

## Wichita Transit Five-Year Transit Development Plan Overview

The overall objective of the Transit Development Plan (TDP) is to provide a 5-year guide to the development of Wichita Transit's (WT) fixed route services as well as to guide its marketing and financial activities. Specifically, the TDP will generally focus on:

- Review of services and policies
- Review of marketing efforts
- Review role on WT should the area become classified as a "non-attainment" area for Air Quality.
- Funding options

During TDP development, extensive public outreach is anticipated. These avenues for public input are being used:

- District Advisory Boards (DAB).
- Top employers such as Spirit, Via Christie, and Koch Industries.
- Conducting three focus groups each representing Civic/Business Leaders, the general public, and riders.
- Conducting an on-board survey of WT riders.
- Conducting a general public survey of Wichita residents.
- Formation of a citizen's advisory committee which will react to study findings and may become a permanent advisory group for WT in the years ahead.

The City of Wichita has hired TranSystems to conduct the study. In addition to being a Wichita transportation engineering firm, TranSystems has nationally recognized expertise in public transit. TranSystems will be working with WT staff to:

- Examine opportunities to improve routes and schedules
- Make recommendations to create a more effective marketing program that would include more effective business and University involvement.
- Make recommendations on new services
- Make recommendations on how best to apply advanced technology to improve customer service and operating efficiency.

The TDP is expected to be completed by late fall of 2008.

