MAC Meeting minutes 2/8/17

1. Welcome and Introductions

2. Approval of December Meeting Minutes
   Approval of meeting minutes – Phil/Terry APPROVED

3. Committee Elections
   Mr. Jim Courtney noted that there are three membership seats that will change, these include: City of Olathe, Area Agency on Aging, and Veterans’ Administration. Each agency will appoint new member to MAC. Additionally, there are three vacant positions that need to be filled. Jackson County has asked to have a seat. Others interested in joining MAC include Jon Moore from Olsson Associates, Employment Transportation Roundtable, and Jim Huffman. Mr. Courtney said that the MAC co-chairs will confer with Drew on appointments and make recommendations to the RTCC co-chairs for approval. New members will start their terms at the August meeting of the MAC.

   Mr. Courtney also mentioned that because his calendar is getting full, he is not sure he can make every meeting. There will be an open chair seat with a term starting in July for 2017-2019.

4. RideKC Freedom, Taxi and IVR Updates
   Tyler Means, KCATA, shared information about an innovative new service that KCATA will be launching in the coming weeks, RideKC Freedom. He said that this new service will be app based allowing for users to register and build a personal profile. Trips can be scheduled through the app for service in two distinct zones. Anyone can use the app but ADA and older adult users will have a special discount applied to their trips. The service will provide taxi trips using 10-10 taxi. Subsidized fares are limited to trips/day but unsubsidized trips are unlimited. This new service will increase customer service and efficiency in terms of cost savings.

   Jim Huffman asked if RideKC Freedom will have wheelchair accessibility. Tyler said that there will be wheelchair accessible vehicles.

   Phil Hanson asked about the plan for extending the service. Tyler said that this is a pilot for now but do have plans of expanding throughout the region.

   Jenny O’Brien asked if there is a possibility to pick up other riders. Tyler said that right now, no, technology does not yet allow this.

   Integrated Voice Response (IVR)
   Lisa Womack from KCATA shared information about the IVR trip notification system. She that KCATA took the Lenexa taxi program and merged with RideKC Taxi. This month, IVR will become available to serve this program. With the IVR app, people can schedule trips, call the night before and get information about their trip, estimate the time of arrival of their vehicle, and cancel trips. This app was designed to greatly improve the riders’ experience. Press releases will come out soon.
A question was asked to clarify that this IVR app is separate from the RideKC Freedom app. Lisa confirmed that this app is separate. She noted that there is no one app that incorporates all functions and services.

A concern was raised about the 10-10 Taxi vehicles new silver and black colors and whether people with vision impairment would have difficulty with this color scheme. Terry O’Toole said that this transition won’t happen for quite a while. Riders will be notified when their car arrives via the app. RideKC Freedom has purposely chosen contrasting decals so there will be easy to see.

5. **ACS Data Presentation**
   This presentation was deferred until the April meeting.

6. **Cab Connect**
   Stephen Powell, City Clerk for Shawnee, shared that in 2014 the Shawnee CityRide Program switched from paper vouchers for rides to magnetized ID cards using Cab Connect. He said the experience using Cab Connect has been very positive so far. The Cab Connect system allows you to download trip data that can then be used for making maps showing where people are coming from and going to. The system lets you drill down to each rider to get data, their transactions, view cab route, average trip length and time. This helps personalize communication with the rider. Stephen noted that users have to either be picked up or dropped off within city limits. He is seeing a lot of riders from the east side of I-435. Based on information such as this, the city can target advertising. Stephen showed various aspects of the Cab Connect interface to the committee.

   Lisa Womack mentioned that riders can double dip and use RideKC Taxi and City Ride. RideKC Freedom will also use the Cab Connect system.

7. **MARC RideShare**
8. Jenny O’Brien presented MARC’s Rideshare program’s website updates to the MAC. Rideshare’s mission is to inform, inspire and empower commuters to choose alternatives to driving alone. The new website provides users with information about carpooling, vanpooling, transit, walking, bicycling and telework. The website’s ride matching function—now available as a smartphone app—helps commuters to find carpool partners, see transit routes and bike paths, and register for a Guaranteed Ride Home.

9. **Roundtable Updates**
   a. **Mobility Inventory**
      Amanda – Mobility Services Inventory – intern working on this. Databases available but looking to do is create an umbrella inventory of services for region. Many attributes for each service will be collected. Still in beginning services. Looking for feedback and contributions from MAC, probably in the next few months. Ultimately we can better
understand gaps and needs and redundancies are in the services that are offered in the region. Contract Drew for more information.

b. **RideKC Data Insight**
Karen Clawson briefed the committee on the Data Insight project noting that it is wrapping up. She said that subsequent phases of this project are being discussed, specifically looking at ways to incorporate performance metric data for other services in the region.