

# Fact Sheet

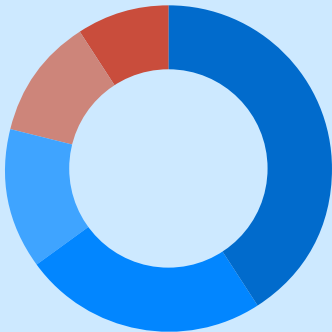
# KCATA

Spanning two states and boasting a history dating back to the 1850s, the Kansas City metropolitan area is one of the most important economic hubs in the Midwest. With large swaths of land and a sprawling diverse population, city transit planning is particularly challenging. Instead of trying to create a big, expansive plan to respond to a large, low density region, Kansas City Metro turned to a non-traditional service, MicroTransit, in conjunction with traditional services, such as fixed-route, to create a more holistic transportation system.



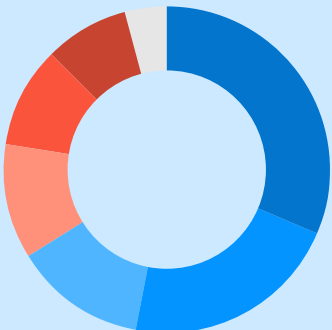
## RIDER SURVEY RESPONSES \*

What is the general purpose for your use of RideKC microtransit?



- 41% COMMUTING TO WORK
- 24% COMMUTING TO SCHOOL
- 14% SHOPPING / DINING
- 12% MEDICAL APPOINTMENTS
- 9% OTHER

If the microtransit service were not available, how would you make this trip?



- 31% UBER / LYFT / TAXI
- 21% RIDE WITH A FRIEND OR FAMILY
- 13% WALKING
- 11% WOULD NOT MAKE THE TRIP
- 10% RideKC BUS ROUTE
- 8% DRIVE MYSELF
- 4% BIKE/SCOOTER



"The service is affordable, goes nearly everywhere I need to go, and allows me a freedom of movement I don't have, ever since the accident that left me unable to drive. If MicroTransit didn't exist, I would be largely trapped at home."

Testimonial from RideKC Metro Rider



### SERVICE AREA SIZE

42.4 square miles

### AVERAGE RIDE TIME

13 minutes

### SERVICE HOURS

6a-8p, Monday-Saturday

### AVERAGE WAIT TIME

18 minutes

### FARE

\$1.50

### PASSENGERS SERVED DAILY

145

### AVERAGE TRIP LENGTH

5.4 miles

### TOTAL PASSENGER TRIPS

17,807

### UNIQUE PASSENGERS

1,344

\*

Data source:

RideKC Metro Survey run by TransLoc and PublicInput on behalf of Kansas City Metro