MEETING SUMMARY

Mobility Advisory Committee

Jim Courtney, Chair
Sara Davis, Vice-Chair

June 14th, 2017

Procedural Business
1. Welcome and Introductions (5 mins)
2. Approval of April Meeting Minutes (5 mins)
   - Moved: Barbara Koirtyohann, Truman Heartland Community Foundation
   - Seconded: Lisa Womack, KCATA
3. Committee Updates; Next Steps (5 mins)
   - This agenda item was skipped, as there were no new members in attendance to introduce

New Business
4. Stakeholder Engagement Best Practices (20 mins)
   - Mr. Stiehl introduced Jen Wilding, Executive Director of ConsensusKC
     - She presented on best practices for engaging target populations. This will help improve the applications for the FTA Section 5310 grants, and ultimately the program of projects for that grant program.
   - Ms. Wilding
     - ConsensusKC works on philanthropically-funded projects and other public projects, primarily in public engagement
     - Ms. Wilding teaches at KU
     - There are three major options for engaging user groups
       - 1 large meeting
         - Helps large, disparate communities figure out common ground
         - Generates buzz and raise project profile
         - Can potentially be expensive and labor-intensive
         - Isolating sub-groups in these environments is problematic. It’s do-able, but more difficult than other methods
       - Smaller Meetings
         - Identify types of groups
         - Shorter meeting times (around 90 minutes)
         - Easier to recruit for these (more pre-commitment)
         - Typically comprised of people you already know, low-profile
       - Focus groups / survey
         - Once you have the data, focus groups help you to dig in deeper and tell the story
b. These can also raise the profile of the project through recruitment
   - For each method, the goal is to support data with stories

• Discussion
  o Barbara Koirtyohann
    - There is a lot of broad information available, but the need is to dive deeper
  o Jim Courtney
    - There are a lot of diverse needs, and diverse solutions based in part on geography
    - We need to be able to speak about geographies with low-accessibility, or high-needs, or both
  o Sheila Styron
    - Agreed with Mr. Courtney
    - Ms. Styron shared a story of a client who applied for Share-a-Fare, and was allowed to proceed all the way through the process before being informed that they were not within the service area
    - Sometimes there is so much information it is impossible to sift through and come away with a simple solution, so outreach literature needs to be simplified
  o Jameson Auten
    - Diving deeper helps put all of the different stories together, data can only get us so far
  o Jen Wilding
    - Maybe outreach for MAC-oriented activities isn’t organized by user groups (i.e. older adults and/or individuals with disabilities), but instead geographically
  o Amy Wright
    - (affirming Ms. Styron’s previous point) Low education users exist, and must be accounted for in the process. Materials must be simple, easy to read, and contain the essential information.

• Jim Courtney
  o A lot of the general lack of information out there has to do with perception
  o People don’t think about enhanced mobility until they need it

• Jen Wilding
  o Engagement is a collaboration tool
  o The focus of small group engagement is gauging their perception

• Lauren Solidum
  o We also need to be creating/telling bigger stories, for example economic mobility

• Jameson Auten
  o Employers are coming to KCATA wanting transportation solutions, we are working with them to get there

• Jim Carey
  o What are strategies for increasing response rates?
    - Ms. Wilding: Persistence works, but having captive audiences like those using mobility services or public transit is a great asset
  o Does incentivizing surveys work?
    - Ms. Wilding: It isn’t unethical
    - Mr. Stiehl: MARC’s Rideshare program uses incentives during the Green Commute Challenge, for example, and it works relatively well, although there isn’t data about whether there was an increase in participation after implementing incentives – because there always has been incentives

• Tyler Means
The on-board surveys that KCATA conducts are guided interviews
- We incentivize participation in the taxi voucher survey by giving 2 free rides to participants

Barbara Koirtyohann
- In regards to 5310... what groups do we want to engage?
- How do you keep people focused?

Tyler Means
- We’re still asking our clientele

Drew
- This discussion circles back to the data question that this committee has been dealing with this year: we don’t know what we don’t know, so what data helps us get there?

Jim Courtney
- Would social media recruitment help? It could be a good way to get stories out
  - Jen Wilding
    - Yes, social media is particularly good for recruitment/dissemination
    - It’s a relatively cheap option

5. 5310 Prep Discussion (15 mins)
- Mr. Stiehl re-capped the previous discussion and reiterated that the agenda item was in the service of producing better 5310 projects, and serving the needs of target populations
  - What other things do we need to do to prepare for the Spring 2018 funding cycle?

