

# From Limited Mobility to On Demand: How City of Leavenworth Launched RideLV

Located within the Kansas City metropolitan area, City of Leavenworth identified the critical need to improve community infrastructure to provide residents with increased mobility. With no existing public transit system, Leavenworth residents relied on personal vehicles or inefficient modes of transportation to access essential destinations and employment opportunities located both within and outside the city.

Through an extensive process that included area studies, needs assessments, stakeholder committee meetings, and public engagement activities, the city determined that on-demand transit would be the most equitable and accessible mobility option—for residents with limited income, people with disabilities, and seniors in particular. With their Transit Plan in place, City of Leavenworth's next step was to find the proper resources to deliver an efficient on-demand transit service.

## Finding a Community Partner

Without an existing public transit system or experience implementing service, City of Leavenworth reached out to an unconventional partner, The Guidance Center. A local behavioral health clinic, the center has provided transportation services for their clients for over 30 years, working with the Kansas Department of Transportation and the state's public transit systems.

When approached by City of Leavenworth, The Guidance Center recognized the partnership as an opportunity to provide additional service where residents, whether they receive behavioral health services or not, have access to local transportation.



## Finding Funding

Under budget constraints, City of Leavenworth used a series of state grants and local resources to fund the RideLV service:

Kansas Department of Transportation's Multimodal Transportation Bureau, Section 5311: Formula Grants for Rural Areas

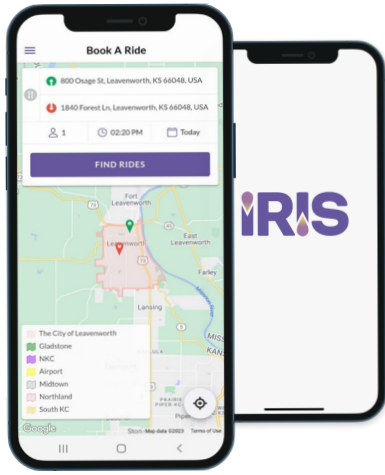
- ▶ Operations: **\$266,655**
- ▶ Vehicles: **\$219,545**

Required matching local funding provided by City of Leavenworth from the economic development portion of the Countrywide Sales Tax.

- ▶ Over three years: **\$81,996**



View next page to see how City of Leavenworth used RideCo's on-demand transit platform to deliver an **average 3.1 passengers per vehicle hour**.



## Finding the Right On-Demand Transit Platform

When it came time to choose a technology partner, City of Leavenworth looked to the neighboring Kansas City Area Transportation Authority (KCATA). The agency was operating an existing on-demand transit service using RideCo's industry-leading platform under the IRIS name and white-labelled Passenger App.

Given the successful and trusted partnership with KCATA, City of Leavenworth decided to partner with RideCo and launch RideLV through the IRIS Passenger App. Although the service has different requirements than the existing IRIS program, RideCo's dynamic platform has the capabilities to provide City of Leavenworth with a right-sized on-demand transit solution that meets the community's mobility needs.

### Providing Equitable and Accessible Mobility with RideLV

Finding and utilizing the proper resources has enabled City of Leavenworth to implement a city-wide on-demand transit service that provides residents with much-needed access to essential destinations such as shopping and medical centers, schools, and employment sites.

All Leavenworth residents are eligible to use the service for a flat \$2.00 fare and can book their trips on-demand or in advance using the IRIS Passenger App, web booking portal, or through the call center. In addition to providing convenient booking options, RideLV's curb-to-curb model and wheelchair-accessible vehicles ensure that people with disabilities and senior residents have appropriate and safe access.

#### SERVICE ZONE STATS

**24 sq. mi.** ~37,000

- ▶ service area
- ▶ population

#### FLEET IMPLEMENTATION

**3 vehicles**

- ▶ Vehicle type: Ford Transit 350
- ▶ ADA compliant

### Service Results

**3.1**

average passengers per vehicle hour

**60+**

average passengers per day

**64%**

average shared rides

**87%**

user conversion rate

**8 min.**

average wait time

**4.9/5**

average star trip rating



Leavenworth, Kansas

“Going from having no public transit to RideLV, City of Leavenworth has made huge strides by providing mobility that efficiently serves its residents. Public transit has a central role in Leavenworth’s anticipated growth, and the partnership between The Guidance Center and RideCo has provided a foundation to build a more robust and integrated network in the future.”

— Julie Hurley, Director of Planning and Community Development, City of Leavenworth



Learn how your community can implement on-demand transit by contacting [letschat@rideco.com](mailto:letschat@rideco.com) or visiting [rideco.com](http://rideco.com).