**Item** | **Timeline**  
--- | ---  
1. Welcome and Introductions | 5 minutes  
2. Approval of Minutes | 5 minutes  
3. Public Comments – (Participants must sign up prior to speaking) | 10 minutes  
4. Information Items  
   a. 5310 Workshop Update | 10 minutes  
   b. Marketing report | 10 minutes  
   c. Transportation Department Report | 10 minutes  
   d. Director’s Update  
      i. Ridership Report  
      ii. WSU Service  
      iii. Scooters | 15 minutes  
5. Other Business  
6. Announcements  
7. Adjourn  

*City Council members may attend this meeting.*

The next Transit Advisory Board meeting will occur on February 20th, 2019.
The Wichita Transit Advisory Board met in regular session.

Present:

Sanford Alexander, LeAnna Beat, Troy Bruun, Matt Byrum, Jason Gregory, Robert Hamilton, Patricia Hileman, Michael Loop, Michael May, Robert Metoyer, Rebecca Robertson, Moji Rosson, Greg Schneider, Janet Wilson

Absent:

Shannon Bohm, Jeff Preisner, Robert Yelverton

1. Opening
The regular meeting of the Wichita Transit Advisory Board was called to order at 10:00 a.m. on December 5th, 2018 in regular session by Chair Rosson. There was a moment of silence held in respect to the passing of George H.W. Bush.

2. Approval of Minutes
Chair Rosson presented a motion to the board to approve the minutes for the October 17th, 2018 Transit Advisory Board meeting. Minutes were approved as distributed, moved by Alexander and second by Loop.

3. Public Comment
Andrew Crane requested an update regarding the stop at 21st and Maize at New Market square. This stop has been in place for the last three years and it’s at the end of the line. Mike Tann stated that because this is private property we have to work with the owners and to see that this area is addressed. Mike has an appoint scheduled with the concerned citizen and will address issues with him at a later date.

Craig Perbeck with the ILRC wanted to thank the staff of Wichita Transit for returning service to west 2nd street area. Craig requested clarification regarding snow removal for travelers using the bus system. Mike Tann addressed these concerns by letting him know we work closely with Public works and we work hard to get stops cleared. We are currently reviewing policies that would better address these needs.

Tracy A. requested to address the board regarding bringing back benches at various stops around the city. They didn’t understand why they were removed from certain stops and why people no longer advertised on them. She also wanted to make the board aware of how expensive the passes are and how they should be discounted on the weekly and monthly rates. Lastly, she wanted the board to be aware that the stop at the new library isn’t accessible and would like for Wichita Transit to work on correcting this issue. For
time considerations, Chair Rosson let the citizen know that staff would meet with her privately to address discuss issues.

4. Discussion Items

a. Project Wichita

Chair Rosson stated that Project Wichita was still in the process of being finalized and completion would occur at the end of 2018. Board member Gregory stated that the following items were being addressed:

- Talent
- Life Long Learning
- Economic Prosperity
- Strong Communities and Neighborhoods
- Quality of Place

Board member Hileman inquired if this project was in reference to the Chung report. Chair Rosson stated that this project created in order to process all the data, essentially what do we want to do moving forward. Private/Public input was gathered and although it’s owned by the greater Wichita area, however, there is a regional concentration. Board member Gregory stated that he would like Jerry Mendel come out to present at the January Transit Advisory Board meeting.

b. WAMPO Long Range Transportation Plan

Tricia Thomas from the Wichita Area Metropolitan Planning Organization (WAMPO) conducted a presentation on the 20 year regional vision for transportation in the Wichita area. The current MTP (Metropolitan Transportation Plan) was approved in 2015, and the new plan will be due in 2020 and it is updated every five years. The planning area covers all of Sedgwick and parts of Butler and Sumner counties. We will go through an exercise to discuss what the future would like for transportation for our region. Information presented covered the following questions were addressed during this presentation:

- Where are we now?
  - Safety, Congestion, Finances, Air Quality, Demographics, Airports, Denser Neighborhoods, Freight Shipping and Technology

- What might the future look like?
  - Development of several scenarios – Maintain current direction, Urban Renaissance, Regional Transportation Investment, Repurposing Existing Infrastructure, Technology as a Transportation Driver.