Linda Sharp
- Can we go through previous programs of projects and identify what was successful and what wasn’t?
- It would be nice to get more guidance from the RFP, let’s revisit the language and evaluation criteria
- Mr. Stiehl: we will re-visit other programs of projects, and walk through the RFP at a future meeting

James Stowe
- Identify potential innovative projects and make sure application accommodates them

6. KCATA Updates / Free Rides for Veterans / RideKC Freedom (10 mins)
- Tyler Means
  - Taxi Voucher program updates
    - 500 vouchers/month in Kansas
    - 80/month in Missouri
  - RideKC Freedom updates
    - 1,300 rides/day
    - 1,034 on-demand trips to date
    - Goal is to get to 100 rides/day
    - Cost per trip is staying steady
  - Veterans Ride Free program review
    - 45,000 rides per month
    - Chip Hillesheim
      - How can we make sure municipalities are aware of this?
      - Jameson Auten
a. The way the program is funded is partially dependent on a financial commitment from the municipalities being served, but we are marketing the service around the region

- Jameson Auten
  - KCATA won a national safety award
  - The national press and people at conferences are all giving KCATA and the Kansas City region a lot of attention right now for our innovative approaches and regional cooperation
  - While our work to improve is certainly valuable and needed, everybody else is trying to be like us
  - Jim Courtney: despite the bad news that gets a lot of press, we are some of the best in the country, so that is something not to lose sight of.

- Lisa Womack
  - 10/10 taxi will carry RideKC Freedom stickers on their fleet
  - We will have 1 regional application for paratransit eligibility!
    - Note: This fulfills a priority strategy identified in the 2015 RideKC Coordination Plan

- Chip Hillesheim
  - Transportation coordination with employers

- Sheila Styron
  - Is it cost-prohibitive to move the RideKC Freedom program out more aggressively?
    - Jim: it depends
    - Tyler: We are still in the pilot phase, but keep pushing us
    - Jameson: it’s going very well so far, so it’s looking good

7. KC Area Agency on Aging Updates (10 mins)
   - James Stowe, Area Agency on Aging
   - 8,000 people served
   - Recently released an RFP to provide transportation for clients
     - Received an unprecedented number responses
     - TNCs responded too, for the first time ever
   - We are submitting a proposal for Autonomous vehicles today
     - As AV technology develops, it will be essential that we make those accessible
     - The target populations that MAC focuses on will be the ones that are impacted most by autonomous vehicles, so we need to get out ahead of it
   - Sara Davis
     - Are you serving for 60+ or 65+
     - James: 65+

8. Other Business (5 mins)
    - Mr. Courtney shared that he has a long-standing passion for technology and will be pursuing that passion on a more intensive basis. His new app tracks healthcare indicators, and produces data which can support and track life events.
    - Mr. Courtney will remain on the committee, but will no longer be Co-Chair. The new chair will be announced at the August 9th MAC meeting

Next Meeting: August 9th, 2017, 9am, MARC
ATTENDANCE

June 14th, 2017

Chair:
Jim Courtney, Mr. Goodcents Foundation (Chair)
Sara Davis, OATS Transportation (Co-Chair)

Other Attendees:
Dan Ryan, Tri-County Mental Health
Tyler Means, KCATA
Amy Wright, Mid-America Alliance for Access
Serra Crowley, KCATA
James Stowe, MARC / AAA
Barbara Koirtvoyann, THCF
Phil Hanson, THCF
Richard Odiain, Jewish Family Services
Jim Carey, Alphapointe
Lauren Solidum, Goodwill
Chip Hillesheim, KC VA Medical Center
Jim Huffman, Life Unlimited
Linda Sharp, Truman Medical Centers
Andrea Dutt, Don Bosco Senior Center
Jon Moore, Olsson Associates
Terry O'Toole, 10/10 Taxi
Lisa Womack, KCATA
Sheila Styron, Whole Person
Sara Davis, OATS, Inc
Kim Greene, FEC
Jim Courtney, MAC
Jen Jordan-Spence, City of Gardner
Cathy Boyer-Sesol, MARC
Martin Rivarola, MARC
Drew Stiehl, MARC