

The Wichita Transit Advisory Board met in regular session.

**Present:**

Sanford Alexander

LeAnna Beat

Shannon Bohm

Matt Byrum

Jason Gregory

Michael Loop

Robert Metoyer

Jeffrey Preisner

Stan Reeser

Moji Rosson

Greg Schneider (Keith Lawing)

Janet Wilson

**Absent:**

Troy Bruun

Robert Hamilton

Patricia Hileman

Michael May

Rebecca Robertson

Robert Yelverton

**1. Opening**

The regular meeting of the Wichita Transit Advisory Board was called to order at 10:01 a.m. on September 19<sup>th</sup>, 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 August 15, 2018 meeting. Board member Preisner requested a correction to the minutes as he was listed absent but was indeed present. The amendment was formally presented by Preisner regarding his attendance at the meeting to make sure his attendance was reflected in the minutes. Chair Rosson presented a motion to amend minutes. The motion to amend was moved by Gregory and second by Bohn. Minutes were approved with amendments by Loop seconded by Reeser.

**3. Public Comment**

No public comments.

#### **4. Discussion Items**

##### **a. Sub-Committees Reports**

None submitted.

#### **5. Information Items**

##### **a. Ridership report**

Ridership is up overall by 2% and this is without the Q-Line service numbers. Transit staff typically separate these numbers because this service is still fairly new. When the Q-Line numbers are included the ridership is up 10% for August. There was a slight drop in ridership from last August 2017, but ridership was still over 10, 000 rides per month.

Paratransit ridership continues to increase in 2018 compared to 2017, average weekday ridership was 307. The SayYes (Youth Enrichment Services) program finished at the end of August with almost double the rides from 2017, an increase of 98%. The SayYes program is an introduction into the USD259 Service, that now offers service to Southeast High School, total ridership was 2,387 which averages 171 daily riders. These routes were created by utilizing under productive trip and using these runs to service Heights, Northwest and Southeast. The response has been primarily positive and these routes are open to the public.

There were several questions regarding advertising and public outreach efforts to increase the ridership or awareness of these routes and SayYes programs. It was explained that there have been some marketing efforts and details would be addressed in the marketing report. Board member Reeser inquired about the lack of new ridership, if growth was only 2% with the school program, it essentially indicates that the base ridership was 0%. Philip stated he would look into the exact numbers as he was unsure if it was 0%. Board member Loop stated that the August numbers were only partially attributed to school, since it didn't start until mid-August.

##### **b. Marketing report**

The Marketing report was presented by Nate Hinkel. Hinkel wanted to address the questions that were raised during the ridership report. He stated that the suggestion of having enrollment in the SayYes program at the area community centers was an excellent idea. This past year Wichita Transit was involved in several community events such as the River fest and the SayYes kickoff at the transit center. We rented an additional ID printed that although costly was very effective to increase our SayYes enrollment. We have attended the Southeast Open house and we have several radio ads running to advertise the USD 259 program. We have several upcoming community events that Wichita Transit

will be a part of these include Open Streets on Sunday, which will have trolley service and we will also have an informational booth. Transit Staff will also participate in the Senior Expo as a Silver Sponsor and the Chamber Expo which will be held on the same day. We also will have a 3x6 banner advertisement that will be displayed at South high school and in the Athletic Posters for East and North high winter sports. We also have continued our push regarding West Side marketing and have billboards have begun to go up. We did a bike share photo shoot with the Trolleys and buses, and have a new bike share station has been installed at the Transit Center. The board inquired about the use of the student passes and where they're available for purchase. Nate explained that the passes are available at the transit center and at the schools. Board members provided additional suggestions on how to market the bus routes, and some of these included using current bus wraps, hashtags and voter promotions.

### **c. Director's update**

Chair Rosson opened the floor to for the Director's report, which consisted of some clarification of previous information regarding the ridership report and marketing efforts. Mr. Tann has been attending several District Advisory meetings in the Wichita area and some of the responses that he has received from the public has been negative. He explained that some of the changes that occurred several years ago has caused decrease in ridership. He also indicated that most of the input that he has received from the District 1 and 4 meetings have been requests for service to these areas be restored.

Board member Wilson commended Mr. Tann for being open and accessible to the public. Tann suggested that we are fighting for funding and that since we're not generating revenue on ridership, we should look into flexible passes that don't expire. Chair Rosson stated that when there is a service change there is a tendency to lose some ridership. We need to navigate solutions instead of raising more issues. Board member Gregory stated that when the Q-Line ran in a loop there is little to no ridership, however after some adjustments its ridership has increased.

Board member Alexander explained that the changes that were made were due to some serious funding issues and when the sales tax proposal was defeated they were tasked to change the system in order to save it. Mr. Tann stated that some of the changes did not help transit's main core riders. These types of extremes hurt the system more than they helped. Chair Rosson stated that although there are issues, it is our responsibility to be cheerleaders for Wichita Transit. This sentiment was echoed by one of our citizens. He stated that Wichita Transit works very hard to address issues and he is grateful for the abilities of the staff to continue to work toward solutions.

## **7. Other Business**

None.

## **8. Announcements**

The next Transit Advisory Board meeting will be held on October 17<sup>th</sup>, 2018 at 10 am.

## **9. Meeting adjourned at 11:30 am.**