- What do you think we need to consider?
  - Gathering input from the public and stakeholders to address this question.

Ms. Thomas gathered input from the Transit Advisory Board as an important stakeholder in the future of transportation. The board gathered
in small groups and the following are some of the ideas that were generated: Future Trends, Education, and Asset Management. A more in-depth summary will be sent with these minutes.

5. Information Items
   a. Ridership report
      - Fixed Ridership - The fixed ridership was up 26% this October over last October there was one additional operating day in 2018. The Fixed ridership for November 2018 is up 16%.
      - Q-Line - The Q-line ridership in October 2018 is almost equal to last year indicating a -4% change.
      - Paratransit - Paratransit did a total of 7,622 rides in October, and 6,759 rides in November, with a weekday average of 320.

   A member of the public inquired about the method used to count riders. Staff explained that riders are accounted for via fares and onboarding technology. Staff let the member of the public know that additional questions would be addressed after the presentation. Staff presented information regarding the upcoming route changes scheduled for December 15th, 2018. There were some significant route changes to 13/23, North Broadway route 13 now goes by Coleman every run and South Broadway route 23 was shortened and no longer goes through Spirit. Route 14 will operate from the Transit Center and will now provide service to the Independent Living Resource Center and Greenway Manor. The Q-Line will now run on Douglas only from Seneca and Hydraulic through the week and on the weekends the Q-Line will run from Seneca and Edgemoor. Staff announced that he would be leaving at the end of December.

   b. Marketing Report
   Chair Rosson opened the floor to Nate Hinkel for the marketing report. The billboards have been very impactful in gaining public interest in Wichita Transit. However, the digital ads with Google haven’t been very impactful. On the December 14th, we will visit local businesses that are on the Q-Line and gather old schedules and distribute new schedules. There were several public engagement events, we had the Customer Appreciation at the Transit Center and we held a press conference at Lincoln Heights introducing the Q-Line service to the area, we also participated in the Mayor’s Christmas tree lighting on Sunday operating four Trolleys, an all were positively received. Our other marketing efforts include a full page add in the Wichita Visitors guide and the WSU visitors guide.

   c. Director’s update
   Chair Rosson opened the floor to for the Director’s report. Mike Tann commented on the upcoming route changes as something that was small but would address the needs of the community. Our service with USD 259 is growing and it is providing more opportunities. We have been nominated to receive a Good Apple Award from Wichita Public Schools. Beginning in January 2019 we will offer service to Wichita State University, students will
be able to ride by showing their ID. This service will transport students from the Metroplex to Wichita State main campus. Mike Tann and Mike May had a productive conversation with Uber and we look forward to partnering with them for a potential Pilot Program. There are several scooter companies that have expressed interest in the Wichita Area and we are in talk with them. The fare box contract is completed and the change will make things better and more cost effective. Board members would like for the City Council members to attend the Transit Advisory Board meetings. The board agreed that if they were to extend an open invitation to the City Manager to attend a Transit Advisory Board meeting, then a specific agenda would need to be created to maximize the use of his time.

7. Other Business
   None.

8. Announcements
   One of the board members shared that Wichita Independent Neighborhood Association will have its annual dinner meeting on December 28th, 2018 at 5:30 p.m., they have reached out to the new county members to see if they would be able to attend. The next Transit Advisory Board meeting will be held on January 16th, 2019.

9. Meeting adjourned at 12:20 p.m.
WAMP Long Range Transportation Plan – Response Summary

Wichita Transit Advisory Board (12/5) Discussion Summary

What do you think we need to consider?

