finished up the end of August with almost double the amount of rides provided in 2018 over 2017.

	2017	2018	%Change
June	1,939	3,713	91%
July	2,934	5,187	77%
Aug	2,209	5,138	133%
YTD	7,082	14,038	98%

USD 259 Service

Three routes began serving Southeast High School in August. Each route has the potential to take up to 70 students as well as other general public riders. Total August ridership was 2,387 which equates to about 171 average daily riders.



5B Information Item

Transit Marketing

September 19, 2018

Digital Insights

Last 4 weeks Google activity

- 44,600 search and map views
- 3,010 actions taken

Last 4 weeks Facebook activity

- 27 new page followers
- 600 post engagements
- 13,830 people reached

Upcoming Community Involvement

Big Do at East High – September 19, 2018

Will be setup with canopy, info and swag

Open Streets ICT – September 23, 2018

Setup at Kennedy Plaza with info, games and swag

Trolleys running on first and Second Street

Senior Expo – September 27, 2018

Silver sponsor with recognition in print and web materials

Setup at Advanced learning library

Wichita Exposure – September 27, 2018

Transportation Sponsor

Setup with booth, large digital display and info

Westside Marketing

Ads are running now to include billboards on Kellogg and W Central

Billboards rotating weekly

Digital campaign running on google and facebook

School Transit Marketing

Banner at South High

Poster ads at North and East High

Raven meeting with classes at some schools

Other – photos with bike share ICT



5c Information Item

Director's Report

September 19, 2018

Information will be provided at the meeting.