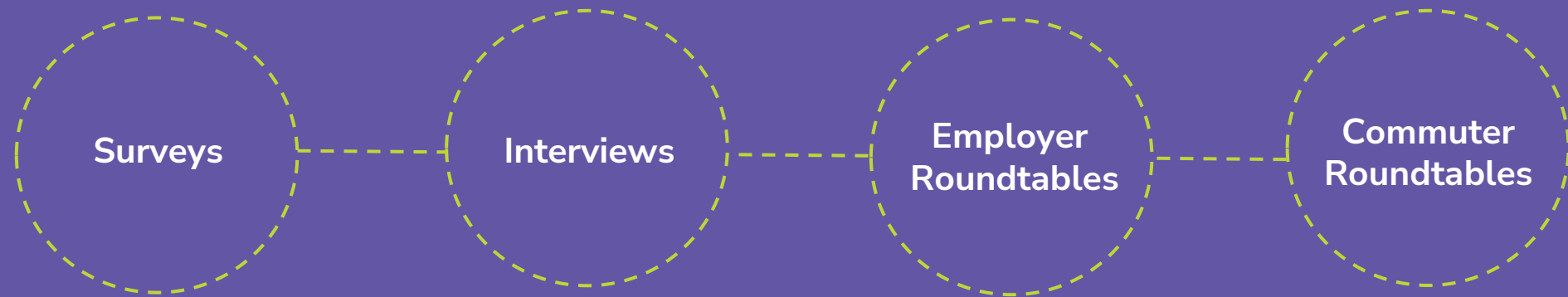


 RideshareKC is now

WAY TO GO

How can we best serve the region?



In December 2022, the program initiated an audience research process to better understand the community's needs, interests, and challenges post-pandemic.

What We Learned

Public Perception

Many residents are overwhelmed and don't know where to go to learn about all their transportation options.

Community Interest

Commuters want more access to education, resources and opportunities to get involved with sustainable transportation.

Employer Priorities

Employers are interested in sustainable transportation from both a climate resiliency and recruitment & retention lens. The service, warehousing and distribution industries are struggling the most with workforce transportation.

Business Collaboration

Business leaders are interested in collaborating with others in similar industries & geographies to increase impact.

The background of the slide is a photograph of a park. In the foreground, a person is walking towards the camera, carrying a large red backpack. In the middle ground, two people are riding bicycles on a paved path. The background shows trees and a sign that says "PARK". The entire image is overlaid with a semi-transparent blue filter.

Our Vision

WAY TO GO envisions a region where sustainable transportation options are the best way to connect people to places.

Sustainable transportation options are affordable, equitable, build community health and support economic opportunity.

Our Objectives

1

Reduce harmful emissions and congestion, help commuters save money and improve community health.

2

Increase the usage of existing transportation solutions and build support for a network of robust services and options.

3

Help Kansas City area employers maximize success and employee satisfaction while driving change across the region.

4

Foster a culture around sustainable transportation.

Our Services and Programs

Business Partnerships & Consulting

- Employer Consulting
- Relationship building with EDCs, Chambers of Commerce, CIDs and Business Associations
- Business Outreach

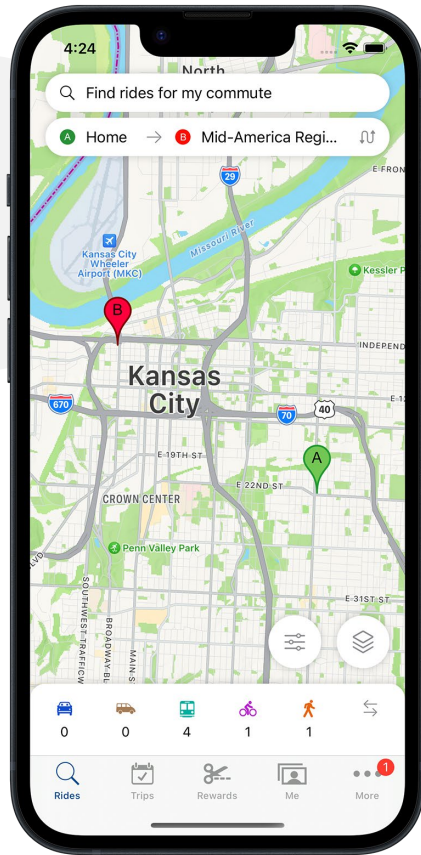
Transportation Education & Commuter Support

- WAY TO GO Trip Planner App
- Guaranteed Ride Home
- Customer Service Line
- Educational Opportunities

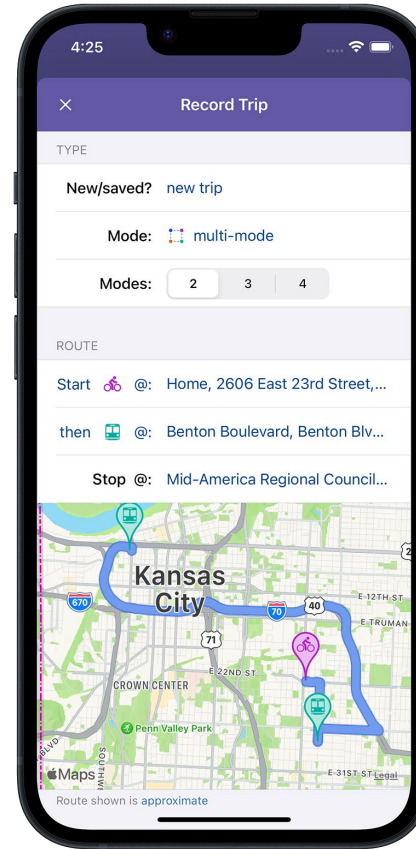
Community-Building Programming

- Green Commute Challenge
- Networking and Social Events
- Engagement Opportunities
- Storytelling

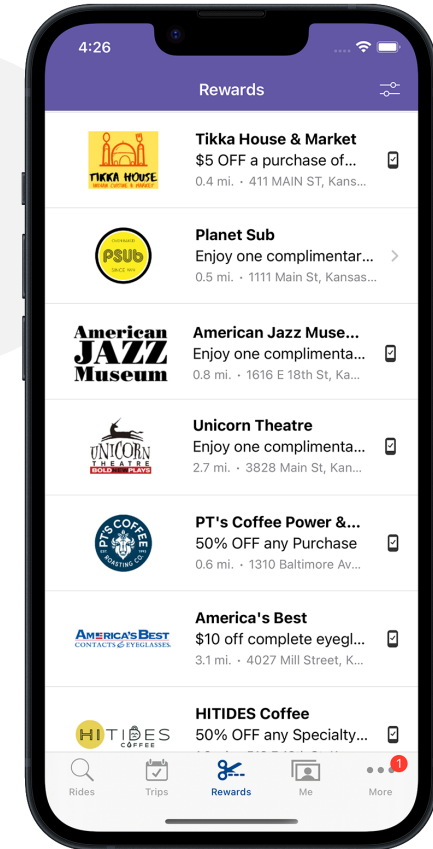
Ride Matching and Trip Planning



Ride Matching
& Trip Planning



Trip Logging



Incentives and
Rewards



WAYTOGOKC.org

Thank You

Karen Clawson

WAY TO GO

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WAY TO GO