- Working towards/becoming a true region, otherwise we are just siloed.
- Future trends. An example of an important consideration is the increase of freight and the potential for many FedEx/UPS type trucks on our neighborhood streets and the associated congestion and maintenance implications.
- Remote living in general for all ages (working, shopping, interacting etc.)
- Future increases in medical transportation needs as the population ages
- Creating a sense of place for the community
- Coordinating within the community and existing systems to work together to meet the needs of the population
- Millennials and Generation Z do not like cars, plan for that
- Focus on transit, not just roads and bridges. The trends and our decisions are in conflict. No congestion, no money for maintenance, increased interest in alternative modes yet only a very small amount of funding goes to alternative modes of transportation like bicycle, pedestrian, and transit.
- Drivers and the licensing process: efforts to educate new drivers, re-educate current drivers as rules, laws and technology changes. Older drivers and safety.
- Pedestrian safety from cars and BICYCLES
- The transportation educational needs of the community

What are the most important priorities for the next 20 years?

- Establishing a WAMPO policy that addresses repurposing portions of the existing system, maintenance, and land use considerations. This policy would help “hold the line” in our region to ensure that planning for the future is strategic.
• Establishing overarching policies with our partners to create a regional direction that considers our economy and gives us a competitive advantage.
• Increased transportation options and coordination for older adults.
• Increased education for older adults about options.
• Encouragement of core development versus urban sprawl.
• Increased funding of alternative modes of transportation (non-car)

What should the region’s transportation system of the future look like?
• Regional approach and decision making
• Less investment in roads and parking lots
• Maintain what we have
• Invest in amenities like transit benches, lighting etc.

Where is the region doing a good job?
• Highway system, lack of congestion, efforts directed towards urban revitalization and infill

Where do we need to improve?
• Need a prioritization of projects and address the discrepancy towards bicycle and pedestrian investment
• Better education on safety and accessibility.
• Innovation instead of reactionary approaches.
• Engaging the younger population.
• The understanding of technology and the use of technology as solutions.
• We need better transit routes including routes for special events that make regional connections. For example a route from Wichita Old Town to the Hartman Arena.
• Our balance is off. We used to be focused on the neighborhoods, then we shifted our focus disproportionately to highways. We need both, but the balance needs to be adjusted.
• WAMPO needs to have a stronger role in directing development. For example, the maintenance and transportation implications of moving intercity schools outward is a prime example of how WAMPO transportation professionals could assist when planning.

Where should we cut back?
• Parking lots
• Cut back on road maintenance and spend more money on other modes.
Information will be distributed at the meeting.
Digital Insights – Last Four Weeks

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>Google</th>
</tr>
</thead>
<tbody>
<tr>
<td>32,041 people reached</td>
<td>7,009 tweet impressions</td>
<td>34,300 search/map views</td>
</tr>
<tr>
<td>2,772 post engagements</td>
<td>209 Profile Visits</td>
<td>4,040 actions taken</td>
</tr>
<tr>
<td>28 new page followers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Current Focus

- Graphic design and review of new route 202 brochure and revised system map
- Marketing for new routes and services
- Updating Downtown shelter panels with new route and schedule information
- Creating internship position for transit marketing

Community Involvement

Upcoming
- Mayor’s Briefing Press Conference | WSU Marcus Welcome Center 10:45am, Jan 17th
- Free bus rides for City Crew members | Kickoff Event 1-3pm Riverside Tennis Center

Recent Past
- In person visits to nearly 100 businesses along Douglas Ave to distribute new Q info
- Holiday Trolley with Santa and friends – Thanks to our board members for volunteering!
- Good Apple Award presentation luncheon

Other Marketing

- Partnering with 360Wichita.com for a video blog series about transit in Wichita
- Banner at South High, and poster ads at North and East High renewed for spring semester.
- Committed for a full page ad in the WSU Visitors guide – Released summer 2019

City Projects

- Compiling all department information for the City of Wichita Annual Report
- Developing and implementing marketing plan for mobile wireless internet hot-spots pilot project
Information will be distributed at the meeting.
Information will be distributed at the meeting.
Ridership Updates

Fixed Route

December fixed-route total ridership is up 4%. Overall, year to date, ridership is up 13% when all new services are considered.

