

Seamless Transit In the Kansas City Region

"Seamless Transit" is a regional effort to make transit easier to use, thereby building ridership and enabling more people to have access to opportunities throughout the region.

The goal is to minimize complexity, confusion and additional costs for riders due to multiple transit operators.

Elements of Seamless Transit

Connectivity

- Routes should be organized in such a way as to maximize connectivity among systems
- Schedules should be coordinated so as to maximize connectivity.
- Operators should communicate opportunities to make such connections.

Fares

- Operators must use compatible fareboxes and fare media throughout the system.
- A uniform fare structure, to the extent possible. The fare structure could include premium routes.
- Transfer reciprocity to the maximum extent possible, including information provided to riders about transfers being honored by other operators.
- Monthly pass reciprocity to facilitate travel throughout the region, and to reduce the "two system penalty" for riders who have to use two or more systems to reach a job or other opportunity.
- Any price differential for the same type of service should be dealt with between the operators.

Para-transit users

- There should be minimal transfers to reach their destination
- Users should not have additional costs.
- Transfer points should have waiting facilities to protect riders from inclement weather.

Trip-Planning Assistance

- One transit information call center available during all or nearly all of the time transit service is available.
- Online trip planning, such as Google Transit.
- Real-time bus status information via phone / mobile web, uniform for all transit providers, to provide better information to riders and also reduce the burden on the call center.

Bus Stop Signs

- Signs should be recognizable from either direction, should identify the routes that serve the stop, and should include a phone number for transit information.
- Signs are a 24/7 presence.

Schedule Information

- Pocket schedules for individual routes.
- Schedules posted at major stops.
 - Major Stops include transit centers, park-and-ride lots, transfer points, time points, and other active boarding locations should have rider facilities depending on level of transit activity: bench, shade, shelter, map/schedule information, creature comforts.

Maps

- A regional transit map showing all routes, preferably both on the web and in hard-copy form.
- A simple "big picture" map to communicate transit possibilities by showing major routes, and indicating general span and frequency of service
- Individual route maps (provided as part of pocket schedules), identifying all connecting routes.
- Map posters at major transit locations.
- Regional park-and-ride map.

Transit Marketing / Promotion

Communicate that all are part of a coordinated regional transit network.

A Regional Transit Identity

All operators share a regional transit identity in addition to their own logos / brands to indicate that all are part of a connected regional transit network.

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