### FIXED ROUTE TOTAL RIDERSHIP

<table>
<thead>
<tr>
<th>Month</th>
<th>2017 Total Ridership</th>
<th>2018 Total Ridership</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>89,432</td>
<td>100,551</td>
<td>12%</td>
</tr>
<tr>
<td>February</td>
<td>96,895</td>
<td>96,400</td>
<td>-1%</td>
</tr>
<tr>
<td>March</td>
<td>110,404</td>
<td>134,622</td>
<td>22%</td>
</tr>
<tr>
<td>April</td>
<td>96,919</td>
<td>113,551</td>
<td>17%</td>
</tr>
<tr>
<td>May</td>
<td>108,333</td>
<td>119,597</td>
<td>10%</td>
</tr>
<tr>
<td>June</td>
<td>117,167</td>
<td>127,129</td>
<td>9%</td>
</tr>
<tr>
<td>July</td>
<td>109,298</td>
<td>123,134</td>
<td>13%</td>
</tr>
<tr>
<td>August</td>
<td>118,328</td>
<td>129,975</td>
<td>10%</td>
</tr>
<tr>
<td>September</td>
<td>106,188</td>
<td>117,950</td>
<td>11%</td>
</tr>
<tr>
<td>October</td>
<td>107,398</td>
<td>134,810</td>
<td>26%</td>
</tr>
<tr>
<td>November</td>
<td>99,414</td>
<td>114,993</td>
<td>16%</td>
</tr>
<tr>
<td>December</td>
<td>102,776</td>
<td>106,654</td>
<td>4%</td>
</tr>
<tr>
<td>YTD</td>
<td>1,262,552</td>
<td>1,420,610</td>
<td>13%</td>
</tr>
</tbody>
</table>
Fixed Route Ridership Breakdown

Fixed route ridership was down slightly this December over last December, however overall ridership is up 4% compared to last year. December 2018 had exactly the same operating days as December 2017.

### PARATRANSIT TOTAL RIDERSHIP

<table>
<thead>
<tr>
<th>ROUTES</th>
<th>DECEMBER 2017 RIDERSHIP</th>
<th>DECEMBER 2018 RIDERSHIP</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 FIXED ROUTES</td>
<td>97,598</td>
<td>95,268</td>
<td>-2%</td>
</tr>
<tr>
<td>4 Q-LINE ROUTES</td>
<td>5,178</td>
<td>5,031</td>
<td>-3%</td>
</tr>
<tr>
<td>7 SCHOOL ROUTES</td>
<td>X</td>
<td>6,355</td>
<td>N/A</td>
</tr>
<tr>
<td>TOTAL</td>
<td>102,776</td>
<td>106,654</td>
<td>4%</td>
</tr>
</tbody>
</table>

In addition to the fixed ridership Wichita Transit transported 128 individuals from the Salvation Army to the Kansas Coliseum to gather their holiday supplies for Christmas.

**Paratransit**

Paratransit ridership continues to be higher in 2018 than 2017. In December, Paratransit completed a total of 6,181 rides, with an average weekday ridership of 290 for the month.
Q Line

The Q-Line ridership in December 2018 was about 3% below that of December 2017. Overall Q-Line ridership is up 58% compared to 2017.

### Q-LINE YEAR-TO-YEAR RIDERSHIP COMPARISON

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>%Change</th>
<th>W/O NCAA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>724</td>
<td>4,583</td>
<td>533%</td>
<td>6,657</td>
</tr>
<tr>
<td>Feb</td>
<td>1,305</td>
<td>4,168</td>
<td>219%</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>1,430</td>
<td>16,429</td>
<td>1,049%</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>1,414</td>
<td>6,844</td>
<td>384%</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>5,680</td>
<td>8,957</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>12,134</td>
<td>13,662</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>10,979</td>
<td>11,493</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>10,939</td>
<td>10,625</td>
<td>-3%</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>9,089</td>
<td>9,084</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>6,507</td>
<td>6,219</td>
<td>-4%</td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>4,593</td>
<td>5,304</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td>5,178</td>
<td>5,031</td>
<td>-3%</td>
<td></td>
</tr>
<tr>
<td>YTD</td>
<td><strong>69,972</strong></td>
<td><strong>102,399</strong></td>
<td><strong>58%</strong></td>
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</tr>
</tbody>
</table>